

**AP**

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**NEWS AGENCIES AND  
RIGHTS EXPRESSION  
LANGUAGES**

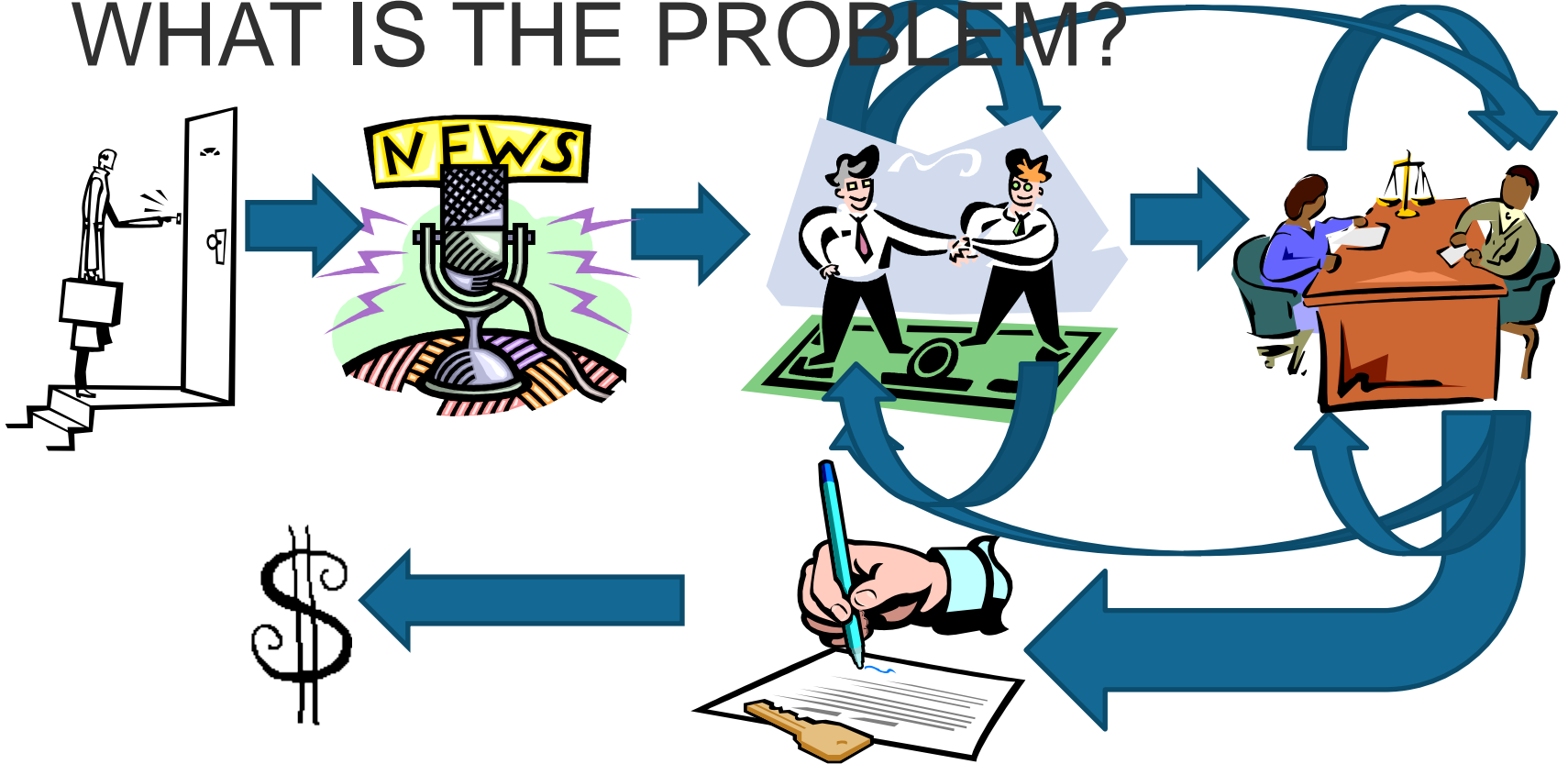
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# BUSINESS CASES FOR RIGHTS EXPRESSION LANGUAGES

- **Communicate Per-Item Restrictions Efficiently to Existing Customers**
- **Communication Restrictions to the General Public**
- **Form the Basis for Autonomous Machine-Based Transactions**

# WHAT IS THE PROBLEM?



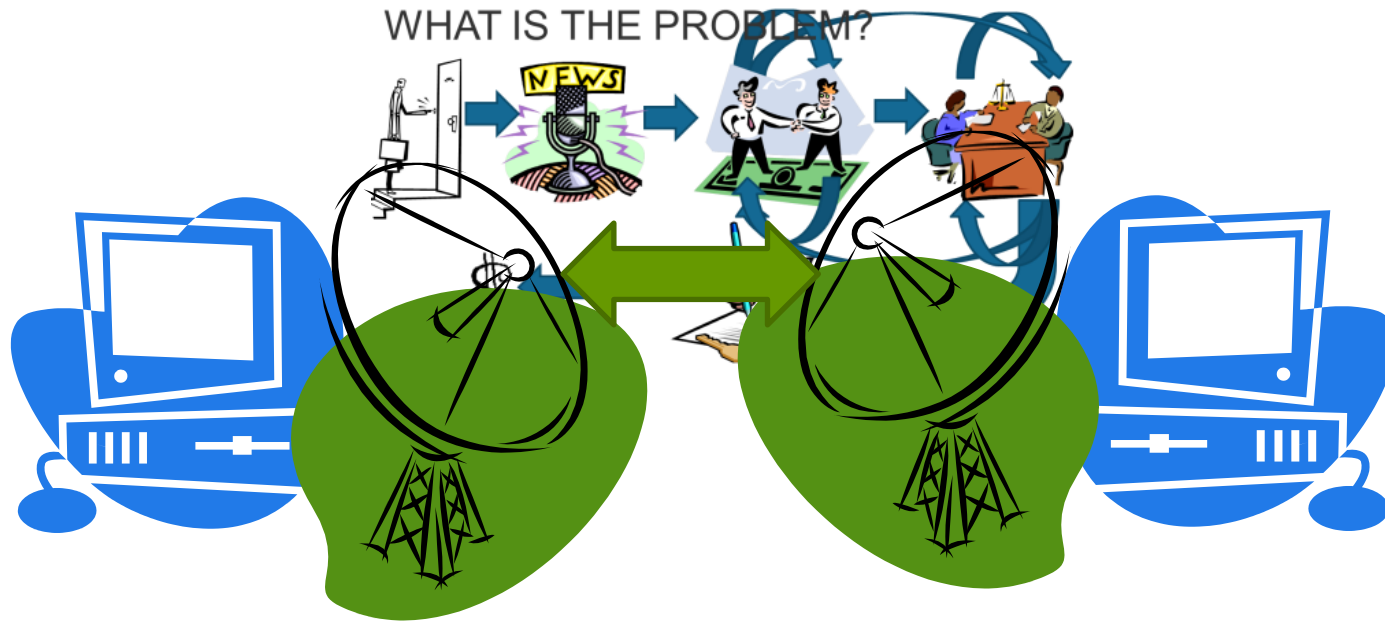


# WHAT CAN BE DONE?

- Kill all of the Lawyers?
- Kill all of the sale people?
- Automate the transaction process

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# WHAT DO WE MEAN?





# WHAT DO WE NEED?

- **A means for clients to determine the content they want**
- **A means for the client and AP to negotiate price and rights**
- **A means for AP to determine usage**



# ELEMENTS OF A ROBUST RIGHTS EXPRESSION LANGUAGE

## – **Express rights**

- Platform(s) and Media
- Scope of use (verbatim, snippet, derivative work, etc.)
- Territory
- Language and Translation Rights



# ELEMENTS OF A ROBUST RIGHTS EXPRESSION LANGUAGE

## – Express Restrictions

- Exclusivity
- Retained Rights
  - Need to be able to express specific rights retained
  - Need to be able to express a general withholding statement
- Define Prohibitions





# ELEMENTS OF A ROBUST RIGHTS EXPRESSION LANGUAGE

## – **Payment Terms**

- Straight Cash for Service
- Per User Metrics
- Page View Metrics
- Etc.



# ELEMENTS OF A ROBUST RIGHTS EXPRESSION LANGUAGE

## – **Functional Obligations**

- Copyright Notices
- [Links to Privacy Policies, Terms of Use, etc.](#)
- Means of Counting Usage
- Audit Rights and Means



# ELEMENTS OF A ROBUST RIGHTS EXPRESSION LANGUAGE

- **Choice of Law**
- **Jurisdiction**
- **Other Boilerplate**



# FINAL THOUGHT

**– A Rights Expression Language Doesn't Have To Do It All**



# QUESTIONS?

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