NEWS AGENCIES AND RIGHTS EXPRESSION LANGUAGES
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
WHAT DO WE MEAN?

WHAT IS THE PROBLEM?
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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