

ODRL and RightsML

Permissions and Restrictions for the Publishing Industry

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...and 50 others

The News Industry Needs Machine Readable Rights

Increasing automation of workflows

Less opportunity for editors to read notes,
the traditional means of indicating restrictions and duties

Sophisticated publishing relationships

Fewer single purpose, static connections
More (need for) flexible, ad hoc uses of content which respect rights

IPTC decided to tackle rights expression

IPTC RightsML

Founded on ODRL 

Open Digital Rights Language 2.0

Selected by IPTC after evaluating several alternatives

<http://www.w3.org/community/odrl/>

RightsML is a news industry specific vocabulary

Plugs into ODRL framework

RightsML 1.0 currently in an “experimental phase”

<http://rightsml.org>

<http://linkedcontentcoalition.org>

Three Principles

and

Three Adoption Strategies

Principle #1

A publishing specific REL and Don't reinvent the wheel

The needs of the publishing industry are not entirely unique
(What is the publishing industry?)

ODRL quite willing to incorporate feedback into the core vocabulary

Tool support paves the way for adoption

Vendors are loathe to adopt yet another standard

Principle #2

Support today's restrictions

and

Build for likely future requirements

IPTC examined many existing rights expressions

Translated from editor's notes into machine readable form

Extrapolated likely future needs and extensions

Principle #3

Sophisticated (not too complex)

and

Simple (not too simplistic)

Permissions, restrictions and duties can get quite complex

A complicated-looking standard is a hurdle for adoption

Adoption Strategy #1

Start at the edge

If you have any kind of structured rights expression internally
Map your internal rights mechanisms into RightsML
At the point of delivery to clients

Adoption Strategy #2

Start in the middle

You need to handle rights internally

Adopt RightsML for your own rights clearance mechanisms

Adoption Strategy #3

Start somewhere

Not everything needs to be converted at the same time

You can gain value from working with

Particular media types

Particular customer types

Start somewhere and grow the adoption

**Thank
you**