ODRL and RightsML

Permissions and Restrictions for the Publishing Industry

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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

rightsml.org

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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

@smyles
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