Rights communication across media boundaries

Linked Content Coalition (LCC)
and
Rights Data Integration (RDI)

Rightscom

- Indecs - which led to/informed
- DDEX
- ACAP - which led to RightsML
- ONIX - of which the early work on ONIX-PL informed
- LCC - which is now informing
- PLUS and
- CEPIC

Also

- Book Rights Registry (almost!)
- Global Repertoire Database
- Copyright Hub
- RDI

LCC summary

- LCC was established to develop the building blocks for the expression and management of rights and licensing **across all media types**.
- The membership of LCC is global and drawn from all media types and all parts of the digital content supply chain.
- LCC phase 1 (to January 2013) will document the generic metadata, messaging and identifier requirements of rights and licensing.
- LCC phase 2 (from May 2013) will involve operational implementations, not necessarily under LCC governance.
- LCC is <u>not</u>
  - Advocating automation where it isn't appropriate
  - About replacing existing message schemas like RightsML, ONIX and DDEX

LCC

Vision

- That the potential of technology is used to the benefit of media supply chain participants, not to their detriment.

Objective

- To act as a catalyst to encourage the automated management of content rights for all media in the digital network where appropriate.
  - NB: automated not automatic or compulsory!

Core assumptions

- An efficient rights data supply chain is a pre-requisite for the efficient delivery both of content to users and of value to supply chain participants.
- Rights data management is broadly the same in all media – there will be differences of emphasis, but not of fundamentals.

Benefits of an efficient rights data supply chain

Making the discovery of rights ownership easier will **increase market size for rightsholders** and **decrease copyright infringement.**

Increasing automation and minimising manual intervention will **increase profitability** for all supply chain participants.

More data standardisation will **lower system development costs**, encouraging **transformative innovation** and **increasing market size** for all supply chain participants.

Positively addressing perceived inefficiencies in the supply chain will **counter pressure from regulators to change copyright law.**

The challenges

Technical

- In some sectors the data standards necessary for automation are in place but in others they don't exist or are emerging too slowly, creating barriers to growth and excess cost.
- Most standards are designed primarily for single-media, yet producers and intermediaries are increasingly dealing with and combining content in all media types and there are no multi-media standards.

Commercial

- Standardisation is never quick; this is a long-term play.
- Where is the competitive advantage? The "tragedy of the commons".

LCC deliverables – published by end March

Rights Reference Model

- A single data model representing all kinds of rights data - not a message schema, database schema or rights expression language
  - Mapped to ODRL and PLUS

Identifier specifications

- Blueprint for a successful "**multimedia identifier network**"

Message specifications

- Generic use cases – and messages?

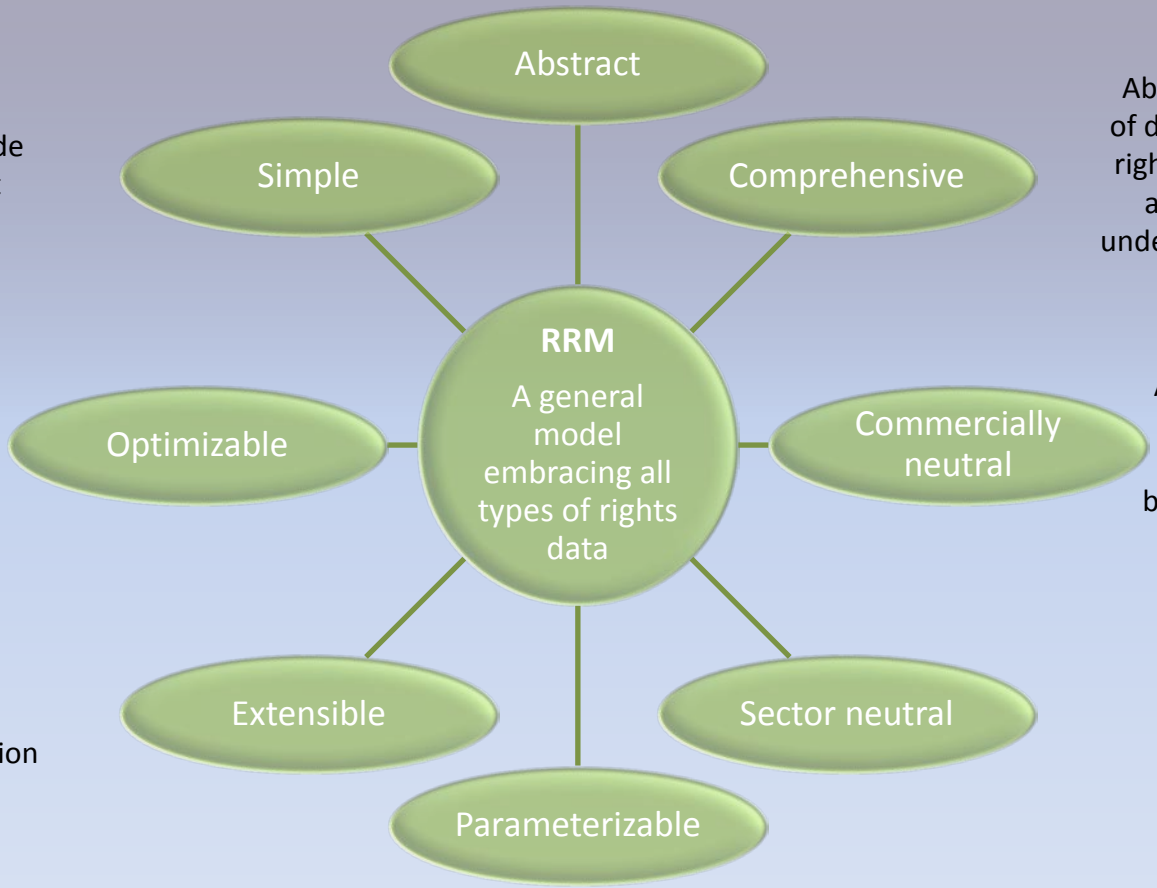
Service specifications

- Specify service types and icons to facilitate manual and automated processing

(work mainly to be undertaken during subsequent "RDI" project)

Rights Reference Model

A logical model not tied to any specific formal representation (though has an exemplary format - the Common Rights Format XML schema).



Everything should be made as simple as possible, but not simpler.

Able to represent all kinds of data associated with the right to use any creation in any way for any purpose under any conditions to any level of granularity.

Can be "dumbed down" for specific contexts , but never needs to be "smartened up" to cater for new types of data.

Able to represent rights and permissions according to any business model or none.

Able to accommodate currently unknown variations on rights data without substantive revision to the current model.

Not biased to the needs of any sector or content type.

Changes should be made by the addition of rules and controlled vocabulary, not by changes to the model structure.

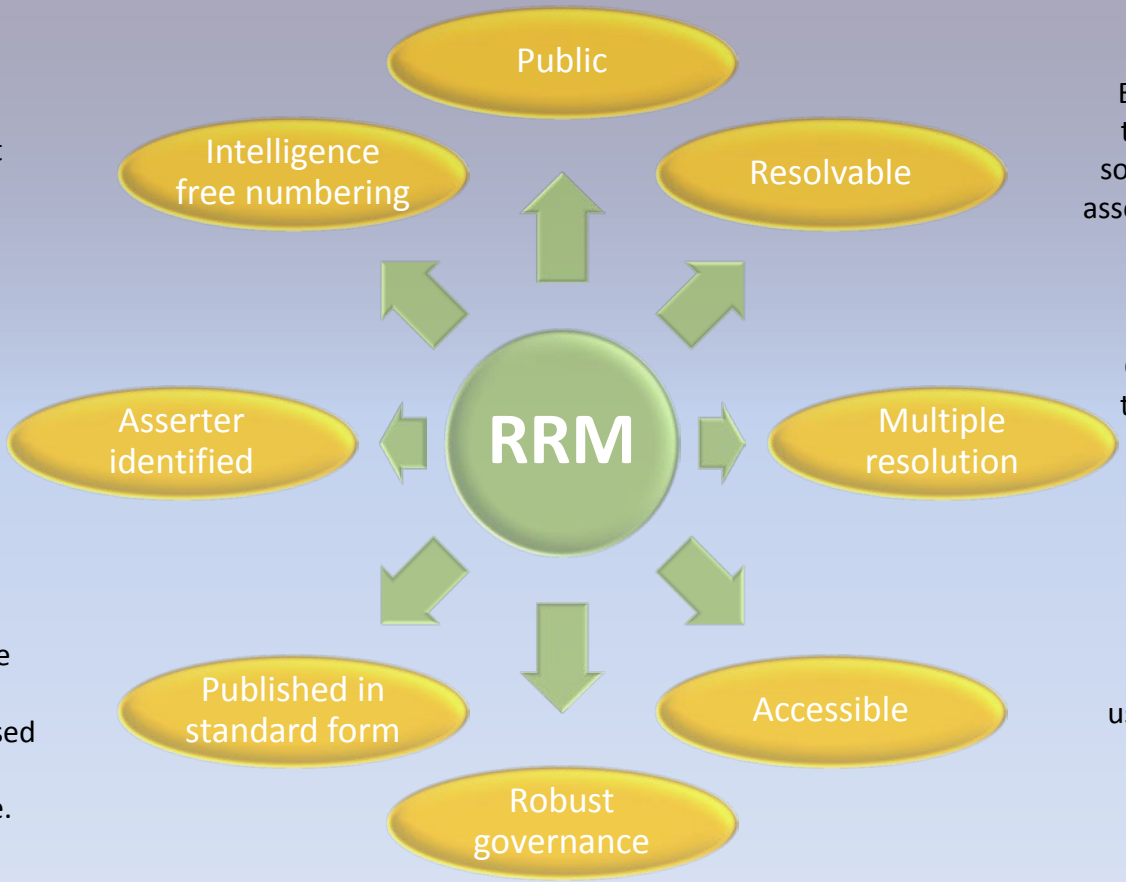
Identifiers

Every entity (party, creation, rights type etc) which needs to be recognised must have at least one public identifier.

Dynamic attributes of the identified entity should not be embedded into the identifier string itself.

Associated authoritative rights metadata should be formally "asserted" so that its provenance is clear.

Should be published in extensible and interoperable syntactic formats (e.g. RDF, JSON or XML) using formalised schemas and controlled vocabularies where possible.



Enables a system to locate the identified resource, or some metadata or resource associated with it, elsewhere in the data network.

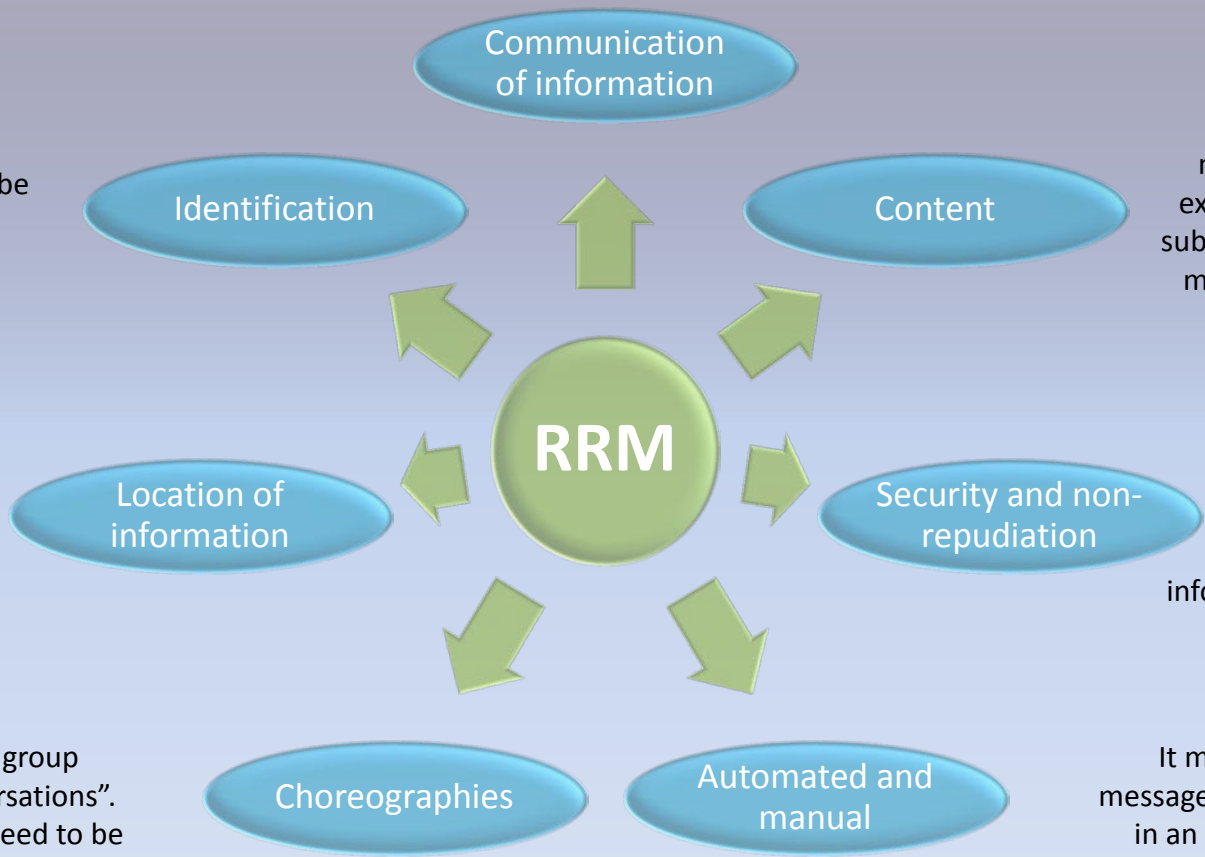
Capable of being resolved to more than one location e.g. to find at least one content description and one rights statement.

Should be accessible to users to support resolution to various services.

Some method of governance is required to ensure ongoing maintenance and authority.

Messaging

Information about content, including rights, must be communicated efficiently along the supply chain.



All messages need to be uniquely identified.

The content of each message should be an expression of a suitable subset of the RRM (or be mappable to the RRM).

Messages may either be embedded in the content and/or sent separately.

Messages must be secure, protected against unauthorised access, carry authentication information and support non-repudiation.

It must be possible to group messages into “conversations”. Replies to messages need to be timely.

It must be possible for all messages to be sent/received in an automated fashion as part of a choreography.

RDI – a phase 2 implementation

Background

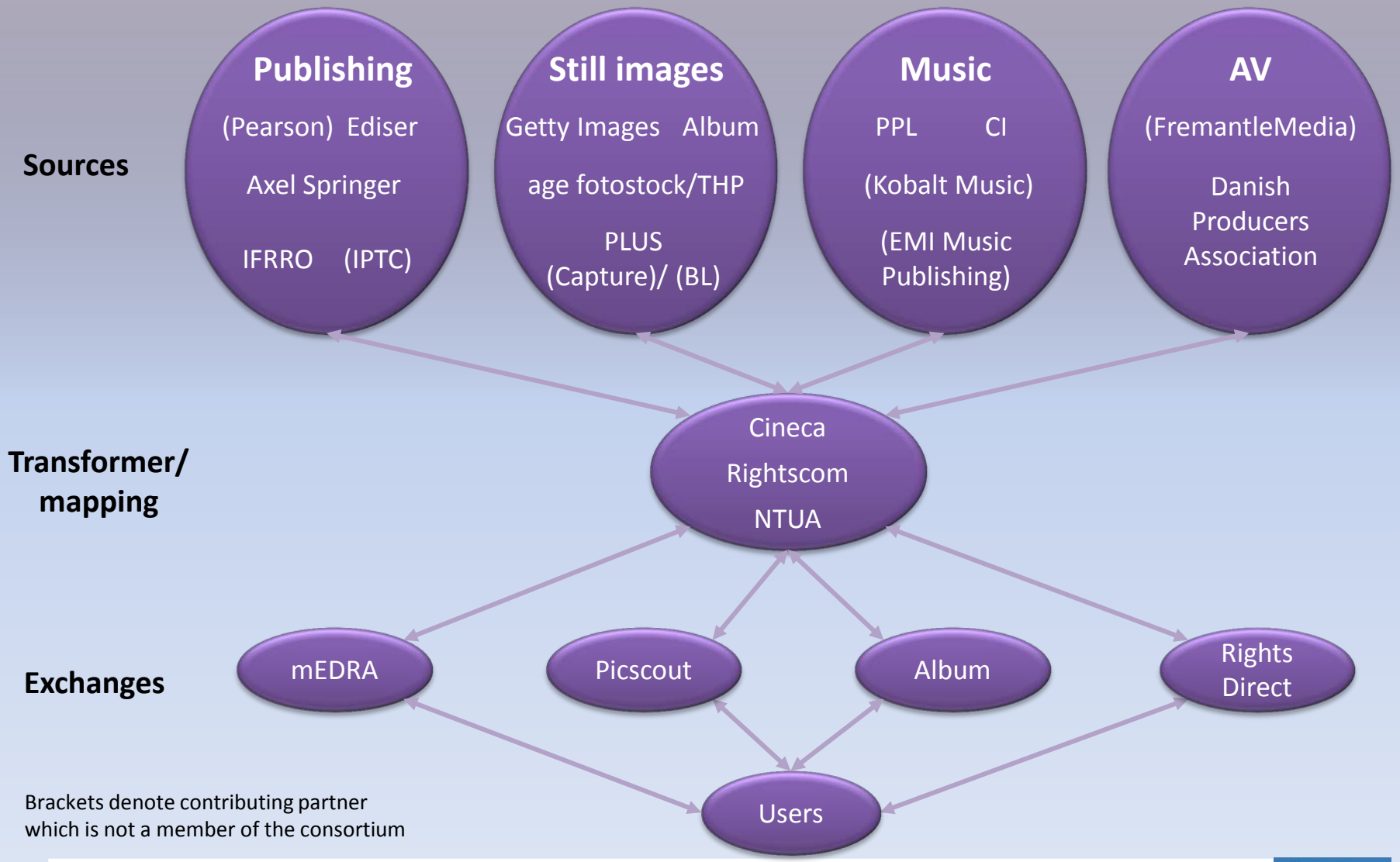
- RDI is an exemplary implementation of LCC.
- €2.2m project proposal involving 16 partners representing all major media types and all elements of the supply chain.
- In the final stages of negotiating 50% funding from the EC.
- Will commence in May 2013 and last for 27 months.

Objective

To demonstrate:

- a range of data flows across the supply chain.
- that data in a range of rights expression languages from all media types can be transformed and integrated using an implementation of the LCC RRM.
- how new standards can be implemented to fill existing gaps.

RDI participants



Brackets denote contributing partner which is not a member of the consortium

RDI use case 1: Open Educational Resources

User: academics, universities

Requirement: ability to combine multiple media types into a single package for distribution to students

Issue: granular content requirement; extracts of books, articles, music, AV etc = high volume, low value rights clearance = cost

Solution: multi-media programmatic rights clearance

RDI use case 2: platform development

User: watermark embedding company

Requirement: ability to commercialise access to digital content from print

Issue: cost of platform development to obtain rights from multiple media types

Solution: common exchange format for rights expression languages

Thank you

Andrew Farrow

andrew.farrow@linkedcontentcoalition.org