Rights, licensing and data

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Three big, irreversible changes

The amount of new, or newly-derived, copyright works published on the Web every day is now greater than the total published analogue output of human civilisation.

Everyone is becoming a creator, re-user, publisher and consumer: secondary use becoming more important.

Sector-based solutions no longer adequate – same people publish and use all content types.
Opportunity and threat

Missing ever-increasing secondary licensing opportunities and suffering theft.

Threat: If rightsholders don’t make it straightforward enough for people to use content legally, then “government and google” will remove or erode more rights.
Goal: “Right click for copyright”? 

A potential user “right clicks” on a piece of content - or on its identifier - to discover its rightsholder(s) and available licence offers, or to go direct to a licensing service.

Not just by people - applications do the equivalent.

Not a technical problem: DOI (for example) can support this now. The main barrier is the data infrastructure. The rights data isn’t available, or not in a form that can be processed easily or automatically.
Six building blocks

- **Digital fingerprints** - great for tracking and linking, but don’t tell you what it is or who owns it.

- **Actionable standard IDs** for creations, parties *and rights* with supporting metadata (“identifier network”).

- Shared or mapped **vocabularies** for content and rights.

- **Separate** rights metadata declarations from the content.

- **Authority** – “who says” a data declaration true?

- **Tools for interoperability** – no multimedia data standards.
The standards framework so far

Some well established – creation IDs (eg ISBN, DOI) some good vocabularies (eg ONIX)

Some developing – party IDs (ISNI, ORCID)

Some big gaps – especially rights/license IDs, vocabularies and messages.

Little interoperability – 20th century sector “silos”.

Four developments, all in early stages...
2012 project: how to make licensing on the web more efficient? Support from all sectors and some tech companies.

Groundwork: the LCC Framework, April 2013, including LCC data model (“Rights Reference Model” - RRM).

RRM showed that all types of rights data, however complex, from all sectors can be expressed in a single, extensible format. Interoperability is a political and commercial problem, not a technical one.
2013: permanent consortium of **data standards bodies**, so far:

- **DOI Foundation**
  - all, inc. journals, scientific data, AV
- **EDItEUR**
  - publishing
- **IFPI**
  - sound recordings
- **IPTC**
  - news
- **ISNI**
  - party name IDs
- **MovieLabs**
  - audiovisual
- **NISO**
  - bibliographic
- **PLUS Coalition**
  - images

and others invited (including all ISO identifier agencies).
Aim: To facilitate and expand the legitimate use of content in the digital network through the effective use of interoperable identifiers and metadata.

For different sectors to work together on areas of common interest across and between media types and sectors.

To be a point of contact for other bodies wanting to engage with content identifiers and metadata as a whole.

NOT to do anything that existing standards bodies are doing.
rti Rights Data Integration project

First LCC implementation. EC-funded from September 2013. Show how any rights of any complexity for any content, can be communicated, aggregated and traded using a data hub (based on LCC model) through different types of “rights exchange”.

All participants commercial organizations. A “pilot” but we expect ongoing services will come out of it.

RDI includes an ‘images’ workstream to establish a global image ID and registry standard.
rdi participants

“Sources”
Supply data

Publishing
Pearson  Ediser
Axel Springer
IFRRO/IPTC member(s)
ARROW

Still images
CEPIC  Getty  Album age fotostock/THP
PLUS  Capture/British Library

Music
Consolidated Independent
PPL
Kobalt Music

AV
FremantleMedia
Danish AV Producers
MovieLabs

Hub and mapping

“Exchanges”
Offer licences and rights info to users

mEDRA

CEPIC/PLUS

Users

Rights Direct
Launched July 2013, out of the “political pressure” of the Hargreaves and Hooper reports in the UK. Industry-led, all major sectors represented.

Aims to make it easy for people to discover and register **rights data** of any kind, to enable licensing. Initial phase just information and linking (35 sites at present).

Stage 2 in 2014 introduces “federated search” to enable queries to be sent to multiple databases, and the results aggregated. Stage 3 in 2015 will provide links for people to register content and rights. Hub will not be a registry or licensor itself.
“Web Content Declarations” (WCDs)

Possible standard being developed by LCC members.

Enable any rightsholder to **easily** generate a rights declaration, using actionable standard IDs and vocabularies, for any content. Simple, but fully extensible.

Initial applications probably “direct-to-web” publishing – file share sites, social media, blogs – WCD linked to digital content.

Established businesses should be able to create WCDs automatically – provided they are using existing standards.

Aim: enable users to get rights, and all publishers to start to benefit from a “right click for copyright” capability.
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