The ARDITO Project

*Improving digital access to rights information for creative content*

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@ARDITOProject

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What is ARDITO all about?
ARDITO means...

Access to Rights Data via Identification Technology Optimisation
The process

- **Vision:**
  - any content provider should be able to easily communicate rights information about content
  - any user should be able to easily access to such data in order to understand how the content can be used

- **Objective:** communicate to final users how creative content can be exploited by automatically linking content assets to rights information and services

- **Principle:** if content can be identified, users can find how to access rights data

- **Solution:** tie rights data to content IDs → IDs are the link between content and rights data
The solutions: multiple assets

- We will do this with images, books and e-books, videos

  - using multiple **identification technologies** that carry IP rights information
    - web **resolvable content IDs** based on DOI standard technology
    - IDs embedded in e-books as **watermarks**
    - IDs embedded in audio-visual content as **watermarks**
    - content recognition by **digital pattern matching** (the ID is the image itself)
Rights information through Web resolvable content IDs

*mEDRA tools in ARDITO project*

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1. is a DOI Registration Agency for textual content
2. is the technology provider of and collaborates with the Italian ISBN Agency
3. our work in ARDITO will be integrated into these existing business lines
4. thanks to the experience in identification standards and rights information management (e.g. RDI – Rights Data Integration project)
• DOI = multi-purpose, multi-content, persistent web resolvable ID
  • over 140 million DOIs assigned across media and content types
  • DOI + ISBN = ISBN-A
  • DOI resolution can be Single, Multiple and Context-aware

• How it works: when used in the Internet, the DOI works like a link redirecting the user to a resource. Examples:
  • 10.3233/JAD-2010-101674 ➔ https://doi.org/10.3233/JAD-2010-101674
  • 10.978.8889637/821 ➔ https://doi.org/10.978.8889637/821

• Our work in ARDITO will exploit DOI features to connect content and rights
mEDRA ARDITO tools

- Rights-aware DOI suite:
  - interfaces to create **rights-aware DOIs**
  - tools for right-holders to make available simple **rights declarations through DOI** technology
  - automatic service to create and use ISBNs as DOI-based web resolvable IDs (ISBN-As)
  - customisable interfaces for rights-aware resolution to be used at the point of discovery of the content on the web or in machine to machine manner
mEDRA ARDITO tools

- contents (books or journal items) have **resolvable IDs** (DOI or ISBN-A) assigned by the rightsholders (authors, publishers etc.) and registered in mEDRA

- rightsholders register a **Digital Rightsholder Statement** (DRS) on a content
  - a DRS is a declaration of IP rights on a content (a book/e-book or a journal item)

- the **DRS** is in its turn **identified by a DOI**

- the DOI of the DRS is **linked to the content ID** (DOI or ISBN-A) through metadata relations

- the content ID is disseminated **along the supply chain**

- online users find a book/journal and can **access to the rights details clicking on the content ID**
Rights-aware DOI demo

- https://doi.org/10.979.12200/00000 +
  
  rights awareness =

- https://doi.org/10.979.12200/00000?locatt=type:rights
From tools to services

- The ARDITO tools will be integrated into mEDRA DOI Registration Agency platform and used to:
  - create a new service for customers to register rights-aware DOIs, or add rights-awareness to existing DOIs
  - expose and make available for reuse information about rights and licenses in a range of different methods and formats
- The ARDITO tools will be integrated into Italian ISBN agency platform and used to:
  - create a new service for author-publishers to declare their rights when they request an ISBN
  - have the above declaration linked to the content anywhere in the web, through the same ISBN empowered by the DOI features (ISBN-A plus)
Integration with the Copyright Hub
The bigger picture

Diagram showing the interaction between Internet user, Internet browser, CH plugin, CH Hub, and mEDRA.
The bigger picture

In ARDITO we

• use the DOI to identify rights declarations because it’s a standard and interoperable tool

• rights data is tied to content → enhanced discoverability of rights and licensing information

• connect with the Copyright Hub as extra access point to tools and services
THANK YOU!

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