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(Copy)right information in the digital age

## The **Linked Content Coalition (LCC)**

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# Context

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**Digital media:** music (works and recording), books/journals/newspapers, games, still images & audio visual

**A right:** granted by one party to another to do something which may be subject to prohibitions and/or conditions

**The business problem:** it's difficult to

- discover who owns the rights to a piece of content
- obtain information about the rights
- obtain a license to use the content

**The data problem:** this stuff is complicated!

**The political take:** the lack of a solution is a significant inhibitor to regional economic growth

# Linked Content Coalition (LCC)

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## Membership:

- > 40 members to date
- All content types
- All elements of the supply chain
- EU and US (but should be global)

**Goal:** to improve access to, and licensing of, digital content for any media and use

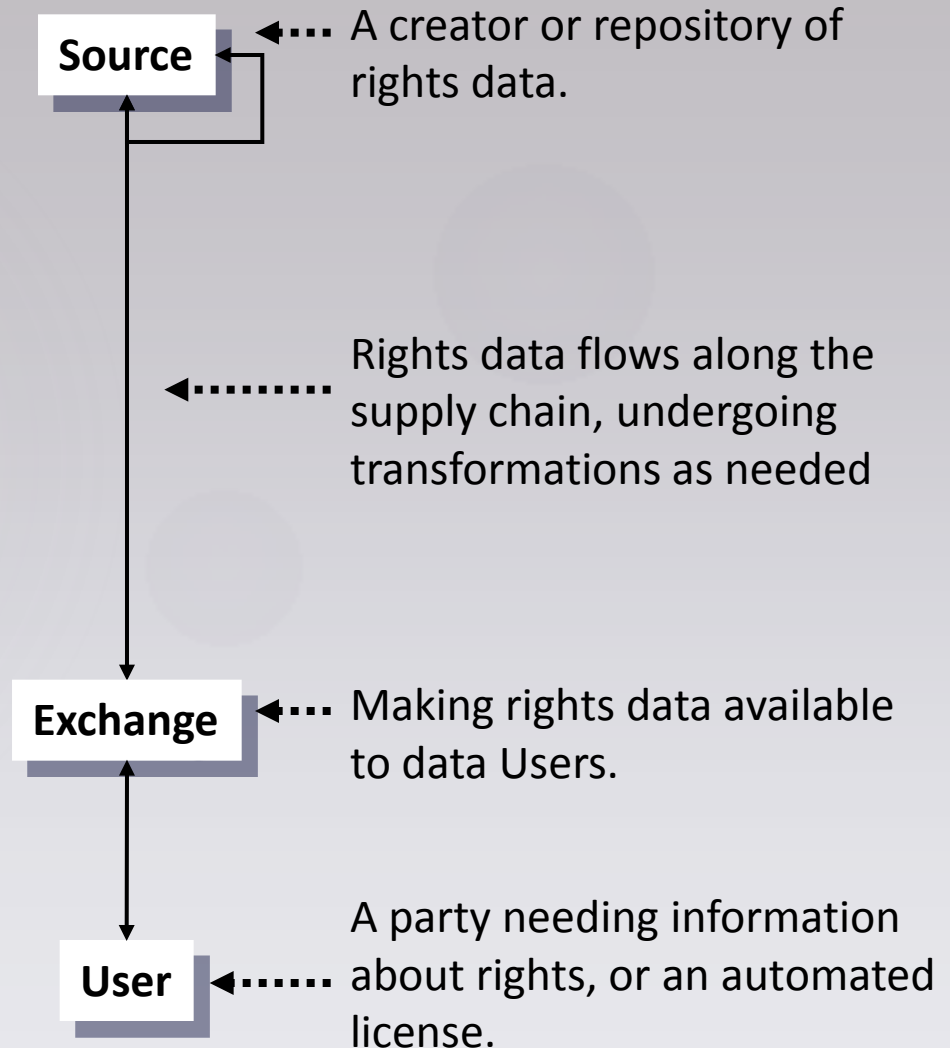
**Deliverable:** to specify the framework for rights data interoperability.

**Structure:** a project (long term-governance to be decided)

# The rights data supply chain

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The roles of Source, Exchange and User may be played by the same party. The chain may be of any length or complexity.



# Existing rights expression schemas

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There are numerous existing rights expression languages

- ODRL, various profiles including RightsML 1.0
- XRML, various profiles including MPEG-21 REL
- ccREL (Creative Commons)
- ONIX-RS, ONIX-PL (Books, Journals)
- DDEX Work Licensing, Release Delivery messages (Sound Recordings)
- CISAC CWR (Common Works Registration) (Music)
- METSRights (Bibliographic)
- PLUS Coalition Schema (Images)
- etc, etc ... other standards, many proprietary schemas and statements, many DRMs, more being developed all the time

All do the job they were designed for

Not all will cope with changing requirements

None inter-relate

# Options

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## Centralised IT Platform:

- not considered practical or desirable

## Single, unified standard:

- facilitates market-driven development, but
- can't ignore existing standards; not politically acceptable

## Standards framework



- facilitates market-driven development
- encourage interoperability between existing standards; politically acceptable
- encourage adoption of “best of breed” practice

# LCC requirements

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## Comprehensive

- represent all kinds of rights data for any kind of control or usage of any type of creation to any level of granularity

## Extensible

- accommodate unknown variations without substantial revision

## Commercially neutral

- represent rights and permissions for any business model or none

## Sector neutral

- not biased to needs of any particular sector or content type

## Technology neutral

- must not assume any particular technology implementation

# LCC 2012 work plan

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The heart of the LCC work in 2012 is a Rights Reference Model (RRM) expressed as both:

- an abstract model
- a formal version (probably as an XML schema)

Other workstreams will investigate

- Non-technical
  - ❖ business case
  - ❖ long term governance
- Technical
  - ❖ messages
  - ❖ identifiers
  - ❖ iconography (aka service definition)



# RRM

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Is based on best existing work with its origins in the <indec> analysis of the late 1990's

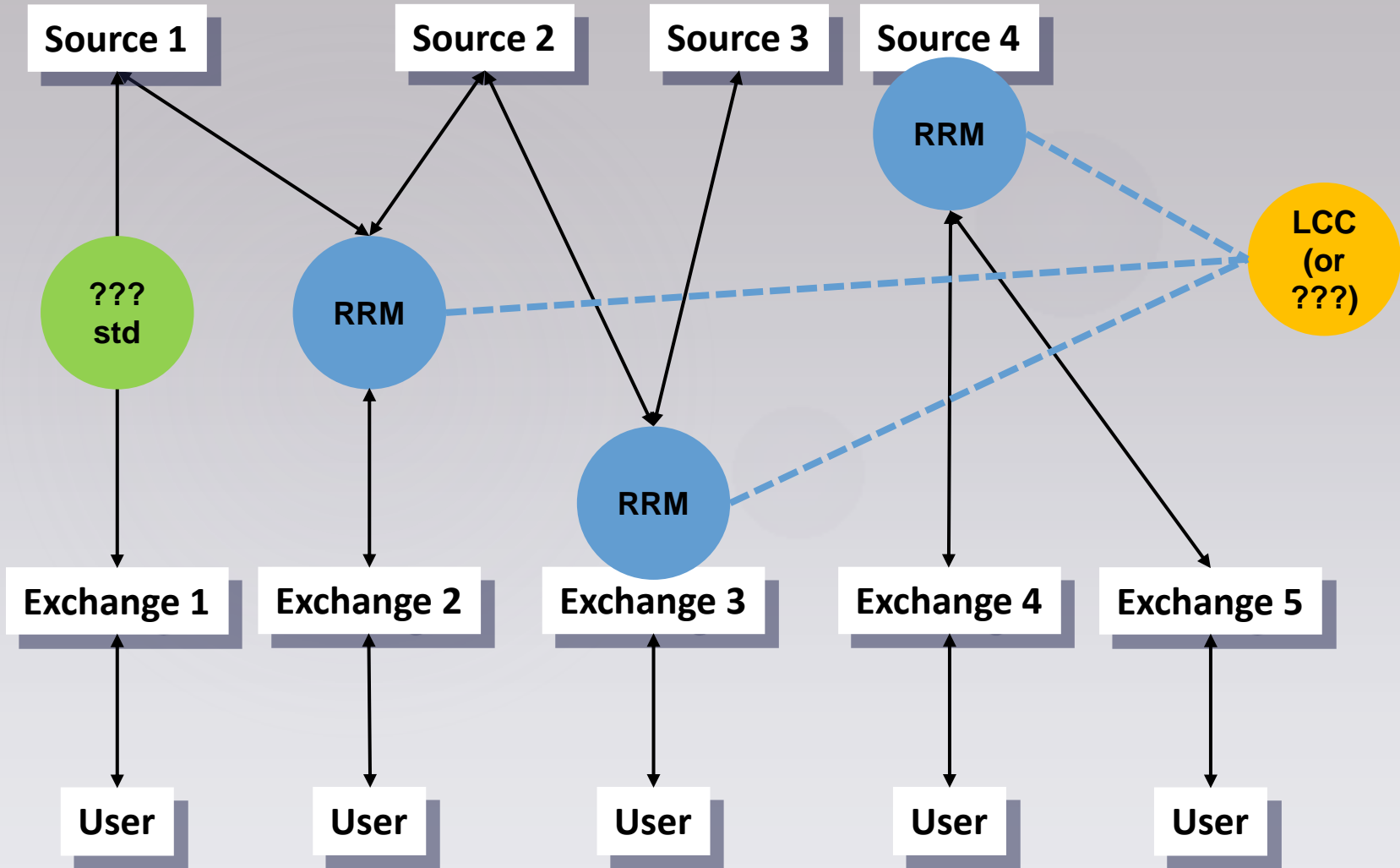
Will be mapped against existing schemas for proof

Has a generic, modular Attribute model, supported by an ontology

Is a schema for transformation, not a new rights message

Will be made freely available and may be implemented by multiple parties

# A vision of the rights data supply chain



# Rights metadata

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Rights metadata is essentially the same for all sectors – the differences can all be managed by vocabulary mapping in a common model.

Six types of rights data entity have been identified (so far)

- Rights
- Mandates
- Usage rights
- Licenses
- Rights assertions
- Conflicts

Note: rights management applies to **groups of creations**, not just individual items

# Rightsholdings and Mandates

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A **Rightsholding** is a state in which some party controls

- some % share of some rights
- in some creation or another Rightsholding
- for some kind(s) of usage
- for some kind(s) of control
- for some period
- for some place
- with perhaps some other contextual conditions.

Rightsholdings are granted by law and delegated by agreements (which we call **Mandates**).

# Usage Rights and Licenses

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A **License** is an agreement (an event) in which A & B agree that

- B can do X (**Usage Right**), but
- can't do Y (prohibition), and
- must do Z (condition).

X, Y and Z are also kinds of events.

# Rights Assertions and Conflicts

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An Assertion is a kind of event in which A states that X is either true or false.

- If X is a Rightsholding, License, Usage Right or Mandate, then it is a **Rights Assertion**.
- If A makes a Rights Assertion and B makes a Rights Assertion and they are in conflict there is a state called a **Rights Conflict**.

# Rights Data Integration (RDI) Project

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RDI is a proposal submitted under the CIP ICT PSP 2012 work programme

An exemplary implementation of LCC

Includes examples of Sources and Exchanges

If successful will last for 2 years (2013/14)

15 partners from UK, Germany, Denmark, Italy, Netherlands, Belgium, Greece

All elements of the supply chain

# The Linked Content Coalition (LCC)

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