



# Rights Data Integration (RDI) Presentation



Partly funded by the European Union's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework programme 2007-2013



# RDI - objectives

- ✓ RDI will demonstrate that it is possible to efficiently manage intellectual property rights online for any and all types of usage, across any and all types of content, in any and all media.
- ✓ RDI is not
  - a commercial service – no content will be delivered, no value will be exchanged and no particular effort will be spent on user interfaces, optimising performance or proving any other well established technology.
  - Intended to represent the only business model or technical architecture for how rights must be traded.
  - intended to imply that all rights should be traded automatically or that all Rightsholders will wish to do so.
- ✓ RDI will help Rightsholders take informed decisions about what, if any, parts of their business might be automated.

# RDI - background

- ✓ A test case for an innovative framework developed by the Linked Content Coalition (LCC) published in April 2013.
- ✓ European Union part-funded.
- ✓ Started October 2013, will run for 27 months.

# Before RDI: the LCC

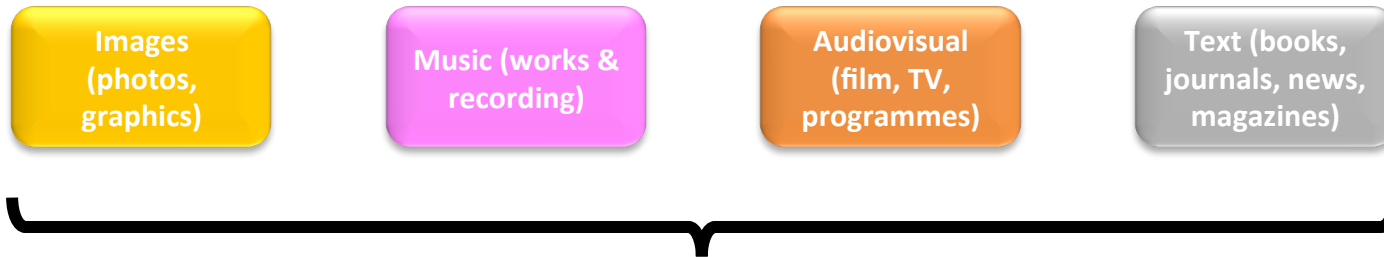


The Linked Content Coalition (LCC) project (2012):

- ✓ Objective: how to make licensing on the web more efficient?
- ✓ Support from 40+ organisations from all creative sectors and some tech companies.
- ✓ Deliverables - the LCC Framework, published April 2013,
  - The LCC data model (“Rights Reference Model” - RRM).
  - The LCC Principles of Identification
  - The LCC Principles of Messaging
- ✓ All types of rights data, however complex, from all sectors can be expressed in a **single, extensible format.**
- ✓ Supports all types of business model, whether commercial or “free for use”.
- ✓ From April 2014 was formalised as a new entity (LCC Ltd) managed by the major media standards organisations.

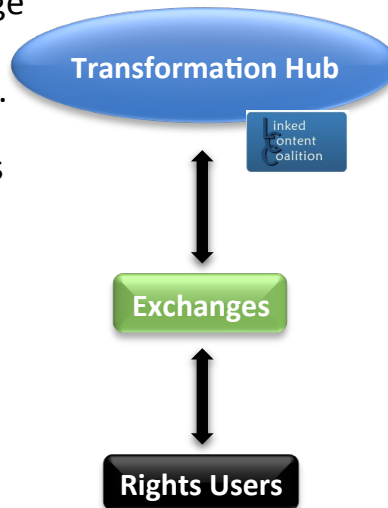
[www.linkedcontentcoalition.org](http://www.linkedcontentcoalition.org)

# The RDI core model.



1. Rights data comes from “Sources” in a range of different media types and in a range of different proprietary and standard formats.

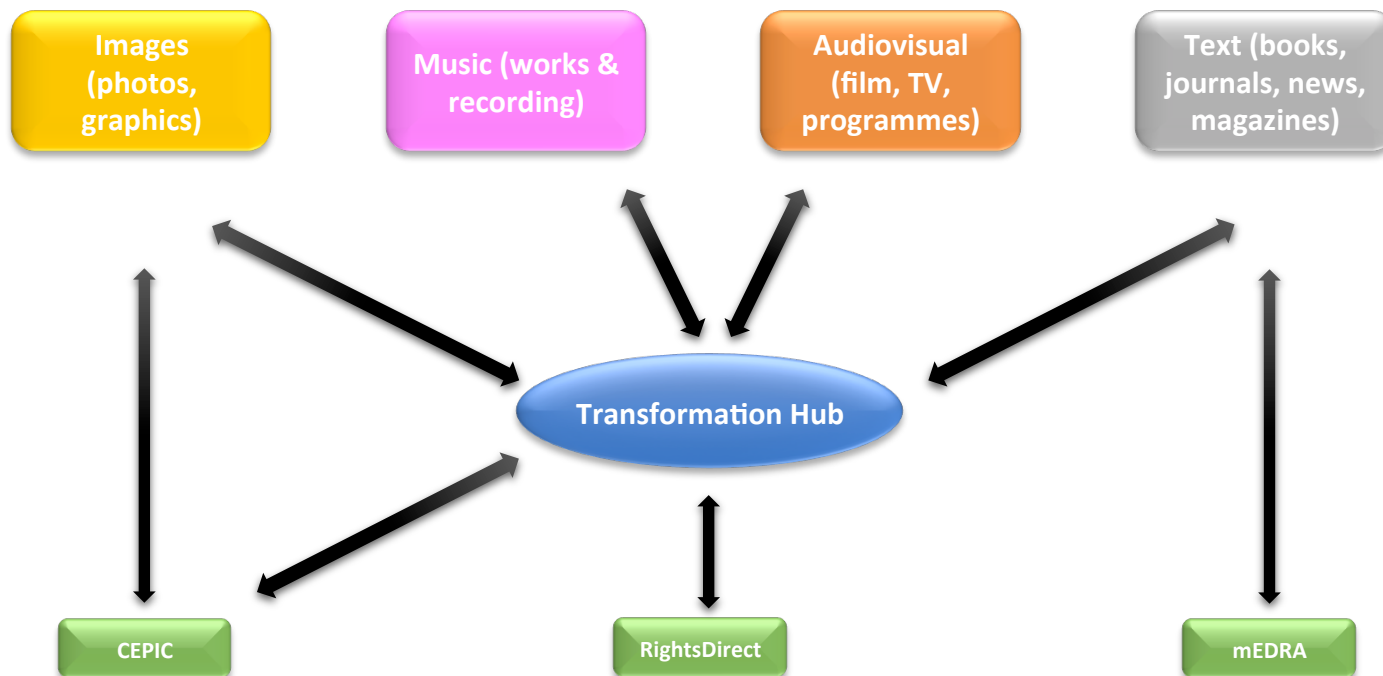
Sources in RDI may be Rightsholders, rights managers, technical platforms or trade associations.



2. Rights data is communicated and aggregated through a central hub based on the LCC model.
3. Users query rights data from a range of different media types through a single user interface (an “exchange”).

The “core” RDI model is designed to demonstrate the widest possible range of rights data flows in the simplest possible technical architecture. Variations will also be demonstrated.

# RDI will demonstrate different ways for Users to find and query Rightsholders.



Users submit an image or part of an image to identify the Rightsholder for a creation. Subsequent queries will be undertaken either direct with the user or via the Hub as determined by the Rightsholder.

Users undertake a search on the Hub database to:

1. identify the Rightsholder.
2. Research available license types.
3. Request a license.

Users identify a creation on a publisher's website or some third party site and via a DOI will be directed to one or more locations where information about the creation and associated rights is available.

# The RDI Transformation Hub plays three different roles

The Hub is a repository for Sources which do not have the technical capability to respond to rights queries. All test data will be stored in the hub and queries will be undertaken against it.

For those Sources which have the technical capability to respond to rights queries the Hub will hold sufficient data to facilitate a federated search to identify a Rightsholder. Subsequent queries will be passed for response to the appropriate Source.



The Hub provides the transformation capability so that rights data from different Sources and Exchanges can be interrogated consistently irrespective of the format in which it is expressed.

# RDI will demonstrate a range of different user queries

Images  
(photos,  
graphics)

Music (works &  
recording)

Audiovisual  
(film, TV,  
programmes)

Text (books,  
journals, news,  
magazines)

## Discover content

To discover creations by the use of descriptive metadata (not the primary focus of the project).

## Discover licensor

To discover the identity of possible Licensor(s) of a creation.

## Discover terms

To discover the terms under which a License may be granted. This may be a one-off or a blanket license, commercial or free.

## Request/grant license

To request a License for a particular use of a creation from a Licensor and if appropriate to receive a license.

## Discover status

To discover whether a particular use of a creation is covered by the terms of an existing License or Policy.

## Discover usable content

To discover creations which are available for use under the terms of an existing Policy or License.

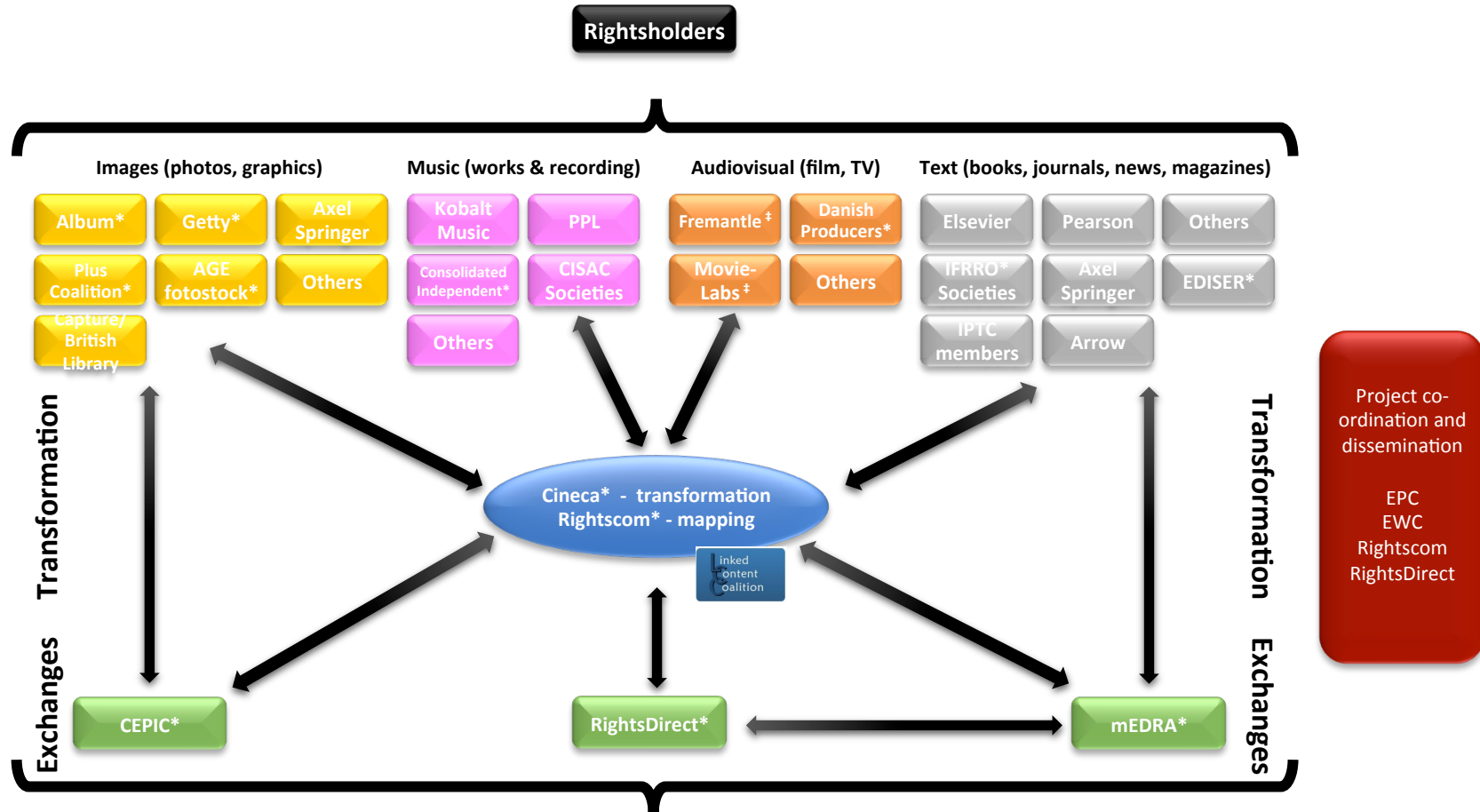
Exchanges

Rights Users

(businesses, teachers, bloggers, mashup artists, Moocs etc.)



# RDI participants



Organisations marked with an "\*" have indicated an interest in providing data to the project but the details have yet to be confirmed

**Rights Users**  
(businesses, teachers, bloggers, mashup artists, Moocs etc.)

Organisations marked with an "\*" are members of the RDI consortium receiving part-funding from the EU

# Who will benefit?

- ✓ Anyone wishing to access and re-use online content easily and legally, whether individuals or businesses
- ✓ Anyone wishing to create, upload and build business models around online content, whether individuals or businesses
- ✓ Authors and individual professional artists of all types of online content wishing to make their work identifiable in machine-readable language
- ✓ Businesses wishing to improve the efficiency of their licensing and rights management departments
- ✓ Regulators working to improve licensing and boost the digital economy

# The partners

- ✓ Album
- ✓ age Fotostock
- ✓ CEPIC
- ✓ Consolidated Independent (CI)
- ✓ Consorzio Interuniversitario per il Calcolo Automatico dell'Italia Nord Orientale (CINECA)
- ✓ Danish Producers' Association
- ✓ EDISER S.R.L
- ✓ Europe Analytica (EA)
- ✓ European Writers' Council (EWC)
- ✓ Getty Images
- ✓ International Federation of Reproduction Rights Organisations (IFRRO)
- ✓ mEDRA S.R.L
- ✓ PLUS Coalition, LTD
- ✓ RightsDirect
- ✓ Rightscom

**Open to organisations wanting to provide data: “participants”**

# Contact

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<http://www.rdi-project.org>



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