

## What is RDI?

RDI (Rights Data Integration) is a project part-funded by the European Commission, part funded by media industry participants to demonstrate how to efficiently manage and trade intellectual property rights online for any and all types of usage, across any and all types of content, in any and all media.

The project will demonstrate that it is possible:

- for rightsholders to declare ownership information, and to assert conditions of re-use and permission to re-use any type of media content.
- for rights users to obtain that information (in human and machine-readable language) through a single user interface irrespective of the format in which the original information is made available.

RDI is a test case for an innovative framework developed by The Linked Content Coalition (LCC)<sup>1</sup> published in April 2013. RDI started in October 2013 and is scheduled to last 27 months.

## Who Benefits from RDI?

- 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

<sup>1</sup> The Linked Content Coalition (LCC) was a cross-media, multinational coalition of more than 40 partners from the media and creative industries, working between March 2012 and April 2013 to establish the technical framework required to facilitate automated communications between rightsholders and those who wish to use content. [www.linkedcontentcoalition.org](http://www.linkedcontentcoalition.org)

- 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

## Why RDI?

The current process of managing and trading in intellectual property rights is inefficient, labour-intensive and expensive, particularly for the low value transactions that characterise the digital world. It is difficult to identify who owns what rights to what content in what country. Solutions that do exist tend to focus on just one media type despite the fact that the use and creation of digital content tends to be multimedia. A more efficient rights supply chain would boost the digital economy by encouraging more innovation and investment.

## What Will RDI Achieve?

The main objective is to demonstrate, as a pilot, how the LCC Rights Reference Model<sup>2</sup> works.

Specifically RDI will demonstrate that the LCC specifications can:

- transform different existing rights expression languages currently deployed in different media types

<sup>2</sup> The LCC Rights Reference Model (RRM) is a formal, general and extensible reference data model for representing intellectual property rights and entitlements for any media or content.

- articulate a full range of rights data
- facilitate a range of search and query options for users to access rights data (including the automated delivery of licenses)

The content being used in RDI for the purpose of this will come from a wide range of different media sector partners<sup>3</sup> (text publishing, musical works, sound recordings, news, still images and audiovisual).

RDI will not deliver a fully operational, commercial service. It will only offer such content search capability as is necessary to search for and identify rights data and will not deal with value exchange or content delivery. However it is envisaged that combinations of partners from the project will develop and deliver these services building on their experience in RDI.

### ***How Does RDI Relate to the LCC Project?***

There is no formal relationship between the two projects. However some contributors to LCC are also participating in RDI and some participants in RDI are licensing the work undertaken by LCC.

### ***Project Architecture***

RDI will use a “hub and spoke” architecture to allow rights users to discover and access information from rightsholders via a central transformation hub. Information about creations will be provided by “Sources” which in RDI include Rights owners, rights managers and platform providers. The Sources will provide information to a central

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<sup>3</sup> Rightscom, CEPIC, Consolidated Independent (CI), Consorzio Interuniversitario per il Calcolo Automatico dell'Italia Nord Orientale (CINECA), Danish Producers' Association, EDISER S.R.L., European Analytica (EA), European Writer's Council (EWC), International Federation of Reproduction Rights Organisations (IFRRO), mEDRA S.R.L, RightsDirect, Album, age fotostock, Getty Images, European Commission.

transformation hub using both open standards (e.g. ONIX, RightsML, PLUS) and proprietary standards. Creative Commons licenses and “orphan work” declarations will be included in the pilot.

The central transformation hub will use a data model based on the LCC Framework to transform the data into a common format and then into one of a number of existing formats accepted by “Exchanges” providing a transactional interface with rights users.

Some rightsholder data will be sent direct to the exchanges to demonstrate an alternative system architecture that is not reliant on the central transformation hub.

The project will examine the practicality of the transformation process, the process by which existing schemas for both rightsholders and exchanges need to be enhanced and/or new schemas created, and the practicality of how rightsholders can respond to automated queries from rights users.

#### **For further information:**

[www.rdi-project.org](http://www.rdi-project.org)

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