

### **ACAP Newsletter: April 2008**

*You have been sent this email because you have previously indicated an interest in being kept informed about the ACAP Project (see <http://www.the-acap.org>). If you do not wish to receive any further mailings from the ACAP Project, please let us know by emailing [info@the-acap.org](mailto:info@the-acap.org). We will immediately remove your name from our mailing list.*

### **Webinars: sign up today**

ACAP Technical Manager Francis Cave is running a series of webinars designed for those who are responsible for the implementation of ACAP on their websites. The following issues will be addressed:

- What is ACAP and where does it come from?
- Why should I implement ACAP now?
- What does it mean to undertake a “simple” ACAP implementation – and how do I do it?
- What is the downside of implementing ACAP – will my site disappear from search results?
- How ACAP can be used in future in more sophisticated implementations to enable more fine-grained control over permissions?
- What new directions is ACAP taking in 2008?

To make it as easy as possible for participants, this Webinar will be presented three times:

- At 09:00 British Summer Time on 7 May 2008
- At 17:00 British Summer Time on 8 May 2008
- At 01:00 British Summer Time on 14 May 2008

Each Webinar will last no more than 60 minutes. Participation in these Webinars is free, but **you must pre-register**.

To register, please visit the appropriate web address for the Webinar in which you wish to participate:

7 May at 09:00 BST: <https://www1.gotomeeting.com/register/973569675>

8 May at 17:00 BST: <https://www1.gotomeeting.com/register/165067154>

14 May at 0100 BST: <https://www1.gotomeeting.com/register/917047718>

When you register, you will be asked to provide your name, email address, organisation, country and, if you wish, your job title; and you will be asked to answer a simple question about whether or not you have already implemented ACAP or are planning to do so.

Having registered, you will receive instructions on how to join the Webinar, including a web address and password for the slide presentation and dial-in details for listening to the presentation and contributing to discussion.

We hope as many of you as possible will sign up or indeed sign up your technical colleagues to find out more about ACAP and to answer any of your questions.

## **Blog**

Project Director Mark Bide posted ACAP's first blog this month focusing on a question that comes up regularly, that is" Why are publishers being so slow to implement ACAP? The blog can be found on our website: [www.the-acap.org](http://www.the-acap.org)

Mark wrote:

"This ACAP blog is being written at the end of three very busy weeks for the project. I have had a lot of enquiries from journalists, interested in the progress of ACAP following our dialogue in the press with Google, and one question they all seem to want an answer to is "Why are publishers being so slow to implement ACAP?"

This seems to me to be a rather startling question. We published the specification for ACAP only in November last year. Publishers implementing ACAP now are doing so to show that they want and intend to use ACAP in the long term to control the policies they set for the reuse of their content. Implementation now, while it has no practical effect, is just one way of showing support, alongside joining ACAP and pledging technical or financial resources to helping development. While implementation is not a large task technically, as the growing list of sites which have done it shows, it still has to take its place in the queue of tasks to be done. And for the time being, it has no effect until it is also implemented by search engines and other intermediaries. Until this changes, publishers will be expressing their policies in language that no one is actively interpreting.

In these circumstances, it seems to me that the question that journalists should be asking is "How have you persuaded so many publishers to implement ACAP so quickly?" The list is growing all the time – at least 21 countries represented at the last count, and publishers ranging from household names to individual bloggers. And these are just the ones who have told us that they have already implemented. There is an even longer list of publishers who have committed to implement.

How are we achieving this traction? Well, to me it's pretty obvious. ACAP is an idea whose time has come. Everyone can understand that it isn't possible to manage content supply on the network in the absence of machine-to-machine communication, and that communication requires a standard language for the expression of permissions and other policies. ACAP has been designed to fill that gap.

Although ACAP is sometimes characterised as being simply about the relationship between a small group of large publishers and a small group of large search engines, the reality is different. Our first set of Use Cases may have had a focus on search, and this is reflected in ACAP v1.0. But it is only 1.0; the beginning, not the end."

## Implementation

Whilst it is difficult to track ACAP implementation, we know that we now have implementers in at least 25 countries worldwide to date and the list is growing every day. The UK Publishers Association has just put out a news release announcing that book publishers representing well over half of the UK trade by value have implemented or are in the middle of implementing Automated Content Access Protocol (ACAP). In the news release, PA CEO Simon Juden said, "In creating tomorrow's markets, it is essential that rights information for different types of content can be expressed in a unified way. ACAP provides an open, non-proprietary framework within which the business models of the future can evolve and compete with each other. ACAP has real momentum within the publishing sector as well as other sectors." New implementers include Random House Group, Hachette Livre Group, Bloomsbury and Faber and Faber.

We are also delighted to announce that Content Management company Escenic has come on board and is actively promoting ACAP to its clients. Escenic is strategic content management software for digital media publishing. Its technologies drive over 500 of the most dynamic and exciting news media websites in the world and the company has been closely tied to the media industry since 1997. [www.escenic.com](http://www.escenic.com)

Content Management company Atex ([www.atex.com](http://www.atex.com)) has become an official partner of ACAP. Atex, global supplier of solutions and services for advertising, content management, circulation and online applications, will support the Automated Content Access Protocol (ACAP) on its content management systems to encourage industry-wide adoption of the new standard.

"Focusing on digital content production and delivery is a key strength for publishers wishing to succeed with digital platforms, and proper content copyright management is an essential component of the most successful business models," said Roberto Antoniotti, Chief Executive of the Atex Content Management Division in a news release to announce their support.

"Atex, the leading supplier of software solutions to the newspaper industry, decided to support ACAP in the future releases of its content management solutions to supply existing and new customers with more powerful and robust tools for digital content access management. I sincerely hope that this move will ease adoption of ACAP by publishers, thus setting a universal and open standard for access to content," he said.

## New Use Cases

Francis Cave, ACAP's technical manager, has just circulated a discussion paper on syndication as a possible use case that ACAP could be extended to support. We intend to include as many interested parties as possible. More on this will follow in future newsletters and anyone with an interest in syndication should contact [mark.bide@rightscom.com](mailto:mark.bide@rightscom.com) as soon as possible.

## House of Commons, UK

ACAP was discussed at the Commons IP and DCMS committee meeting in the UK this month and received a strong endorsement from Ian Fletcher, CEO of the Government's Intellectual Property Office (IPO), who said that ACAP pointed the way to new business models and was generally an approach which he endorsed and hoped would succeed.

## Promotion

The ACAP team has been busy presenting at events internationally. Notably, the Dutch association NUV hosted an extremely successful event dedicated to ACAP. ACAP will have a prominent stand at the forthcoming WAN Congress in Goteburg, Sweden, 1-4 June and ACAP speakers will be presenting at various events. We aim to get our information out to about 2,000 visitors. Members of the ACAP team will be on the stand throughout the Congress to discuss the project.

The Danish newspaper association has helpfully offered a speaking platform and we are in the process of finding suitable dates. We have found that speaking platforms are by far our most successful communication tools as we can answer questions and concerns head on. We need as many of these as possible and look to our supporters to provide these opportunities so, please do what you can to help to get the ACAP message out:

- Implement ACAP on your website
- provide us with speaking platforms
- distribute our information as widely as possible inside and outside your organisations
- publish our articles in your newsletters/publications
- link to us on your website
- carry editorial on us on your website
- let us know which of your press contacts we should be speaking to

## PLEASE CONTINUE TO SPREAD THE WORD...

*If you have any questions, please do not hesitate to contact us:*

Heidi Lambert, ACAP Marketing Manager [[heidilambert@hlcltd.demon.co.uk](mailto:heidilambert@hlcltd.demon.co.uk)]

Mark Bide, ACAP Project Director [[mark.bide@rightscom.com](mailto:mark.bide@rightscom.com)]