

ACAP Newsletter: Jan-February 2009

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. We will immediately remove your name from our mailing list.

UK Government cites ACAP in Digital Britain report

ACAP has been favourably cited in the UK Government's *Interim Report on Digital Britain* published at the end of January. ACAP is named in the document as a "possible technical solution" in helping to solve the issue of online digital rights. In addition to specific commitments, the Interim Report outlines Britain's progress in building a digital marketplace, while also setting priorities for industry engagement ahead of the publication of the final report, due before the summer.

In a press release accompanying the publication of the report, Lord Carter, the Minister for Communications, Technology and Broadcasting, said:

"The innovation, creativity and vitality of our communications industries rightly demand clarity from Government on its role and a framework for the future. Delivering Digital Britain will depend upon a smart industry, working with a committed Government to produce lasting solutions."

The ACAP team has been offered an opportunity to brief Lord Carter on ACAP.

ACAP's role in the standards "ecosystem"

ACAP Project Director Mark Bide has written a paper intended to position ACAP in the context of the overall ecosystem of standards support for rights management on the Internet, specifically as it applies to licensing photographs online. The paper explains how ACAP relates to the work of both the PLUS Coalition and Creative Commons. The whole document can be downloaded from <http://www.the-acap.org/Documents.aspx> but some of the key conclusions are:

- each is firmly rooted in copyright
- each is about communication of license terms/permissions, not their enforcement
- each recognizes the need for standardization, particularly of semantics
- each is looking at similar technical solutions to particular requirements

However, there are differences

- PLUS specializes in photography; CC and ACAP apply to all media types

- PLUS and CC are for the most part about communicating machine-to-person; ACAP is for the most part about communicating machine-to-machine
- CC is fundamentally about licensing non-commercial exploitation; PLUS and ACAP are both firmly commercial (although both can be used to express non-commercial license terms)

Mark concludes: "None of these projects could claim to be the solution to all the challenges of copyright management on the network.... However, each forms a complementary element of the complex jigsaw that we now need to build to make copyright work effectively for the 21st Century."

ACAP in Brussels

ACAP has teamed up with the EU news portal Euractiv to increase coverage of ACAP's copyright message with EU decision makers and the EU public affairs audience as a whole.

2009 has been named "EU Year of Creativity and Innovation" and we have met with the European Commission official responsible for this project to ensure that ACAP gets exposure in relevant events.

Technical Update

With ACAP Version 1.0 now established for over a year and implemented on hundreds of websites, the ACAP team are working on a series of clarifications and extensions to make ACAP even easier to implement (especially for operators of web crawlers) and more expressive of the range of access and usage policies that content owners would like to communicate. It is intended to publish an "engineering release", currently being referred to informally as ACAP Version 1.1, later this year.

Presentation programme

- WAN Asia Study Tour, Tokyo, February 7-11
- Presentations planned in both France and Germany, first part'09

and as always, we ask you please to:

- 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:

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