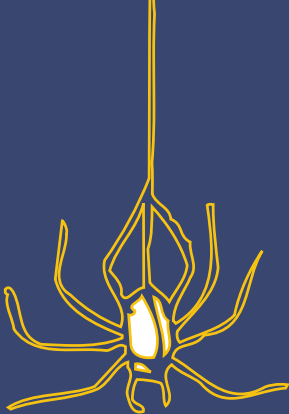




AUTOMATED  
CONTENT  
ACCESS  
PROTOCOL

**ACAP: Created by  
publishers for publishers  
to help publishing thrive  
in the digital age**



**Implement today for free and take  
control of your digital destiny**

**Nothing to lose; everything to gain**

**[www.the-acap.org](http://www.the-acap.org)**

## ACAP: showing the world you care about your content and how it is used

The Times Online was the first publisher to implement at the launch of ACAP in November 2007. Publishers and online businesses worldwide are signing up to ACAP every day - implementing this important, new, open, non-proprietary protocol that is set to become a universal standard for online publishing in the 21st century.

### So what is ACAP and how does it work?



World Association of Newspapers President and ACAP Chairman Gavin O'Reilly explains:

As we all know from other content industries (both audio and visual), the management of content and rights in the digital age has become one of the key challenges facing all content creators. Our content is our product/ our value, and IF the way it is managed and exploited is determined more by 3rd parties than by ourselves, then we are simply putting a lot of trust **and** a lot of risk in their hands.

ACAP is a trade-standard protocol, devised by a group of leading global content owners and technical partners, as a practical tool to provide automated meta-language for communicating rights and permissions in a way that machines can systematically understand and interpret.

The basis of ACAP emanates from the basic tenet of copyright: we use normal language – English in the case of my company - to express terms and conditions for our printed content. Similarly, ACAP, put very simply, translates that language into “machine-readable” language that search engines/ content aggregators can automatically interpret - essentially, doing online what we have reasonably required in print through the ages.

The initial focus has been to devise a simple and straightforward communication language for the ubiquitous “bots” (of which there are literally hundreds) that crawl, index and copy our online content (sometimes without us even knowing). So when a search engine “crawler”, for example, interfaces with your website to index, copy and exploit your content, ACAP now enables you to set very clear and unambiguous policies. That doesn't necessarily mean restricting what they can do – after all, most sites (mine included) depend on and welcome the traffic generated from the major search engines. But assuming you want to have a

say in who can exploit your content and what they can do with it, ACAP provides the language that enables you to do just that. Just being ACAP-enabled says to the world: "I claim my intellectual property right over this content" – I think you'll agree, a fairly uncontroversial statement of intent!

ACAP has the full support of the European Commission, with Commissioner Reding calling on European ISPs to adopt ACAP, it having been recently cited in the Commission's Communication on Creative Content Online. Equally, the UK Government has also identified ACAP as a major step forward in its current Content Industry Strategy Document.

ACAP seeks to revolutionize the creation, dissemination, use, and protection of copyrighted content on the worldwide web: nothing more, nothing less. I do hope that you can join us and help me spread the message – and not only preserve, but enhance, the value of **your** content and **your** enterprise.



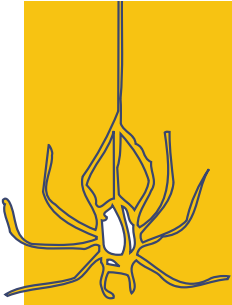
## Get ACAP-ENABLED: Nothing to lose, everything to gain

In case you need more persuasion...  
more reasons to implement:



### Why you should implement ACAP:

- > to allow more control over your business models online. Being able to set or negotiate terms for your online content allows more sophisticated business models to be adopted.
- > to stimulate more innovation. Once it's possible to automate machine-to-machine relationships, existing limits on what can be done and on the payback for investing in content online will be lifted. Devising new ways of bringing content to audiences will become a function of the imagination and ambition of your company.
- > to make the most of search. Allowing a more sophisticated relationship with search engines, and breaking down the language barrier between their machines and yours, will allow you to develop new and mutually beneficial ways of using their reach and scale to bring your content to audiences far and wide.



- > to help make copyright work better online. Copyright is really just the right to set the rules which apply to your content, and it has underpinned the growth and development of all the creative industries. Making it work better online is a priority if the investment in content is to continue to grow and ways of bringing it to wider audiences are to continue to develop.
- > to create confidence and trust: Whether you wish to tightly control full disclosure, whether you want to encourage free reuse, or anything in between. You need an approach that can be tailored to your needs and that encourages the desired uses.
- > to reduce new legislation and litigation. We don't want new laws, we don't want more lawsuits. We do want relationships that work well without them.
- > to fulfil its potential. ACAP needs to be adopted widely and quickly so that it can fulfil its potential and continue to develop. Everyone with a website can implement ACAP at its most basic level today. IMPLEMENTATION IS FREE, it takes an IT professional just minutes to process and it will have no impact on the functionality of your website.



## ACAP implementation: Just a few minutes to secure your online future

### How do I implement ACAP?

1. Take a few minutes to update your robots.txt using our script (to be found on our website)
2. Er...
3. That's it

It really is this simple. It really is free. It really will make a difference.

**Go on, implement it today. Nothing to lose. Everything to gain.**

## ACAP: Developing new tools for 21st century publishing

We are now working on other use cases where the automated communication of permissions is essential – different intermediaries, different media – and this development will continue as more use cases are proposed to us.

### How do I propose a use case?

You can propose a use case where you can work with our team to devise solutions specific to your business model requirements by becoming a member of ACAP. Membership costs just 5,000 euros per year. For more information, contact Mark Bide at [mark.bide@rightscom.com](mailto:mark.bide@rightscom.com)

### How do I keep up with ACAP developments?

We have a regularly updated website at [www.the-acap.org](http://www.the-acap.org). You can also go on our mailing list to receive our monthly newsletter or become a member where you can get closer to the project.

## ACAP: A gift from publishers to publishers

### Who's behind ACAP?

ACAP is a joint initiative by the European Publishers Council, the World Association of Newspapers and the International Publishers Association. Working with leading publishers, search engines and other technical and commercial partners, these publishers have developed a global, open and flexible standard for the communication of rich information on access and use of content on the Internet for everyone.

ACAP is an open standard that will develop as technology and business models evolve;

ACAP is free for everyone to use.

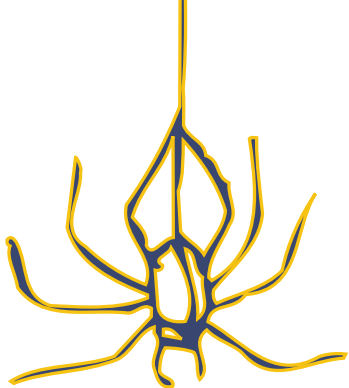
ACAP is set to become a universal standard.

ACAP can be implemented today.

**Implement it now. It's your future. With ACAP, it's secure.**

For more information on ACAP or for a step-by-step guide on how to implement ACAP, go to: [www.the-acap.org](http://www.the-acap.org).





Project Director  
**Mark Bide**  
Rightscom Limited  
Tel: +44 (0)20 7620 4433  
Email: mark.bide@rightscom.com

Technical Project Manager  
**Francis Cave**  
Tel: +44 (0)1306 731 655  
Email: francis@franciscave.com

Media Enquiries  
**Heidi Lambert**  
Heidi Lambert Communications Ltd  
Tel: +44 (0)1245 476 265  
Email: heidilambert@hlcltd.demon.co.uk

[www.the-acap.org](http://www.the-acap.org)



INTERNATIONAL PUBLISHERS ASSOCIATION