



[date]

ACAP – THE NEW, OPEN, GLOBAL, FLEXIBLE STANDARD FOR THE COMMUNICATION OF ACCESS AND USAGE PERMISSIONS FOR ONLINE CONTENT



[event title]

[speaker]



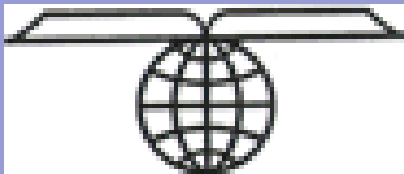
ACAP: UNLOCKING CONTENT FOR ALL



- World Association of Newspapers



- European Publishers Council



- International Publishers Association



THE PROJECT MANAGEMENT TEAM

- Gavin O'Reilly, President of WAN, COO Independent News & Media
- Dominic Young, News International, member of EPC
- John Jarvis, John Wiley & Sons Ltd
- Timothy Balding, Director General, WAN
- Angela Mills-Wade, Executive Director, EPC
- Jens Bammel, Director, IPA

- Mark Bide, Project Director, Rightscom Limited
- Francis Cave, Technical Manager, Francis Cave Digital Publishing
- Heidi Lambert, Marketing Manager, HLC Ltd



PARTICIPANTS IN THE PILOT:

- Agence France-Presse
- De Persgroep
- Impresa
- Independent News & Media
- John Wiley & Sons
- Macmillan / Holtzbrinck
- Media 24
- Reed Elsevier
- Sanoma Corporation
- British Library
- Exalead



MEMBERS

- Access Copyright
- Associated Press
- Association of American Publishers
- Associazione Italiana Editori
- Australian Publishers Association
- Authors Licensing & Collecting Society
- R R Bowker
- British Standards (BSI)
- Copyright Agency Limited
- Copyright Clearance Center
- Copyright Licensing Agency
- Dapper
- Deutsche Presse-Agentur
- EDItEUR
- European Alliance of News Agencies
- Express Newspapers
- European Newspaper Publishers Association
- Business Media
- Federation of European Publishers
- Forlæggerforeningen
- Gazette Communications
- International Association of STM Publishers
- International DOI Foundation
- International Federation of Reproduction Rights Organisations
- International Press Telecommunications Council
- Mediargus
- Motion Picture Association
- Nederlands Uitgeversverbond
- News International
- News Limited Australia
- Newspaper Association of America
- Newspaper Licensing Agency
- Office of Public Sector Information (OPSI)
- PLUS Coalition
- Publishers Licensing Society
- Random House Group
- Fairfax
- Recording Industry Association of America
- Reuters
- Scholastic
- Stelae Technologies
- Vlaamse Dagbladpers
- Wolters Kluwer
- World Blind Union



MEMBERS

JOIN US:

TELL THE WORLD YOU CARE ABOUT

THE FUTURE OF ONLINE PUBLISHING



AUTOMATED
CONTENT
ACCESS
PROTOCOL



HOW ACAP CAME ABOUT

- Lack of trust
- Lawsuits
- Confusion





HOW ACAP CAME ABOUT

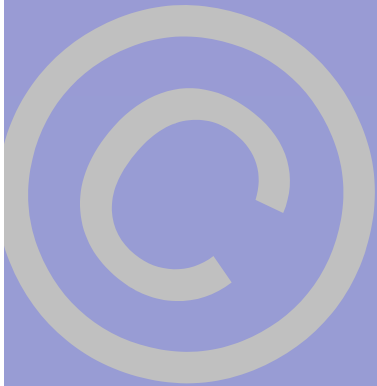
- Need new tools
- Guarantee future investment
- Sponsor competition





AUTOMATED
CONTENT
ACCESS
PROTOCOL

HOW ACAP CAME ABOUT



TERMS AND CONDITIONS FOR THE WEBSITES Last updated on 29 November, 2005

Please read carefully the following Terms and Conditions. They apply to the Websites (as defined below), which are owned and operated by members of the News International Group and, by accessing any of the Websites, you are agreeing to abide and be bound by such Terms and Conditions.

No charge is made for your use of the Websites (unless otherwise stated), although you should be aware that telephone call charges, at rates determined by your telephone operator, may apply (including WAP over GPRS or other telephony charges). Click on the links below to access sections of this document:

Definitions

In these Terms and Conditions the following terms shall have the meanings set out below:

"Electronic Device" means a computer, mobile phone, WAP phone, personal digital assistant, or other electronic device capable of accessing the Websites;

"Micro Site" means any page on a Website;

"News International Group" means News International Ltd (whose registered office is at 1 Virginia Street, London, E98 1XY), the holding company of News International Ltd and any subsidiary from time to time of News International Ltd or its holding company, also referred to as "we", "us" and "our". Holding company and subsidiary have the meanings given in sections 736 and 736A of the Companies Act 1985. If you have any queries about whether a particular company is part of the News International Group, please contact us at any of the addresses listed in clause 19.

"Newspapers" means The Times, The Sunday Times, The Sun and The News of the World, the Internet editions of which appear on the Website for each Newspaper.

"Trade Marks" means any of the registered or unregistered trade marks owned by the News International Group, which includes "Page3.com", "Sun", any associated word or device marks and their constituent pages) with their

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

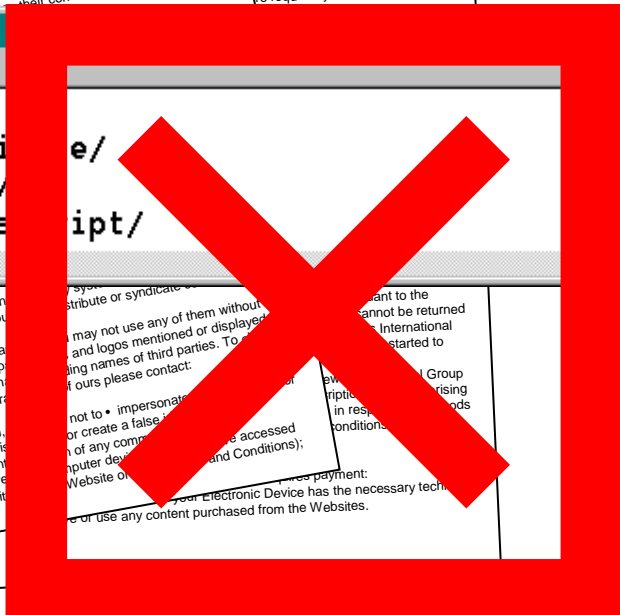
12.

13.

robots - Notepad

File Edit Search

```
User-agent: *  
Disallow: /_private/  
Disallow: /css/  
Disallow: /javascript/
```





HOW ACAP CAME ABOUT



January 2006

“

...an evolving, open, royalty -
free standard for
expression of permissions
in machine readable form,

with broad support from the
widest possible group
of stakeholders

”



HOW ACAP CAME ABOUT

Could not be...

- “*them against us*”
- only fit one purpose
- a secret, proprietary solution

Had to be...

- open
- collaborative
- extensible
- adaptable
- capable of evolving



SEARCH ENGINES: THE BIG THREE

YAHOO!





ACAP: NOT JUST ABOUT SEARCH ENGINES

**DO YOU KNOW WHO IS
CRAWLING YOUR SITE?**



THE FUTURE OF ACAP

The work plan, 2008

- Roll out ACAP v1.0 : to encourage widespread implementation
- Encourage the participation of new stakeholders
- Continue discussions with search engines
- Finesse the existing technical work
- Develop new use cases involving different business models
- Consider future governance issues in discussion with existing standards organizations
- Consider creating a new independent “ACAP” organization in collaboration with existing standards organizations



THE FUTURE OF ACAP: Get ACAP-enabled

<http://the-acap.org/implement-acap.php>



THE FUTURE OF ACAP

“Spread the word”

- Implement ACAP on your site – it takes minutes to do
- Provide us with a written endorsement
- Inform us about any relevant speaking platforms
- Include information on ACAP in your newsletters and communications
- Include a link to ACAP on your website
- Tell us about any doubts you may have; ask us any questions you feel have been left unanswered judge ACAP on the reality and not on hearsay
- Become a member: display the ACAP-member logo, get up close to the project and, if appropriate, propose a use case based on your own business model



THE FUTURE OF ACAP

Become an “official supporter”

- Viviane Reding, Member of the European Commission responsible for Information Society and Media
- Ruth Hieronymi, Member of European Parliament
- The Rt. Hon. Stephen Timms, MP, Minister of State for Competitiveness, UK
- Bill Akass, Editorial Development Director, News Group Newspapers
- Bengt Braun, President & CEO, The Bonnier Group
- Thomas Glocer, CEO, Reuters Group plc
- Francisco Pinto Balsemao, Chairman and CEO, Impresa, and former Prime Minister of Portugal
- Pierre Louette, Chairman & CEO, Agence France-Presse
- Dr Alicia Wise, Chief Executive, Publishers Licensing Society
- Simon Waldman, Director of Digital Strategy and Development, Guardian Media Group and Chairman of Association of Online Publishers
- Jim C. Williams, Senior Vice President and Chief Technology Officer, Motion Picture Association of America, Inc.
- Jenifer Wilder, Deputy Manager, Newssource Content Management Division, News Limited Australia
- Dr. John Jarvis, Senior Vice president, John Wiley and Sons Inc.
- Stephen Schmitz, Director Content Management, Gazette Communications
- Bob Weiner, Senior Vice President, CCC
- Nineke van Dalen, secretaris, Groep Uitgevers voor Vak en Wetenschap Nederlands Uitgeversverbond (Dutch Publishers Association)
- Richard Desmond, Chairman, Northern & Shell Plc
- The Federation of European Publishers



AUTOMATED
CONTENT
ACCESS
PROTOCOL



ACAP ANSWERS ITS CRITICS

<http://www.the-acap.org/critics.php>



THE FUTURE OF ACAP Governance

- Over the next 12 months the future governance of ACAP will be determined
- Options on the table
 - Create a new organization to manage ACAP in collaboration with existing standards organizations
 - Develop a relationship with an existing standards organisation which would enable them to take ongoing responsibility for ACAP



ACAP FOR SEARCH ENGINES

- ACAP is unambiguous
- ACAP is easy to implement
- ACAP will avoid the need for a multitude of agreements with individual content providers
- ACAP opens up a huge range of new business opportunities



ACAP FOR SEARCH ENGINES

New business opportunities

- Confidence to control freely available content
- Confidence to disseminate hitherto unavailable content
- Newspaper archives
- Revenue sharing
- Intelligent search
- New premium products
- Automated rights clearance



ACAP -THE TECHNICAL REALITY

- A toolkit to enable communication of content access and usage policies
- A protocol that adopts and builds upon existing standards
- Rooted in the requirement of real use cases
- A “proof of concept”
- A protocol for machine-to-machine messaging
- A protocol that uses a common vocabulary of access and usage terminology



The ACAP Technical Framework

What is it?

- Protocols for machine-to-machine messaging
- using a common vocabulary of access and usage terminology
- Guidance on methods of communication and access control
- Software tools to support implementation



The ACAP Technical Framework

What kinds of “protocols”?

- business layer protocols...
- machines already know how to talk to one another...
 - physical layer: PPP, ATM, ...
 - network layer: TCP/IP
 - application layer: HTTP, HTTPS, SMTP, FTP...
 - business layer: RSS, ebXML, EDIINT, SOAP, web services, ...
- they just don't know what to say in the business of communicating access and use policies



The ACAP Technical Framework

We need to tell the machines what to say to one another...

- we need a common vocabulary
- so they know what to say...
- ...and how to interpret it

...and tell them how to say it

- using whatever protocols they already use to talk to one another



The ACAP Technical Framework

How has it been developed?

- We started with a set of real business use cases:
 - Nine publishers looking for ways of communicating access and use policies for their online content
 - A national archive looking for ways of finding out what they were allowed to do with the content that they are preserving for posterity
 - A search engine looking for ways to include more high-quality content in their index



The ACAP Technical Framework

- Business priorities
 - effective communication of access and use policies to search engine “crawlers”
 - early adoption highly desirable
 - so look for solutions that are easy to implement both for content owners and search engines
 - give crawlers access to protected content
 - business benefits on both sides
 - the “take down” problem
 - an urgent business issue for news publishers



The ACAP Technical Framework

Technical requirements

- a machine-interpretable language for communicating access and use policies that is
 - expressive
 - unambiguous
 - easy to articulate
 - easy to interpret
- technical methods for crawler authentication that
 - address content owners' security concerns
 - address search engines' performance concerns
- if possible, enable automation of “take down” requests



The ACAP Technical Framework

Technical issues

- mainly for search engines, who rely upon uninterrupted high performance from their crawlers
- automation of “take down” requests might create vulnerabilities for search engine systems
 - also vulnerabilities for publishers
 - still being discussed – no clear solution yet
- general implementation of some content usage policies might also lead to abuses (e.g. new forms of “cloaking”)
 - some policies may only be implemented by special arrangement



The ACAP Technical Framework

What does the Technical Framework include now?

- “ACAP Version 1.0”
 - Extensions to the Robots Exclusion Protocol (REP)
 - Part 1 specifies extensions to the “robots.txt” format
 - enables policies to be expressed for an entire website
 - leverages the established protocol for web server-crawler communication
 - the existing format is used on millions of websites and understood by hundreds of crawlers
 - Part 2 specifies extensions to the Robots META Tags format
 - enables policies to be expressed within individual HTML pages
 - existing format understood by major search engines
 - Dictionary of access and usage terminology
 - robots.txt conversion tool



The ACAP Technical Framework

ACAP Version 1.0

- What are the extensions to REP?
 - ability to specify a “usage purpose” for which specified crawlers are permitted or prohibited to use content
 - usage purposes include identifiable services, e.g. image, news
 - permission and prohibition of six basic usage types...
 - crawl, follow, index, preserve, present, other
 - ...and eight sub-types, which include
 - present-snippet, present-thumbnail, present-currentcopy, present-original
 - various ways of restricting permissions, which include
 - time limits
 - limits on snippet length



The ACAP Technical Framework

ACAP Version 1.0

- extensions to REP have been tested by four publishers against their priority use cases:
 - De Persgroep – major Belgian news publisher
 - Media 24 – global news / media publisher based in South Africa
 - Macmillan – online book content hosting service
 - Reed Elsevier – scientific and business information publisher
 - all the tested use cases concern online text resources
- extensions to REP have been implemented in a test crawler by search engine Exalead



The ACAP Technical Framework

- ACAP Version 1.0
 - tool for converting existing robots.txt files
 - converts conventional robots.txt files so that existing policies are expressed using ACAP terminology
 - User-agent --> ACAP-crawler:
 - Disallow --> ACAP-disallow-crawl:
 - Allow: --> ACAP-allow-crawl:
 - is now installed and ready for use (see the ACAP website)



Future technical scope of ACAP

- Extending and improving work of pilot
 - harmonising relationships between publishers and search engines
- From necessity to opportunity
 - from immediate “repair work” to designing what we need for the future
- Maintain long term vision – catalyst for coherence of standards development for communicating permissions
 - new use cases under way



We have a lot to build on

- “An idea whose time has come”
 - it’s just common sense
- Unprecedented cross-industry collaboration
 - all parts of publishing
 - other media
- Growing political support
 - self-regulation
- Extraordinary technical progress and momentum
 - we have new use cases beginning to queue for attention



We have a way to go

- ACAP will always be a “work in progress”
 - ...but that is particularly true at the moment
 - 2007 was always a Pilot project
- We have to move from theory to practice
 - implementation is critical
- We still have to secure the open support of the major search engines
 - will depend on implementation, political support



AUTOMATED
CONTENT
ACCESS
PROTOCOL



- [NAME]
- [EMAIL]
- [TEL]

[EVENT NAME]

[Speaker]