

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.

ACAP gains momentum in the US

Members of the ACAP team have recently returned from a highly successful trip to the US where they had a very busy schedule of meetings on both East and West coasts. A series of meetings in Washington set the tone for the visit; we discovered considerable interest in – and support for – ACAP’s principles and approach. We continue to press the message that there is really no need for further regulation, just a need for better tools to ensure that current regulation is properly respected by everyone - and we continue to find recognition that ACAP is a very promising element of the solution to this challenge.

We also took advantage of our presence in the US to continue our dialogue with Microsoft and Yahoo! ACAP had already met with Google during the WAN Congress in Göteborg.

Other very important parts of the US itinerary were meetings with the RIAA and MPA, both members of ACAP from close to the beginning. We are starting work on defining some Use Cases for “linear media” (for streaming, downloading and/or re-distribution of audio and audiovisual files) – and will bring you more news on these as they progress. Of course, we still have work to do in encouraging more US publishers to implement ACAP but real progress is being made and we continue to win hearts and minds both in the US and elsewhere.

ACAP on the road

Whilst implementation is increasing all the time, there is still much work to be done in getting the ACAP message out. We have been organising an intensive presentation programme in the summer and autumn, with nine different countries already on the agenda. The events marked * are exclusively on ACAP:

4 July London, PLS Annual Open Meeting

*28 August Zurich, Swiss Newspaper Association

*2 September Helsinki, Finnish Newspaper Association

*3 September Copenhagen, Danish Newspaper Association

*4 Sept	Moscow, Russian Newspaper Association
22 Sept	Warsaw, ENPA meeting
*22 Sept	Polish newspaper association
22 Sept	Berlin, German Newspaper Congress
15-16 Oct	Amsterdam, WAN Digital Publishing
17 Oct	Frankfurt, Book Fair
4 Dec	London, Online conference, stand and seminar

We are also expecting to confirm speaking engagements in New York and Washington in September – so a hectic travel schedule is in prospect.

However, we continue to be more than willing to field speakers wherever this may be helpful. If you are holding an event where you would like an ACAP presentation or if you would like to host an event about ACAP, please contact:

heidilambert@hlcltd.demon.co.uk

Spreading the word

In addition to the events programme, we now have the following new information resources, all freely available for download from the website:

- Video of Gavin O'Reilly, talking about the reasons to support and implement ACAP
- The ACAP brochure is now available as a pdf in French, German and Russian. More languages are following as they become available.
- PowerPoint with voiceover on implementation (as announced in last newsletter)
- Comparison table demonstrating what ACAP does compared to Robots.txt

What can you do now to help ACAP?

Please ask your colleagues:

“Have you implemented ACAP yet?”

“When are you going to?”

“If not, why not?”

“What information are you missing about ACAP that would help you to understand it better?”

“Have you thought about what ACAP could help you to do differently?”

“What policies which are not currently expressed in ACAP do you think should be added?”

....and let us know what they say!

Reasons for non-implementation

We have had some useful feedback on why some publishers are holding back from implementing ACAP:

“Implementing ACAP will impact on our traffic and/or effect our rankings with search engines”

We are undertaking research with some major news websites to demonstrate that this is not the case; we hope to be able to publish this soon.

“We don’t want to upset Google”

Why should Google be “upset” by publishers implementing ACAP? Many publishers have thriving business relationships with Google – including many who have implemented ACAP. And Google has made it clear that it supports the principle that content owners should be free to determine policies for the use and reuse of the content that they own and control (although we acknowledge that this is not the same thing as agreeing to implement ACAP).

Implementation

ACAP has now been implemented in 35 different countries. Our list of known implementers is now available on the ACAP website at: <http://www.the-acap.org/Documents.aspx>

Technical update

Technical work continues on the extension of ACAP in several key areas:

- the expression of access and usage policies for the presentation of images and other media content the ability to embed ACAP expressions in PDF and media content
- possible extension of ACAP vocabulary to take fully into account the requirements of web archive
- content syndication use cases.

It was recently announced that ACAP would adopt the vocabulary used by the PLUS Coalition's License Data Format (www.useplus.com) for the communication of more precise usage policies relating to photographic images. ACAP is also expecting to adopt Adobe Systems Inc's Extensible Metadata Platform (XMP) for embedding ACAP expressions in PDF and other media content, already adopted by the PLUS Coalition, IPTC and others for embedding rich metadata in content.

PLEASE CONTINUE TO SPREAD THE WORD...

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

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