

## **ACAP Newsletter: May-June 2008**

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## **WAN, Gothenburg, 1-4 June 2008**

ACAP was heavily promoted at the WAN Congress in Gothenburg, 1-4 June in presentations at the Round Table session, in the main Congress and via a well-visited stand in the expo. Awareness of ACAP is already high and growing with a number of the 1,800-strong delegation attending this exciting, high-level event asking for translated versions of the brochure and proposing events in their own countries so that they can help encourage implementation.

## **Search Engines**

Microsoft, Google and Yahoo! put out simultaneous statements to coincide with the WAN Congress last week, detailing how each of them currently interprets and implements the robots exclusion protocol (REP).

ACAP Project Director Mark Bide welcomed this as a very useful first step in moving towards a solution which will meet ACAP's objective of giving publishers better control over the reuse of their content online, while avoiding the imposition of unnecessary cost or complexity. Greater transparency and improved consistency of interpretation of REP will make it very much easier for the ACAP technical team to work with the search engines to bridge the gaps and make existing protocols compatible with the current requirements of copyright owners.

## Webinars

ACAP Technical Manager Francis Cave ran a series of successful webinars in May resulting in a number of immediate implementations with others expressing their intention to adopt ACAP over the course of the next few months.

There is now a copy of his presentation with a narration for anyone who might be interested and was unable to attend the webinar. Please contact [heidilambert@hlcltd.demon.co.uk](mailto:heidilambert@hlcltd.demon.co.uk) for a copy.

## Implementation

ACAP has been implemented in five more countries during the last month. Including those companies preparing implementation, we have over 200 publishers in 30 different countries.

## New Use Cases

Work continues on extending the ACAP technical framework to meet the needs of use cases not fully met by ACAP Version 1.0. The main work in progress items include:

- extension of ACAP beyond search to support communication with web archive crawlers
- how to embed ACAP policies in PDF and non-text media resources
- additional vocabulary for expressing constraints on the presentation of images and other media objects in search results
- a language for describing the characteristics of web crawlers, including whether and how they implement ACAP.

All extensions to the ACAP technical framework for the foreseeable future will be “backwards-compatible”, ensuring that existing ACAP

implementations are not adversely affected. All extensions will need thorough testing before release and the existing components, released as ACAP Version 1.0 in November 2007, will be revised no earlier than December 2008.

## **Promotion**

In May we spoke at a conference on press clippings in Prague and we have just presented ACAP to an EU Presidency conference in Slovenia. In the next few months, the ACAP team will be presenting at ACAP-specific events in Denmark, Finland and Russia and hope to speak at the Online News Association conference in Washington DC in September.

## **PLEASE CONTINUE TO SPREAD THE WORD...**

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

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