

GOOGLE RECOGNISES PUBLISHERS' COPYRIGHT

The ACAP (Automated Content Access Protocol) Project today welcomed the landmark settlement reached in the case brought against Google by the Authors Guild and the Association of American Publishers (AAP) in which Google has acknowledged publishers' intellectual property rights in the online environment, putting copyright back centre stage of the creative marketplace.

Gavin O'Reilly, the President of the World Association of Newspapers (and chair of ACAP) said "Copyright is a mainstay not just of creativity but of the modern world economy and this settlement puts copyright back on a more even keel. Google has recognized that there is high value in indexing high-value content and that revenue should in fact be shared by both the indexer and the creator.

"Every book in the world, not to mention every newspaper, magazine, film, TV programme, CD, computer game, microchip, and brand depends on copyright or a similar intellectual property right for its long term viability.

"This settlement paves the way for all rights holders, regardless of their chosen business model or rights management systems, to get the appropriate reward for their efforts – while at the same time ensuring the widest possible access."

Simon Juden, the CEO of the UK Publishers Association added: "If a Books Rights Registry is to be effective, it will need to be complemented by the types of technical standards for rights management that ACAP offers. In this way, all business models can contribute to a competitive environment for online book distribution.

"The beauty of ACAP is that it works with all business models including registries, it is open and non-proprietary, it offers flexibility for rightsholders and is technologically simple to implement for search engines and other aggregators. It is worth remembering that over half the UK book trade by volume has now implemented ACAP."

Mark Bide, Project Director of ACAP said: "This is an important solution for those who favour collective solutions but there will always be a call for differentiation and that is something that ACAP can deliver. It is one thing to do a deal with a single group of rightsholders, but there are thousands of publishers out there who may choose to have different terms and conditions set for use of their content. Now that Google has joined the world of copyright, ACAP makes Google's life easy as we have provided them with machine readable licensing tools which work and which hundreds of publishers have already adopted. We now call on them to respect the capability that this provides."

For further information, please contact Mark Bide on Tel: +44 (0) 20 7620 4433 or at mark.bide@rightscom.com or Heidi Lambert on Tel: +44 (0) 1245 476 265 or at Heidi.lambert@hlcltd.demon.co.uk or visit www.the-acap.org

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