



WHAT THEY'RE SAYING ABOUT ACAP

Ruth Hieronymi Member of European Parliament

„One of the developments that has brought forward Europe the most and has the potential for supplying many of the most important services to our society in the future is the advent of digital technology. Digital technology enables the delivery of all kinds of content. Digital content is transferable to an indefinite number of people over an indefinite distance and delivery costs are low.

In addition, European artists create high quality cultural content, which is the backbone of digital services. With the help of digital technology, European cultural diversity has the possibility to become even richer; likewise, the economy is boosted by the creation of new services and jobs.

But digital rights management (DRM) is still an obstacle which slows down the development of new digital services. In the past, most artistic works have been relevant in one nation and the rights could thus easily be managed by national collective rights management societies.

It is clear that this DRM management system needs to be adapted to the future. A future-proofed DRM management system needs to safeguard cultural diversity, but it also needs to be flexible enough to support new emerging services. Transparency and efficiency of the system are basic prerequisites.

I expressly welcome that ACAP will enable the providers of all types of content published on the Internet to communicate permissions information (relating to access and use of that content) in a form that can be automatically recognized and



interpreted, so that business partners can systematically comply with the publishers' policies.”

**The Rt. Hon. Stephen Timms, MP
Minister of State for Competitiveness, UK**

I would like to offer my congratulations to Mark Bide and his group for a successful outcome to the pilot project phase of ACAP. I understand that you are all now well poised to exploit the work commercially.

I was interested to learn the project could be extended beyond text and pictures to other content such as sound and video, which should help the development of both your protocol and the online publishing industry in general.

ACAP is an exciting new flexible tool that brings publishers' agreements to use online content firmly into the digital age. By doing so, it opens the door to the development of new business models, boosting the UK content industries and avoiding litigation except as a last resort.

I hope you have a successful launch in New York on 29 November and look forward to hearing about the exploitation of this exciting project in years to come.

**Bill Akass
Editorial Development Director, News Group
Newspapers**

“ACAP opens the floodgates on top quality web content. It will benefit users, aggregators and publishers alike.”



Bengt Braun
President & CEO
The Bonnier Group

“On behalf of the Bonnier Group I would like to confirm that we fully support the ACAP project. It is vital to the future of our industry to manage our content and to set the terms and conditions on how it is used. Copyright is required to underpin the future of and encourage investments in the content industry and to create a rich and diverse online environment to match the offline one. With ACAP, publishers will be able to make more content available to users through the search engines, and to continue to innovate and invest in the development of business models for network publishing.”

Thomas Glocer
CEO, Reuters Group plc

“Congratulations on the imminent launch of ACAP. I believe that this is an important initiative for the media industry as a whole and for the publishing sector in particular to have a global, open and flexible standard such as ACAP as it will encourage and allow content creators to make more content available on the Internet which can only benefit the public at the end of the day. You have our support for the launch.”

Francisco Pinto Balsemao
Chairman and CEO, Impresa, and former Prime Minister
of Portugal

“The future of the newspaper and magazine industry is more secure now thanks to ACAP. We can be sure that our content will be viewed and distributed



according to our own terms and conditions. As a business we now feel that any investment and innovation in the field of digital publishing will be fairly rewarded. I am convinced that ACAP will very quickly become a universal standard and will benefit every player in the digital publishing world.”

Pierre Louette
Chairman & CEO
Agence France-Presse

“AFP has been involved in the ACAP pilot project since the first hour. We believe this project will encourage owners of high quality content, such as AFP, to be more confident in sharing it online, since ACAP will allow search engines to index our content under clear terms of use. This is the first time ever that search engines and content providers have worked together on a joint standard; we really hope this will help avoid any further complex and costly legal disputes with search engines. There are evident long term benefits from the development and implementation of ACAP in the relationship between publishers and search engines and we are convinced the launch of ACAP will be an essential step towards building mutually beneficial business models for content distribution in the future. The ACAP standard is free, flexible, it doesn’t dictate any business models or suggest any position that an individual publisher might choose to adopt. AFP strongly supports ACAP. The ACAP initiative means that we can let the market decide and that we can protect and enhance the ability of content providers to produce the most exciting and diverse products for the market.”



Dr Alicia Wise
Chief Executive, Publishers Licensing Society

The Publishers Licensing Society was established 25 years ago by the UK publishing industry. Our role is to:

- oversee a collective licensing scheme in the UK for book, journal, and magazine copying
- stimulate innovation and good practice in rights management
- clarify the relationship between traditional copyright management practices and those needed in the digital age

ACAP is an incredible stimulant for innovation and good practice in rights management, by making it easy for rights owners to signal what *can* be done with online content.

Congratulations on your forthcoming launch. This project has built momentum quickly and is entirely confidence inspiring. We will certainly continue to promote it actively to the thousands of book, journal, and magazine publishers with whom we work.

Simon Waldman
Director of Digital Strategy and Development,
Guardian Media Group and Chairman of Association of
Online Publishers

The internet provides a wealth of opportunities for media owners of all sorts, and the global dissemination of quality content can only be a force for the common good. However, to ensure the maximum benefit for both the creators and consumers of this content, we need a permissions system that is fit for this new environment. It must be universal and scalable; and must work with the internet rather than against it.



This is not something that will be achieved overnight, but, rather like the internet itself, something that will evolve over time through the widespread acceptance of common standards.

This is exactly the approach taken by ACAP which is why we support the initiative and applaud the efforts that have resulted in this launch.

**Statement by Jim C. Williams
Senior Vice President and Chief Technology Officer
Motion Picture Association of America, Inc.**

“ACAP helps address an important need in the digital marketplace by standardizing the communication of content policies between content owners and search engines that index content. This vital infrastructure supports the rights of copyright owners and facilitates continued investments in the development of both compelling content as well as new distribution models that utilize the Internet. The public launch of the first version of the specification represents a key milestone in the process of standardizing the communication of content policies to search engines, and we look forward to continued collaborations with ACAP to extend the specification and add enhanced support for Audio-Visual content.”

**Jenifer Wilder
Deputy Manager, Newsource
Content Management Division
News Limited Australia**

ACAP is great news for content providers and consumers. A universal, open standard for expressing rights underpins future investment in innovative online business models while



encouraging creativity and diversity within online publishing. News Ltd is a proud and strong supporter.

Dr. John Jarvis
Senior Vice president
John Wiley and Sons Inc.

“The World Wide Web has enabled a remarkable revolution in communication, freeing the transfer of information and knowledge from many of the physical constraints which existed before. Publishers of all types are investing in on-line services to promote the work of their authors and bring it to global audiences. Furthermore, the opportunities afforded by the Web have been greatly enhanced by the advent of search technology, which provides a means for navigation and taxonomic order amongst content.

Searching is an integral and essential part of on-line publishing, but with it comes a renewed realisation of the publishers' responsibility to authorship and the copyright legislation which underpins it. Publishers must invest in ways of ensuring that authors' creativity is encouraged and protected in order to sustain it, which is why Wiley is committed to supporting the ACAP initiative. Such a protocol is essential to the continued development of on-line services, and once in place, we are confident that Web communication will evolve to a whole new level of sophistication and efficiency.

There is currently nothing more important for the publishing industry than a successful implementation of ACAP.”

Stephen Schmitz
Director Content Management
Gazette Communications



Gazette Communications would like to confirm that we support the ACAP project and applaud the significant progress made to date.

The creation and adoption of a protocol that enables the lively exchange of content with due respect to permissions as expressed by the content owner is a critical component to the evolving information exchange environment on the internet as well as in the core products related to print and broadcast.

The broad scope of ACAP in conjunction with the continued evolution of search engines will open the door to new forms of commerce taking advantage of permission based content exchange. All forms of content can be added to this new value chain which will open up the market to new micropayment and micro-licensing revenue models.

**Bob Weiner,
Senior Vice President,
CCC**

"Since our founding 30 year ago, Copyright Clearance Center has championed the cause of making it easier to use and share content while respecting the rights of the individuals and institutions who create and own that content. For this reason, we applaud the progress made to date to establish the Automated Content Access Protocol, and we are proud to have participated. The initiative's goal of a universal, open standard for expressing rights and terms is a worthy one, and we look forward to the launch on November 29."

The Federation of European Publishers



The Federation of European Publishers, meeting in Brussels for its General Assembly on 23 November, unanimously supports the ACAP Pilot Project and encourages publishers throughout Europe to become involved in this important project.

Everyone can make full use of the Internet when copyright management and compliance are made simple for all. ACAP is a crucial step in this direction.

FEP membership:

Austria <<http://www.fep-fee.eu/1.4austria.html>>
Belgium [French] <<http://www.fep-fee.eu/1.4bel-fr.html>>
Belgium (Dutch) <<http://www.fep-fee.eu/1.4bel-vl.html>>
Bulgaria <<http://www.fep-fee.eu/1.4bulgaria.html>>
Czech Republic <<http://www.fep-fee.eu/1.4czech.html>>
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Italy
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