

ACAP Newsletter: December 2007

You have been sent this email because you have previously indicated an interest in being kept informed about the ACAP Pilot 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.

The showcasing of ACAP version 1 at the New York conference was hailed last week as a huge success; the conference also marks the start of the next phase of the project, as ACAP moves from being a pilot project towards a longer term structure. The next phase of our work will involve the roll out of ACAP with the objective of achieving universal adoption as soon as possible. New technical work will also begin on more Use Cases to extend ACAP to more types of content and different content distribution models.

Hosted by a hugely supportive Associated Press team at their New York Headquarters, the event welcomed well over 100 delegates. The conference attracted many senior representatives of all sectors of publishing, as well as from music and the audiovisual media. All the major search engines were well represented at the conference and whilst none has so far committed to the adoption of ACAP, we certainly expect that they will want to continue to work with ACAP if only in an informal way.

Our main objective now is to reach out to the global publishing and online industry to make ACAP a universal standard in as short a time as possible. Now that ACAP v1.0 is now ready for implementation, we are asking publishers to implement it – and to let us know that you have done so. First steps to implementation are very simple – your technical department just needs to follow the simple instructions via the following link:

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

The Times Online became the first major website to implement ACAP (and they achieved this in time for the conference). Other publishers have begun to follow.

The conference presentations

Opening the conference, WAN Chairman Gavin O'Reilly reminded delegates that ACAP members represent more than 18,000 publications and 4,100 companies and organisations with a turnover of over \$260 billion.

If the collaboration involved in the pilot project can be duplicated in the effort to promote the implementation phase, ACAP will be a universal standard within a very short time.

Tom Curley, CEO of AP was unequivocal in AP's support of ACAP saying, "This ACAP conference is about using digital tools to promote content use online, while safeguarding commercial

interests. And that's something we at the world's oldest international distributor of news know a lot about."

Alain Heurtebise, the CEO of Exalead US, gave a presentation on the future of search. Gavin O'Reilly was effusive in his thanks for the incredible effort in terms of resources and intellectual fire-power that Exalead has put behind the testing of ACAP.

The next session was given over to the technical showcase: the presentation of the Use Cases that prove that ACAP does indeed work. ACAP works. The primary message of these presentations? There is no technical barrier.

Angela Mills Wade, Executive Director of the European Publishers Council gave a presentation on EU regulation and introduced a pre-recorded video presentation from EU Commissioner Viviane Reding who said: "Media companies have not yet fully adapted their business models to new distribution technologies, which cut across national borders and traditionally separated sectors. The uncertainties associated with the shift to digital technologies inhibit the development of many potential online services.

"The Commission is following the ACAP project closely, since it offers possibilities for a win-win situation for all stakeholders."

Mark Bide concentrated his presentation on the next steps for ACAP. Aside from the crucial issue of marketing and promotion of ACAP implementation, Mark also spoke of the next phase of the project including issues of future governance. Mark concluded his presentation with a call for membership renewal and indeed for the signing up of new members, all of whom will have the opportunity to play an active role in ACAP's future (and to propose new Use Cases for consideration in 2008).

All conference presentations are available on the web site: check them out at <http://www.the-acap.org/conference.php>

Become an ACAP member for 2008

Supportive of ACAP? Interested in staying close to the project? Keen to submit a Use Case for consideration? Join ACAP for 2008 – membership for next year remains at €1500/US\$2200. All existing members who would like to renew for 2008, and anyone who would like to join for the first time, please write to me: mark.bide@rightscom.com. We will send out renewal invoices towards the end of the year.

Spreading the word

Between now and the end of the year, the ACAP team will be putting together "information kits" targeted to each publishing sector which will then be sent out to anyone willing and able to spread the word. These kits will include relevant use cases, where available, and the business case for that particular sector. There will also be a presentation that can be adapted by potential

speakers. Anyone happy to take part in “ACAP evangelism” is warmly invited to contact Heidi Lambert: heidilambert@hlctd.demon.co.uk to discuss the way forward.

Thank you

We would like to take this opportunity to thank all those who have been involved in the project so far and to hold out a hand to all those who would like to move forward with us into the future. 12 months ago, ACAP was a hypothetical solution to the publisher-search engine conundrum. Today, ACAP is a reality providing real solutions and paving the way for a confident, dynamic, digital marketplace. Implement it now. It's your future. With ACAP, it's secure.

Mark Bide
ACAP Project Co-ordinator