Rights-aware DOIs

The use case of Italian publishers

Few words on us

Since 2004, the history of mEDRA is characterised by the evolution from being specialized as DOI Registration Agency, to a wider range services and consultancy provision for the publishing value chain.

Current stuff we do

Why we are here

To demonstrate how DOI can be used to streamline rights and permissions transactions and rights information discovery online, exploiting the synergies between mEDRA three areas of activity (DOI RA, services and R&D projects)

The starting point

THE RIGHTS USER

I need to reuse a work

I need to include 20 pages of this book in an online course pack

THE RIGHTHOLDER

I hold certain rights in a work

I can offer the rights to reproduce the contents of this book for educational purposes

Rights commerce offline

THE RIGHTS USER

THE RIGHTHOLDER

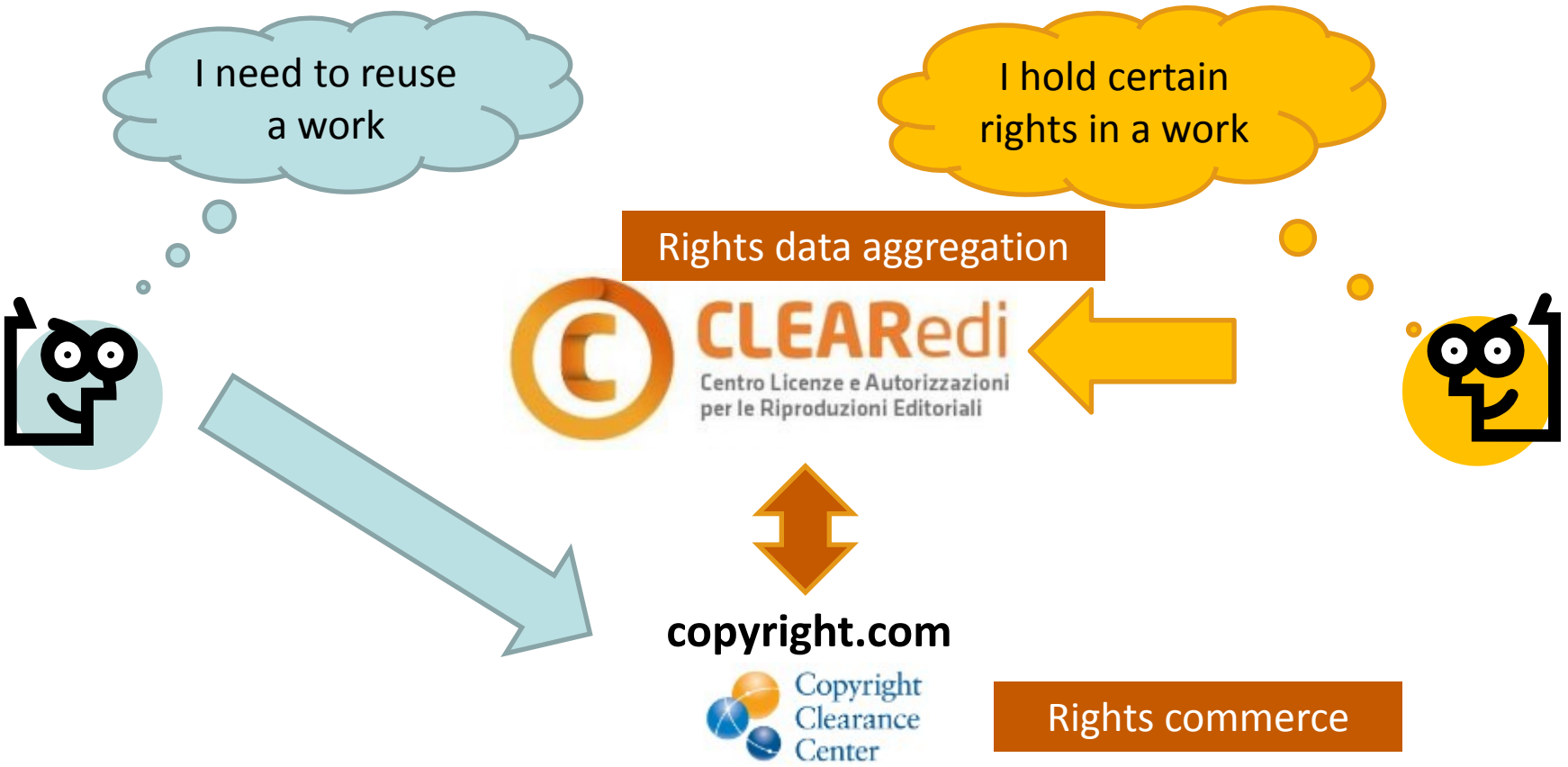
Italian publishers mandate…
…a collecting management organisation to licence their content…
…to organisations interested in using that content to provide services…
…to their end-users

For example: a higher education institution asks for including a piece of publishers' content in an e-learning course or a MOOC

Rights commerce online

THE RIGHTS USER

THE RIGHTHOLDER

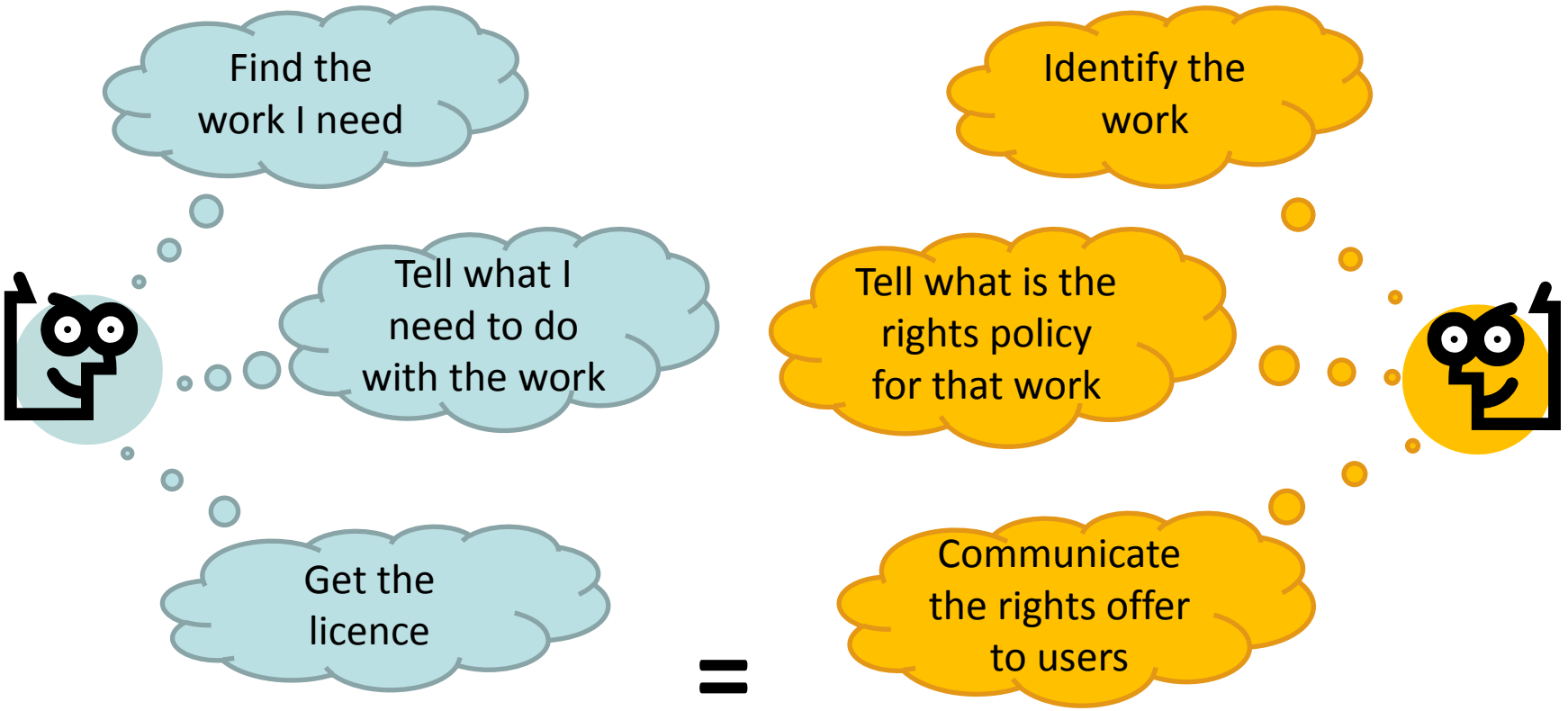


An innovative platform for rights commerce online
that ensures flexibility to both rights users and rightsholders

Practicalities

THE RIGHTS USER

THE RIGHTHOLDER



need for a connection between a content identifier and bibliographic information as well as rights information and services

Over 100 million DOIs out there…

DOI is a well-established persistent, cross-media and resolvable identifier

Why not a rights-aware doi®?

- A user wants to re-use a piece of content and discovers its DOI
- The user “clicks” on the DOI and access the service to get the licence to re-use the content

Direct access to rights data and services anywhere in the web

Easy to use
Easy to implement
Complementary approach to other access-methods

I want it all, I want it now

But…

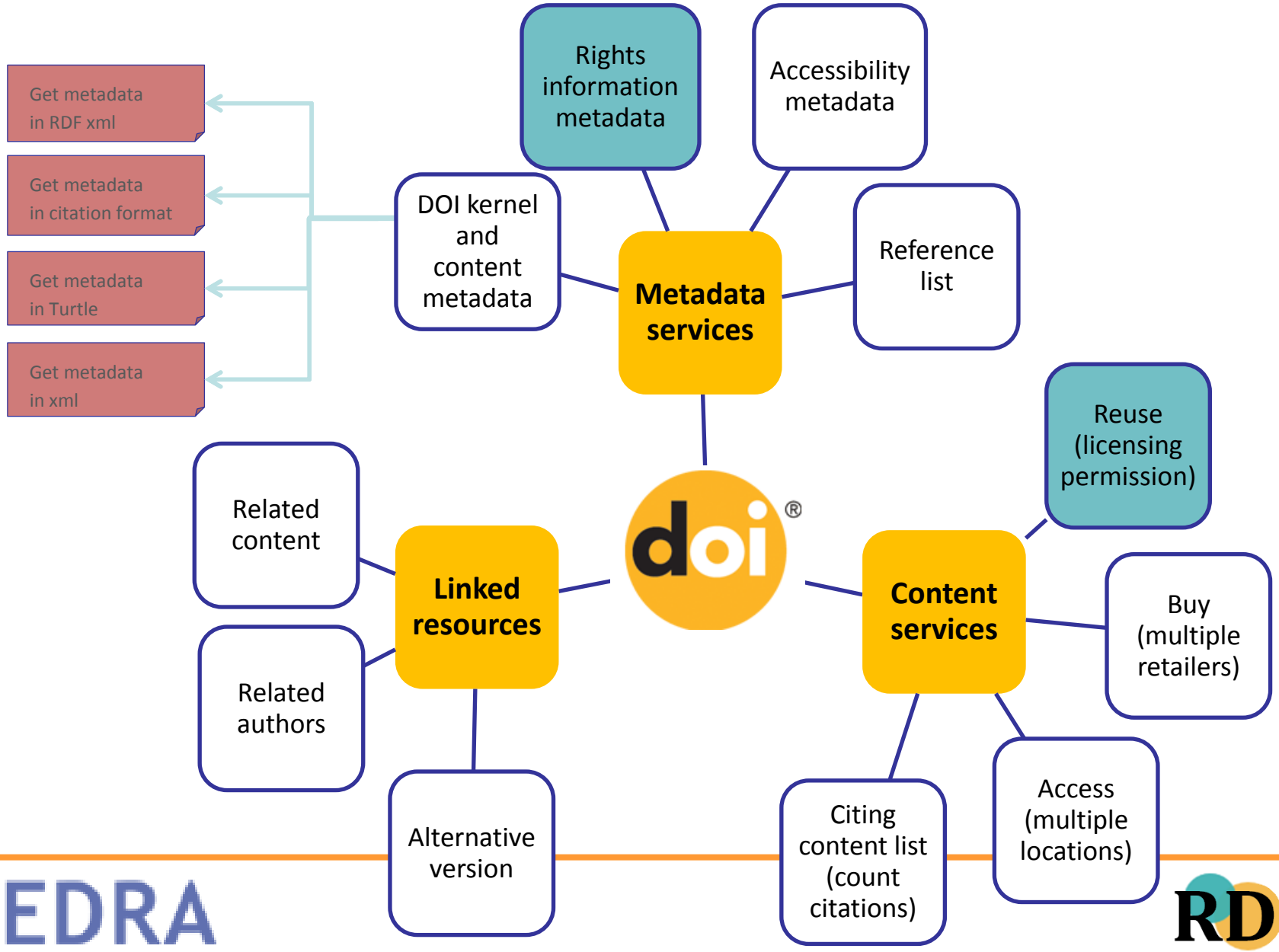
- I want my DOI to point to the full-text
- I want my DOI to point to its metadata on my platform
- I want my DOI to link to related contend
- I want to use my DOI as marketing tool
- and I also want my DOI to point to licensing option

Can you do this?

Context-aware (multiple) resolution

the possibility to automatically select one or more resolutions out of the available options, according to the preferences of the user (context)

One DOI, multiple resolutions, multiple contexts



Why we think it's a good solution

- Exploits a robust and highly scalable technical infrastructure (Handle System)
- Can be used by any DOI RA: standardising vocabularies to guarantee RA interoperability
- Interoperable with other identifiers (ex. ISBN-A)
- Separation between data and services (distributed) and access mechanism (linking through DOI resolution)
- Separation between the rights and licensing business (rightsholders) and the access provision business (DOI RA)
- Suitable for commercial and non-commercial purposes (CC and OA).

Rights-aware DOIs

Coming soon in 2015

And what about RDI Rights Data Integration ?

RDI Rights Data Integration is an EU-funded project aimed at demonstrating

“how to efficiently manage and trade intellectual property rights online for any and all types of usage, across any and all types of content, in any and all media”

RDI implements the principles of the Linked Content Coalition

RDI interoperable communication layer:

- CRF based data exchange (Common Rights Format)
- RDI cross-media rights Hub and mapping and transformation service
- RDI operations are powered by interoperable identifiers and metadata

- Within RDI CLEARedi, mEDRA and CCC (through its subsidiary RightsDirect) are building a demonstrator of the use of the LCC framework to perform the same business operations needed to sustain rights commerce online:
  - Data modelling
  - Data exchange
  - Access to rights
- the use of LCC standards allows CLEARedi to re-use the same data to communicate with other providers and partners in the future, as well as CCC to receive data from other users of its platform
- Do better in the present and be prepared for the future

DEMO

Contacts

Thank you - Grazie

My metadata

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