

# **Developing and Applying Rights Expressions Using ODRL and RightsML**

## **Three Dilemmas Three Adoption Strategies**

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THOMSON REUTERS

...and 50 others



rightsml.org

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# **The News Industry Needs Machine Readable Rights**

## **Increasing automation of workflows**

Less opportunity for editors to read notes,  
the traditional means of indicating restrictions and duties

## **Sophisticated publishing relationships**

Fewer single purpose, static connections  
More (need for) flexible, ad hoc uses of content which respect rights

**IPTC decided to tackle rights expression**



# **IPTC RightsML**

**Founded on ODRL** 

Open Digital Rights Language 2.0

Selected by IPTC after evaluating several alternatives

<http://www.w3.org/community/odrl/>

**RightsML is a news industry specific vocabulary**

Plugs into ODRL framework

RightsML 1.0 currently in an “experimental phase”

<http://rightsml.org>

<http://linkedcontentcoalition.org>



IPTC's RightsML experimental phase  
has revealed

**Three Dilemmas  
and  
Three Adoption Strategies**

# Dilemma #1

A general purpose REL?

or

A news industry specific REL?

Does more control mean less risk?

Are the needs of the news industry actually that specific?

(What is the news industry?)

ODRL quite willing to incorporate feedback into the core vocabulary



# Dilemma #2

Sophistication (too complex)?

or

Simplicity (too simplistic)?

Permissions, restrictions and duties can get quite complex

A complicated-looking standard is a hurdle for adoption





# Dilemma #3

Tool support paves the way for adoption

but

Vendors are loathe to implement  
a new standard

There's more than one standard already for rights expression

Is it better to back an inferior but somewhat adopted REL?

Or to promote a superior but unknown REL?



# Adoption Strategy #1

## Start at the edge

If you have any kind of structured rights expression internally

Map your internal rights mechanisms into RightsML

At the point of delivery to clients



# Adoption Strategy #2

## Start in the middle

You need to handle rights internally

Adopt RightsML for your own rights clearance mechanisms



# Adoption Strategy #3

## Start somewhere

Not everything needs to be converted at the same time

You can gain value from working with

Particular media types

Particular customer types

Start somewhere and grow the adoption



**Thank  
you**

