



RightsML

A Rights Expression Language for News Media Assets

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Who is IPTC

IPTC: the global standards body for the news media

- A not-for-profit organisation with more than 50 members
- ... from news agencies, newspapers, broadcasters and systems vendors



... only a subset
of members
is shown



What IPTC does

Our mission is to
simplify the distribution of information.

We simplify by

- Structured containers (e.g. NewsML-G2) to distribute:
 - all media types: text, photo, audio, video
 - data about events and sports
 - data for editorial planning...containing the content and descriptions/metadata of it
- **Rights expressions** associated with media content
- Terms to categorize news content (in many languages)



RightsML

Founded on ODRL = Open Digital Rights Language
developed by a **W3C** Community

Selected by IPTC after evaluating several alternatives

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

People from
BBC and IPTC
are involved

RightsML is a news industry specific vocabulary

Plugs into ODRL framework as a so called profile

<http://rightsml.org>

<http://dev.iptc.org/RightsML>

Machine processable permissions, restrictions and duties

Derived from media industry requirements

Can be embedded within content or stand alone policies

Designed for all media types

Designed for automatic evaluation



RightsML / ODRL design

Policy (with @guid, @type, @profile ...)

Permission(s)

- the **asset(s)** the permission applies to
- the permitted **action**
- party granting the action (**assigner**)
- party/ies permitted to execute it (**assignee**)
- **duty/duties** to be exercised
- **constraint(s)** which must be satisfied

Prohibition(s)

- the **asset(s)** the prohibition applies to
- the prohibited **action**
- parties: **assigner & assignee**
- **constraint(s)** which must be satisfied

Default context:
What is not permitted must not be executed.

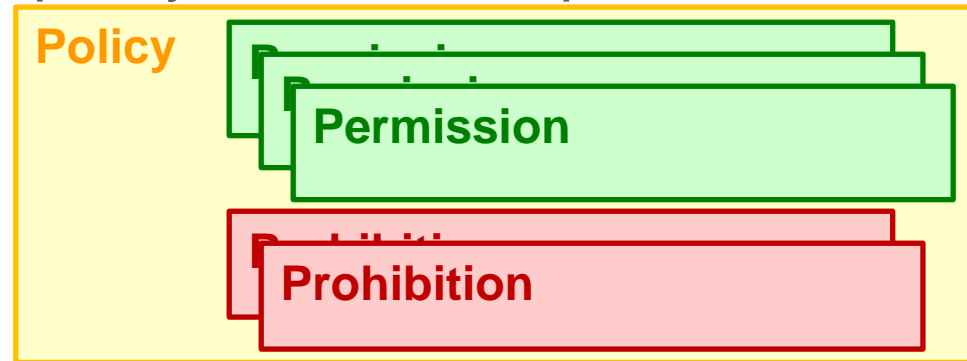
Types of Policy:

- Request
- Offer
- Agreement
- Set (=subset)
- Special ...
 - Privacy
 - Ticket

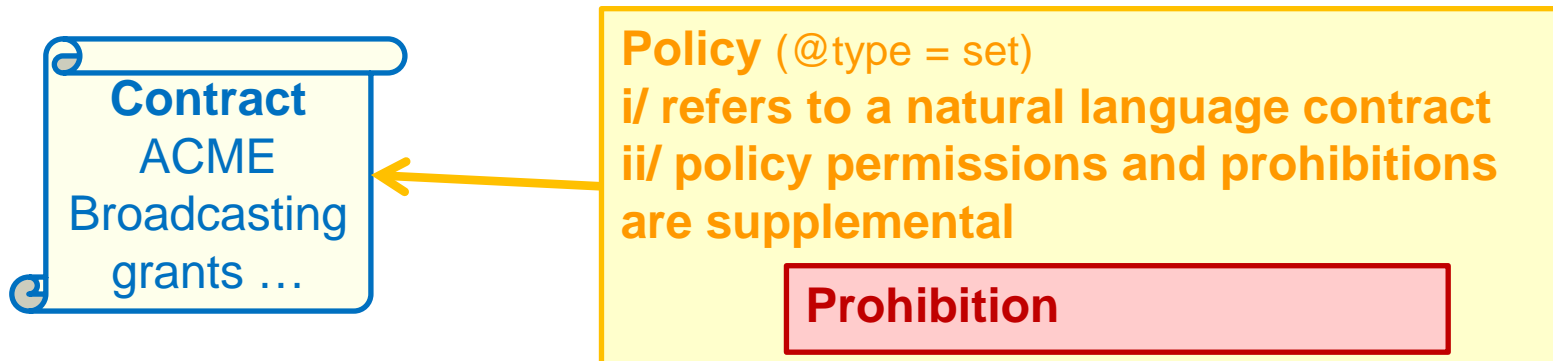


Policy Usage Scenarios

- **Standalone:** policy contains **all** permissions & prohibitions



- **Supplemental:** policy provides permissions and/or prohibitions **in addition** to other agreements/contracts



THE DAILY CAT

cats.example.com

THE WORLD'S FAVOURITE CATS

- Since 2014

I GET A VIDEO FROM EVB*)



EVB delivers a cat video

My license with the EVB says my company can show their videos to my website.

There is no additional policy associated with the video.

So, we show the video on our website.

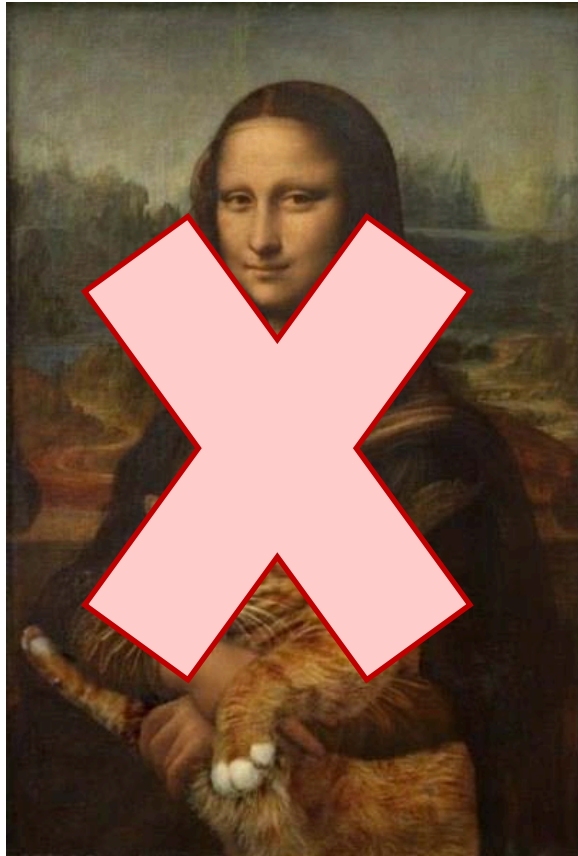
*) EVB: Example Video Broadcaster

Most Hilarious Video of Cats 2014

https://www.youtube.com/watch?v=i_mKY2CQ9Kk



USE WHEN LOCATION ISN'T FRANCE



**The next video received from EVB
has a RightsML policy attached**

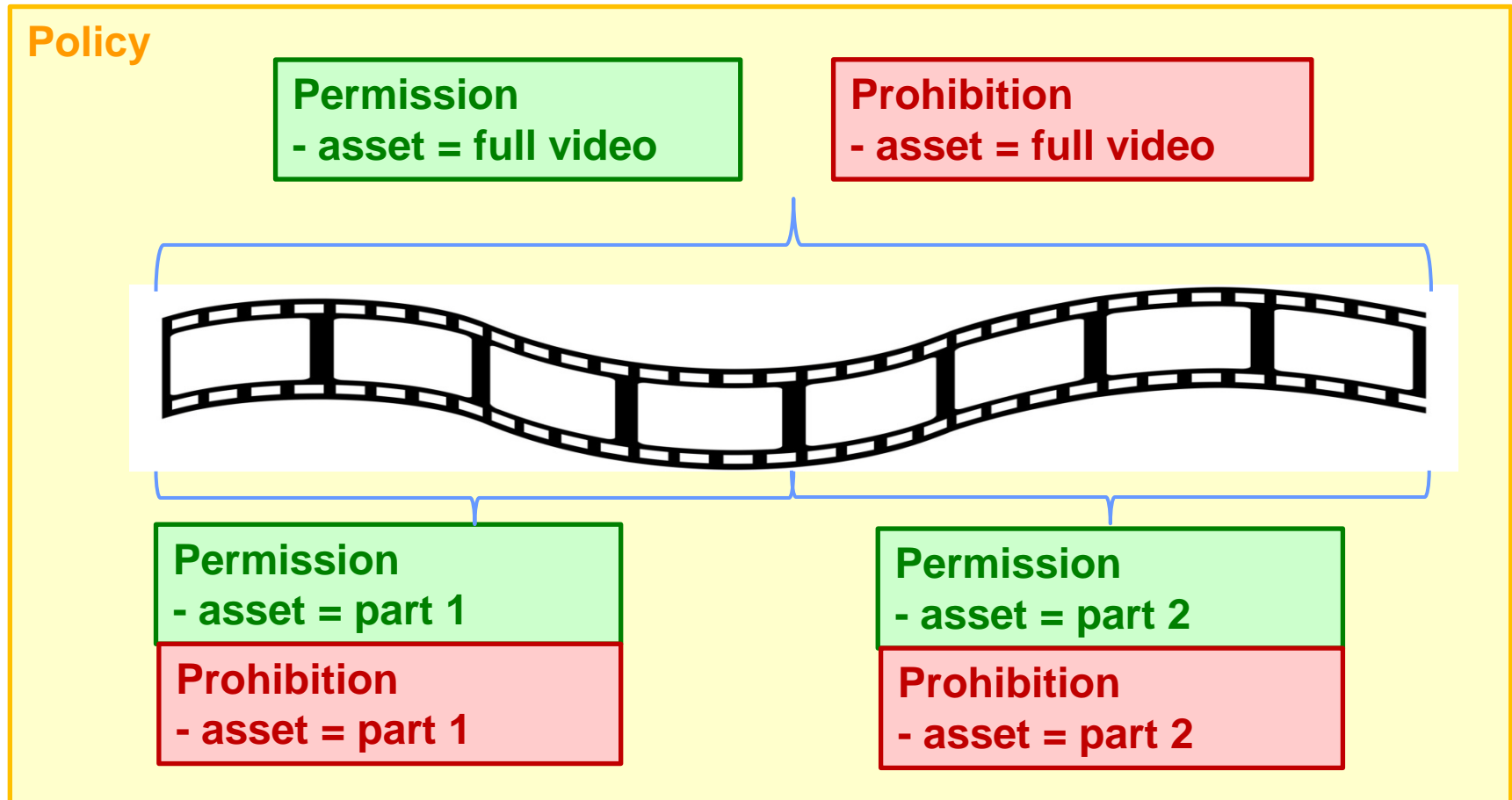
Policy

Use when location is not France

So, even though our EVB license
says we may present their
videos to the web ...
... the RightsML policy for this one
video overrides it as we are
located in France.

Mona Lisa lolcat by Michael Russel <https://www.flickr.com/photos/planetrussell/6814444991>

Parts of Content in a Policy



Single Policy including Permissions/Prohibitions for different parts



Policy ← linking → Asset

Options are:

- Policy embedded into binary file of the Asset
- XML encoded Policy added to XML document for managing the Asset – e.g. a NewsML-G2 item
- XML encoded Policy is a web resource, can be accessed by a URL, URL is associated with the asset
- JSON encoded Policy can be retrieved by an API – e.g. by applying e.g. Asset ID and Assignee ID for selection.



Actions

- use

- aggregate
- annotate
- anonymize
- archive
- concurrentUse
- digitize
- distribute
- derive
- execute
- index
- install
- modify
- move
- present
 - display
 - play
 - print
- read
- reproduce
 - extract
- textToSpeech
- translate
- transform

- transfer

Actions towards
third-parties only

(use)

grantUse

(transfer)

give

sell



Types of constraints

- Examples:
 - spatial: e.g. countries, world regions can be included or excluded
 - date and time: action is constrained to before or after a point in time
 - elapsed time: action can be taken only for a limited time
 - count: action can be taken only for a limited number of times
 - absoluteSize: the action is restricted to a specific size of the asset – e.g. display with not more than 320 pixels width
 - language: action can(not) be taken only with a specific language version of the asset
 - media: action can(not) be taken if the asset is of a specific media type
 - deliveryChannel: action is restricted to a specific delivery channel or excluded from it; e.g. mobile distribution



RightsML profile

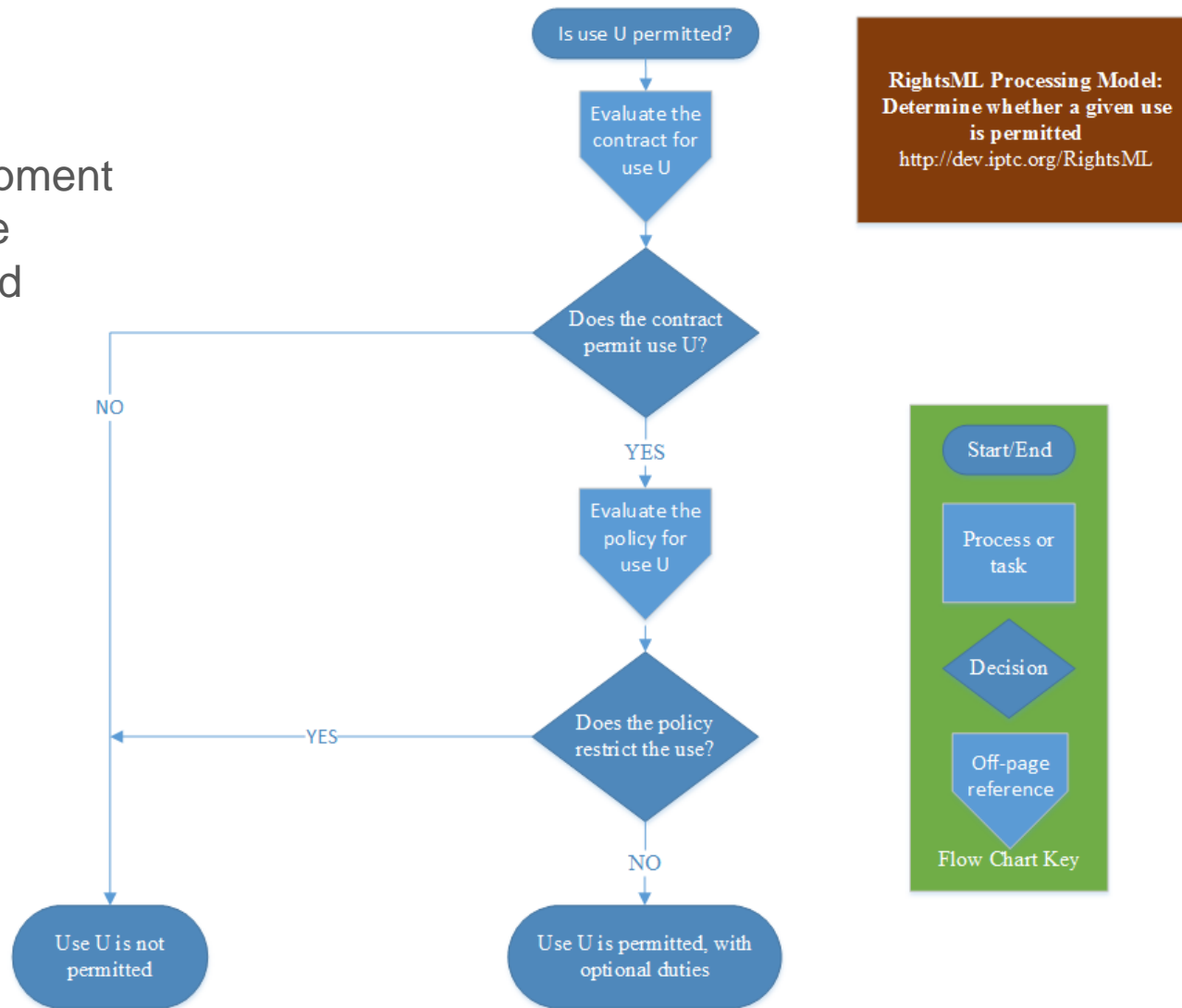
- ODRL supports profiles for adding specifications to the ODRL specs or to constrain the use of some features.
- The RightsML profile ...
 - recommends using the “set” type of policy
 - outlines how to identify a group of parties (assignees)
 - adds an action: `removeFromService`
 - adds constraints: `actionRequestReceived`, `requestedActionsPerformed`

... it will be revised after the release of ODRL 2.1, early 2015



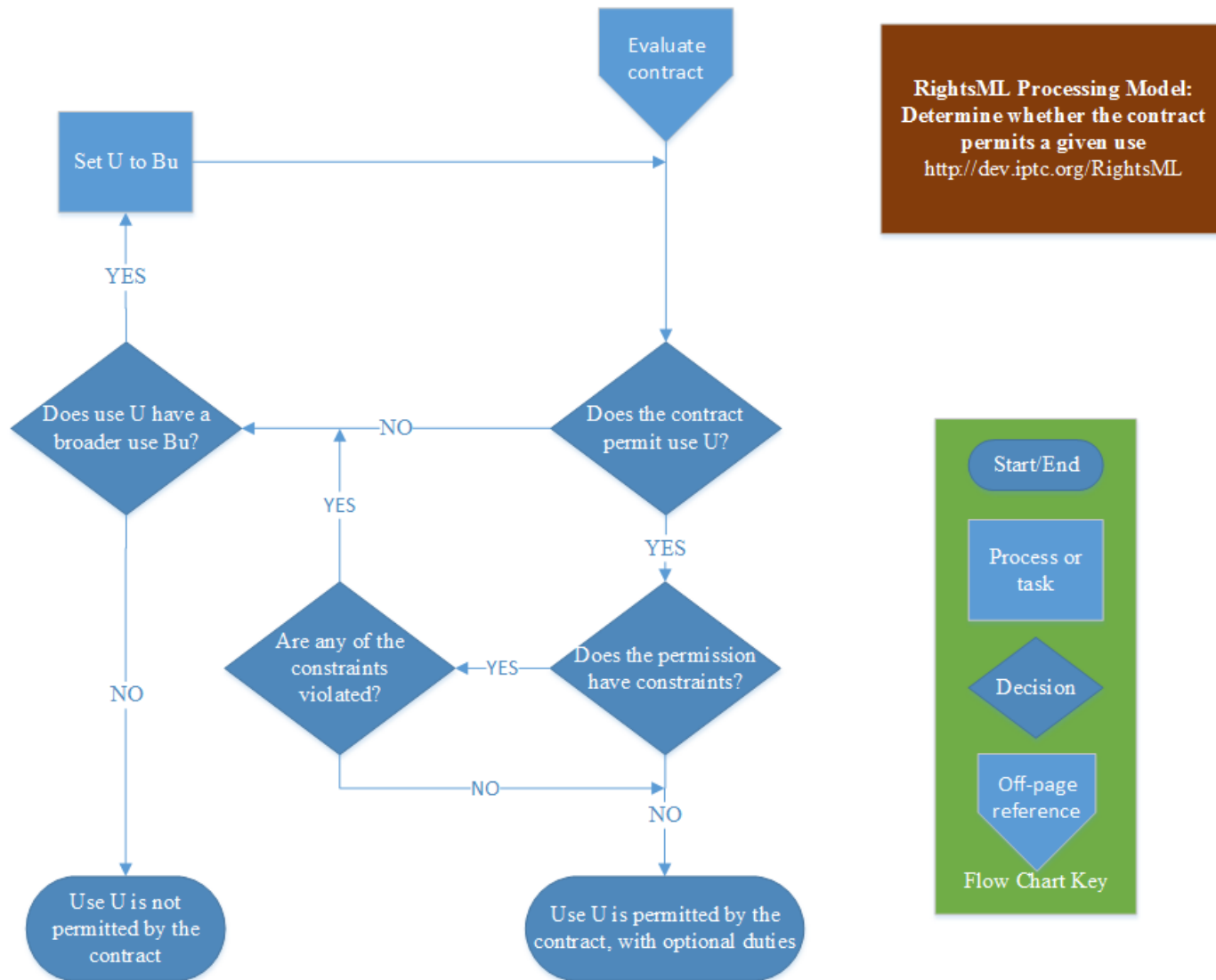
RightsML Processing Model

Under development
- will be finalized soon.



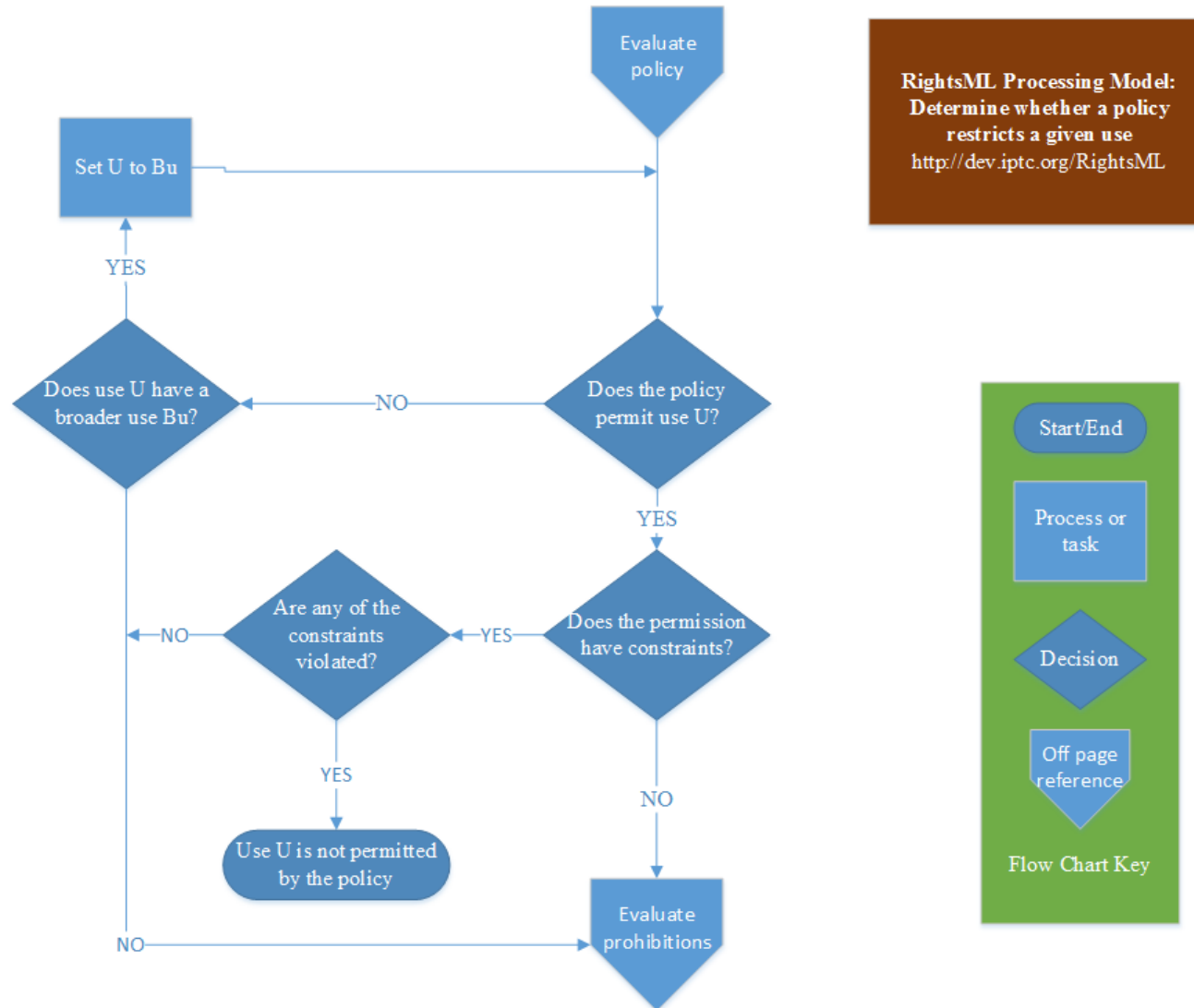


Contract Processing Model



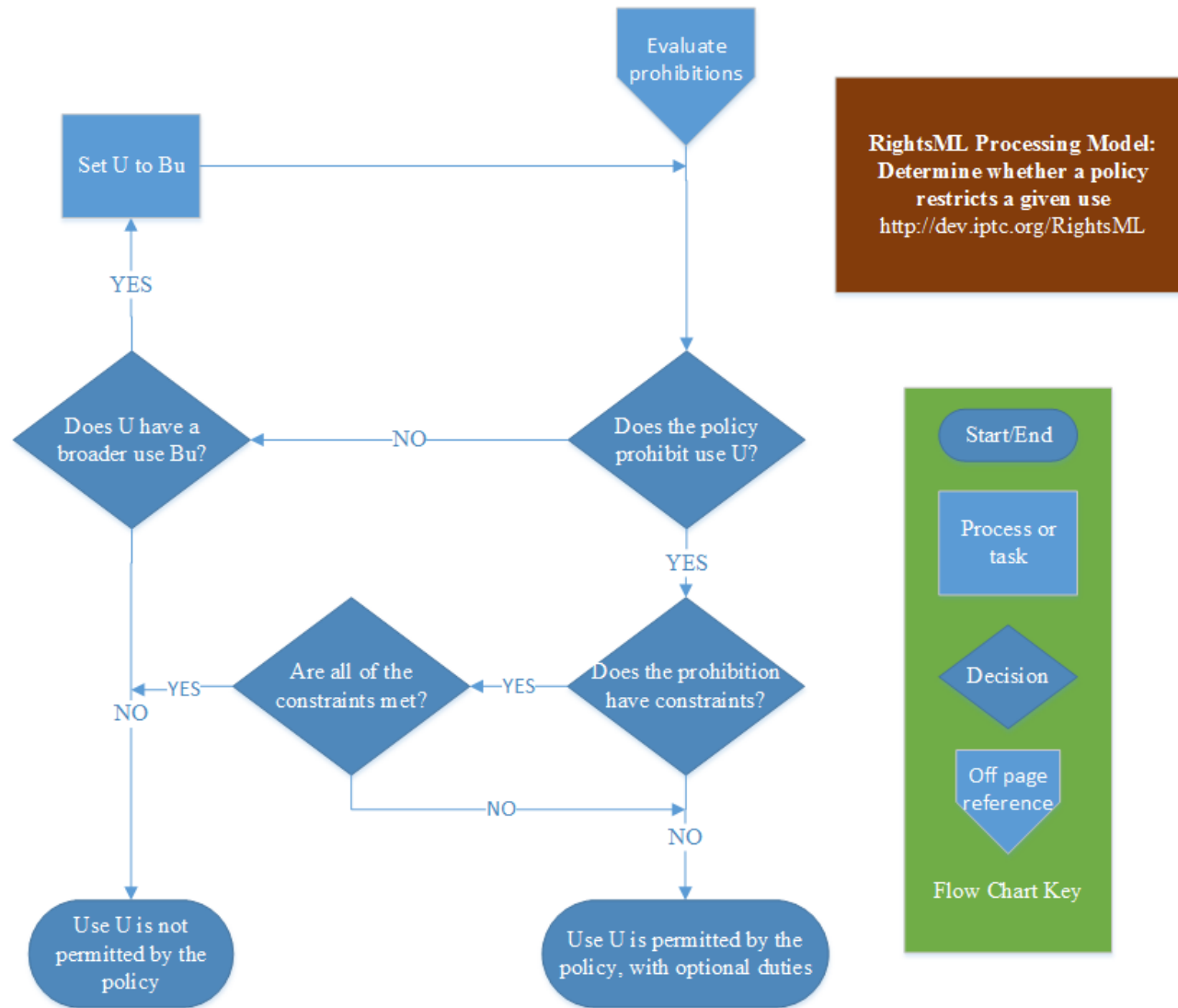


Policy Processing: Permissions





Policy Processing: Restrictions





Find more about RightsML at

www.rightsml.org

dev.iptc.org/RightsML

(Guidelines, examples)

github.com/iptc/rightsml-dev

(Python and JavaScript libraries)

Thank you ...