

IPR Tools for Content Aggregators

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Description

Intellectual Property Rights (IPR) modelling allows specifying how a digital content can be used. The IPR management systems can be classified in Digital Rights Management (DRM) systems allowing to control ‘all’ the possible different uses of a digital content (e.g. distribution, enhancement, adaptation) and Conditional Access Systems (CAS) allowing to control only the access to the digital resource that is provided with some encryption. Those solutions are typically suitable to address the digital content distribution and commerce and less suitable for managing cultural heritage content and IPR. To this end, in ECLAP a model and tools have been defined, while starting from the conceptual and legal aspects inherited from IPR, DRM standards such as MPEG-21 and ODRL.

In this poster we describe the system adopted in the European Collected Library of Artistic Performance, ECLAP, to manage, publish and distribute digital content taking into account the problems connected to the IPR of cultural heritage cross media content on Performing Arts domain, [1]. The model and solution adopted can be applied to a large range of cultural content, also in relationship with Europeana galaxy of content. According to ECLAP workflow, metadata sets are sent to Europeana only after that: i) they have been enriched and linked to a reachable digital resource; ii) when the IPR issues have been correctly defined. Therefore, a suitable workflow for metadata ingestion, quality improvement, metadata enrichment, and IPR solution have been set up and put in place.

The main problems related to the IPR management in ECLAP, as well as in many cultural heritage communities playing the role of content aggregator and content providers, are: *i) inconsistent rights with respect to the objects; ii) definition of coherent IPR Models according to the contract and right owned; iii) Application of IPR Models and enforcement of them on the distribution portal and towards Europeana; iv) IPR Model's Additional Conditions such as: student access, different access for devices, time, location, etc.*

The main aim of IPR model and wizard was to help Content Partners (CPs) to avoid the production of associated permissions and right models to objects that would be incoherent in terms of: conflicts among rights, incoherent rights and contract, conflict among rights and what is defined in the Europeana rights. Moreover, the inconsistencies can be due to the definition of limitations that cannot be enforced to a given context and/or that are not legally valid. Given the diversity of CPs and of the related needs on their contents, a general and flexible IPR model. The IPR model proposed contains at least: a model name, a description, a permission set, a license, a publisher, additional conditions, a reference to the content partners license page, etc. In

ECLAP, many different set of permissions on the contents are available and take into account both ECLAP Content Providers' needs, user's roles and profiles. Permissions managed on the ECLAP can be referred to the following aspects: i) access to the content; ii) user device; iii) content resolution; iv) user kind.

An *IPR Wizard*, to guide the CPs on assigning permissions on their contents has been realized, and it is largely used by more than 35 partners in Europe. As of January 2013 there are in use 100 IPR models, 30 are restrictive not public models while 19 are public models over 170000 contents. The IPR Wizard models and tools are used as a basis of IPR solutions on other portals [3].

Keywords

Institutional archive; content aggregator; IPR Model; IPR management; workflow; grid computing; semantic computing.

IMAGE

The screenshot displays the ECLAP website interface. At the top, there is a navigation menu with links: HOME, ABOUT, PROFILE, CONTENT, COMMUNITY, SEARCH, SERVICES, EVENTS, and HOWTO. A search bar is present with a dropdown menu for 'any types' and a 'deep search' button. The main content area features a video player for 'Ballet interlude. Dancers and camera wit cameraman'. To the right of the video is a 'METADATA' section with the following details:

- Title:** Ballet interlude. Dancers and camera wit cameraman
- Creator:** Odurfré, Joes (director)
- Performance date:** 07/01/60
- Contributors:** (expandable)
- Classification:** (expandable)
- IPR information:** (expandable)
- Rights:** Attribution-ShareAlike 3.0 Netherlands (CC BY-SA 3.0 NL). <http://creativecommons.org/licenses/by-sa/3.0/nl/>
- IPR owner page:** [link to page](#)
- Europeana rights:** Attribution-ShareAlike (CC BY-SA)
- Public:** Yes
- EDL:** published
- PC permission:**

	Public	Group	Educ.	Trusted
Download button	Yes	Yes	Yes	Yes
Embed	Yes	Yes	Yes	Yes
Access	Yes	Yes	Yes	Yes
- Mobile permission:**

	Public	Group	Educ.	Trusted
Download button	Yes	Yes	Yes	Yes
Access	Yes	Yes	Yes	Yes
- Performance information:** (expandable)
- Technical:** (expandable)
- Location:** (expandable)

Below the video, there is a 'RELATED OBJECTS BY TEXT' section showing five thumbnail images of ballet performances with titles like 'Ballet interlude. Three dancers', 'Ballet interlude. Three dancers 3', 'Ballet interlude. Three dancers 2', 'Ballet interlude. Three dancers and ...', and 'Ballet interlude. Two dancers in fog 2'.

Fig. 1. ECLAP Content and IPR information.

Notes

[1] P. Bellini, I. Bruno, D. Cenni, P. Nesi, M. Paolucci, M. Serena, "A New Generation Digital Content Service for Cultural Heritage Institutions", Proc. of the ECLAP 2013 conference, 2nd International Conference on Information Technologies for Performing Arts, Media Access and Entertainment, Springer Verlag LNCS, 2013.

[2] P. Bellini, P. Nesi, M. Paolucci, "IPR Management Models for Cultural Heritage on ECLAP Best Practice Network", Proc. of the IEEE International Conference on Communication, IEEE ICC 2013, Workshop "Beyond Social Networks: Collective Awareness", 9-13 June 2013, Budapest, Hungary, IEEE Press.

[3] IPR Wizard assistive tools for IPR licensing and permission setting according to rights ontologies and relationships, <http://www.eclap.eu/4021>