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News Release

COMMISSION-BACKED PROJECT TO BOOST DIGITAL CONTENT FORGES AHEAD

LINKED CONTENT COALITION WILL MAKE ONLINE CONTENT MORE ACCESSIBLE AND USER-FRIENDLY

This media industry-led technical project, that aims to create the basis for a universally recognisable way to communicate rights information for online content, is forging ahead. The objective is to create something that would achieve what the banking sector's "IBAN" achieves. The IBAN allows transactions to take place between banks all over the world despite each bank having their own internal systems. The LCC work will enable a similar level of functionality for accessing, using and sharing all kinds of digital content whether that be text, music or film, for example. Every sector has its own system for expressing and managing rights. LCC is doing the groundwork to make it possible to create that umbrella layer of communication over the whole content sector like the IBAN.

Progress of the technical work was presented at the project's second plenary in Brussels last week and it is clear already that the LCC is on track to create a unique rights reference model for the entire content sector. Some of the draft technical papers can be viewed at: <http://www.linkedcontentcoalition.org>. The project, that will be subject to peer review and testing, is due for completion in January 2013.

Aligned with the European Commission's vision for "Licensing Europe", the project has the backing of the European Commission and was also cited in a recent UK Government report by Richard Hooper and Ros Lynch on the creation of a Digital Copyright Exchange as the way forward for managing online copyright via a "Copyright Hub".

The output of the LCC project will be open and free for others to work with according to their own business licensing needs.

Angela Mills Wade, Executive Director of the European Publishers Council, the organisation that first proposed the LCC project, said: "Last week European Commissioner Michel Barnier shone the spotlight directly at the potential of "Licensing Europe" to guarantee European citizens' access to quality content. The Linked Content Coalition is delivering concrete progress with just the sort of pragmatic solutions that Mr Barnier is seeking. I share completely his vision

in which copyright supports creation, and creation supports distribution and innovation. The LCC will help deliver this vision.”

For information on the project, read our latest newsletter that includes an interview with a technical workstream leader, a regulatory update and information on the next stage of the LCC project that will take the new model and demonstrate how it can be implemented. Read the newsletter here: http://media.wix.com/ugd//bff7bc_27795b0af9e95bbb71f55baa18522ee_f.pdf

For further information, contact Heidi Lambert on Tel: +44 7932 141 291 or Angela Mills Wade on Tel: +44 (0)7785327878, visit the LCC website at: www.linkedcontentcoalition.org and follow us on twitter: @linked_content

Note to Editors:

- UK Government report: <http://www.ipo.gov.uk/dce-report-phase2.pdf>
- Speech by Commissioner Michel Barnier on Licensing Europe: http://europa.eu/rapid/press-release_SPEECH-12-785_en.htm?locale=FR
- European Commission Communication on Cloud Computing: http://ec.europa.eu/information_society/activities/cloudcomputing/docs/com/cloud_cloud.pdf