



THE  
**le@rning**  
FEDERATION

schools online curriculum content initiative

# RIGHTS MANAGEMENT SPECIFICATION

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# 1 Introduction

## 1.1 Purpose

The Rights Management Specification is based national and international best practice in the emerging area of digital rights management. It is based on ensuring that the Le@rning Federation curriculum content will meet with relevant statutory and contractual obligations, and optimise the creation, trade and usage of online content.

## 1.2 Obligations of The Le@rning Federation

The joint venture companies and the shareholders will fulfil the following legislative and leadership obligations in undertaking and delivering the Le@rning Federation project outcomes.

- To protect copyrighted material from unauthorised usages and to honour the exclusive rights that are exercised by owners of the Le@rning Federation online content as specified under the Copyright Act 1968.
- To ensure that the digital rights management model and attendant technology enhances the capacity of the schools sector to cost-efficiently meet its statutory obligations under the Copyright Act and that the model is available to inform the Australian education sector's performance in this area.
- To contribute to national and international standards development in the area of intellectual property rights management and digital assets through the evolving body of knowledge and practice generated under the auspices of the project.

## 1.3 Monitoring and Usage

The Rights Management Specification applies to all learning objects commissioned as part of the Initiative during the timeframe

This specification will also be applied to non-commissioned proposed for inclusion in the Exchange. The Le@rning Federation realises, however, that not all of this specification may be applicable to non-commissioned content. The Le@rning Federation will not necessarily exclude non-commissioned content that deviates from this Specification.

The Rights Management Specification is the generic specification for content submission, deployment and development at the time of publication. However each content project specification will be based on an adaptation of the available licensing models, legally enacted through contract.

The quality assurance processes applied during content development, deployment and delivery will enable continuous monitoring of the applied specifications in terms of their relevance and reliability. Specifications and related guidelines will be documented and published via a variety of project templates. The specifications documents will be published on the Initiative website <http://www.thelearningfederation.edu.au>.

This Specification will be reviewed in June 2002.

## 1.4 Conformance

Content conforming to this specification must adhere to the principles described in Section 2 of the specification and the measures and requirements described in Section 3 specification.

## 2 Principles

The Specification will be used to assess whether the creation, trade, and usage of the Le@rning Federation intellectual property rights conforms to the following principles:

- Equitable rights licensing
- Authoritative rights branding
- Flexible rights trading
- Legal rights compliance

### 2.1 Equitable rights licensing

The first principle aims to ensure that the negotiation of intellectual property licensing is undertaken in a balanced manner to benefit the education sector and investment shareholders, as well as stimulating the education resource development market.

### 2.2 Authoritative rights branding

The second principle recognises the significance of stakeholder and user trust in the management, documentation and publication of rights information in the marketplace. Enactment of this principle is dependent on agreement to a common structure, format and expression of rights information.

### 2.3 Flexible rights trading

This principle derives from the digital, modular and dynamic nature of the Le@rning Federation learning content and its envisaged usages. User assemblage of learning objects, through to commercial trading will be supported through rights licensing streamlining and provision of a digital rights management system within the Le@rning Federation exchange.

### 2.4 Legal rights compliance

The final principle enshrines the project's commitment to honouring rights owners licensing requirements, support rights trading and contain risk to shareholders.

## 3 Measures and Requirements

### 3.1 Equitable rights licensing

Measures that will achieve equitable rights licensing include the following:

- Appropriate licensing models, developed in consultation with marketplace that deliver cost effective resource development.
- Streamlined license negotiation with suppliers based on clearly established the Le@rning Federation licensing regime and templates.
- Capacity to negotiate innovative licensing terms that contribute to sustainability of content resources and offer exploitation opportunities to developers.

### 3.2 Authoritative rights branding

Measures that will achieve authoritative rights branding include the following:

- Automation of rights management information submission and validation throughout content development cycle.

- Referencing of curriculum materials in standardised, internationally compliant and consistent manner.
- Adherence to a minimum set of rights metadata for acceptance into the Le@rning Federation Exchange.
- Transparent and accessible rights information records that foster stakeholders and community confidence in project performance.

### 3.3 Flexible rights trading

Measures that will achieve flexible rights trading include the following:

- Accommodation of a diversity of intellectual property assets within the Le@rning Federation exchange.
- Utilisation of a Digital Rights Management system that manages content trade and remuneration.
- Use of robust rights information model that can handle complex and dynamic rights agreements, entities, roles and parties.
- Exploit the reuse of modular and dynamic learning content to support new content creations and rewarding of upstream rights holders.

### 3.4 Legal rights compliance

Measures that will achieve legal rights compliance include the following:

- Utilising a Digital Rights Management System to check and validate content permissions and enforcement technology to protect its usage.
- Availability of digital rights management tools to downstream stakeholders to ensure capability for meeting rights management responsibilities.
- Availability of rights information to educate users and stakeholders of responsibilities in relation to usage and trade of the Le@rning Federation content.
- Tracking of users and content usage to ensure statutory compliance and compulsory licensing recording within the Le@rning Federation exchange.

## 4 Rights Management Development

The initiative is implementing infrastructure and policies to support this specification, including:

- Digital Rights Licensing Models
- Rights Management Information Model
- Rights Metadata
- Agreed Description Specifications for users, roles, and digital objects.

### 4.1 Digital Rights Licensing Models

The project is developing licensing models for intellectual property based on emergent multimedia licensing best practice through consultation with three key market segments of content supply. The intention is to develop a licensing regime for the Learning Federation, which offers flexibility and appropriate recognition of stakeholder input. The project is formulating:

- a set of standardised licensing regimes;

- processes to expedite the transaction of licenses.

## 4.2 Rights Management Information Model

Formulation and adoption of a clear and extensible rights management information model is occurring based on an integration of the <indecs> principles and IFLA model.

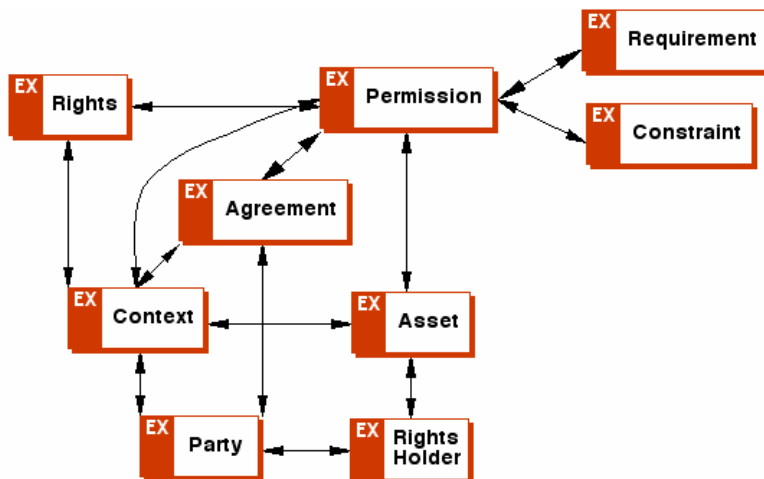
<indecs> offers a formal structure to enable practical interoperability of digital content identifications systems and related rights metadata within multimedia commerce. Refer to <indecs> Interoperability of Data in E-commerce Systems

<http://www.indecs.org/>

International Federation of Library Associations and Institutions (IFLA) Functional Requirements for Bibliographic Records is a conceptual data model which defines entities, attributes and the relationships between entities, based on bibliographic information record base. Refer to <http://www.ifla.org/VII/s13/frbr/frbr.htm>

## 4.3 Rights Metadata

Intellectual property Rights metadata is nascent area. The Learning Federation proposes to utilise the Open Digital Rights Language (ODRL) which offers a standard vocabulary for the expression of terms and conditions over assets. It standardises the semantics of rights expression and defines rights elements.



Refer to <http://odrl.net/>

## 4.4 Agreed Description and identification Specifications for users, roles, and digital objects.

It is imperative for effective right managements that a formal naming/numbering system is adopted to describe entities within SOCCI which comprises the rights management information. To this end digital items will be described with EdNA and IMS metadata standards and the Exchange will utilise a unique numbering system, ie. Digital Object identification (DOI) for identification of digital objects.

To describe users the initiative will use the well-known metadata standard for people and organisations vCard. To capture the role of rights holders in relation to a digital object there is a comprehensive list already established through the MARC code list for Relators.

Refer to:

[MARC] MARC Code List for Relators

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[<http://www.loc.gov/marc/relators/>](http://www.loc.gov/marc/relators/)

[VCARD] vCard MIME Directory Profile

[<http://www.ietf.org/rfc/rfc2426.txt>](http://www.ietf.org/rfc/rfc2426.txt)