



## BISG @ BEA 2008

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*Working to create a more informed, efficient, and empowered book industry*



## What is ACAP and why does it matter?

Michael Healy  
Executive Director  
Book Industry Study Group

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## Agenda

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- Where did ACAP come from?
- Who's involved?
- Why does it matter?
- What's the current status?



## The basics

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- Automated Content Access Protocol
- All content-related transactions on the network involve policies relating to access and use – consciously or unconsciously
- Sometimes policies may be assumed (implied licenses); sometimes they may be enforced (e.g. technical protection measures).
- Sometimes it matters they are exp and understood



## The basics

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- It's tough to follow rules if you don't know what they are
- Machines find it tough to learn how to read and understand rules
- The answer? Makes the rules accessible and easy to understand automatically, i.e. without human intervention



## The start of ACAP

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- January 2006 – consortium of global publishing trade associations is formed with goals:
  - To improve access to content
  - To look at options for asserting IP rights
  - To improve relations between content owners and search engines
- WAN, IPA, FEP, EPC, EANA, etc.



## Content & search engines

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- Automated crawling and indexing requires automated information on rights and permissions
- Expression of use permissions today is not sophisticated enough
- What about robots.txt?
  - Cannot express conditional policies
  - Applied inconsistently by different crawlers



## Benefits of ACAP

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- Consumers benefit by more access to more content, with less behind firewalls
- Content owners benefit from more opportunities to offer more content to more consumers while satisfying their commercial interests
- Intermediaries benefit from more branded content made available under clear terms of access and use



## ACAP timeline & objectives: 2007

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- 12-month pilot project throughout 2007
- Standard framework for machine-readable expression of permissions for access and use
- Proof of concept and pilot implementation
- Focus on two distinct resource types
  - Openly published web content (e.g. newspapers)
  - Content on closed servers (e.g. book journals)



## ACAP today: 2008

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- ACAP 1.0 published – focused on “search” use cases
- Implementations in 20+ countries
- UK publishers representing more than 50% of the industry by value have implemented or are implementing ACAP v 1.0
- UK implementers include Random House, Hachette Livre, Bloomsbury, Faber & Faber
- Extensive education program



## ACAP today: 2008

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- Adoption by major search engines not yet achieved; some promising signs
- Publishers expressing permissions in a language that no one can yet interpret
- Possible new use cases, e.g. syndication?



## In conclusion

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- A technical solution to the problems that affect the relationships of content owners and search engines
- A standard
  - Not a business model or set of services
- Not reinventing wheels
  - Collaboration with EDItEUR
  - Compatibility with ONIX for Licensing Terms
- Initial adoptions underway

