

Licensing and Rights Management – a model for the future?

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with contribution from
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BLOXSTORETM
consultation • training • innovation

INSPIRE Conference 2011

Conference Theme:

“INSPIREd by 2020 - Contributing to
smart, sustainable and inclusive
growth”

A Digital Agenda for Europe

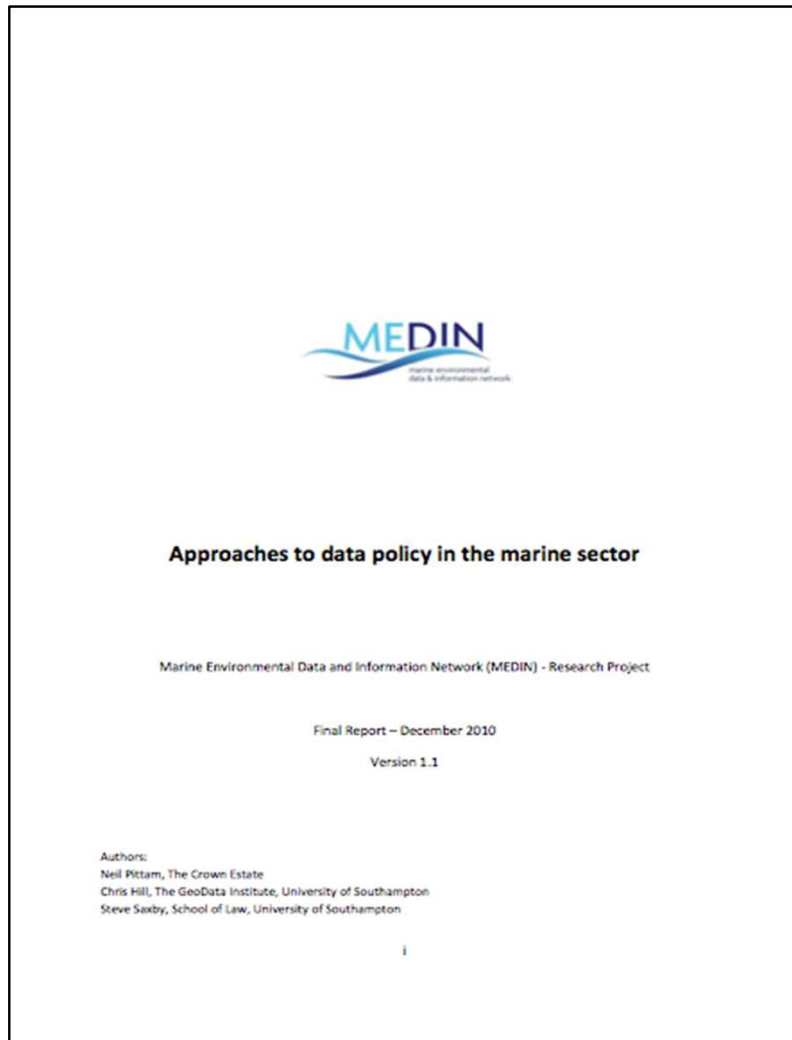
- **Smart Growth:** fostering knowledge, innovation, education and digital society
- **Sustainable Growth:** making our production more resource efficient while boosting our competitiveness
- **Inclusive Growth:** raising participation in the labour market, the acquisition of skills and the fight against poverty

Source: A Digital Agenda for Europe, COM(2010) 245 final/2, 26 August 2010

Workshop Theme

“Delivering Economic
Development in the Marine
Environment through
Sustainable Data Infrastructure”

Current State of Play?



MEDIN:

Approaches to data
policy in the marine
sector, December
2010

Recommendations – Access Policies

- Put a **pan-government marine data plan** in place to lever the importance of marine data management
- Organisations to **declare what data they hold is PSI** (Public Task) on an asset list
- Make **it easier to locate the correct contacts** for obtaining data
- The provision of **no charge, freely available, quality assured national datasets would be of great value** to the public and private sector alike

Recommendations – Operational Approaches

- Making existing datasets **INSPIRE compliant will require significant resources** and effort which is a big issue for some organisations.
- **Support, guidance and tools** for expediting this process would be valued
- Data researchers would prefer as **few portals** as possible to obtain data in a format they can re-use
- Make it a contractual requirement for **contractors to post data** to MEDIN Data Archive Centres (DACs) or similar

Recommendations – Best Practice Initiatives

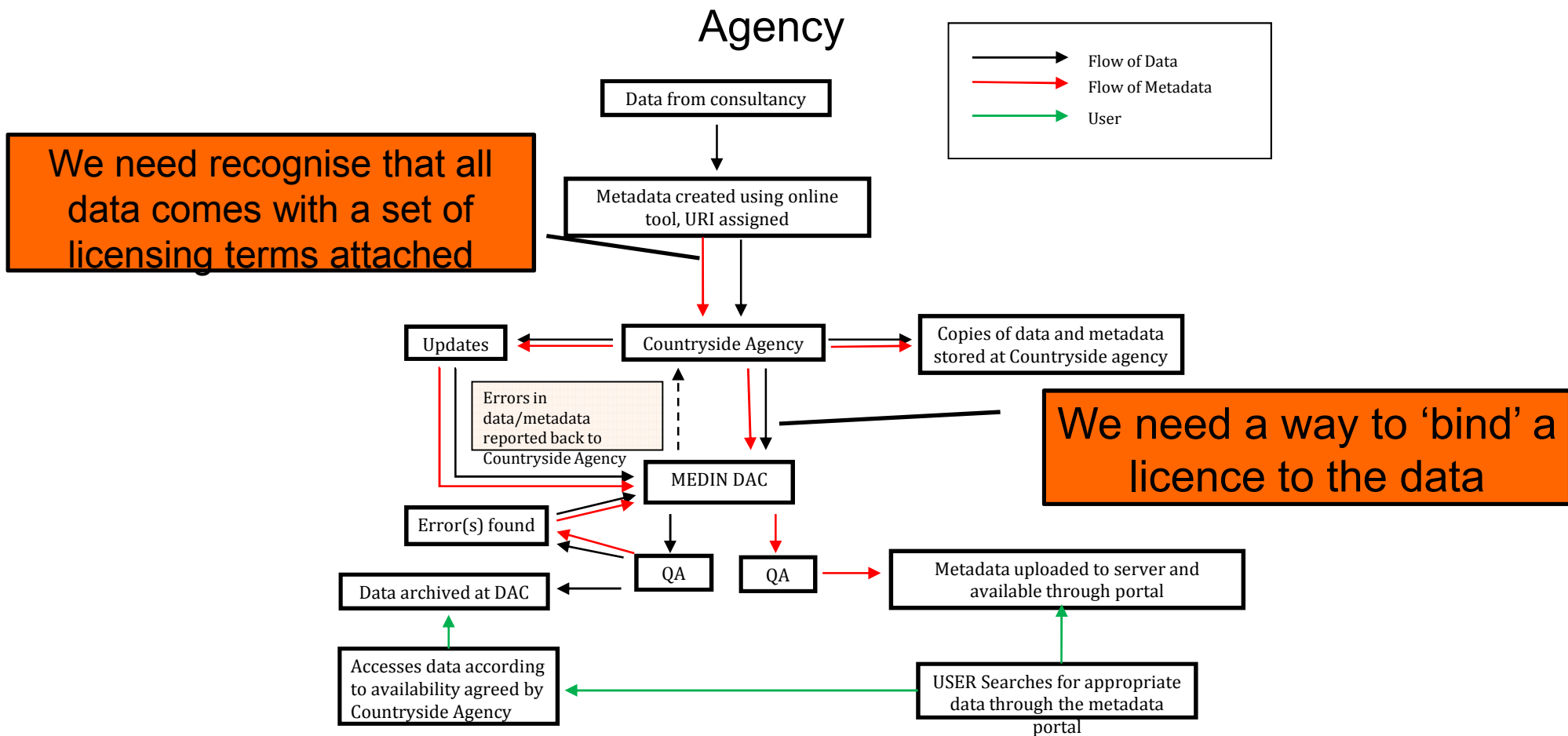
- That a **single common metadata standard**, INSPIRE compliant, is used across the sector as far as is practicable. Changing metadata standards once adopted is extremely costly and time consuming.

Recommendations – Pricing and Licensing

- **Pan-government terms** to avoid inappropriately high charges for licensing their data to other government organisations

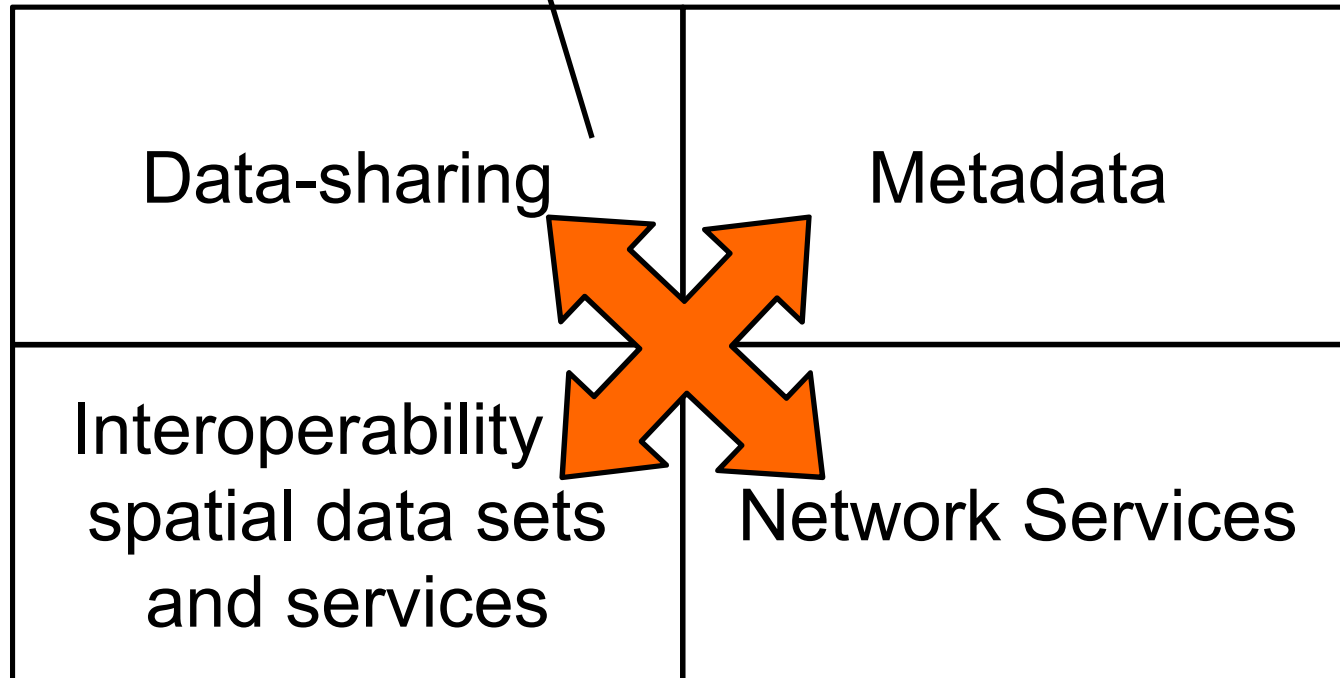
MEDIN Data Flow Case Studies

Case Study 1: Habitat Survey by a Countryside

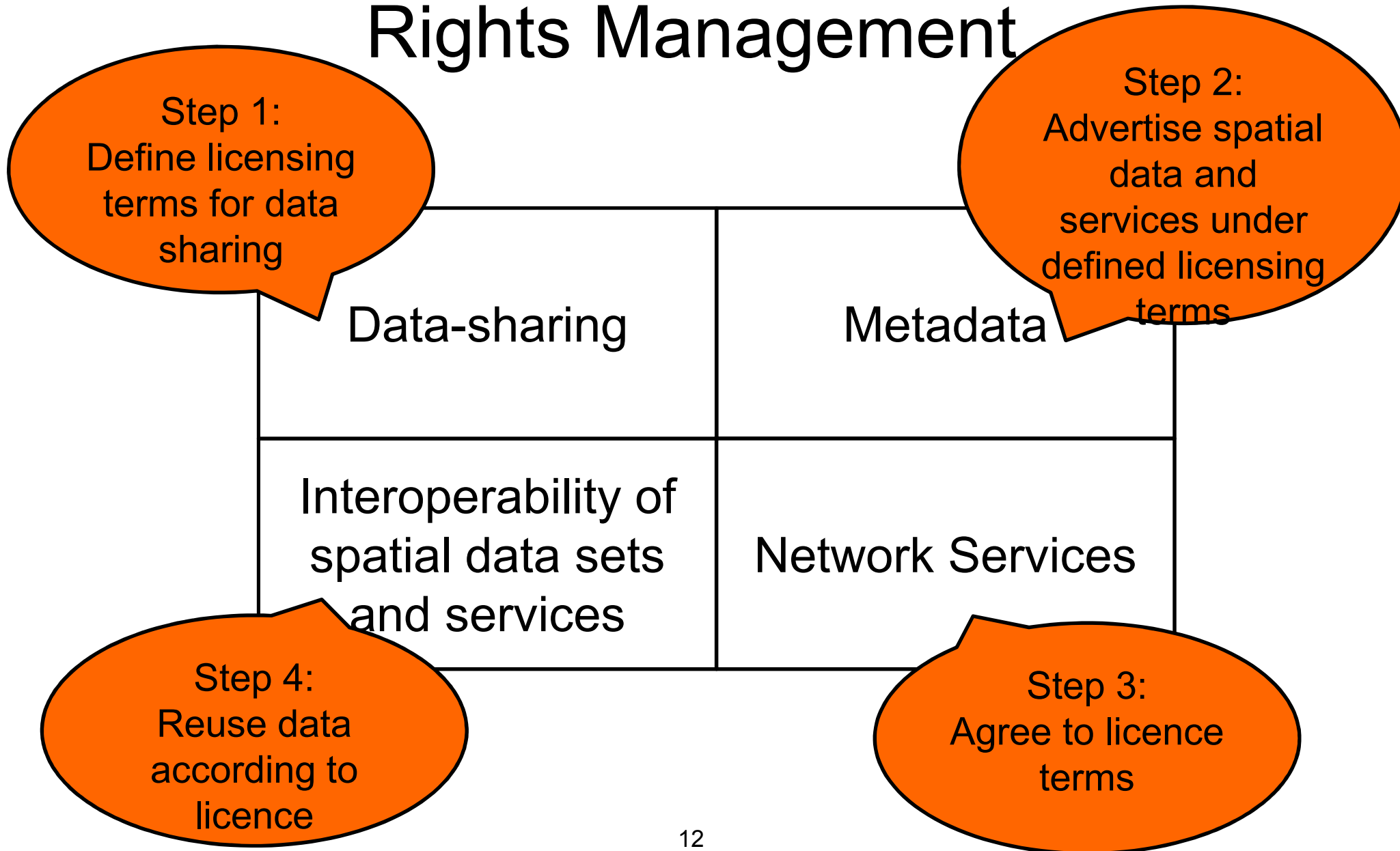


INSPIRE Directive

Automating licences means we need to join-up these key aspects



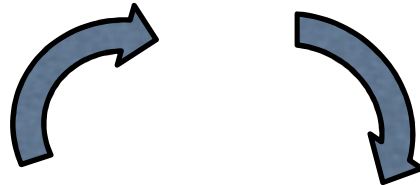
Implementing Licensing and Rights Management



So what's all the fuss about?



Power

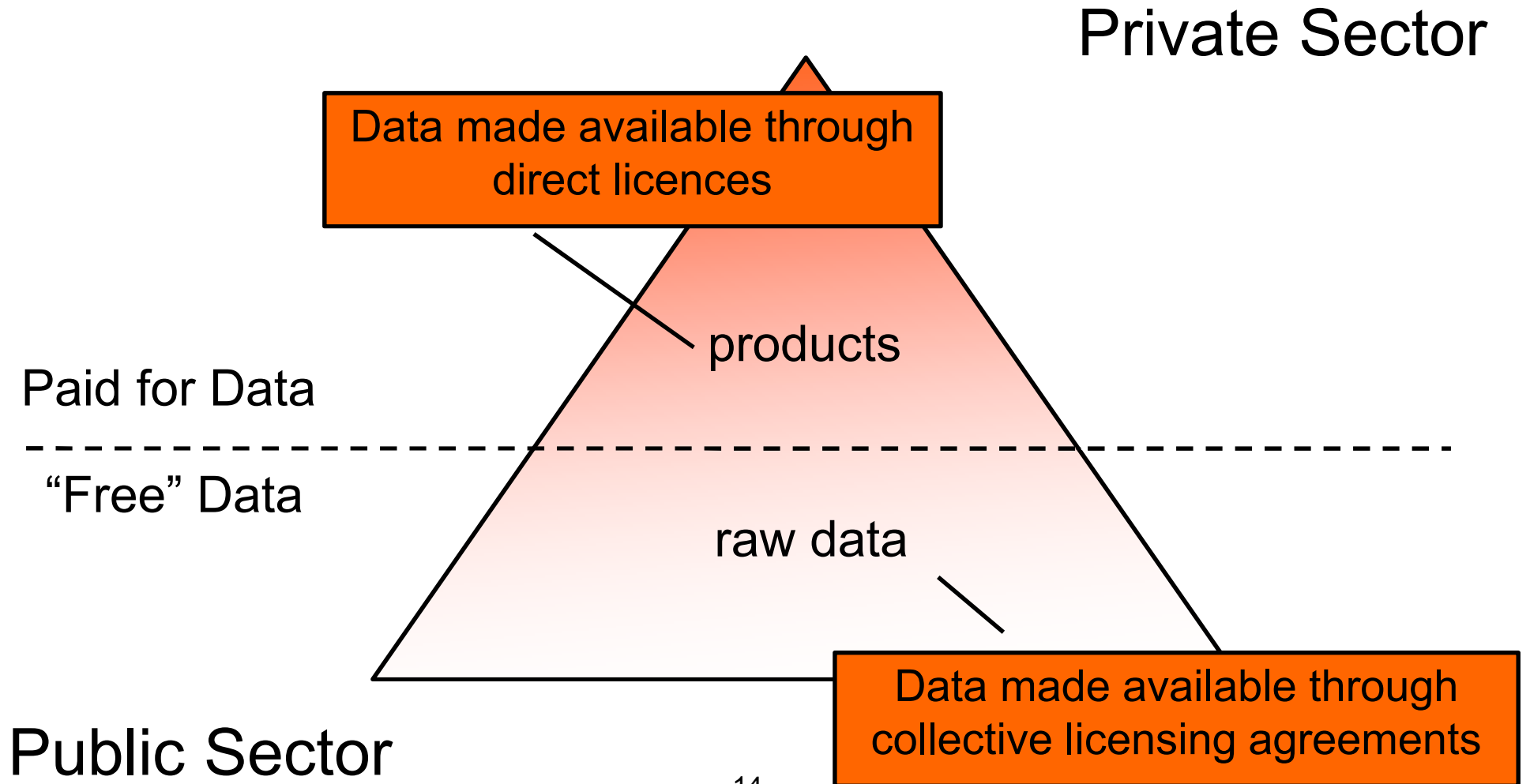


Information

Money



For free or for fee?



Digital Rights Management

- **Digital rights management (DRM)** is a term for access control technologies that are used by hardware manufacturers, publishers, copyright holders and individuals to limit the use of digital content and devices. The term is used to describe any technology that inhibits uses of digital content that is not desired or intended by the content provider

Common DRM techniques

Digital Rights Management Techniques include:

- Restrictive Licensing Agreements: The access to digital materials, copyright and public domain are controlled. Some restrictive licenses are imposed on consumers as a condition of entering a website or when downloading software.
- Encryption, Scrambling of expressive material, and embedding of a tag: This technology is designed to control access and reproduction of online information. This includes backup copies for personal use.

Creative Commons

The combination of tools and users is a vast and growing digital commons, a pool of content that can be copied, distributed, edited, remixed, and built upon, all within the boundaries of copyright law

Creative Commons



- Creative Commons develops, supports, and stewards legal and technical infrastructure that maximises digital creativity, sharing, and innovation.
- It is a standardised way to keep copyright whilst allowing certain uses of your work — a “**some rights reserved**” approach to copyright — creative, educational, and scientific content is more compatible with the internet.
- The Commons Deed is a reference for licensors and licensees, summarising and expressing some of the most important terms and conditions.

Possible Next Steps?

- Continue efforts to define simplified and harmonised licensing terms within the Marine and Coastal Sector – in collaboration with UKLP etc
- Follow the guidance for rights management as defined in the INSPIRE Technical Guidance and UKLP Conceptual Architecture
- Develop a rights management best practice use case – that can be used as an example
- Provide more practical examples that the Marine and Coastal community can implement

thank you!



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