



FREQUENTLY ASKED QUESTIONS

1. What is ARDITO?

The digital world opens up opportunities for fast, seamless and cross-border re-use of creative content in different contexts, at different levels of granularity, for different purposes, thereby building value in the network for creators, users and consumers alike.

ARDITO is all about providing simple tools and services to support creators and Small and Medium-Sized businesses (SMEs) in the creative content sector, to find new business ideas through monetising the re-use of their content.

2. What is the ARDITO Vision?

The vision of the project is that any user of digital content should be able easily to access information about rights to that content, such as who owns the content, and where can he go to get a licence.

3. Why do we need ARDITO?

Everything is digital today throughout the 'value network': from the production process, the products, the supply chains, to the way in which digital products and services are made available to end users. However when users wish to re-use content in the value network, it is very hard to find information on who to ask for permission, which licenses are available, and on which terms and conditions.

To fulfil the ARDITO vision, we need an interoperable Rights Data Network (RDN), i.e. a network of connected, e-infrastructures to automate the exchange of information about rights to content between owners and users.



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4. What is new about ARDITO?

It is true a lot of technical work has already been done. The time to go live with actual services in the market place is now which is where ARDITO comes in.

We do not start from scratch. The Linked Content Coalition initiative has defined the technical framework. The RDI Project has demonstrated unequivocally how such a Rights Data Network could implement the LCC framework; and the Copyright Hub has provided a first implementation of how this works in practice.

ARDITO will accelerate the development of the Rights Data Network, through

- Optimising a range of content identification technologies (watermarks, content recognition, DOIs) for use in the RDN,
- Integrating them into the Copyright Hub ecosystem, and
- Developing new services, ready to bring to the market.

More information about the project's deliverables can be found here: <https://www.ardito-project.org/deliverables-work-packages>

5. Who is behind ARDITO?

A group of SMEs, well established in different creative sectors (books, audiovisual and images), a research centre and the Copyright Hub Foundation got together to promote the ARDITO Vision. Their services are varied but share the same vision: to be an access point to the Rights Data Network across different content types, and to offer them to different markets while supporting and growing the SME sector.

The project partners:

mEDRA

Icontact

Copyright Hub Foundation

Europe Analytica

ALBUM

B-COM

AIE – Italian Publishers Association

More detailed descriptions of the ARDITO project partners can be found here:

<https://www.ardito-project.org/project-partners>

6. What is the LCC?

The Linked Content Coalition (LCC) was a cross-media, multinational coalition of more than 40 partners from the media and creative industries, including representatives of authors and artists, working together between March 2012 and April 2013 to establish the technical framework required to facilitate automated communications between rightsholders and those who wish to use content. The LCC is now a permanent consortium of content sector standards bodies. For more detailed information, go to: www.linkedcontentcoalition.org

The LCC was born out of a proposal put together by the European Publishers Council (EPC) in answer to Commissioner Neelie Kroes' call for "A Big Idea for the Digital Agenda." Originally entitled, "the answer to the machine is in the machine," the proposal developed into the LCC project which developed a technical framework to manage a Digital Rights Network.

7. What is RDI?

The Rights Data Integration project (RDI), co-funded by the European Commission under the CIP programme built an exemplary implementation of the LCC framework to demonstrate how, using LCC, participants in the content supply chain can manage and trade rights for any and all types of usage across and all types of content (physical, digital or abstract) in any and all media under and (or no) commercial model. For more detailed information, go to: www.rdi-project.org

