

Global Publishers Head Off Legal Clash With Search Engines

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[摘要] In the week that Belgian publishers won their case against Google for illegally publishing content without prior consent, a coalition of print media associations are preparing to launch a global pilot project to avoid future clashes between search engines and newspaper, periodical, magazine and book publishers.

[关键词] Publishers Google The World Association of Newspapers

In the week that Belgian publishers won their case against Google for illegally publishing content without prior consent, a coalition of print media associations are preparing to launch a global pilot project to avoid future clashes between search engines and newspaper, periodical, magazine and book publishers. The new project, called ACAP (Automated Content Access Protocol), is an automated system which allows online content providers to systematically provide information about access and use of their content to news aggregators and others on the web. The information, provided in a form that can be recognised

rawlers? will tell search engine operators and other users under what terms they can use the content.

ACAP will be a technical solutions framework that will allow publishers worldwide to express use policies in a language that the search engine

robot spiders can be taught to understand. His

system is intended to remove completely any rights conflicts between publishers and search engines. Via ACAP, we look forward to fostering mutually beneficial relationships between publishers of original content and the search engine operators, in which the interests of both parties can be properly balanced. Heilly, President of the World Association of Newspapers, one of the partners in the project.

"Importantly, ACAP is an enabling solution that will ensure that published content will be accessible to all and will encourage publication of increasing amounts of high

-value content online," he said. "This industry-

wide initiative positively answers the growing frustration of publishers, who continue to invest heavily in generating content for online dissemination and use."

Other partners in the project are the European Publishers Council (E.P.C.) the International Publishers Association (I.P.A.) and the European Newspapers Association (E.N.P.A.).

Francisco Pinto Balsemão, Chairman of the E.P.C., said: His

CAP will unambiguously express our preferred rights and terms and conditions. In doing so, it will facilitate greater access to our published content, making it more, not less available, to anyone wishing to use it, whilst avoiding copyright infringement and protecting search engines from future litigation."

ACAP will be presented in more detail at the forthcoming Frankfurt Book Fair on 6th October and will be launched officially by the end of the year. WAN, the E.P.C. and I.P.A. will run the pilot for a period of up to 12 months and it will be managed by Rightscom Ltd.

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The European Publishers Council is a high level group of Chairmen and CEOs of European media corporations actively involved in multimedia markets spanning newspaper, magazine and online database publishers. Many EPC members also have significant interests in commercial television and radio.

The World Association of Newspapers groups 73 national newspaper associations, individual newspaper executives in 100 nations, 13 news agencies, and nine regional press organizations, representing more than 18,000 publications in all international discussions on media issues, to defend both press freedom

The International Publishers Association is a Non Governmental Organisation with consultative relations with the United Nations. Its constituency is of book and journal publishers world

-wide, assembled into 78 publishers associations at national, regional and specialised level. The European Newspaper Publishers' Association -

is a non-

profit association currently representing 5 100 national, regional and local newspapers. These daily, weekly and Sunday titles are published in 24 European countries where ENPA

members are operating in their national markets.

