



New rights management system of RAI and its use of MPEG-21 Media Contract Ontology

RAI – Radiotelevisione Italiana

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Contents

Outlook

Motivations
& Benefits

Some details

New rights management
system of RAI and its use
of MPEG-21 Media
Contract Ontology

RAI context
of rights

Editing &
viewing

Rights model

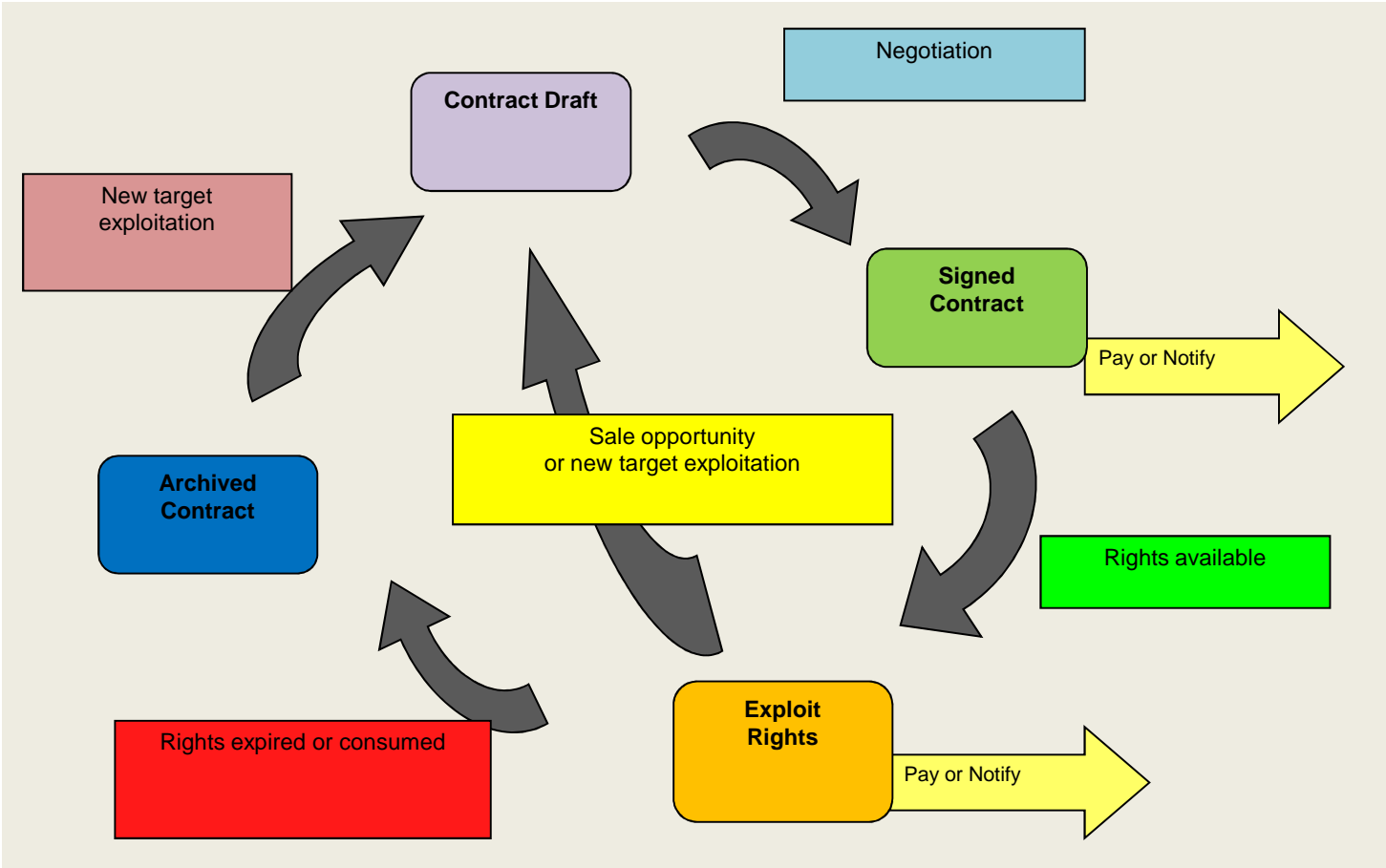
Minh Nguyễn from "commons.wikimedia.org"

Motivations



- What rights are usable by your company
 - on media that your company holds?
- So, why rights are an issue?
 - Why everything improves but rights?
 - Why do they become the bottleneck of the media business?
- The *narrative contracts* are written using legal terminology.
- Complex sentences defining clauses
 - the complexity of which reflects the facets of negotiation.
- The rights are split into small *pieces*,
 - in order to increase revenues by selling every *piece* to various distinct customers under different conditions
- Difficulties
 - translation from narrative legal to check boxes is not easy; legal advice, not always consistent;
 - taxonomies not flexible enough; difficult to map new cases; important information is left to textual notes, that stay machine-unreadable;
 - Adopted terms might still be ambiguous.
- Advantages of electronic contracts
 - machine-readable unambiguous documents on rights and media contracts;
 - legally binding documents;
 - help integration of contract services in existing multimedia content management platforms;
 - to guide different workflow systems granting business integration over electronic networks.

Contract Life-Cycle



RAI context of rights



Search facilities for creating the relationships

Opera
(Work)

Contratto
(Contract)

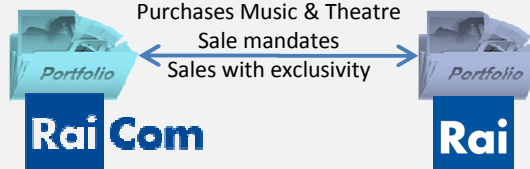
Matricola
(adm ID Number)

Scheda diritto
(Rights sheet)

MPEG-21 Media Contract
Ontology (MCO), 2nd edition



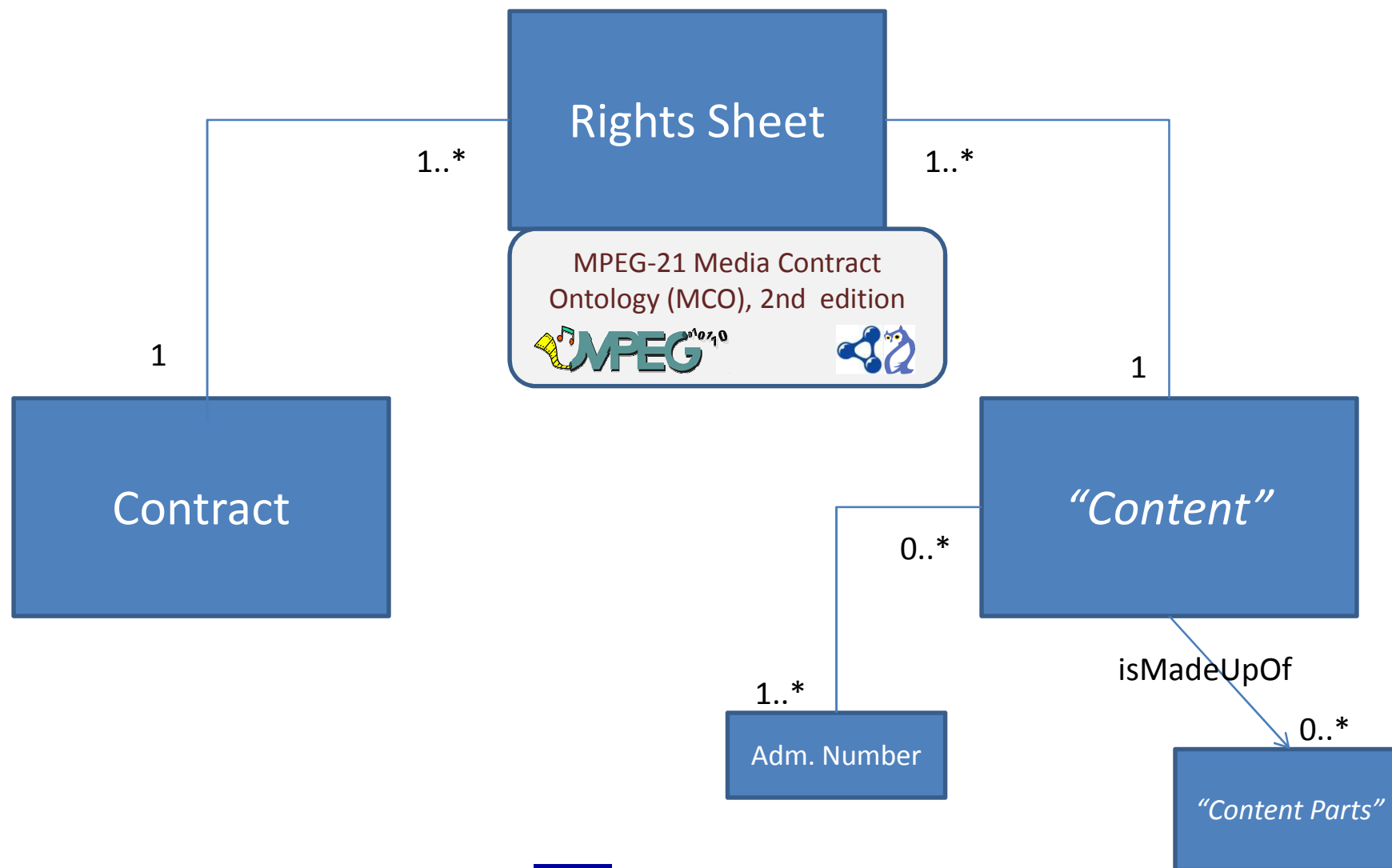
Mandato di Distribuzione
(Mandate to trade)



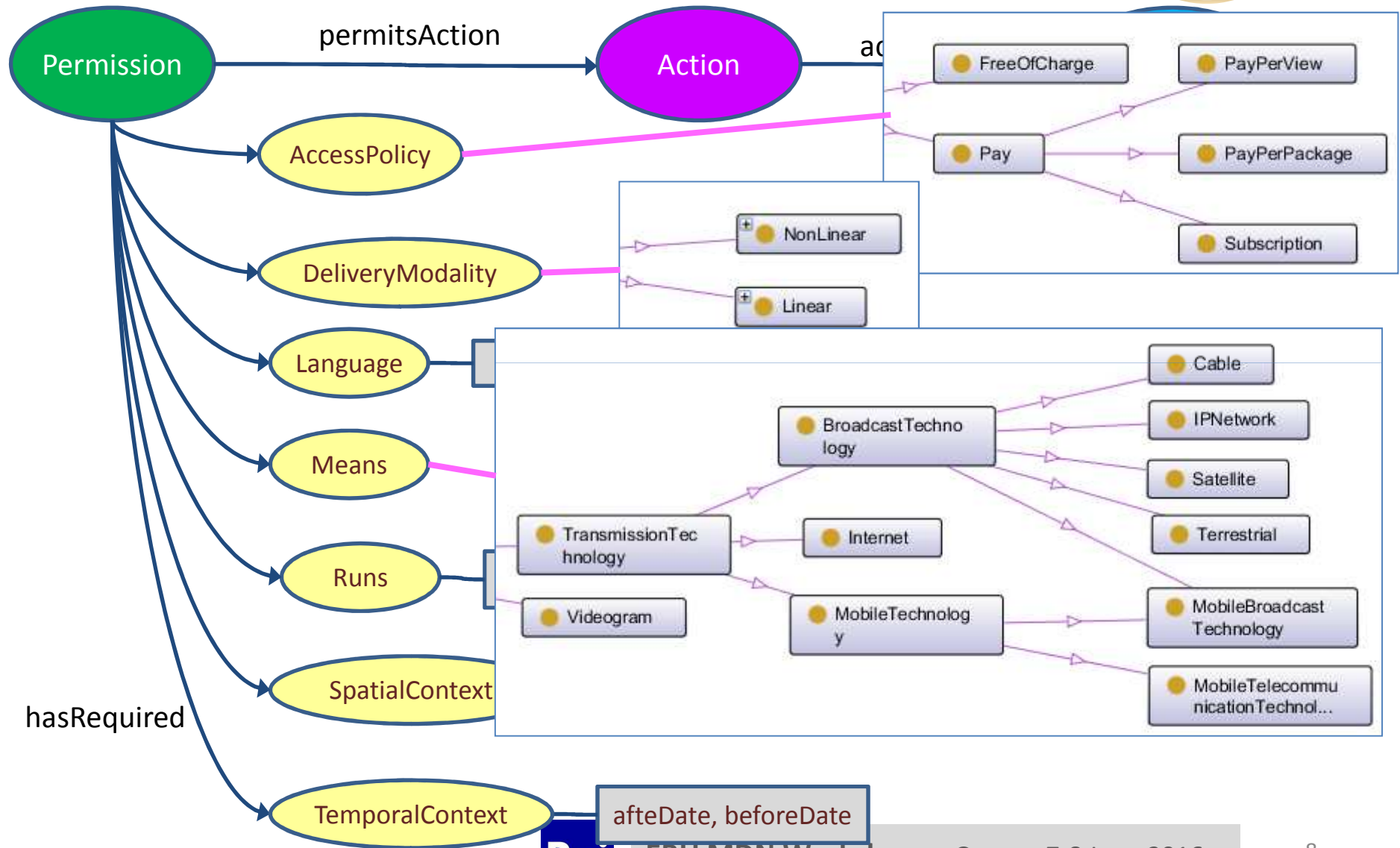
Altre clausole contrattuali
(other clauses)

Disclaimers
Prohibitions
Contracts of performers

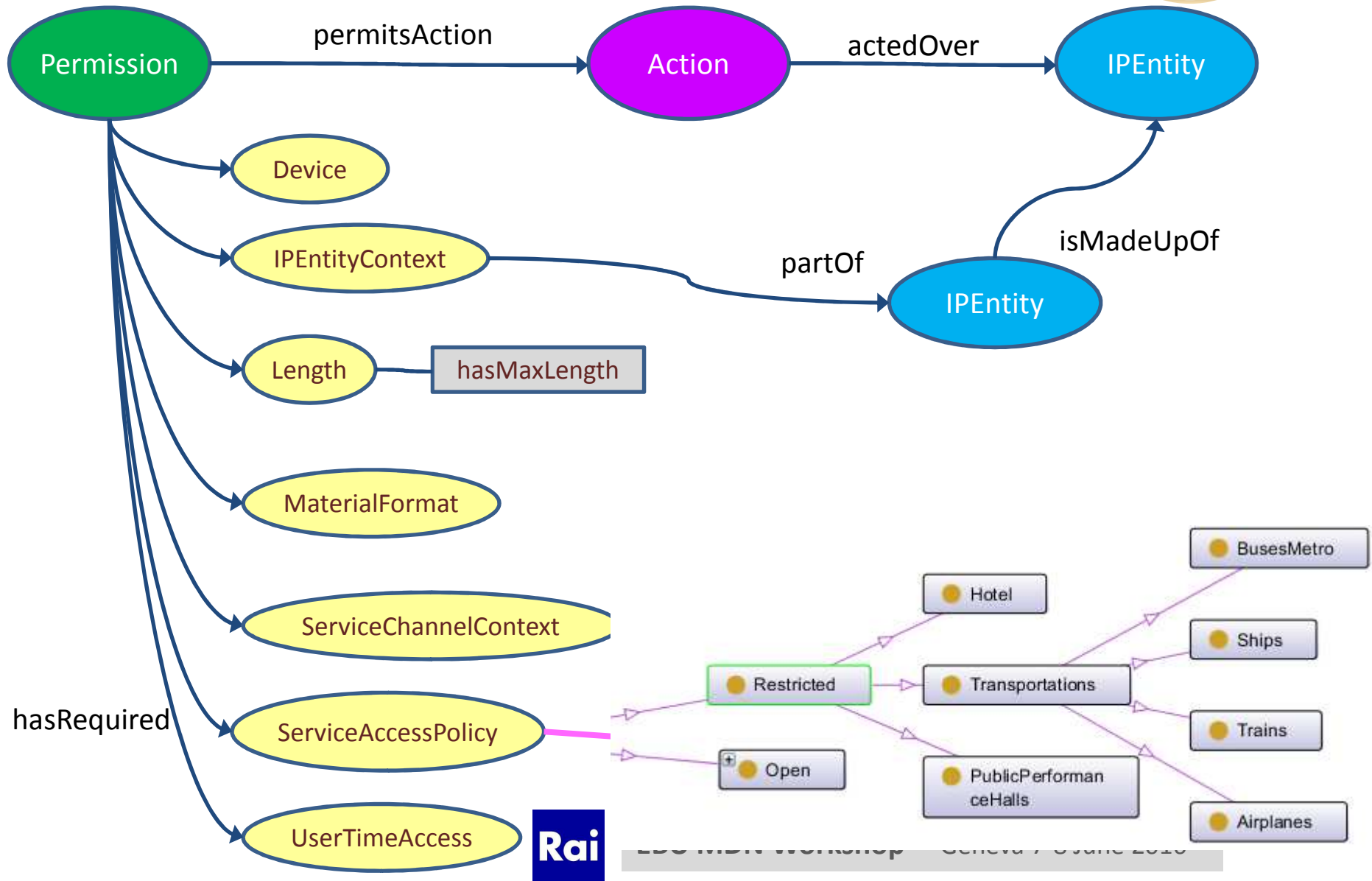
RAI context of rights



MPEG-21 MCO Permission Model



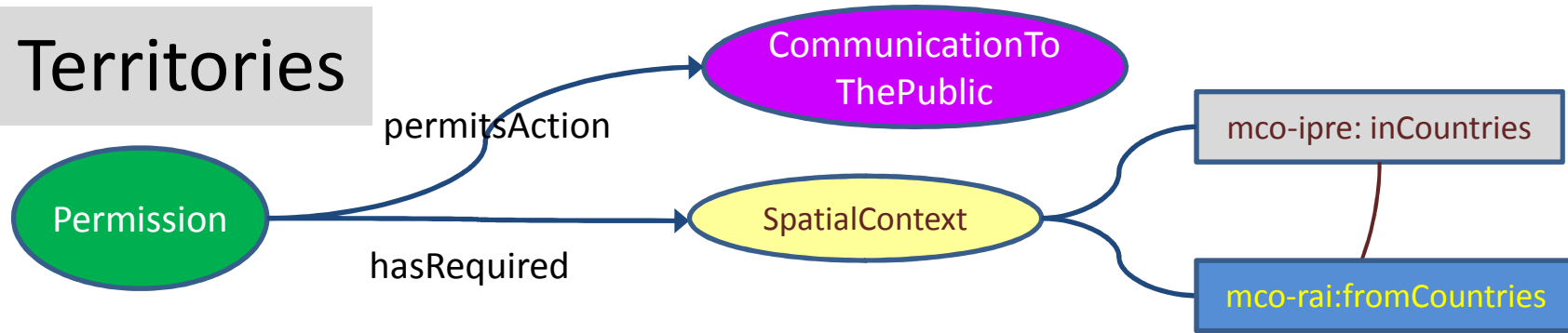
MPEG-21 MCO Permission Model



Rai extensions to MCO

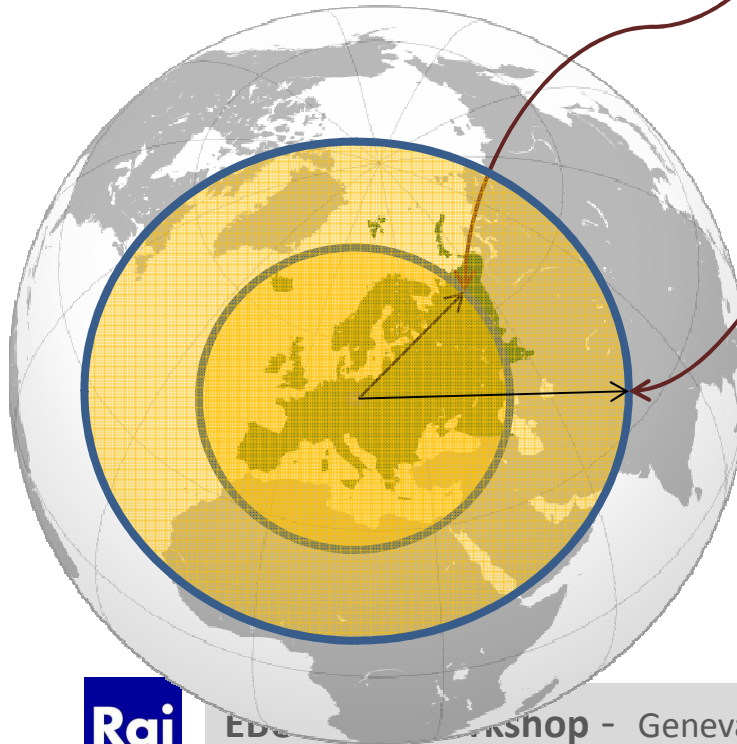


Territories

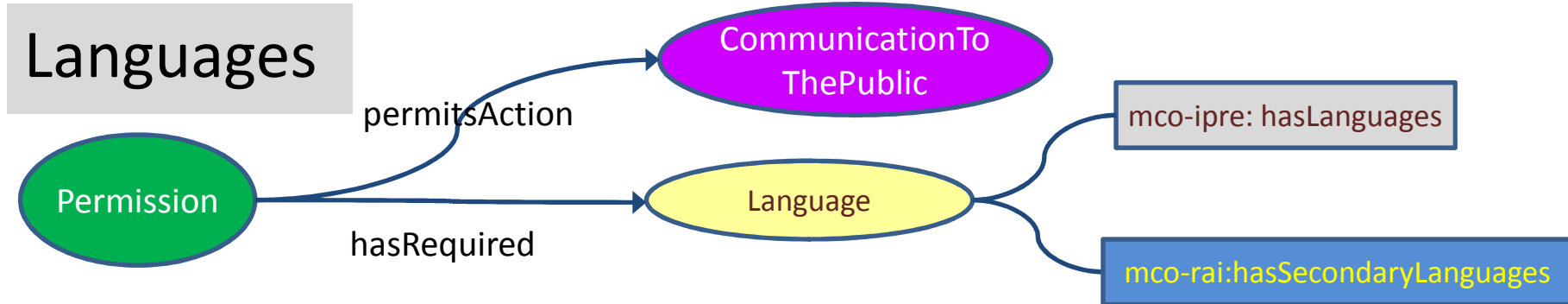


inCountries specifies a constraint on territory in a geo-blocked way

fromCountries specifies a constraint on territory from which the action, e.g. the broadcast, originates, while the effect of the action, e.g. the reached audience, can be more extended



Rai extensions to MCO



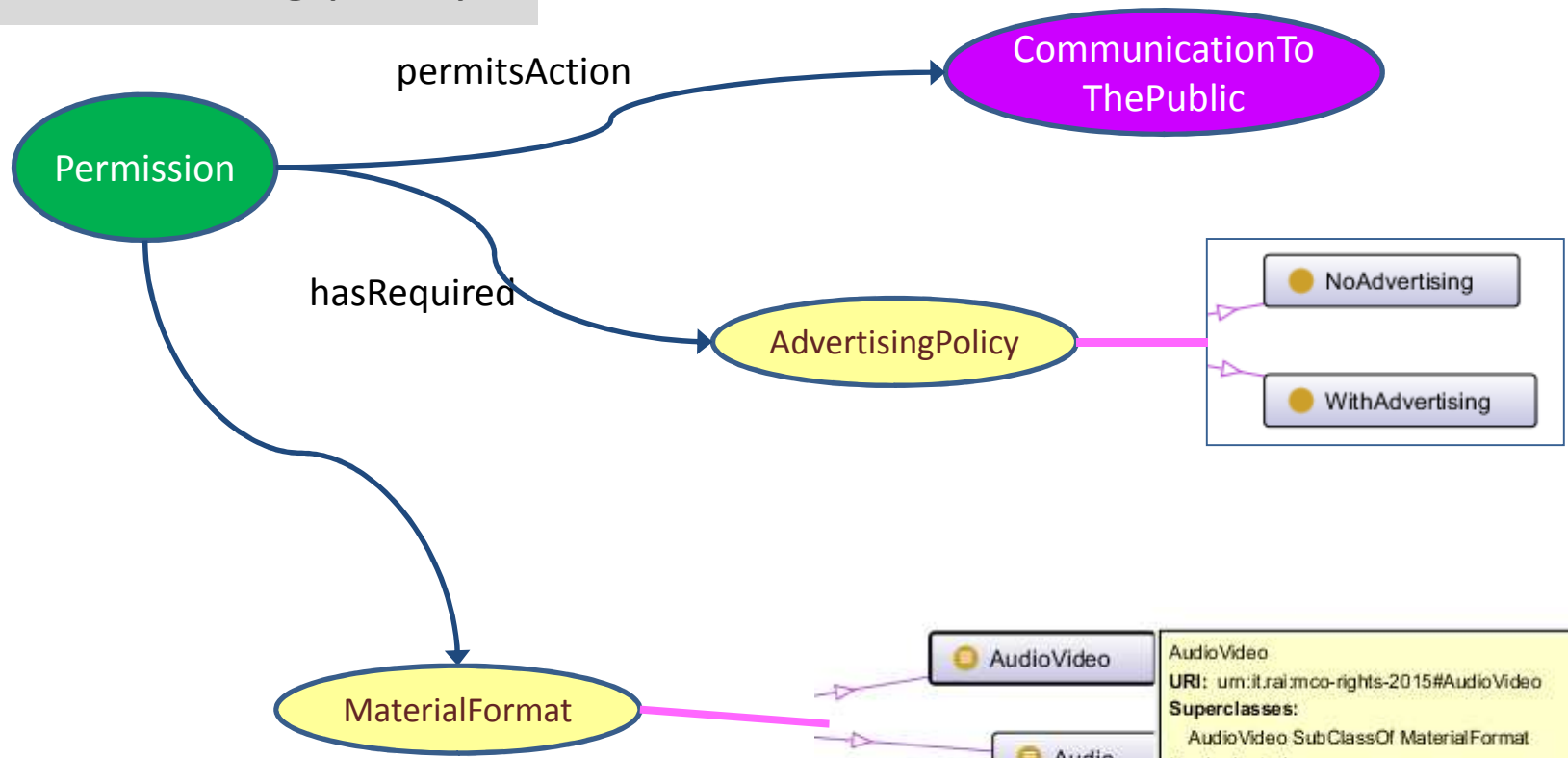
hasLanguages specifies which languages (any) can be used in the permitted action.

hasSecondaryLanguages specifies languages that can be offered for fruition only as an additional alternative option to the simultaneous main language

Rai extensions to MCO



Advertising policy

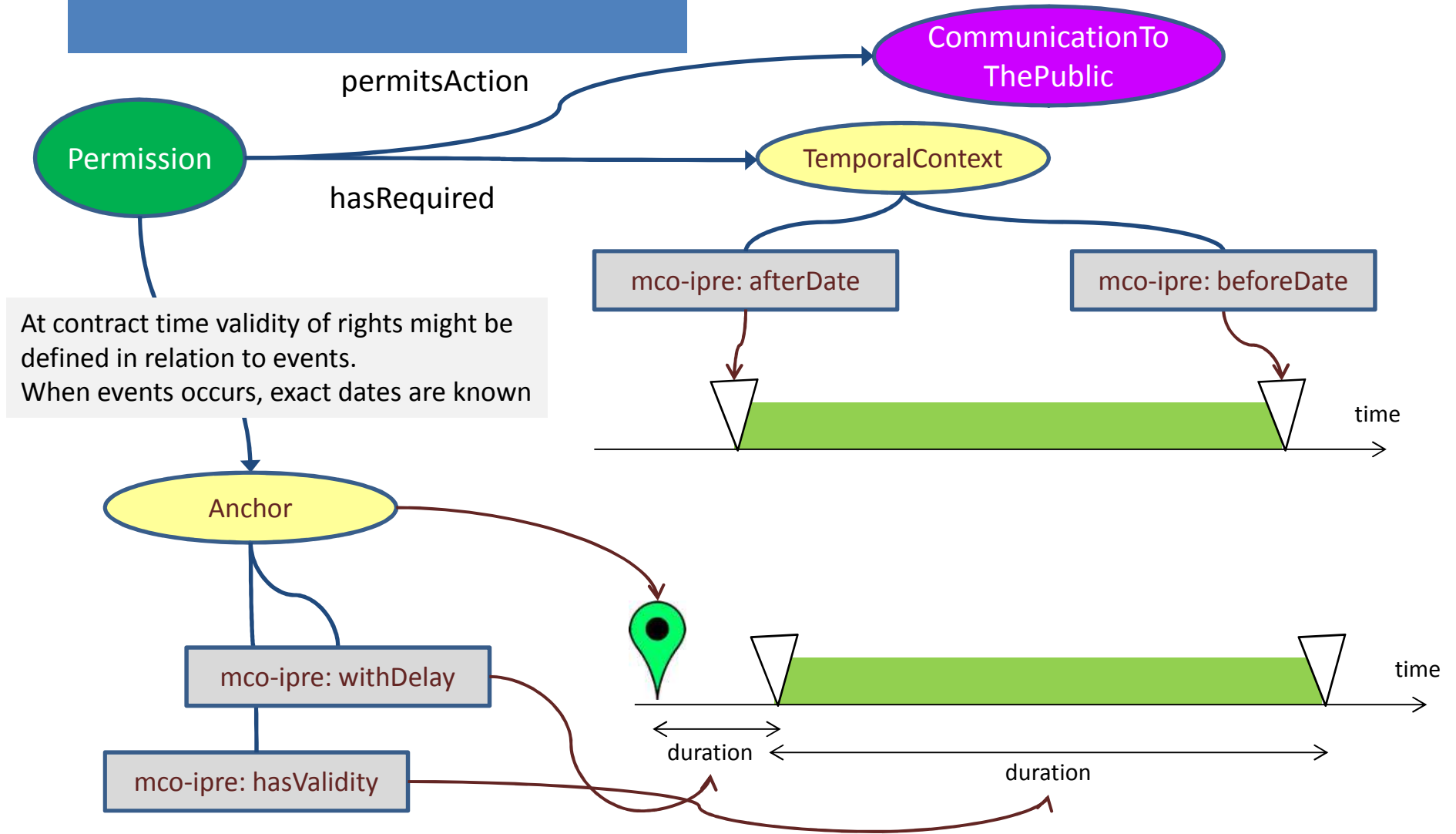


Distinction between Audio and AudioVideo

	AudioVideo
AudioVideo	
URI: um:it.rai:mco-rights-2015#AudioVideo	
Superclasses:	
AudioVideo SubClassOf MaterialFormat	
Equivalent classes:	
AudioVideo EquivalentTo hasFormat value "Audio and Video"	
Disjoint classes:	
Audio DisjointWith AudioVideo	

Rai extensions to MCO

TemporalContext



Key rights patterns and templates



- Key rights patterns
 - are defined by power users
 - to ensure compliance with indications from RAI legal department
 - are “named”
- They are made up of
 - One Permission
 - One Action
 - Any number of conditions without DataProperties
 - Fact Unions allowed
- Templates are re-usable Rights Sheets
 - Re-current set of rights
 - Can be created and modified by normal users/groups
 - Some complex useful patterns are managed by power users

Demo



Rai Home

- ▶ Pubblicità e Promozione
- ▶ Publishing
- ▼ Radiofonici
- ▶ Audio On Demand
- ▶ Radio Lineare
- ▶ Sponsorship
- ▶ Theatrical
- ▼ TV Lineare
- ▶ Free Tv
- ▶ Pay Per View
- ▶ Pay Tv
- ▶ VOD

Rai Home

Nome
Free Tv

Padre
TV Lineare

Azione
Communication to the public

▼ **Permesso 1**

PERMESSO DI: Communication to the public
CONDIZIONE: Access Policy: Free of Charge
CONDIZIONE: Delivery Modality: Linear
CONDIZIONE: Mezzi: Reti di Comunicazione
CONDIZIONE: Materiale Televisivo

Demo



Rai Home Importa tipo Diritto

Cerca Permisso

▼ SCHEDA DIRITTI (00/00/0000 - 00/00/0000 | %Totale:)

Free Tv 1 (00/00/0000 - 00/00/0000 | %Totale:)

Free Tv 1 Copia

Sublicenza Esclusività

Percentuale Rai
100

Percentuale uso

Percentuale totale
100

Percentuale ricavi

Data inizio 03/06/2016

Data fine 30/06/2016

Tipo Data

Differita h m A M G

Geo bloccaggio

Territori

Francia x

MONDO EUROPA BELGIO TERRITORI FRANCESI

GERMANIA ITALIA ITALIA (2) SVIZZERA ASIA

AMERICA CANADA AFRICA OCEANIA

Lingue

3 2016

Demo

Rai Home Gestione Diritti Reportistica Manuale Utente

Scheda Diritto

Buyer: RAI

Proprietario: RAI

Stato Scheda Diritto: Convalidata

Tipo Scheda: Standard

Contratto - Matricola - Titolo

1091800672/0 - 261249 - VIVA LA CAN
1091800672/0 - 261253 - DIGIT VIVA L
1091800672/0 - 261280 - PAY TV VIVA
1091800672/0 - 261294 - MULTIM VIV/
1091800672/0 - 261307 - MERCHAND
1091800672/0 - 261316 - HOME VIVA I
1091800672/0 - 261348 - CINEMATOG

Materiali di Prop... Materiali di Terzi

% Proprietà Materiali: 0,00

% Format Originale: 0,00

Utilizzo Format Originale Da:

Utilizzo Format Originale A:

Format Originale:

% Format Derivante: 0,00

Utilizzo Format Derivante Da:

Utilizzo Format Derivante A:

Format Derivante:

% Titolo Marchio e Logo: 0,00

ZMod Visualizza Diritti Nuovo Template Indietro

```
graph TD; Opera[Opera 0] --- Contratto[Contratto 1]; Contratto --- Matricola[Matricola 7]; Matricola --- SchedaDiritto[Scheda Diritto 7]; SchedaDiritto --- MandatoDistribuzione[Mandato Distribuzione 0];
```



Some details



Profilo di ricerca

Opera	Contratto	Portafoglio
Opera <input type="checkbox"/> <small>Testo Esatto</small> <input type="text" value="noi siamo poeti"/>	Numero Contratto <input type="text"/>	Stato Portafoglio <input type="text"/>
Matricola <input type="text"/>	Contraente <input type="text"/>	Portafoglio di Appartenenza <input checked="" type="checkbox"/>
Produzione Interna <input type="text"/>	Solo contratti non in storico <input checked="" type="checkbox"/>	

Scheda Diritto

Stato <input type="text"/>	Periodo validità <input type="text" value="04/08/2016 - 04/08/2016"/>	Tipo Diritto <input type="text"/>
--------------------------------------	---	---

Risultati Ricerca

Visualizza elementi

Opera	Contratto	Matricola	Titolo	Scheda diritto	Mandato		
NOI SIAMO POETI	1151800425/0	817245	NOI POETI				

Vista da 1 a 1 di 1 elementi

Some details



JUMP OVER IF DEMO WORKS

Modifica Visualizza Diritti Nuovo Template Convalida Richiedi Validazione Indietro

```
graph TD; Opera[Opera 1] --> Contratto[Contratto 1]; Contratto --> Matricola[Matricola 1]; Matricola --> Scheda[Scheda Diritto 1]; Scheda --> Mandato[Mandato Distribuzione 0];
```

Rai Home Importa tipo Diritto Importa template

Cerca Permesso

▼ SCHEDA DIRITTI

Free Tv 1 (18/05/2015 - 17/05/2018 %Totale:100)	🔍 🗑️ ⋮
TV Lineare 2 (18/05/2015 - 17/05/2018 %Totale:100)	🔍 🗑️ ⋮
VOD 3 (18/05/2015 - 17/05/2018 %Totale:100)	🔍 🗑️ ⋮
IVOD 4 (18/05/2015 - 00/00/0000 %Totale:100)	🔍 🗑️ ⋮

Indietro Salva

Some details on the example



▼ SCHEDA DIRITTI
Free Tv 1 (18/05/2015 - 17/05/2018 %Totale:100)
TV Lineare 2 (18/05/2015 - 17/05/2018 %Totale:100)
VOD 3 (18/05/2015 - 17/05/2018 %Totale:100)
IVOD 4 (18/05/2015 - 00/00/0000 %Totale:100)

Free Tv 1
Italian+English,
limited number of Runs
On specific Rai services

This must be used first

On Started

On Done

On Done

TV Lineare 2
Italy only
Italian,

VOD 3
geo-blocked,
On specific Rai websites
Lasts 7 days

IVOD 4
geo-blocked,
On specific Rai websites
Lasts 7 days



Some further details

SCHEDA DIRITTI

Sport

Tipologia sport

Obbligo diretta

Riprese

Titolare originario dei diritti

[Salva Sport](#)

Brani

[Crea brano](#)

Titolo	Lunghezza
Nessun dato presente nella tabella	

Puntate

[Crea puntata](#)

Numero	Tipo
Nessun dato presente nella tabella	

[Chiudi](#)

[Indietro](#)

[Salva](#)



Outlook



- Updating rights info
 - Occurrence of exploitations
 - Use of Runs
 - New contract on same content or contract versions
 - Sales with exclusivity
 - Non contractual constraints
- Each rights sheet has
 - “subversion”
- Persistency
 - Now relational SQL server DB
 - for compliance with systems already in place
 - A set of triples for each RightsSheet
 - No SPARQL end point
 - limited RDF processing
 - Export as OWL/XML
 - Possibility to feed an RDF store for SPARQL queries

Outlook

- Other search contexts
 - Now
First look for content then see which the rights are
 - To be
Also target a rights exploitation context, then see which content fits
 - Understanding implied rights
- Links from [Multimedia Catalogue](#)
 - Advanced search including rights patterns and dates
- Integration of Rights Sheet with other systems / Data warehouse
 - Financial info from SAP, including payments / amounts
 - Broadcast report, including channel & time of transmission, share and audience scores



Thank you

Questions?

now or email to [laurent.boch<@>rai.it](mailto:laurent.boch@rai.it)

