

THE DOI PROMISE DELIVERED

Three DOI Registration Agencies Demonstrate: How to Commercially Implement the DOI to Trade and Sell Digital Intellectual Property and Protect Copyright.

Frankfurt, 10 October 2001 -- The Digital Object Identifier [DOI] presentation (9:30-12:00PM Europa Room, Hall 4.0) demonstrated how publishers can use a DOI to control, trade and sell their content electronically while protecting copyright. This year's event marks the delivery of commercial implementations and the unveiling of demonstrations from the three initial DOI Registration Agencies-CrossRef (USA), Content Directions (USA) and Enpia Systems (Korea). This event marked a milestone for the trading of electronic intellectual property for all the content industries, initiated by publishers.

Ed Pentz, Executive Director of [CrossRef](#), the source for online citation linking in the scholarly community and the first DOI Registration Agency, has already registered over 3.4 million DOIs for journal articles, conference proceedings and scholarly books. A demonstration of citation linking in conference proceedings and multiple resolution in journal articles was presented. The latter showed how a single DOI located within an article simultaneously leads to associated information about the author, the journal homepage, table of contents, metadata in XML format, an erratum, and rights information for online reprint permission.

David Sidman, CEO of [Content Directions](#) and technical head of the official DOI for eBooks working group, unveiled how primary publishers and service vendors can use a DOI throughout the entire supply chain to control, trade and sell content electronically and profitably. Particularly highlighted was how to make every hyper-link a sales opportunity, to make purchases for the customer easier, to use DOIs to combine text, images and audio to make eBooks, and how to cross-link content on the Internet or between eBooks and PDFs. This demonstration is to be repeated: 4PM Wednesday and Thursday at McGraw-Hill stand M910, Hall 8.

Edward Ju, Executive Vice President of [Enpia Systems](#), the first official DOI Registration Agency in Asia appointed in May 2001, demonstrated how the DOI can be applied to Digital Rights Management (DRM). At the Europa event, Ju showed specifically how DRM is built upon DOIs from the point of DOI number issuance. At Enpia's stand, Hall 1.1 L 1105, during the rest of the days of the fair, Ju is also to demonstrate the extended ENPIA DOI functions which aim to create a stable and secure digital content distribution and tracking system.

Norman Paskin, Director of the International DOI Foundation said, "The DOI is a key event in the creation of content management for digital networks, built on sound foundations and Internet technology developed by one of the original inventors of the Internet and TCP/IP protocol, Robert Kahn. Launched in 1997 in Frankfurt, by and for publishers, the DOI System was developed to deliver useful tools for digital commerce. At this year's Frankfurt, we have now delivered on that promise. The DOI Registration Agency demonstrations showed how a publisher can facilitate the sale of digital intellectual property while enabling the management and protection of copyright. This year's event marks a milestone for the publishing industry and the unveiling of proven commercial implementations that can be applied to text, images, audio, and audio visual content."

The DOI was launched in response to a series of calls from the publishing community for consistent and useful tools for digital commerce. The International DOI Foundation has now provided a well-respected and proven capability, with the potential for ubiquitous use in digital commerce of content. The DOI provides the basis of a

key aim of publishers: to facilitate the use of their material in a legal, controllable, and easy to manage way. Unveiling the power of the DOI System at Frankfurt communicates to the content world at large that the publishing community is ready to facilitate the sale of digital intellectual property while enabling the management and protection of copyright.

FOR MORE INFORMATION:

The International DOI Foundation, a nonprofit organization, manages development, policy, and licensing of the DOI to Registration Agencies and technology providers and advises on usage and development of related services and technologies. The Digital Object Identifier (DOI) is a system for interoperably identifying and exchanging intellectual property in the digital environment. It provides an extensible framework for managing intellectual content in any form at any level of granularity, for linking customers with content suppliers, facilitating electronic commerce, and enabling automated copyright management for all types of media. The DOI system uses open standards with a standard syntax (ANSI/NISO Z39.84) and is currently used by many leading international technology and content organizations. "DOI" and "DOI.org" are trademarks of the International DOI Foundation. **Contact:** info@doi.org.

CrossRef, CrossRef, a non profit organization, currently services 81 leading journal publishers with over 3.4 million DOIs. CrossRef issues prefixes, registers DOIs and associated metadata and assists publishers to establish links to copies of articles on different servers, point to different formats for an article, make connections between articles, and provide pointers to services associated with an article. Any publisher of primary research material can become a member of CrossRef. Affiliate access to a database of journal metadata and associated DOIs is also available to libraries, secondary publishers, aggregators, and researchers in the digital library arena. **Contact:** **Amy Brand**, abrand@crossref.org. **See also:** [Press Release](#).

Content Directions, Inc. (CDI) implements the DOI across all sectors of publishing, issues prefixes, registers DOIs and associated metadata and develops applications that support tracking, distribution, copyright protection, and e-commerce. CDI also supports service vendors implementing the DOI to reduce costs and improve operations throughout the entire life cycle of content production, management, syndication, distribution, sale, royalty tracking, and digital rights management. **Contact:** **David Sidman**, info@contentdirections.com **See also:** [Press Release](#).

ENPIA Systems Co., Ltd. is a leading distributor of electronic content in Asia for the systematic and efficient management of the trade and sale of digital copyright protected content and eBooks. Enpia administers the allocation of DOIs and effective associated DRM services, an eBook Bibliography Information Database to provide metadata to distributors and consumers, and a search engine and linking service to enable cross linking of content between eBooks. **Contact:** **Edward Ju**, jcm@enpia.co.kr

The DOI is a system for interoperably identifying and exchanging intellectual property in the digital environment. A DOI assigned to content enhances a content producer's ability to trade electronically. It provides a framework for managing content in any form at any level of granularity, for linking customers with content suppliers, for facilitating electronic commerce, and enabling automated copyright management for all types of media. The International DOI Foundation, a non-profit organization, manages development, policy and licensing of the DOI to registration agencies and technology providers and advises on usage and development of related services and technologies. The DOI system uses open standards with a standard syntax (ANSI/NISO Z39.84) and is currently used by leading international technology and content organizations.

This is a service announcement for the International Digital Object Identifier foundation and has been prepared to increase you awareness about important developments to enable digital copyright management of intellectual property. For more information, please contact info@doi.org.

To demonstrate the DOI System and its underlying [Handle System®](#) technology, DOIs are used to identify the IDF's papers and other published material. The underlined text linking to the documents contains DOIs embedded in URLs that are resolved using a proxy server. They work with any browser.

The small blue buttons --  -- accompanying those links represent DOIs. Navigating with DOIs requires that the [CNRI Handle System Resolver](#) web browser plug-in be installed on your computer.

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International DOI Foundation

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