

PRESS RELEASE - For Immediate Release

ODRL Initiative Celebrates 10 years of Innovation

Policy expression to aim at Privacy in Social Networks

NAMUR, BELGIUM – 27 September 2010 – The ODRL Initiative - the leading international effort aimed at developing and promoting an open standard for policy expressions - meets this week at its annual international workshop in Namur, Belgium to celebrate it's 10th anniversary. Created in 2000 to address the burgeoning needs of the DRM sector, ODRL was quickly adopted by the Open Mobile Alliance consortium as the standard for DRM rights objects for mobile media. To date, this is arguably the largest mobile implementation of a rights language with over a billion compatible devices.

The Convenor of the ODRL Initiative, Dr Renato Iannella, observed that our tenth anniversary is testament to the committed people who have helped develop, promote, and deploy the ODRL language as an open and free standard. The next phases of the ODRL Initiative are just as exciting as we begin to address the broader needs of the Web with privacy statements in Social Networks. The newest version of the ODRL language - being finalised this week - includes a revamped policy model that adds greater support for commerce rights and expressing privacy statements in a simple and effective manner.

Pat Dawson from Flatirons Solutions, said "The work done by the ODRL Initiative has been an invaluable resource. We've found the ODRL model to be well conceived and very extensible – it's a terrific foundation to build upon." Flatirons Solutions is a recognized industry leader in enterprise content management and XML publishing and utilise standards like ODRL to effectively repurpose content and intellectual property assets.

Bill Rosenblatt - internationally recognised authority on digital media technologies and cross-media strategy from GiantSteps Media Technology Strategies - says "ODRL is successful because it fits the definition of a standard done right: it solves a known problem, is focused and succinct, and represents a win-win for everyone who implements it. No wonder it's represented in over a billion devices worldwide."

Prof Rüdger Grimm from the University of Koblenz, says "We use - and further develop - the ODRL language for our research, teaching and educational needs. With it's openness and flexibility, our team has found ODRL easy to understand and to implement and it is a key part of our Usage Rights Management system."

Ray Gauss II - Co-Founder & CTO of RightsPro - says that "ODRL's flexible model and comprehensive vocabulary allows users of RightsPro to easily express and verify complex rights for their content licensing agreements without resorting to pages of complex legal language." ODRL helps RightsPro deliver licensing workflow solutions for the publishing, film, multimedia, education, design, and advertising industries.

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