



## CAL's Digital Rights Services

Copyright Agency Limited (CAL) is an Australian copyright management company whose role is to provide a bridge between creators and users of copyright material. CAL represents creators such as authors, journalists, visual artists, photographers and publishers as their non-exclusive agent to license the copying of their works to the general community.

CAL provides a legal and practical way for the public, educational institutions, business and government to copy published works through statutory and voluntary licensing.

We have recently expanded our voluntary licensing schemes to include digital rights services. Digital services provide online access to original works and also support creativity and innovation by making sure creators are fairly rewarded for their effort.

CAL has been working with partners in the publishing and education sectors to produce digital rights services which offer copyright security, protection and compliance. One of CAL's most successful online projects is Digital Course Material (DCM). DCM provides a framework for rights management and digital delivery of copyright content using Digital Object Identifier (DOI) technology.

DCM applies DOI technology to enable academics to compile a digital book of readings from granulated content direct from publishers' servers. Academics can compile course materials for their students by accessing a wide variety of content through an online search facility. They can then add value to their course materials by offering students rights-cleared research articles and specific chapters from textbooks in a high quality format.

### **How DOI works**

Digital rights technology through DOI aims to allow users online access to works and to also produce more effective digital monitoring systems by:

- facilitating identification of works and copyright owners;
- monitoring access to and use of works; and
- providing digital infrastructure for the automated collection and distribution of copyright payment.

DOI is an open, interoperable standard (see [www.doi.org](http://www.doi.org)). A DOI is a unique identifier in the metadata attached to a piece of digital copyright material. The copyright material is then securely stored in a PDF format and easily accessed online.

Publishers can determine flexible licensing arrangements for individual content such as chapters of books or journal articles. The DOI metadata records both the pricing and other terms of use of individual content and also the contents of each compilation of digital course materials under the scheme. This means all reporting and accounting requirements under the traditional licensing approach are now streamlined.

This technology is now being applied to new systems such as the soon to be tested International Document Delivery (IDD) system. IDD, which is initially tailored to the bio-tech industry, will use DOI technology to manage orders, content delivery and assist with commercial transactions.

For more information on CAL's activities and digital rights services contact Eric Moore on (02) 9394 7600 or visit [www.copyright.com.au](http://www.copyright.com.au)

