

**Appendix to:
Personalized Access to Distributed Learning Repositories
(PADLR)**

3. Module: Infrastructure and Intelligent Services.

3. x: Copyright for the Exchange of Educational Media

Working Title:

Copyright in Personalized Access to Distributed Learning Repositories (CORI-PADLR)

Contributing Research Groups and PIs.

Göttingen IWF gGmbH Knowledge and Media (Floto/Sander)

Problem Description.

Objective of the PADRL framework is to specify how courselets are build, how they are organized and how they are exchanged and reused, and how distributed content archives can be queried and navigated. While these are necessary and important educational and technical issues, they are not sufficient to determine the future of the exchange of Educational Media. Legal problems in conjunction with the use of Napster – an exchange platform for music – have clearly shown the need to address copyright issues when exchanging media. Especially in an educational environment, where public (universities) and private (publisher) partner collaborate, there is a strong demand for the protection of intellectual property rights and the availability of appropriate business models.

Therefore, inside the PADRL framework there is a strong demand to investigate copyright issues for the exchange of media.

Research Plan and Deliverables.

To solve this problems, several forms of protection of intellectual property right will be evaluated (watermark, server-based-only media, copy protection, fees like the German Gemma etc.). Second, business models are going to be evaluated (E-Commerce, Micropayment, Pay per View, Subscription, Syndication, Open Source etc.). Third, appropriate forms of intellectual property right protection will be combined with sound business models and tested.

Dissemination, Testbeds and Evaluation.

Dissemination of results will be done through reports and scientific publications.

As testbed we will use the online portal for cell biology www.cells.de, which contains about 200 Learning Objects and is used frequently (more than 10.000 downloads of Learning Objects per month) by students and teachers of cell biology. It contains videos in realvideo and quicktime format, 3D objects as QTVR, computer animations and interactive shockwave presentations.

The IWFdigiclip platform for educational audiovisual media will provide a basic but flexible business logic to test the distribution of Learning Objects. The Web portal (see http://www.iwf.de/iwfeng/4projekt/44/digiclip_in.html) enables different groups of users to check out, order and pay for audiovisual scientific media online via the Internet. It enables

online transactions and simplify them for customers and providers. It allows subscription models for universities as well as syndication.

Additional to media of the IWF we will test educational media from various sources, e.g. from universities and publishers.

Budget

70K USD for a PostDoc, including all travel costs and overhead, for two years.