

## ARDITO hosts successful final conference 'ARDITO: Upgrading the Internet' in Brussels

**Brussels, 21 June 2018** – The ARDITO project hosted its final conference 'ARDITO: Upgrading the Internet' in Brussels on Tuesday 19 June.

To open the event, Angela Mills-Wade (Director at Europe Analytica) and Paola Mazzucchi (ARDITO Project Manager) introduced to the audience to the ARDITO project and its main objective, which is to connect the consumer and rightsholders in the digital world. 'Let's use the internet for what it is really good at,' said Mills-Wade, and she presented the idea of upgrading the digital domain from copyright to eCopyright.

The Finnish MEP Henna Virkkunen followed, giving a vibrant keynote speech and putting ARDITO into the broader context of digitisation and innovation in the European Digital Single Market. She complimented the achievements that ARDITO has made possible and agreed that ARDITO is no longer just a project, but a readily available service. She called for innovation-friendly and technology-neutral regulation, to allow for legal certainty and encourage investment in education, research and skills.

ARDITO project partners showcased their innovative tools and services to manage rights data of creative content, including watermarking, digital fingerprinting and Digital Object Identifiers (DOIs). These are designed to help users find out about rights permissions directly from the content they have discovered, no matter where it is discovered on the Internet. They highlighted the diverse applications of such services for all stakeholders in different sectors, from publishing to audiovisual, and especially their potential uses for SMEs. A [Q&A session](#) was held to close the presentation.

A final panel discussion looked into the potential impact that these tools may have on the rights permission systems and copyright system at the EU level. They concluded that several tools and services are now provided for eCopyright, and there is now the need to educate critical users.

For more updates on the project, please subscribe to our newsletter [here](#) or get in touch with us here [ardito@europe-analytica.com](mailto:ardito@europe-analytica.com)

Presentations are also available on our website here:

- [ARDITO introduction](#) (Paola Mazzucchi, Business Development Manager at mEDRA, Angela Mills-Wade, Director at Europe Analytica)
- [Copyright Hub](#) (Daniel Mermelstein, Project Manager)
- [Album](#) (Sergi Griñó, Director),
- [Icontact](#) (Huub van de Pol, Founder)
- [b<>com](#) (Gaëtan Le Guelvouit, Manager of the Digital Trust & Identity Lab)
- [mEDRA](#) (Paola Mazzucchi, Business Development Manager)

You can look back on the main moments on Twitter [here](#).

## **Background:**

Co-funded by the European Union Project Horizon 2020, ARDITO is all about providing simple tools and services to support SMEs in the creative content sector to find new business ideas through monetising the re-use of their content. In fact, over 85% of all actors in the creative industries sector are small and medium sized businesses (SMEs), many of which are employing fewer than ten people but contributing enormous value to the digital value network.

The vision of ARDITO is to automate the exchange of information about rights to any content type, between the owners of the content and users especially small and medium sized enterprises (SMEs). This will be done through a connected network of data - which we call the Rights Data Network.

ARDITO will fill the gap in the digital content value network and connect online contents to rights information, by building a complementary digital rights data network (RDN). It does not start from scratch: it builds upon an earlier European Union co-funded project, the Rights Data Integration (RDI) Project ([www.rdi-project.eu](http://www.rdi-project.eu)) which was a project that tested the technical framework developed by the Linked Content Coalition ([www.linkedcontentcoalition.org](http://www.linkedcontentcoalition.org))\*. The RDI Project demonstrated unequivocally how such a Rights Data Network could implement the LCC framework; and the Copyright Hub has provided a first implementation of how this works in practice. The ARDITO project phase had a total duration of 18 months and kicked off in January 2017. The project was structured into five work packages with clear deliverables - details of which can be found on our website [www.ardito-project.eu](http://www.ardito-project.eu) together with information about the partners.

Contacts for more information about the project: [ardito@medra.org](mailto:ardito@medra.org) and [angela.mills-wade@europe-analytica.com](mailto:angela.mills-wade@europe-analytica.com)

## **ARDITO Project partners:**

ALBUM: [www.album-online.com](http://www.album-online.com)

Associazione Italiana Editori: [www.aie.it](http://www.aie.it)

b<>com: [b-com.com](http://b-com.com)

Europe Analytica: [www.europe-analytica.com](http://www.europe-analytica.com)

Icontact: [www.icontact.nl](http://www.icontact.nl)

The Copyright Hub: [www.copyrighthub.org](http://www.copyrighthub.org)

mEDRA: [www.medra.org](http://www.medra.org)

\*The Linked Content Coalition (LCC) is a not-for-profit global consortium of standards bodies and registries. LCC members are organizations who create and manage data standards associated with content of one or more types, particularly for identifiers, metadata and messaging.

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