



FOR IMMEDIATE RELEASE

**CONTENT DIRECTIONS, INC. APPROVED BY IDF
AS FIRST COMMERCIAL DOI REGISTRATION AGENCY**

May 29, 2001 - **Content Directions, Inc. (CDI)** has been approved by the International DOI Foundation (IDF) as the first commercial Registration Agency authorized to register Digital Object Identifiers (DOIs®) on behalf of publishers. As a certified DOI Registration Agency, CDI is permitted to issue publisher prefixes and to register DOIs and their associated routing information into the global DOI directory for routing on the Internet.

According to **David Sidman**, Founder and CEO of **Content Directions, Inc.:** "The IDF's certification of a commercial Registration Agency represents a tremendous step forward in enabling the adoption of the DOI by publishers of all kinds. Until now there has been no organization positioned to offer commercial-grade DOI registration services addressing the wide variety of content types and applications which are needed to support the Book industry and its digital distribution chain. Content Directions has undertaken the infrastructure investment needed to support these services, and is dedicated to helping publishers, their distribution partners, and third-party application providers to implement DOI-based solutions which will revolutionize the way content is discovered and accessed online."

Prior to the approval of Content Directions, there were no commercial Registration Agencies authorized to service a broad constituency of content providers. The only other approved Registration Agency was CrossRef (<http://www.crossref.org>), a non-profit organization run by the international STM Journal Publisher consortium PILA (Publishers' International Linking Association) with the aim of cross-linking the world's scientific journal literature. CrossRef went live in December 1999 and assigns DOIs to virtually all scientific journal articles published on the Web. Since its creation in 1999 with 12 publishers on board and approximately 350,000 DOIs registered, CrossRef has now grown to include more than 70 international Journal publishers and has assigned DOIs to more than 3 million articles. CDI Founder/CEO David Sidman was a prime mover behind the establishment of CrossRef while working at John Wiley & Sons as Director of New Publishing Technologies (see below).

About the Digital Object Identifier (DOI®)

The Digital Object Identifier (DOI) is a system for identifying and exchanging intellectual property in the digital environment. It provides a framework for managing intellectual content, linking customers with content suppliers, facilitating electronic commerce, and enabling automated copyright management for all types of content. Using DOIs makes managing intellectual property in a networked environment much easier and more convenient and allows the construction of automated services and transactions for e-commerce.

The DOI is like the UPC (bar code) in the physical world, but for Internet-based resources such as digital content published online; it uniquely identifies digital objects and provides a permanent link to the publisher, thus facilitating online transactions of all kinds, including e-commerce, rights management, and digital distribution. It is based on technology developed by Dr. Robert Kahn, one of the principal inventors of the Internet.

The DOI initiative began as a project of the Association of American Publishers' Enabling Technologies Committee. It was officially launched in October 1997 at the Frankfurt Book Fair, following a prototype phase lasting from July through October 1997 in which nine publishers participated. After the 1997 Book Fair, an invitation to obtain a prefix and register DOIs was extended to the international publishing community. Since 1998 the DOI has been managed by the International DOI Foundation (IDF; www.doi.org; Dr. Norman Paskin, Director), which is responsible for its ongoing development, policies, and governance. ("DOI" and "doi.org" are trademarks of the IDF and are registered with the U.S. Patent and Trademark Office.)

About Content Directions, Inc.

Content Directions, Inc., is a DOI Registration Agency and Internet services firm dedicated exclusively to implementing and promoting the use of the Digital Object Identifier (DOI). This includes consulting on how the DOI can increase an organization's revenues and cut costs, as well as actually registering DOIs for digital content. Additional information on the DOI, and on CDI's products and services, can be found at www.contentdirections.com or by emailing info@contentdirections.com.

About David Sidman

Prior to founding Content Directions, Inc., in August 2000, David Sidman was Director of New Publishing Technologies at John Wiley & Sons, a leading global publisher of print and electronic products. His responsibilities included positioning Wiley as a successful electronic publisher through a combination of strategy development, internal projects enabling organic growth, and external acquisitions/investments. At the industry level, in cooperation with other publishers and the AAP, he has founded and/or driven many key initiatives, including the Digital Object Identifier (DOI), as well as various standards involving Metadata, E-Books, and Digital Rights Management.

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