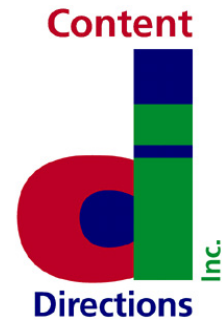


# RAND NEWS



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## **FOR RELEASE**

9 a.m. EDT Friday  
October 11, 2002

### **RAND AND CONTENT DIRECTIONS INC. SIGN COMPREHENSIVE AGREEMENT TO REGISTER DOIs**

RAND and Content Directions Inc. today announced the signing of a comprehensive agreement enabling RAND to register Digital Object Identifiers (DOIs) across its broad collection of research reports. For a live example of the technology as applied to a RAND research report, click on the following DOI for “Networks and Netwars: The Future of Terror, Crime, and Militancy:” <http://dx.doi.org/10.1222/0833030302>

DOIs are a system for identifying and exchanging intellectual property in the digital environment. The identifier 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 permanent links to the publisher and/or to any related services the publisher wants to enable, thus facilitating online transactions of all kinds, including e-commerce, rights management, and digital distribution.

Created by Robert Kahn, the primary architect of the Internet, the DOI can be thought of as “the next-generation URL,” or “a URL on steroids,” because it is:

- Unbreakable
- Multi-linkable
- Dynamic
- Industry standard
- Scalable
- Low-cost

The DOI travels with the RAND research report throughout the Internet, on syndicated and partner sites and via downloads. As long as the user is connected to the web, the DOI MultiLink™ functionality with its RAND-specific applications will afford the user with support and services enabled by RAND.

"The DOI is a powerful tool for turning a RAND research report into its own marketing platform," said Jane Ryan, RAND's director of publications. "Through this program, a user can now link directly from certain RAND research reports anywhere on the web to a wide variety of services from RAND, including finding and purchasing related reports. The DOI is an important step for how content is marketed, cross-linked and sold."

David Sidman, founder and CEO of Content Directions, said: "RAND is leveraging the DOI to provide a real benefit both from the company and the customers' perspectives. By embedding DOIs into its research reports, RAND is providing its customers with more information about RAND's services and enormous breadth of research report content, as well as facilitating the ease with which customers can buy these reports. Further, RAND is using the MultiLink capability of the DOI to cross-link and cross-sell its range of products and services. Finally, the DOI will help make RAND products more discoverable on the Internet."

RAND is a nonprofit institution that helps improve policy and decisionmaking through research and analysis. RAND's areas of expertise include: child policy, civil and criminal justice, education, environment and energy, health, international policy, labor markets, methodology, national security, population and regional studies, science and technology, social welfare and transportation.

Content Directions, Inc., is a DOI Registration Agency 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.

RAND has chosen the DOI as the identifier of choice for its research reports because it provides them the advantage of persistent linking to all of their electronic products and/or electronic representations of their physical products. It also enables them to seamlessly link products through the use of the DOI as the basis of reference links within their own products and for referral by others via citation.

RAND also has implemented Content Directions' DOI MultiLink™ capability where, in contrast to URL-based linking that affords one-to-one resolution via the location of an object, DOIs afford persistent one-to-many linking at the object level, regardless of where the object resides at any point in time. In this way, prospective readers can choose to link directly to a particular report or see a variety of services or information about RAND's services.

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For further information click on the DOI for this press release: <http://dx.doi.org/10.1220/pr17>.