





# Effective management



Accurate tracking



Easier automation



# Creative collaboration



# ISO Standard compliance



Enhance the value of your  
content when you are





DOI = Digital Object Identifier

*Digital Identifier of an Object*





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Use DOIs to identify:



# Content

(As abstract works or particular versions)

# Related objects

(e.g. Agreements, participants in content exchange contracts, parties)

# Content

(e.g. Files, equipment, DVDs)



What's **special** about DOIs?



A DOI identifies an object ***permanently***, even if the object changes its *location*, its *owner* or *other characteristics*

The DOI does this through ***redirection***, using the *Handle system*



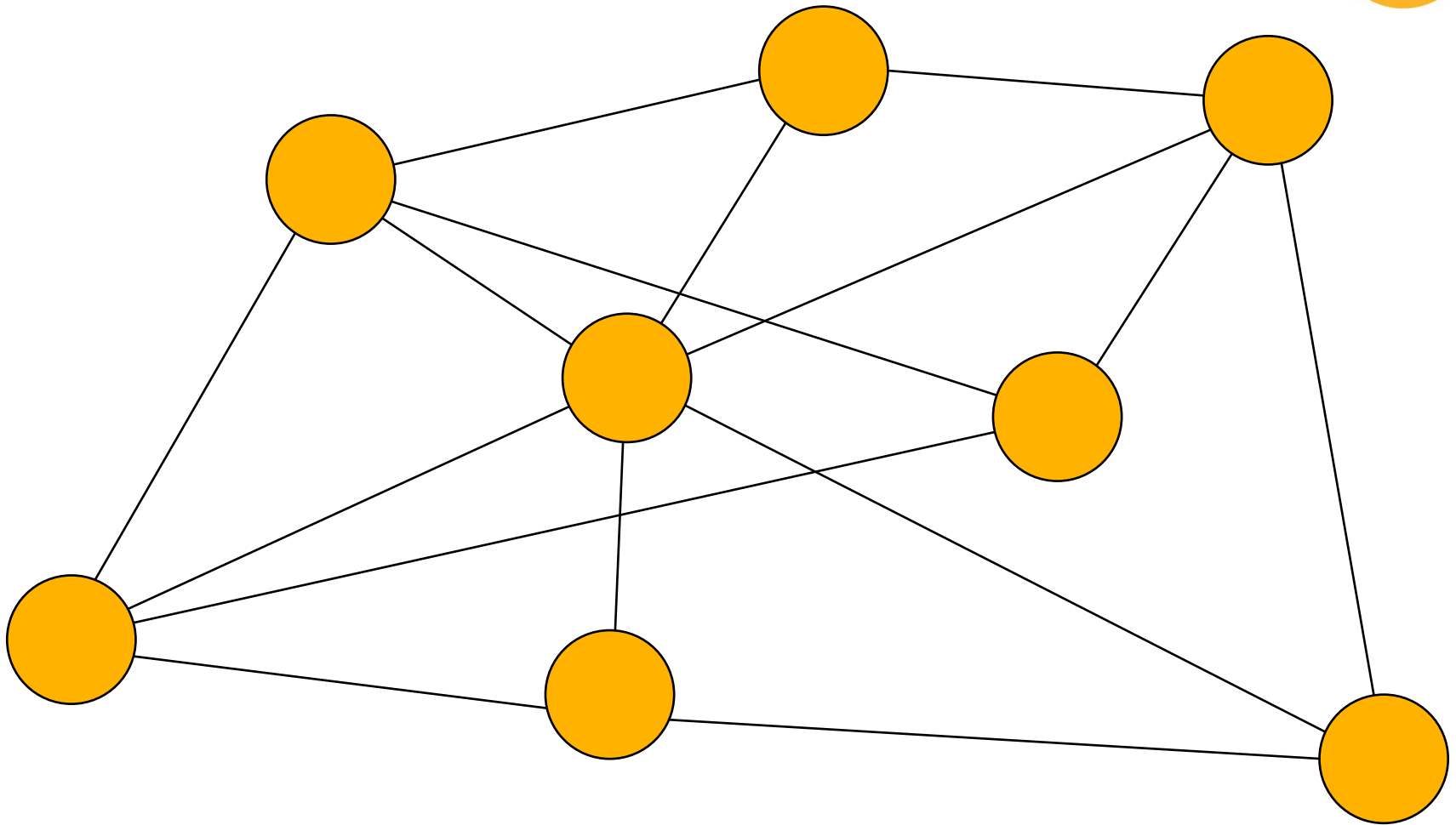
The object has *metadata* associated with it. This *metadata* describes the object in whatever *detail* is appropriate for a service. The minimum set is kernel data and more can be added.

DOIs are supported by the *DOI Community* to offer *persistence*.

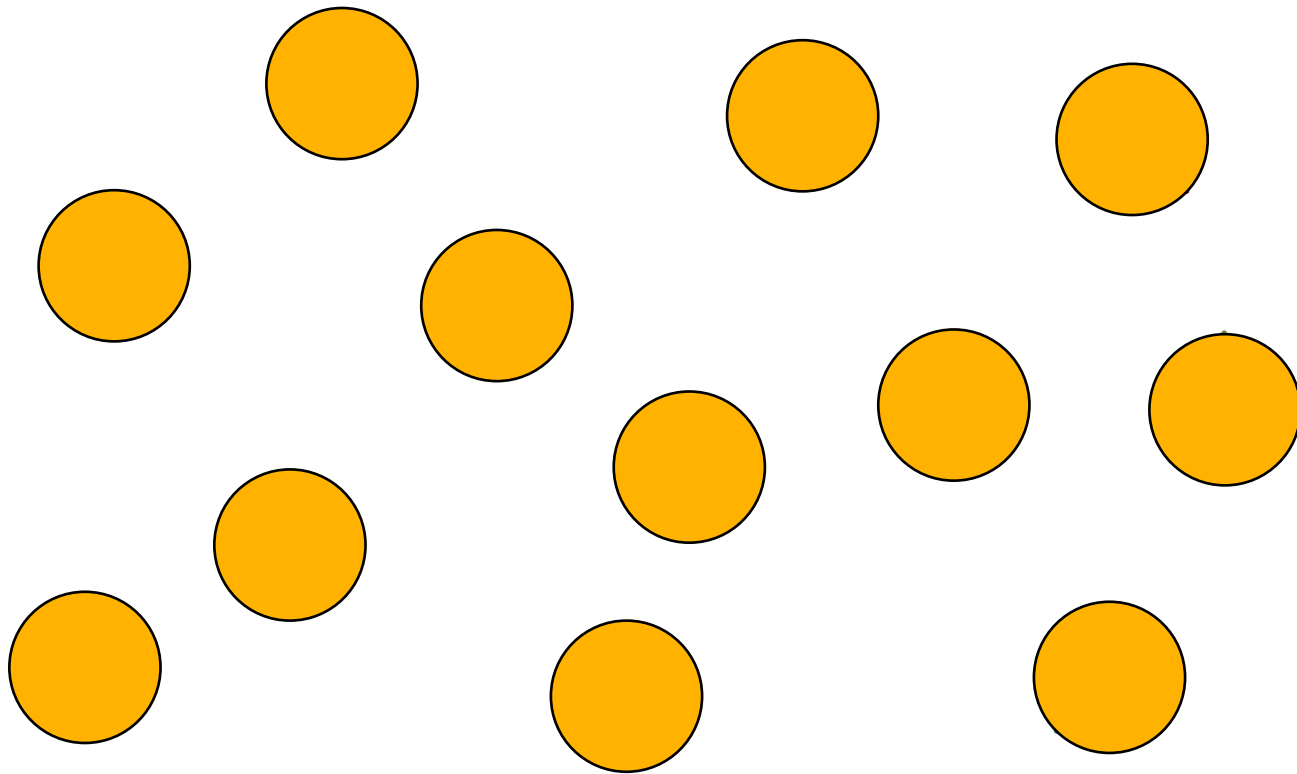


How do DOIs work?





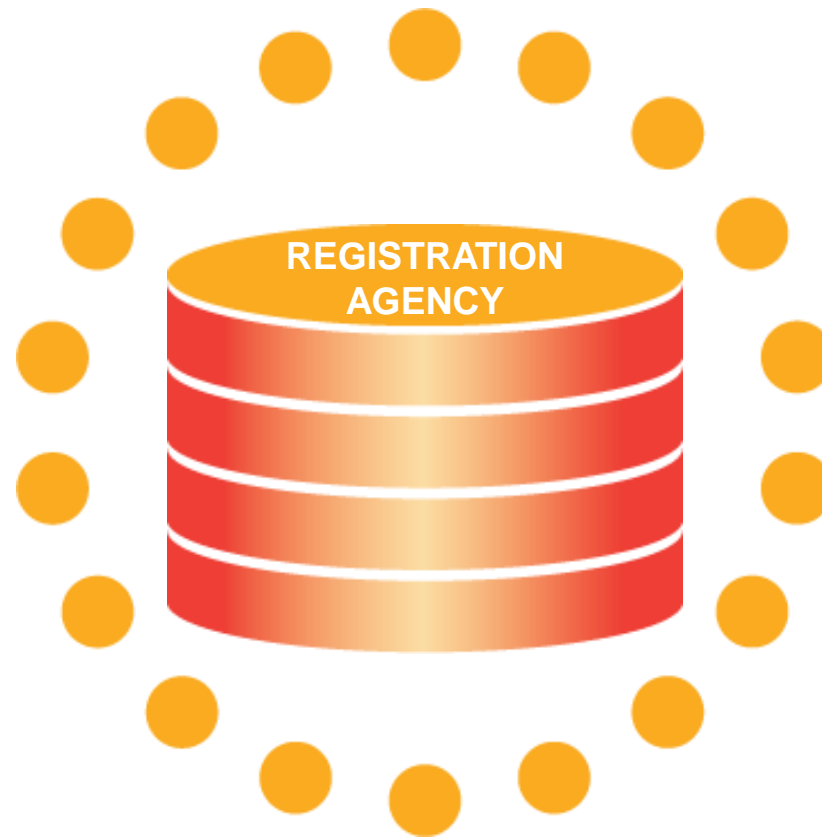
DOIs work across the internet



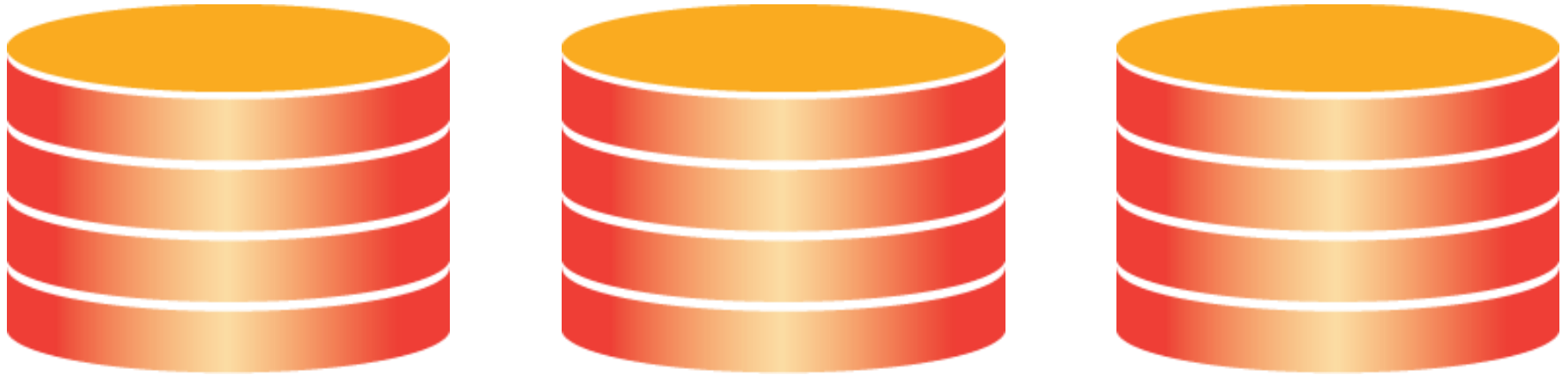
DOIs are created to an agreed  
International Standard



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DOIs are allocated via **Registration Agencies** who manage the DOI records, maintain the databases of metadata, and participate in the DOI Community



By creating metadata to a **consistent standard**, sharing and interoperability become possible, allowing users to build upon this value for commercial and operational advantage



What do DOIs bring to your content?



Persistence

Interoperability

Extensibility

Platform independence

Dynamic updating

Multiple resolution

Class management



## Persistence

A DOI continues to point to the object it identifies even if the object is moved, updated or modified





## Interoperability

A common standard and agreed syntactical and semantic approach to metadata makes sharing data from different sources easier and more productive



## Extensibility

Users can build on the standard to develop applications suited to their industry or sector



## Platform independence

Allows data from different sources to be easily shared and facilitates multiple output formats



## Dynamic updating

As DOIs are persistent, metadata can be added to or updated over time to further describe the object identified



## Multiple resolution

A DOI can resolve to multiple items of data about an object.

- Locations; rights information; specific services; user-defined data ; etc.
- Any item can then be chosen to get appropriate information or deliver automated services
- New items of data can be added at any time



## Class management

DOIs with similar properties can be grouped together as a class.

- The class can be managed as one thing, so all those DOIs can be easily accessed or modified
- New groupings can be made at any time, to create new services



How do **you** benefit?



## **Save**

on the time and cost required to manage your assets

## **Know**

exactly what assets are where, and on which terms

## **Locate**

assets and choose them with ease and accuracy

## **Create**

applications to leverage maximum value





Using DOIs is easy



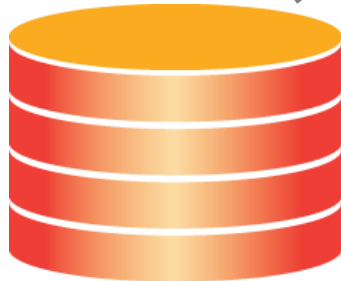
Contact a Registration Agency appropriate to your industry or sector



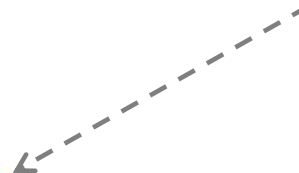
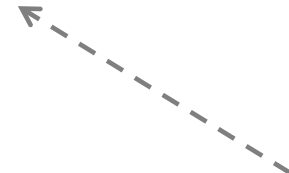
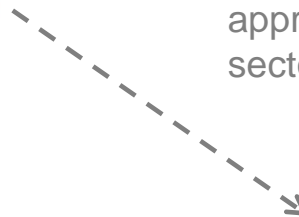
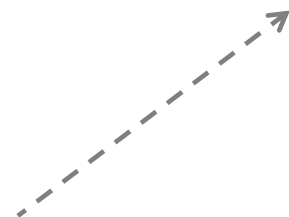
Obtain your DOI prefix and choose your DOI Service

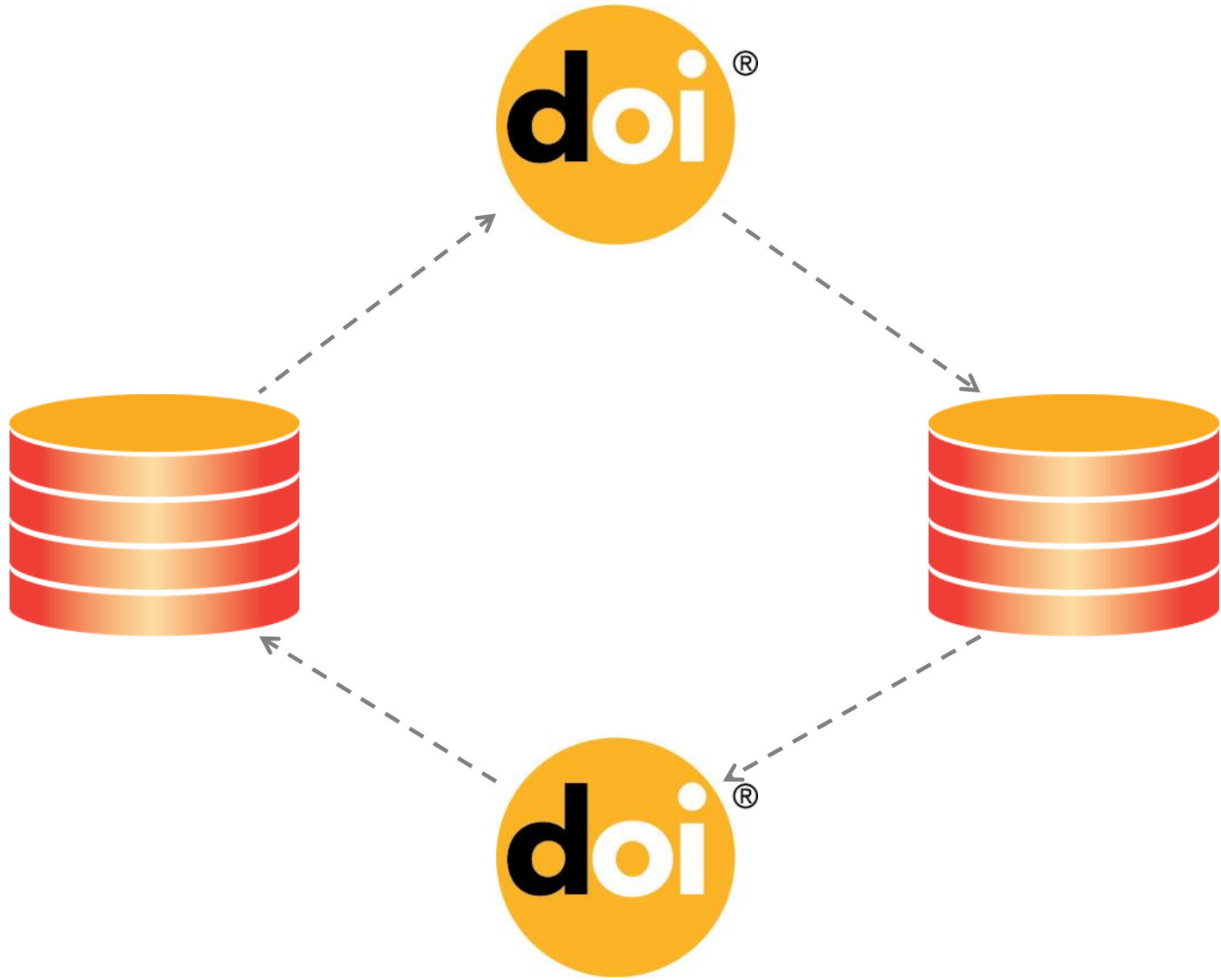


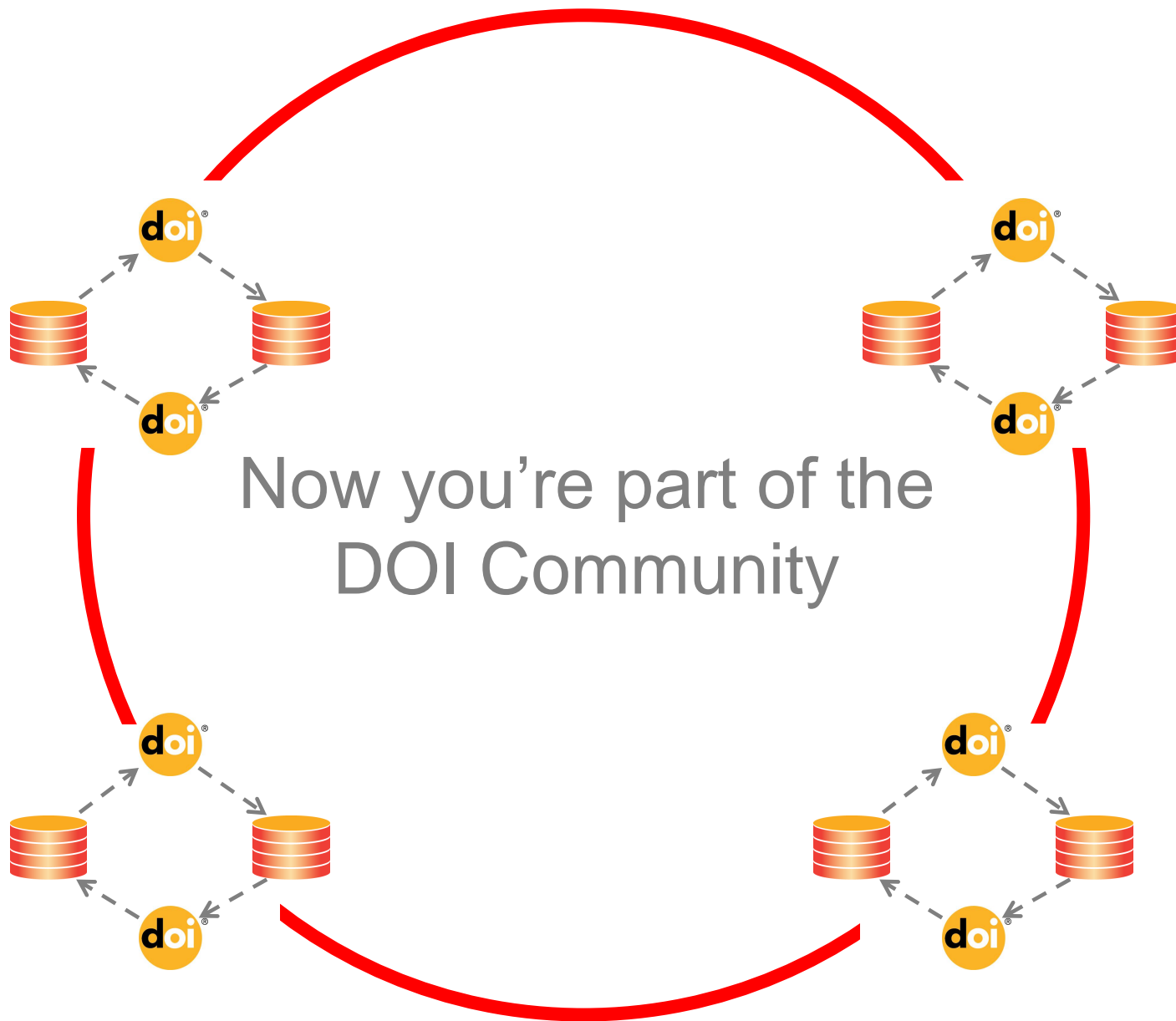
Start working with your Agency to register and use all the DOIs you need



Enjoy the benefits







Now you're part of the  
DOI Community

