



**EPS Focus Report "DOI in 2004: What are the tipping points" Excerpts**

EPS, the specialist consultancy on the information industry (<http://www.epsltd.com/>) has published a report on "DOI in 2004; what are the Tipping Points" in its series of EPS Focus Reports. These reports take an in-depth look at key markets, developments and technologies to understand their strategic significance and implications for the future. Reproduced with permission here are the Introduction, which sets the scene for the survey of DOI progress, and the conclusions - the "Tipping Points" which EPS see as developments which will crucially influence the uptake of DOI. The full report is available from EPS at <http://www.epsltd.com/clients/briefingReports.asp>.

***"Introduction***

*On several fronts DOI stands on the edge of becoming a dominant standard. Following the success of CrossRef from 2000 onwards and a growing recognition in 2003 of the value of DOIs, despite the presence of only a few headline implementations, 2004 is likely to be the year which determines whether DOIs will become standard identifiers in other information publishing sectors, government information, the music and movie industries and even supply chain management for physical goods.*

*Supported by expert opinion, this report considers the progress of DOIs to date and reflects on likely developments in 2004.*

*Factors which are likely to influence the spread of this system are:*

- The creation of further examples of the value of DOI in action;*
- Decisions made by copyright holders in the debate between DRM and litigation;*
- Pressure from governments on speeding up improvements in information dissemination in the public sector;*
- The attitude taken towards DOI by bodies creating existing identifiers such as bar codes;*
- Enthusiasm for DOIs from a major internet player such as Amazon or Google.*

***Tipping Points***

*1. If more commercial publishing players follow McGraw-Hill's lead and find similar advantages in terms of e-commerce sales, this could be the tipping point for the adoption of DOIs as a facilitator for the easy selling of content or indeed physical items.*

*2. Industry experts are predicting that DOIs may be one of the mainstays of the online music industry by 2005-6. Negotiations with the RIAA and IFPI and their attitudes towards DOI in 2004 will be crucial in determining whether that common standards vision will be realised or whether, in the music industry at least, DOIs will be rejected in the same way as the promising DRM software of Intertrust or Reciprocal. The music industry is perhaps settling down a little after a year of intense litigation. 2004 may be the year in which it has to develop a range of workable options for creating a fair market for music online.*

*3. The CENDI report on persistent identification now underway is certainly a promising sign for DOIs in US government information. In 2004, the work of TSO in the UK towards capturing headline government DOI projects will be a key tipping point for DOIs in government information in other countries as well – the CENDI report is understood to be glowing about the work of TSO and headline developments in UK government may well lead to further projects in the US, Canada and Australia. TSO sees opportunities in central government policy units, the Office of National Statistics and local government to build on its work with the OECD.*

*4. Norman Paskin hopes that the IDF (International DOI Foundation) will be able to announce some kind of agreement regarding the application of DOIs in the physical supply*





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The International DOI Foundation

Washington & Oxford

*chain sector during 2004. As excitement in the tech press about RFID tags continues to snowball, a time of upheaval for this sector may just provide an opening for a complementary identifier such as DOI. Some commentators, however, are expecting vendors who supply systems in this area to resist DOIs in an attempt to retain current levels of control."*

