



MVB and mEDRA announce partnership for providing DOI registration in German-speaking countries

Frankfurt/Milan, May 2006 – MVB has started to act as the DOI registration provider for the German-speaking countries. The MVB marketing and publishing service of the Buchhandels GmbH will be continuing its alliance with the multilingual European DOI Registration Agency *mEDRA* as its German partner. DOI initiatives for image material and multimedia begun in 2005 by digilibri, a company belonging to Arnoud de Kemp and Ingrid Maria Spakler, will be continued by MVB in alliance with digilibri. Arnoud de Kemp will be supporting the development of DOI applications with his many years of experience in the media business in his role as a consultant.

A European project conducted from 2002 to 2004 resulted in *mEDRA*; the project was financed by the European Commission as part of the eContent programme, and also involved MVB as a project partner. After conclusion of the project, the Italian publishing association AIE and the technology provider CINECA founded *mEDRA* srl.

As DOI agency, MVB will be applying the *mEDRA* system and providing basic services with DOI prefix allocation, DOI registration and DOI metadata. In the basic DOI registration application, a permanent linking function for digital Internet objects will be supplied to content providers (publishers, content producers, providers). Further expansion of the service range (e.g. metadata search) and alliances with content providers are already in the pipeline.

The DOI is an identifier system that is constantly linked to the content (independent of content location) and can be searched on the web. It supplies the framework for managing digital content and thus facilitates e-commerce activities. The International DOI foundation (IDF) manages DOI development, policy and licensing for agencies and technology suppliers, while providing consultation in the use and development of services and technologies.

The MVB marketing and publishing service of the Buchhandels GmbH is a private company belonging to the Association of German Publishers and Booksellers, Börsenverein e.V., and a close associate of the German national library, Die Deutsche Bibliothek. Its core products are the weekly Börsenblatt journal for the German book trade, VLB Verzeichnis Lieferbarer Bücher – Germany's most extensive book database, and Buchjournal – the customer magazine for the German-speaking book trade. In addition, MVB provides sales and marketing agency services for the book industry, and the organisation also includes the ISBN agency for the Federal Republic of Germany. The role of DOI agency will be a further step in extending the agency services of Germany's Buch Industrie Standard Agentur (BISAG).

Further information on the DOI Agency: www.bisag.org (German only), www.medra.org (multilingual).

Further information on the DOI System: www.doi.org.

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