Jane Park

Director of Platforms

janepark@creativecommons.org

@janedaily on Twitter

1. Overview of CC
2. CC licenses in the world and in the wild
3. Opportunities for Thailand

Overview of CC

1. What is Creative Commons?
2. Creative Commons and copyright
3. Q&A

What is CC?

- ✓ A nonprofit organization
- ✓ A global network of people
- ✓ A global movement towards openness

…all started by a set of copyright licenses

CC began as a response to an outdated copyright law system.

CC licenses are built on copyright and designed as a release valve for creators who want to share.

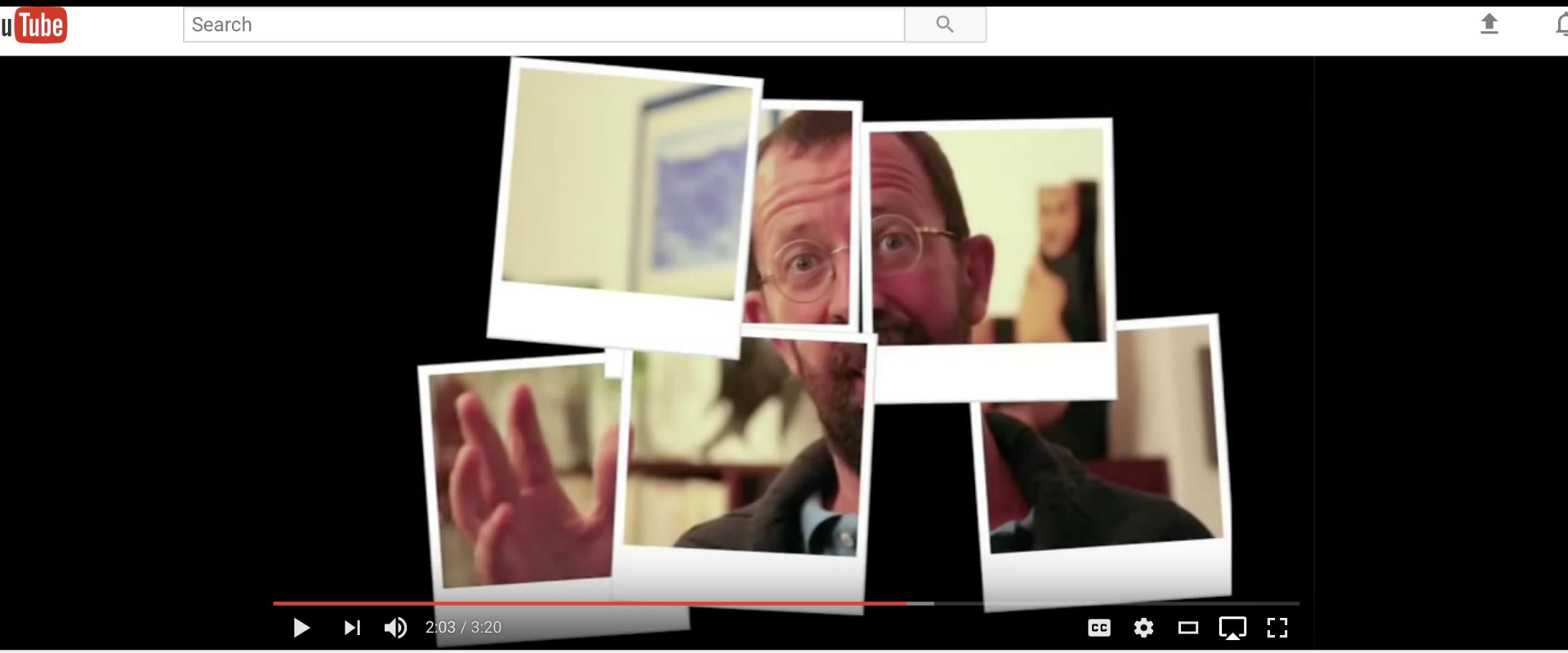
A simple, standardized, legally robust way to grant © permissions to creative works

Over time, the role and value of CC has expanded. But first, let me tell you how it all started.

CC started because…

- Mismatch between © law and digital technology
- While © became more restrictive, Internet enabled unprecedented access, copying, sharing at scale
- CC was founded when attempt to return © to original intent failed

“Some Rights Reserved”
Saving the world from failed sharing



A Shared Culture

Creative Commons

Subscribe 1.5K

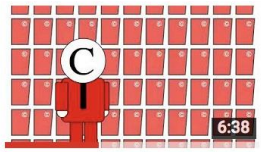
4,214 views

Add to Share More

12 0

Up next

Autoplay



Get Creative!

Creative Commons

9,703 views

This was in 2001. 16 years later, © law is still restrictive as ever, but thanks to Creative Commons, an alternative universe of legal sharing exists.

1.2
BILLION
CREATIVE COMMONS LICENSED WORKS
2016
1,204,935,537
2015
1,118,900,000
2014
882,000,000
2010
400,000,000
2006
140,000,000
Background: screenshot from "The Growing Commons" Creative Commons website is licensed as noted here

Creative Commons was founded to help us realize the full potential of the internet.

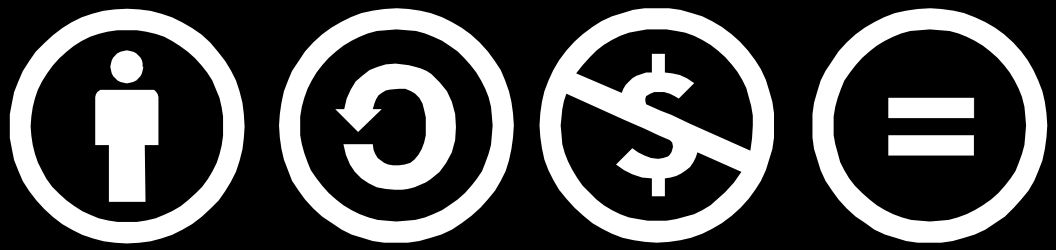
CC today is…

- A set of legal tools, aka the global standard for © licensing
- A global network of people and movement towards openness
- A nonprofit organization supporting the above

The CC licenses…

- ✓ Are legal tools that grant © permissions, resulting in a global digital commons free for all to use
- ✓ Signal a set of values and different way of operating

Public Domain



MADE WITH CREATIVE COMMONS

creative commons

CTRL ALT DELETE

Network & Movement

- CC Global Network = 85 countries
- CC is one of many in a larger ecosystem of organizations working to advance access to knowledge and reform ©

Argentina

Australia

Austria

Azerbaijan

Brazil

Bulgaria

Canada

Chile

China Mainland

Colombia

Costa Rica

Croatia

Czech Republic

Denmark

Ecuador

Egypt

Estonia

Finland

France

Georgia

Germany

Greece

Guatemala

Hong Kong

Hungary

Iceland

Indonesia

Ireland

Israel

Italy

Japan

Lebanon

Lithuania

Luxembourg

Macau

Macedonia

Malaysia

Mexico

Netherlands

New Zealand

Nigeria

Norway

Peru

Philippines

Poland

Portugal

Puerto Rico

Qatar

Romania

Russia

Rwanda

Serbia

Singapore

Slovakia

Slovenia

South Africa

South Korea

Spain

Sweden

Switzerland

Syria

Taiwan

Tanzania

Thailand

UK: England and Wales

UK: Scotland

Uganda

Ukraine

Unported

Venezuela

Vietnam

34 languages

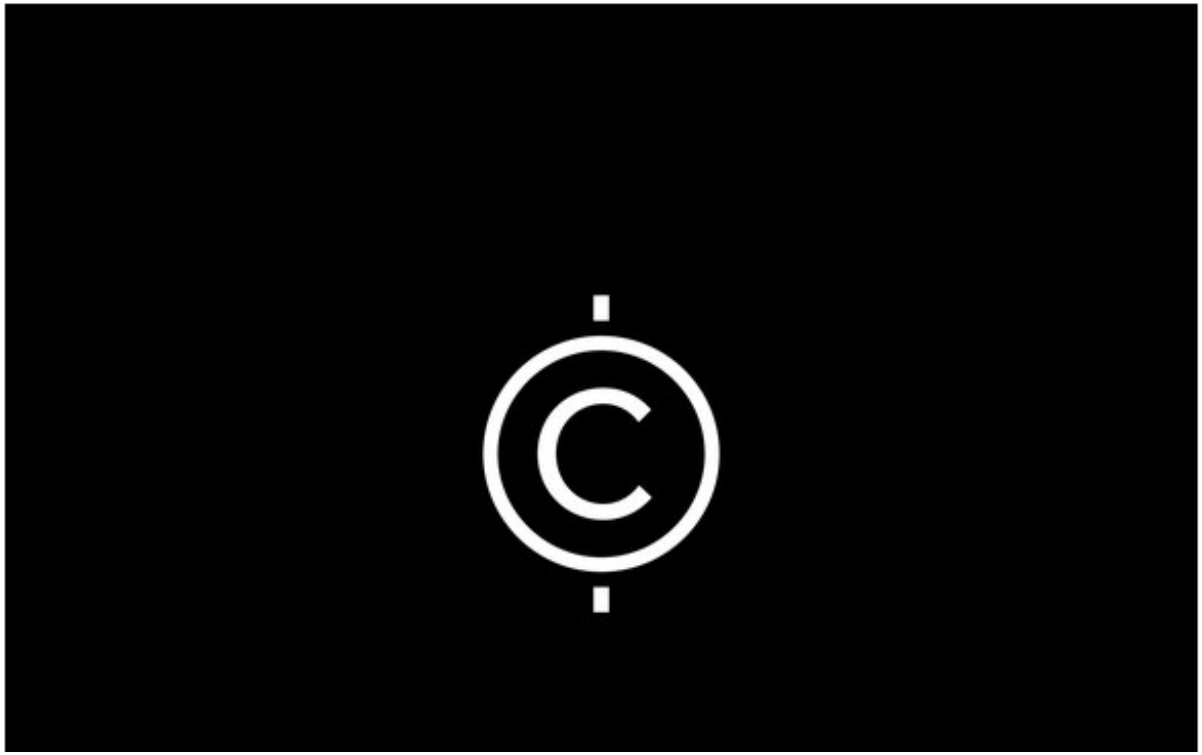
People are sharing with CC licenses in 34 languages with more than 90 million views of CC's deeds in the last 10 years.

(العربية) (Arabic)	**italiano** (Italian)
беларускі (Belarusian)	**日本語** (Japanese)
Català (Catalan)	**한국어** (Korean)
中国 (Chinese*)	**Latvijā** (Latvian)
hrvatski (Croatian)	**Lietuvos** (Lithuanian)
čeština (Czech)	**Melayu** (Malay)
danske (Danish)	**te reo Maori** (Maori)
Nederlands (Dutch)	**norsk** (Norwegian)
English (English*)	**فارسي** (Persian/Farsi)
Esperanton (Esperanto)	**polski** (Polish)
suomi (Finnish)	**português** (Portuguese)
français (French*)	**Română** (Romanian)
galego (Galician)	**Русский** (Russian)
Deutsche (German*)	**Español** (Spanish*)
ελληνικά (Greek)	**svenska** (Swedish)
Magyar (Hungarian)	**Türk** (Turkish)
bahasa Indones (Indonesian)	**Український** (Ukrainian)

SHARE
SHARE 24
TWEET
PIN
COMMENT 85
EMAIL

RYAN MERKLEY SCIENCE 04.18.16 7:00 AM

YOU PAY TO READ RESEARCH YOU FUND. THAT'S *LUDICROUS*



MOST

CC the Organization

- Nonprofit headquartered in U.S. has < 20 staff!
- Programs: Education, Policy, UGC content platforms, Technology, Legal

WE
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CC and Copyright

1. Copyright basics
2. Global aspects of copyright

Is copyright a little fuzzy?

Copyright…

- Grants exclusive rights to creators
- Does not protect facts or ideas
- Granted automatically at moment of creation
- Lasts a very, very long time

Copyright gets more restrictive →
The Internet makes sharing easier →

1976 **2017**

Creative Commons is founded,
becomes release valve
for 1.2 billion works

Purpose of copyright

2 approaches:

- Incentivize authors creativity / promote creation of new works
- Preserve authorial oversight / ensure attribution and integrity of works

"To promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries."

Copy/Distribute

Publicly Perform

Publicly Display

Build Upon

Digitally Distribute

Global aspects of ©

- Berne Convention
- Local variation
  - Public domain
  - Exceptions & Limitations to ©, e.g. Fair Use or Fair Dealing

CC is a global standard for the free flow of information

Wikipedia

- ✓ Resources
- ✓ People
- ✓ Rules

Question & Answer

creative commons

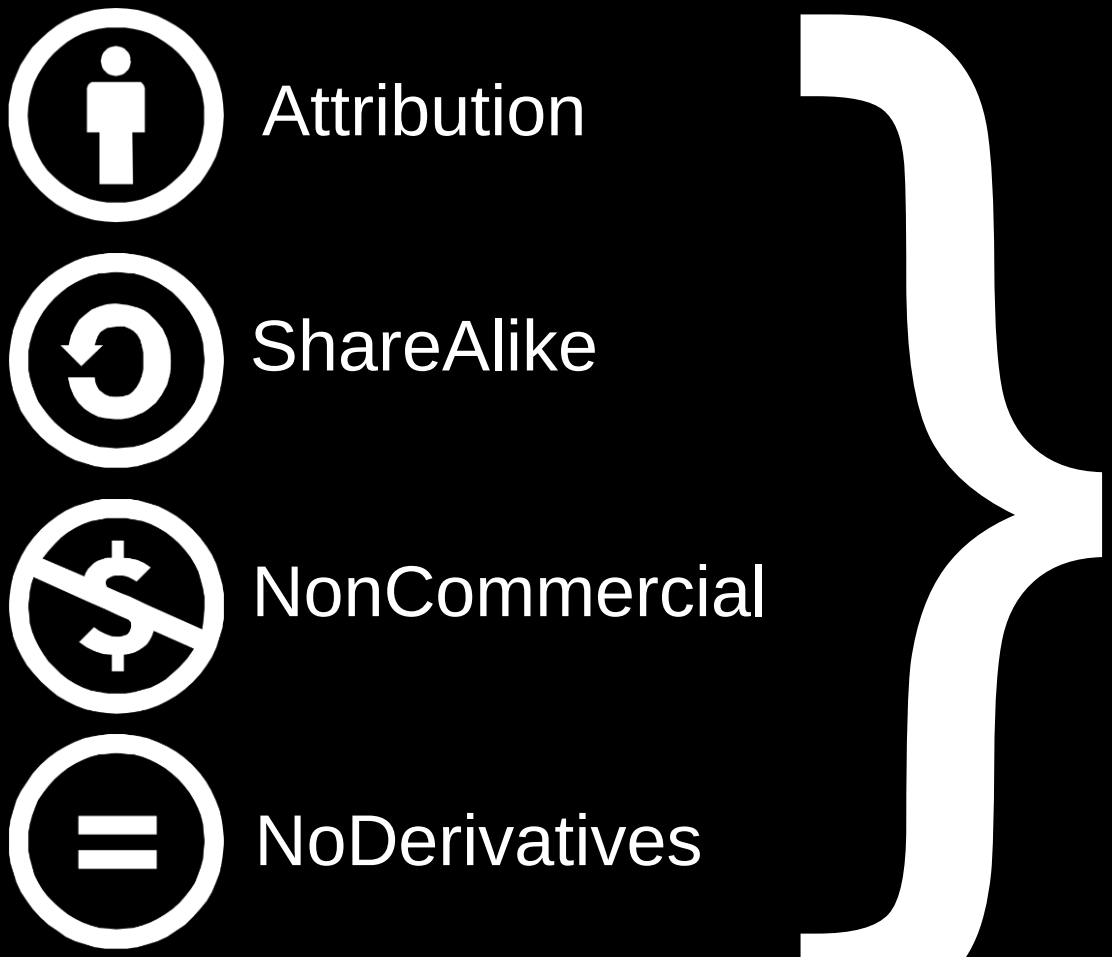
Licenses in the World

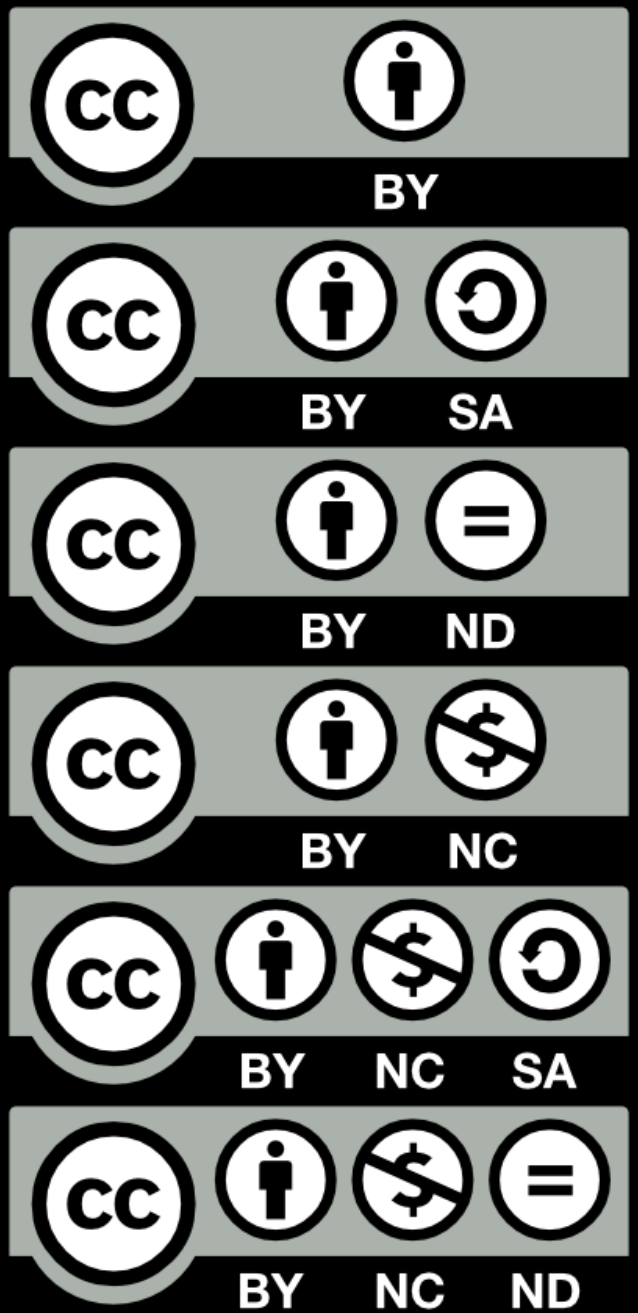
CC licenses in the world

1. How CC licenses work
2. How to use the CC licenses
3. CC on content platforms
4. CC in the wild
5. Q&A

CC Licenses

- Enable © holders to grant copy and reuse permissions to the public
- 6 licenses:
  - Some grant commercial uses
  - Some grant derivative uses
  - All require attribution


Attribution
ShareAlike
NonCommercial
NoDerivatives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Machine Readable
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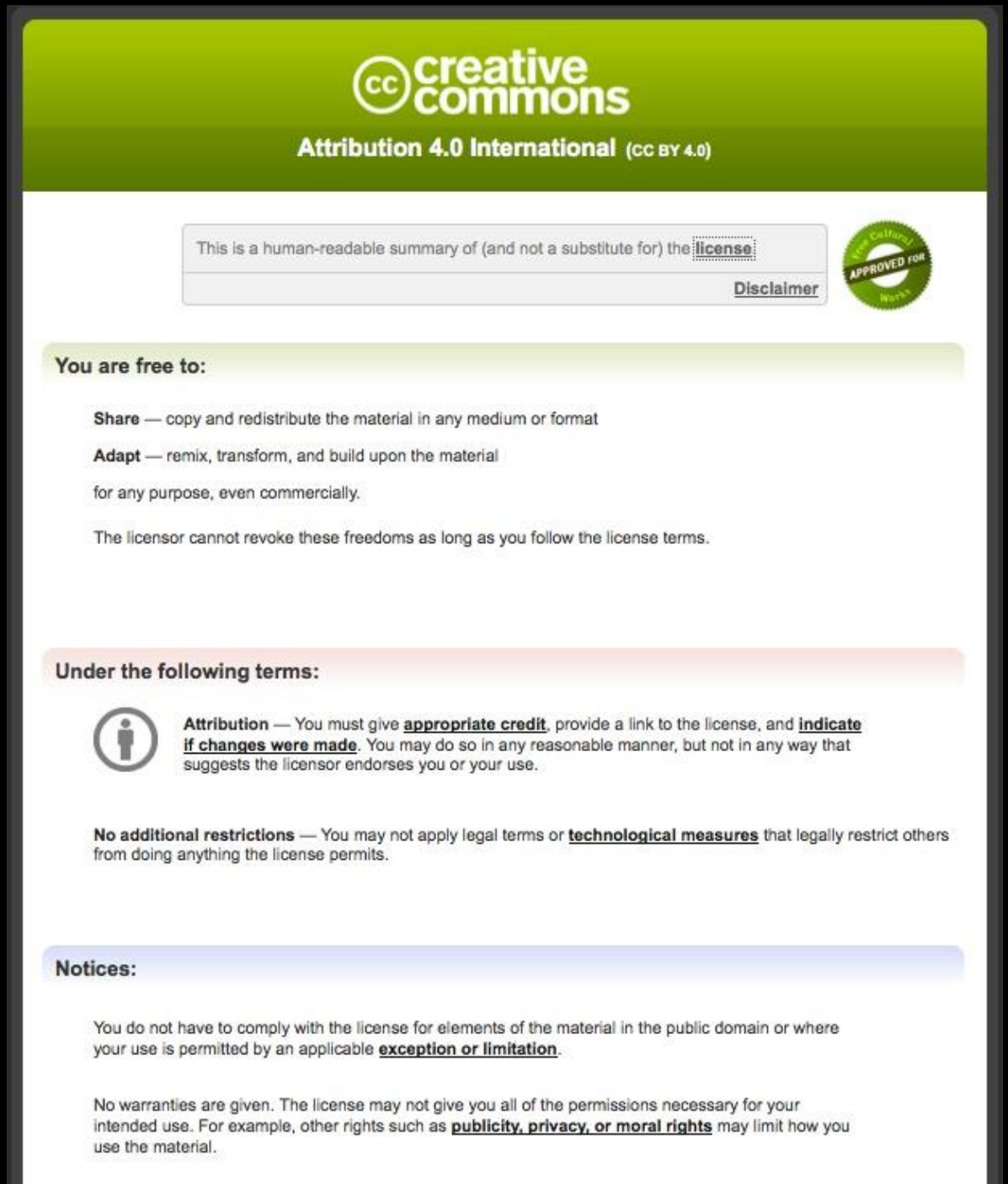
Human Readable Deed



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xmlns: c="http://purl.org/dc/elements/1.1/"

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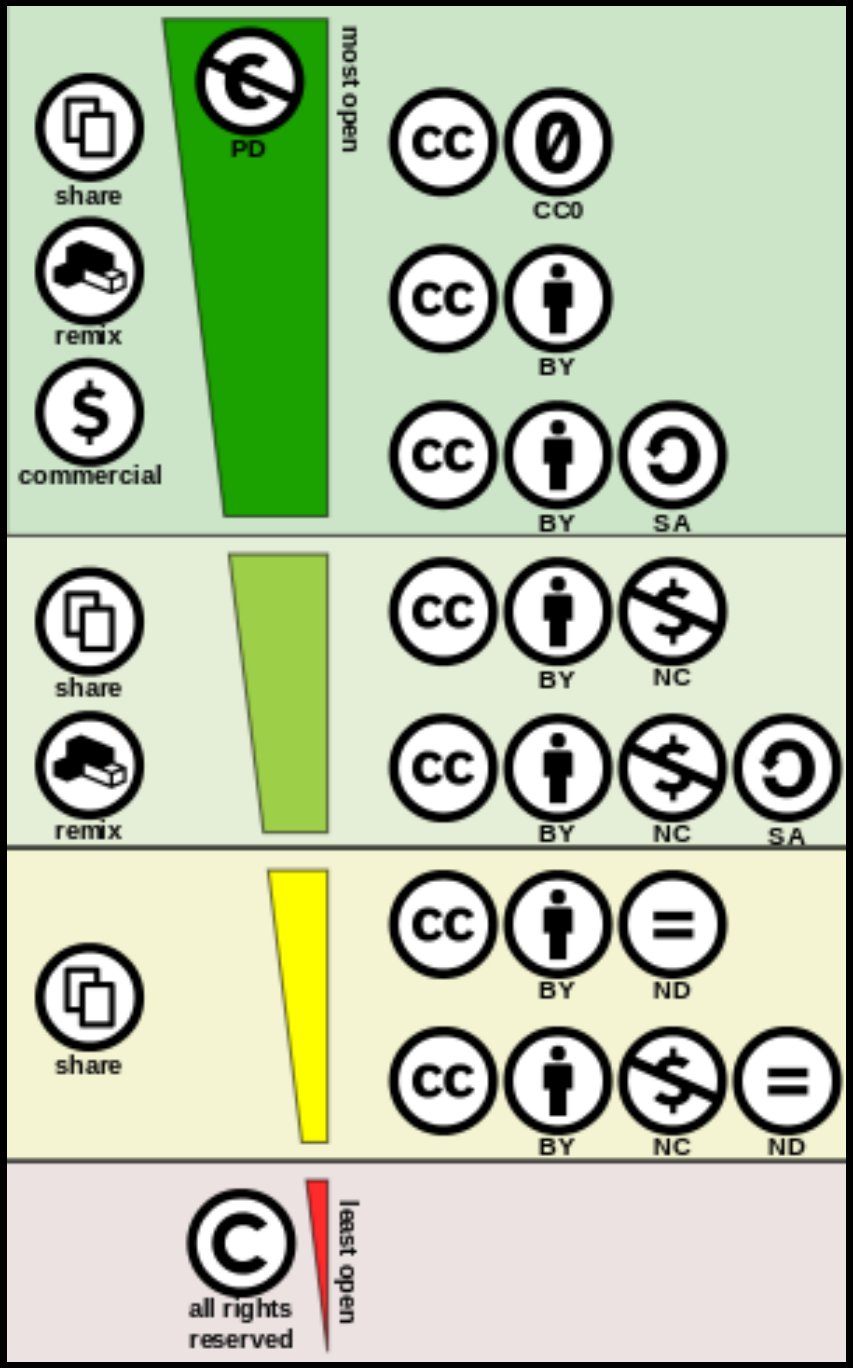


Most Open

Least Open

How to use CC licenses

Which Creative Commons licence is right for me?

Instructions

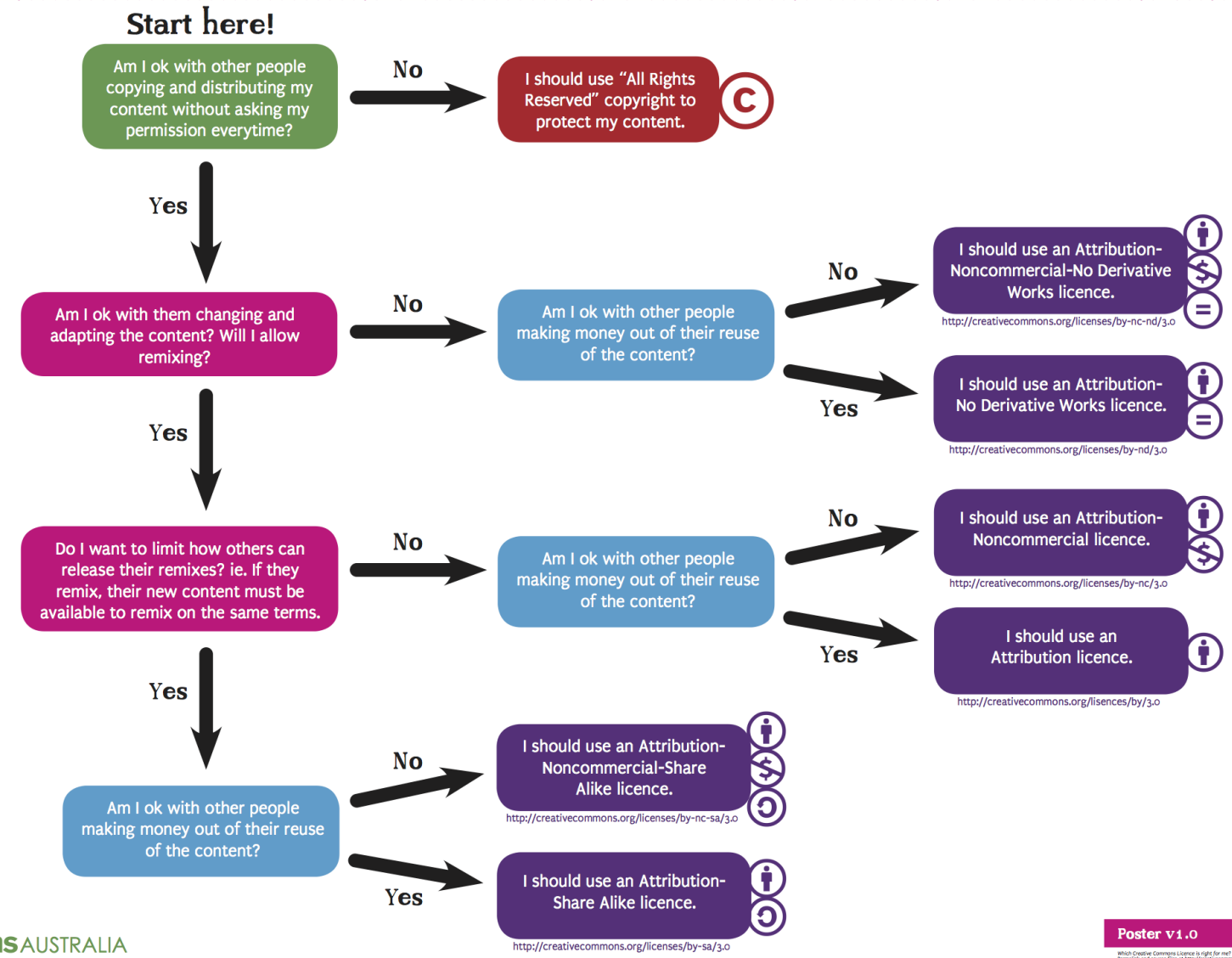
Creative Commons (CC) is a non-profit organisation that works to make it easier to share, reuse, repurpose and remix creative material. It does this by providing free licences that let creators give permission in advance for certain uses of their material.

CC encourages people to share their work. But we think it is very important that you use the right licence for you, and that you understand what that licence means. This flowchart is intended to help with this—by answering a few simple questions, it lets you choose which CC licence is right for you, or if you want to use a CC licence at all.

Start at the *green question box* and, following the arrows that correspond with your answer, make your way through the *pink remixing* and *blue commercial* questions until you reach a *purple licence box*. That will be the right licence for you. For the full details of each of the licences, see the *link* under the box.

CC has an online tool that will take you through the similar process at http://creativecommons.org/license.

For more information about the CC licences, see http://creativecommons.org/licenses.



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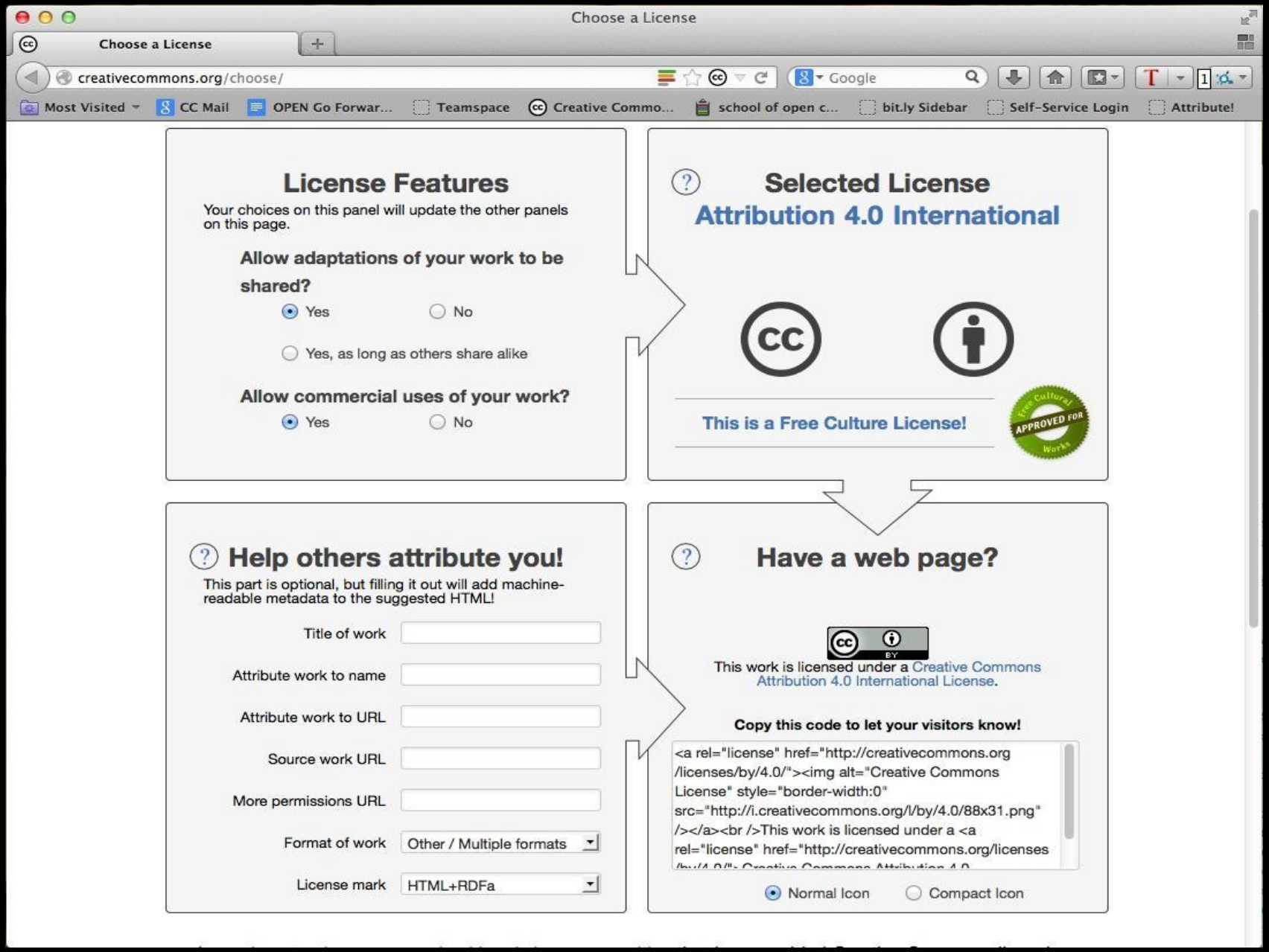

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Editing 1 photo:

San Francisco Presidio

Add a description

Add tags

Add people

Add to albums

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Owner settings

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- Public Domain Work
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- Attribution-NonCommercial Creative Commons
- Attribution-NonCommercial-NoDerivs Creative Commons
- Attribution Creative Commons
- Attribution-ShareAlike Creative Commons
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San Francisco Presidio

Add a description

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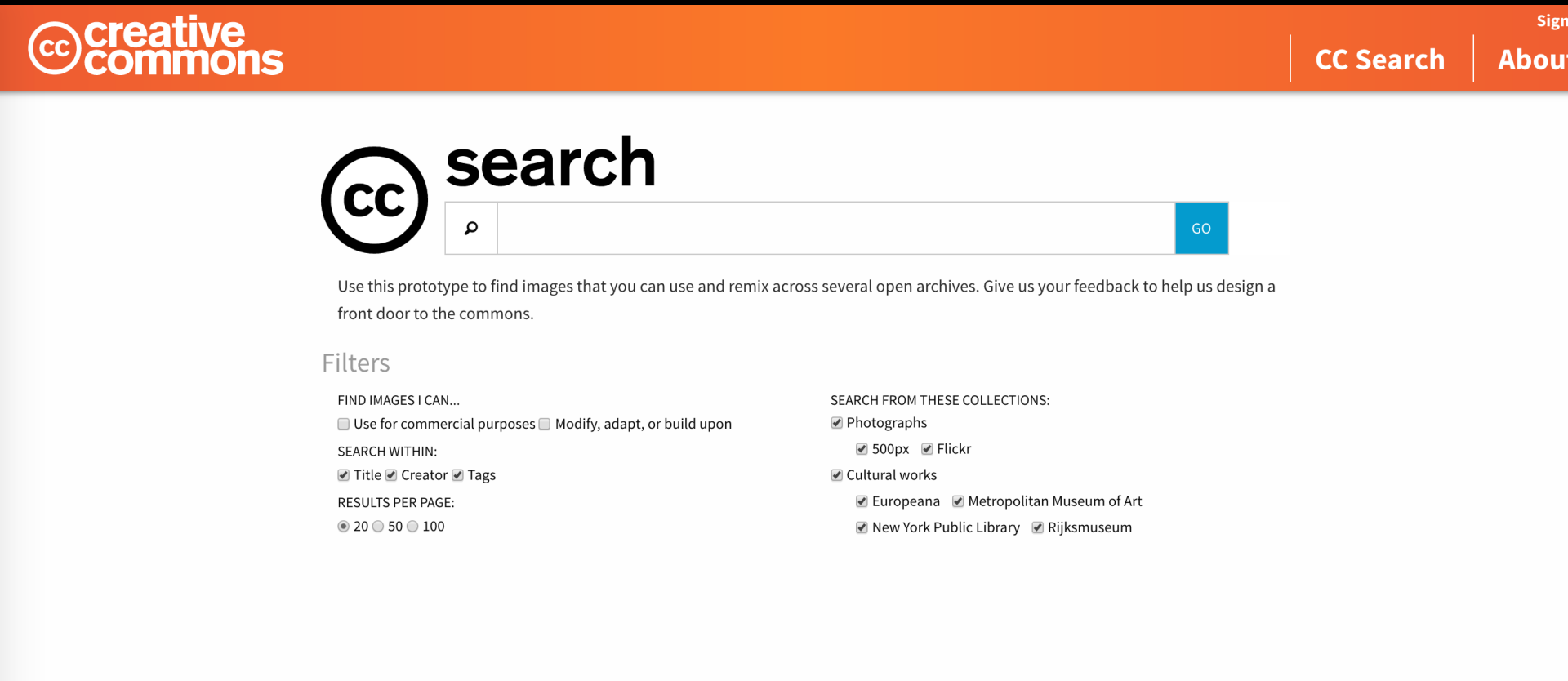

Try CC Search:
https://ccsearch.creativecommons.org

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- ✓ Not filtered by license
- Labeled for reuse with modification
- Labeled for reuse
- Labeled for noncommercial reuse with modification
- Labeled for noncommercial reuse

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Breeds

Kittens

CC on content platforms

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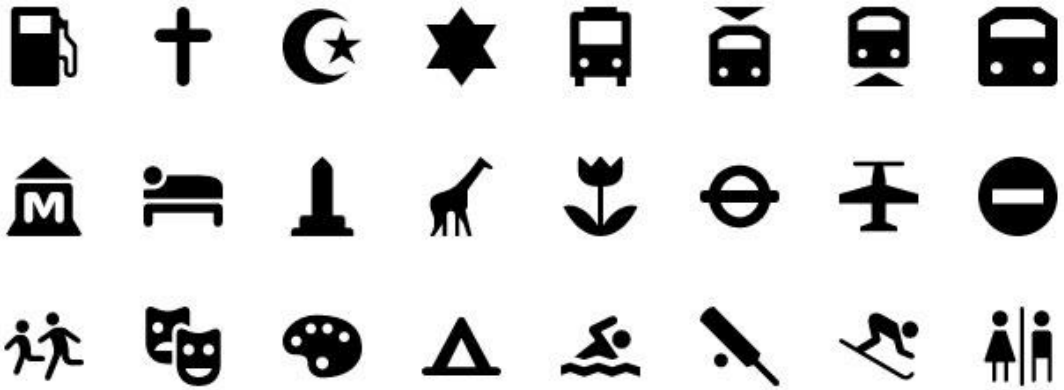

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think culture

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SOUNDCLOUD

vimeo

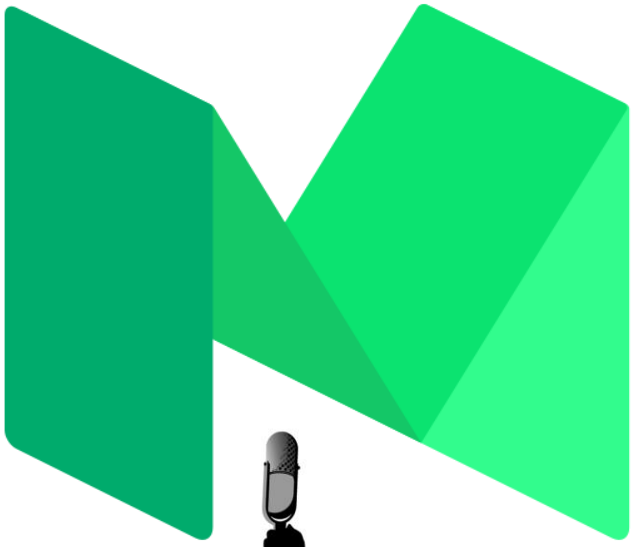
INTERNET ARCHIVE

YouTube

bandcamp

ccmixter

jamendo



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GlobalVoices

PeerJ
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PLOS
PRATHAM
BOOKS
eLIFE
BioMed Central

PRATHAM BOOKS

BOUNDLESS

MIT OCW

openstax™ COLLEGE

P2PU

NASA

esa

UNESCO

DEPARTMENT OF LABOR · UNITED STATES OF AMERICA ·

THE WORLD BANK

THE WILLIAM AND FLORA
HEWLETT
FOUNDATION

BILL & MELINDA
GATES foundation

vancouver
foundation

WIKIMEDIA
FOUNDATION

FORD
FOUNDATION

CIFF

CHILDREN'S
INVESTMENT FUND
FOUNDATION

Question & Answer

creative
commons
...in the Wild

Creative Commons signals a set of values and a different way of operating

Background photo: Black Marble – Asia and Australia by NASA Goddard Space Flight Center is licensed CC BY 2.0

MADE WITH CREATIVE COMMONS

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What is CC?

- ✓ A nonprofit organization
- ✓ A global network of people
- ✓ A global movement towards openness

…all started by a set of copyright licenses

Examples of CC values in:

- ✓ Cultural Heritage
- ✓ Arts & Culture
- ✓ Education & Research
- ✓ Government & Policy
- ✓ 3D printing
- ✓ Business

New York's Metropolitan Museum of Art releases 375,000 digital works into the public domain via CC0

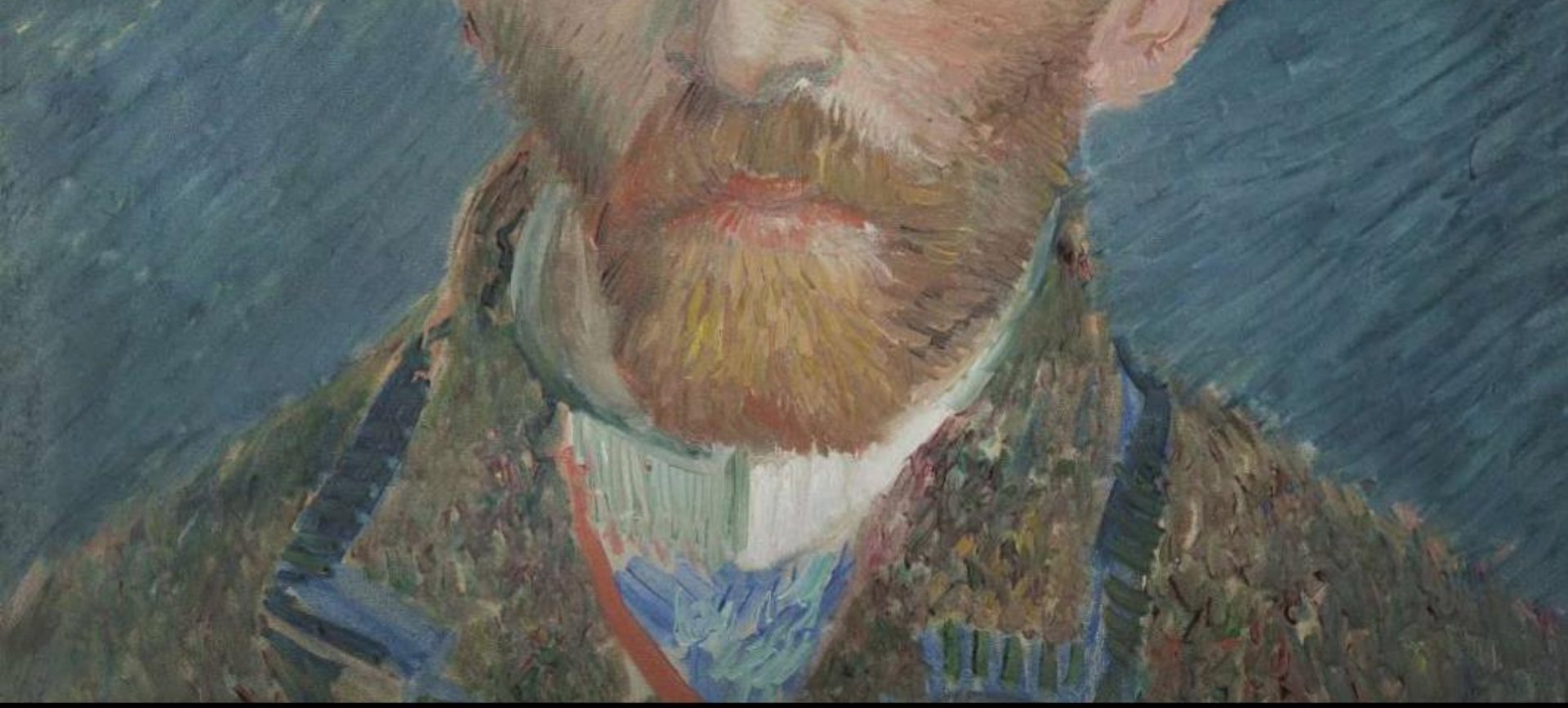
TOTAL PUBLIC DOMAIN WORKS MARKED WITH CC TOOLS

92,985,089

Background photo: "Southern Gardens" by Paul Klee (German (born Switzerland), Münchenbuchsee 1879–1940 Muralto-Locarno) via The Metropolitan Museum of Art is public domain via CC0

Rijksmuseum

- 150,000 images of its public domain collection released via CC0
- Initial hesitation, but marketing dept argued that “the digital reproduction of an item would pique public interest in it, leading them to buy tickets to the museum to see the real deal”



Zelfportret, Vincent van Gogh, 1887

olieverf op karton, h 42cm × b 34cm. Meer objectgegevens

Nadat hij van zijn broer Theo had gehoord over de nieuwe kleurige Franse schilderkunst, ging Vincent in 1886 in Parijs wonen. Al snel probeerde hij de Franse stijl uit op een aantal zelfportretten. Dit deed hij vooral om de kosten voor een model uit te sparen. Hier schilderde hij zichzelf als een mondain gekleed Parijzenaar, met losse, ritmische penseelstreken in opvallende kleuren.

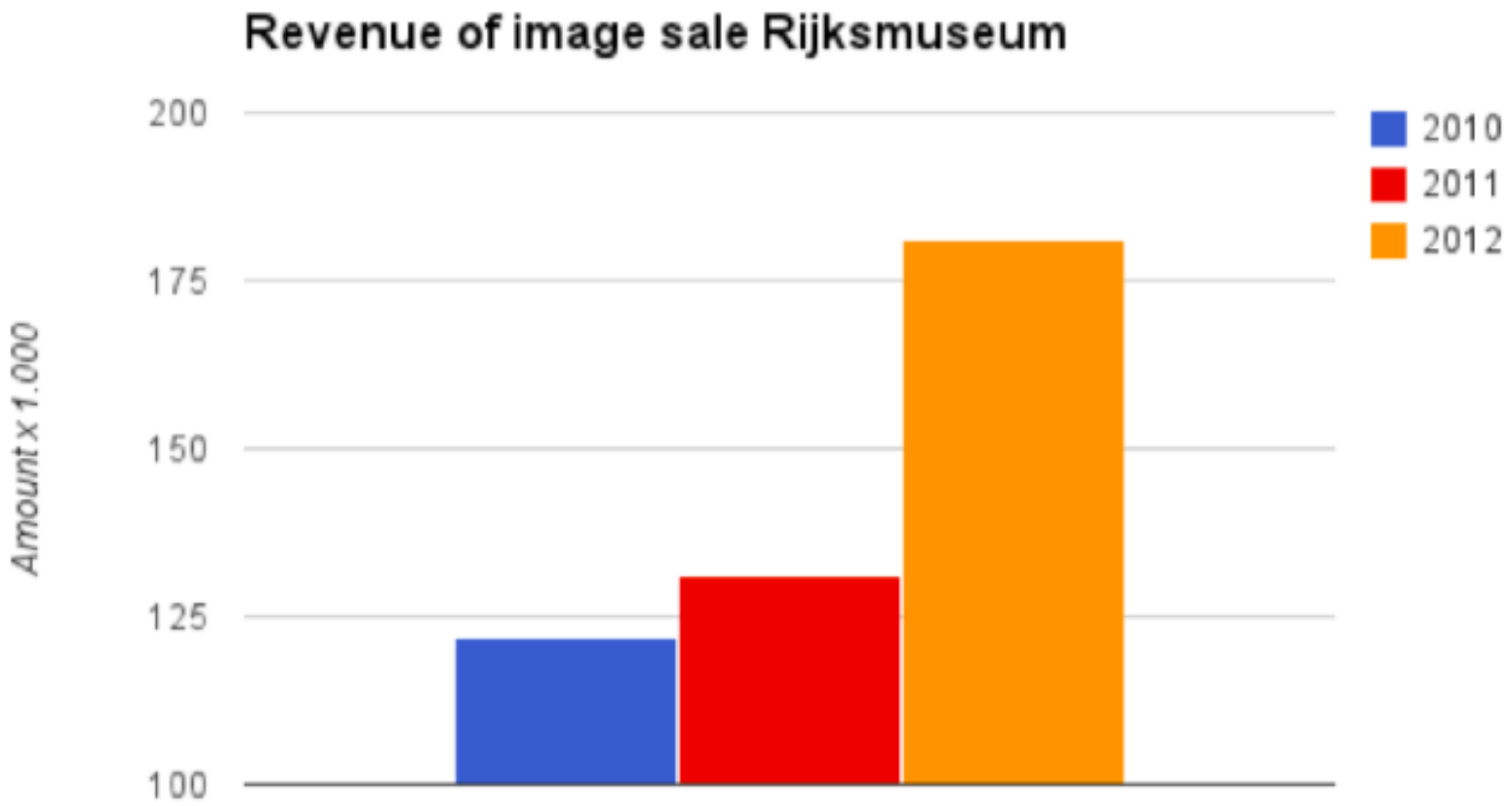
Beeld downloaden

Verwerving en rechten

Credit line	Schenking van F.W.M. barones Bonger-van der Borch van Verwolde, Almen
Verwerving	jun-1936
Copyright	Publiek domein
Herkomst	Given by the artist to André Bonger (1861-1936), Hilversum, Amsterdam and

Rijksmuseum

- Move to open aligned w/greater sales
- 2010: No images available
- 2011: First set available via CC BY
- 2012: CC0; launched Rijksstudio
- 2013: Released all resolutions under CC0



by Joris Pekel

Rijksmuseum

- Promoted museum beyond staff capabilities
- Curried goodwill w/public, creative industries, funders
- Would they do it again? “Yes, but a lot faster.” – Museum staff

creative commons

ENGLISH

NEW ZEALAND

GEONET

In New Zealand, earthquakes and other natural disasters are easier to track and understand thanks to open data provided by GeoNet, New Zealand's official geological hazard site.

Background photo: Inland and Seaward Kaikouras and Clarence River mouth, Marlborough, New Zealand, 28 Oct. 2009 by Phillip Capper is licensed CC BY 2.0

GeoNet adopted a CC BY license in order to provide crucial, open information and quick response to earthquakes, volcanic activity, and tsunamis. Its real-time CC BY-licensed and open format data is now reused every day for emergency management, research, industry use, and by the public. GeoNet has become a core tool for global positioning systems, measuring instruments, geotechnical consultancies, local and central government, as well as for national and international universities and research organizations. In 2016, It recorded over 32,000 earthquakes and has changed the way that the public learns about and understands earthquakes through its open format.

On 14 November 2016, the day of the Kaikoura 7.8 magnitude earthquake, there were 250 million hits to the site by third party apps – people around the world wanted to know the strength of the earthquake and what that meant for them. Geonet sent out 206 million advisories that day through its app, website, and social media sites.

U.S. Department of Labor TAACCCT grant program

UNITED KINGDOM

THE BRITISH MUSEUM AND SKETCHFAB

The British Museum releases 128 models to Sketchfab, providing greater access and interaction with the museum's 3D collection than ever before.

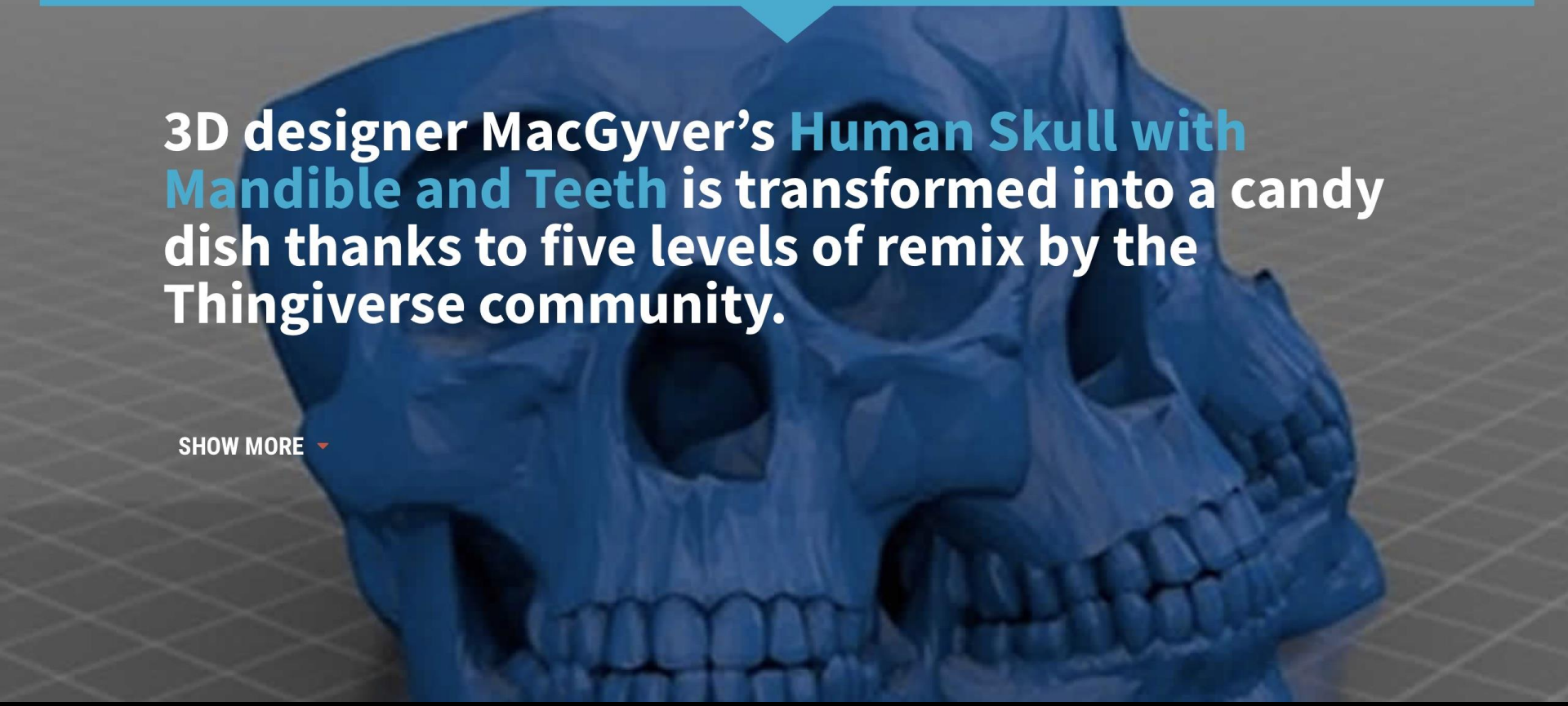
Screen capture from 3d model: Granite head of Amenemhat III by The British Museum via Sketchfab is licensed CC BY-NC 4.0

SHOW MORE

Thingiverse

1.6 MILLION CC-LICENSED 3D DESIGNS

A thriving platform and community of 3D designers, Thingiverse is host to 1,620,394 and growing 3D designs contributed by its users under one of the CC licenses or CC0. CC-licensed designs constitute 98% of all works on the platform, which are provided as 3D model files.



3D designer MacGyver's Human Skull with Mandible and Teeth is transformed into a candy dish thanks to five levels of remix by the Thingiverse community.

SHOW MORE

AMANDA PALMER

CC BY NC SA

Amanda Palmer is a musician, artist, and writer. Based in the U.S.

amandapalmer.net

Revenue model: crowdfunding (subscription-based), pay-what-you-want, charging for physical copies (book and album sales), charging for in-person version (performances), selling merchandise

Interview date: December 15, 2015

Profile written by Sarah Hinchliff Pearson

Since the beginning of her career, Amanda Palmer has been on what she calls a "journey with no roadmap," continually experimenting to find new ways to sustain her creative work.[1] In her best-selling book, *The Art of Asking*, Amanda articulates exactly what she has been and continues to strive for—"the ideal sweet fused artists wondering how to make money to buy food so we can make more art."

Amanda began her artistic career as a street performer. She would dress up in an antique

SPARKFUN

CC BY SA

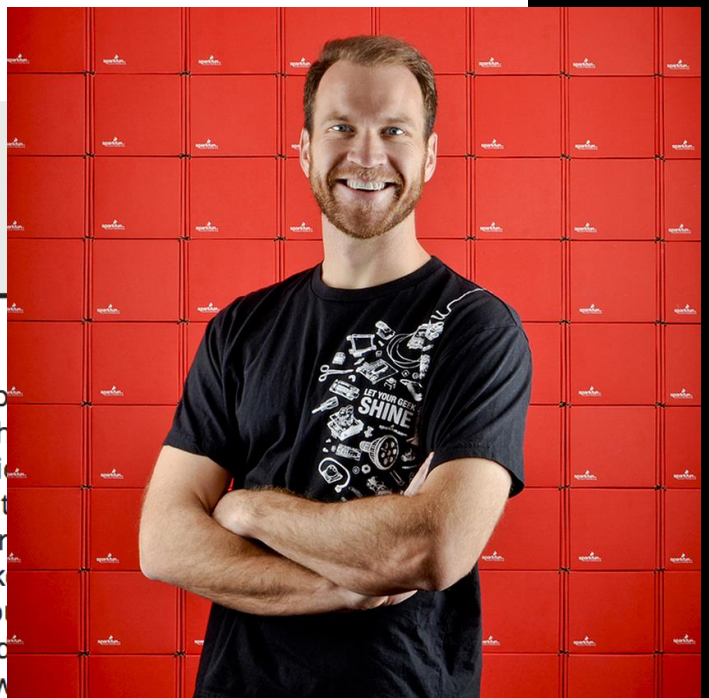
SparkFun is an online electronics retailer specializing in open hardware. Founded in 2003 in the U.S.

www.sparkfun.com

Revenue model: charging for physical copies (electronics sales)

Interview date: February 29, 2016
Interviewee: Nathan Seidle, founder

Profile written by Sarah Hinchliff Pearson



SparkFun founder and former CEO Nathan Seidle has a picture of himself holding up a clone of a SparkFun product in an electronics market in China, with a huge grin on his face. He was traveling in China when he came across their LilyPad wearable technology being made by someone else. His reaction was glee.

"Being copied is the greatest earmark of flattery and success," Nathan said. "I thought

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Nathan beli
the world. "It t
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creative commons

Opportunities in Thailand

Joining the CC Thailand Chapter

CC Global Network

Country Teams

Platforms

Governance

3 things to know:

1. Global Network Council
2. Network Platforms
3. How to join the CC Thailand chapter

Global Network Council

- TBD, but fashioned after UN model
- Reps from chapters around the world
- CC Thailand is a chapter; other chapters are being established
- First meeting CC Summit, April 2018
- Questions: network@creativecommons.org

Network Platforms

1. Copyright Reform
2. Open Education
3. GLAM
4. Community Development

How to join:

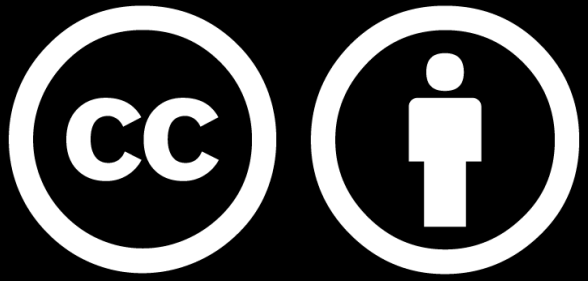
1. CC Thailand Mailing List
2. Global CC Slack Community
3. Global CC Newsletter

Discuss: Opportunities for Thailand to engage in Network Platforms or local sectors

Sectors

- Cultural Heritage
- Arts & Culture
- Education & Research
- Government & Policy
- 3D printing
- Business

These are the people
who make the
world
a better place



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