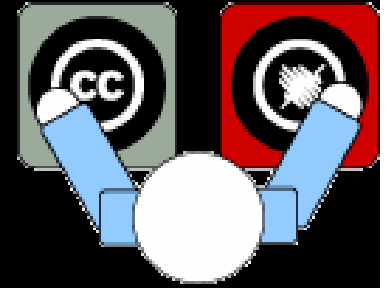




# Creative Commons

Legal Metadata for Semantic Web  
Applications:  
Case Creative Commons

# Who and what



- Herkko Hietanen , Melanie Dulong de Rosnay
- Lawyers, PhD students

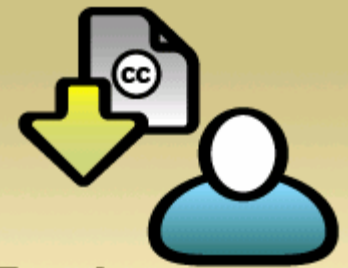
# Idea: Lower transaction costs

- Simple way to create open content licenses
- Three layer approach
- Tools for search, remix and publishing
- International system



# Goal: Lower transaction costs

- Easy to choose and attach the licenses
- Easy to find content
- Easy to understand the licenses
- Easy to negotiate "permission is already granted"
- Easy to globally enforce the licenses



**Find**  
Music, photos, and more

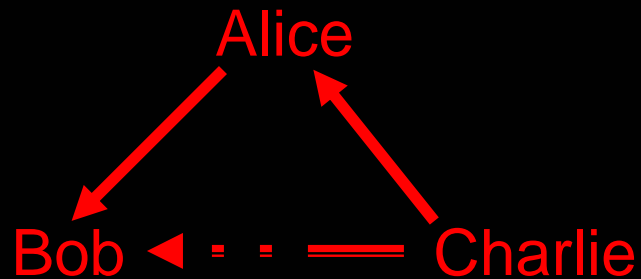
# Challenges



- Easy to license -> easy to give up rights
- Three layers -> none of them is perfect
- Tools -> What about MS, Nokia and Adobe?
- International system -> hundreds of licenses...
- Easy to search -> uninteresting content

# Challenges

- Exclusive collecting societies
- Liability issues



Limited services → no editors

# Path from amateur to pro

- Star Wreck
- CC-mixter
- Flickr

# AIKA ON OHI

Star Wreckin virallinen vappujulistus  
Tampereella, Vanhan kirjastotalon  
puistolavalla, vappuaattona  
30.4. klo 16:00

# PIRK

työväen keisari



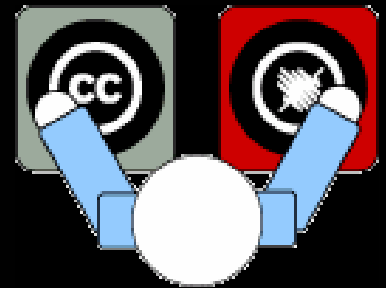
# Not perfect, so what?

- Over 60 million works
- Government like it
- Archives like it
- Academia likes it
- Users like it
- Artists like it
- Other entities have to deal with it





# The Quest for Trusted Metadata



- Copyright liability challenges
  - the whole distribution chain is liable for infringements that happen when the work is first released.
  - Internet intermediaries and limited liability
- Metadata can be:
  - Added by the wrong person (not able to license)
  - Not updated, tampered with
  - Fuzzy and submitted to legal interpretation

# Public Registries

- Public trusted third party
  - reduce license parties' liability / revoke licenses
  - verify the metadata accuracy
  - the need for standardization
- Decentralized and voluntary registries
  - the problem of orphan works
  - legal metadata dictionaries



權利不變 · 創意無限



<http://creativecommons.org.tw/>

