

WIPO Information Meeting on Educational
Content & Copyright in the Digital Age

November 21, 2005



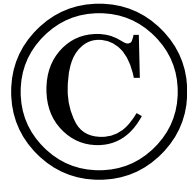
What is the problem Creative Commons is trying to solve?

- Copyright automatically applies to creative, expressive works upon fixation
 - Some people don't know this = unwitting infringer
 - Some people do = too scared to use a work interpretatively
 - Some people have no other option = infringer by necessity
- Digital technologies revolutionized how creative works are made, made available and used
 - Democratizing force
 - The very essence of *copyright* is implicated by the functioning of digital technologies
 - The possibilities digital technologies offer implicates the derivatives works right
- Polarized reaction to these conflicting trends

Absolute Control

v.

Anarchy

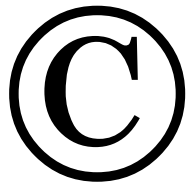


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Absolute Control



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***Reasonable
Copyright***



*Some
rights
reserved*

Anarchy



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How?

- **Nonprofit organization**
 - Based in San Francisco, offices in Berlin & London
 - International network of volunteers in over 50 countries
- **Offering legal and technical toolkits**
 - CC Licenses: staple or customized licenses
 - Publish: tools for creators and their licensors to publish content under CC licenses & others to reuse it
 - Find: partner with tech companies to develop tools for the general public to easily search for CC licensed content

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to promote collaboration across space and time

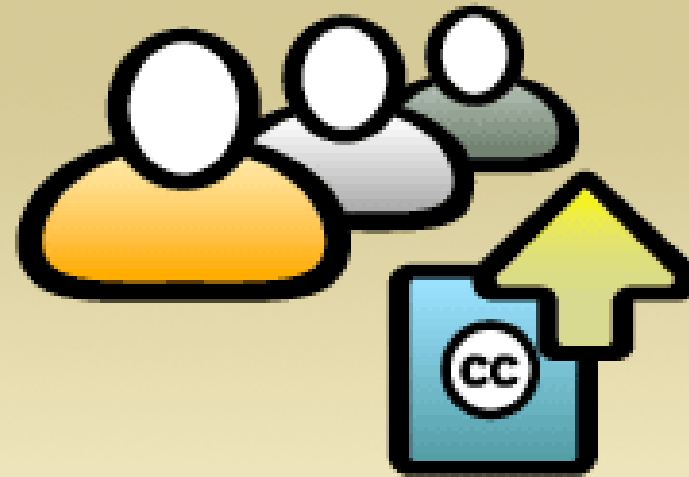
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***improve
searchability***

promote re-use

permissions culture

*participatory
culture*



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Lawyer-Readable Legal Code

The image shows a thumbnail of the Lawyer-Readable Legal Code. It features the Creative Commons logo at the top, followed by the title 'Attribution-NonCommercial-ShareAlike 4.0 International'. The text is dense and formatted in a legalistic style, with various headings and sub-sections. The background is light yellow.


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Creative Commons: Making copyright work for democracy

▶ Siva Vaidhyathan

13 - 6 - 2005

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1. Definitions

- a. **"Collective Work"** means a work, such as a periodical issue, anthology or encyclopedia, in which the Work in its entirety in unmodified form, along with a number of other contributions, constituting separate and independent works in themselves, are assembled into a collective whole. A work that constitutes a Collective Work will not be considered a Derivative Work (as defined below) for

Current State of CC international license porting...

Completed Licenses

We have completed the process and developed licenses for the following jurisdictions:



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Australia



Austria



Belgium



Brazil



Bulgaria



Canada



Chile



Croatia



Finland



France



Germany



Hungary



Israel



Italy



Japan



South Korea



Netherlands



Poland



Slovenia



South Africa



Spain



Taiwan



UK: England and
Wales

Project Jurisdictions

The process of developing licenses and discussing them are still in progress for the following jurisdictions:



China



Colombia



Denmark



Ireland



Jordan



Malaysia



Mexico



Nigeria



Philippines



Sweden



Switzerland



Ukraine



UK: Scotland

...in talks with volunteers in 70 countries



Nimi mainittava 1.0

Sinulla on oikeus:

- kopioida, levittää, näyttää ja esittää teosta
- tehdä jälkiperäisiä teoksia
- käyttää teosta kaupallisiin tarkoituksiin

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Tämä on tiivistelmä ([täydellisestä](#)) [juridisesta lisenssistä](#).

[Vastuunrajoituslauseke](#)

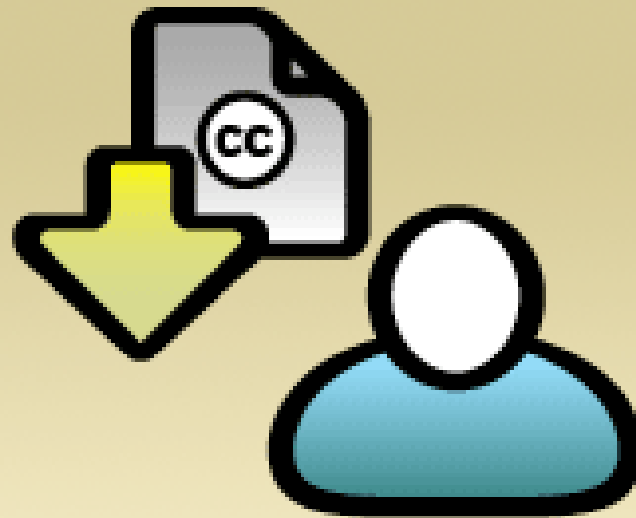
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Our goal is to encourage stakeholders to create areas of free access and inquiry using standardized licenses and other means; a 'Science Commons' built out of voluntary private agreements.



Open Access Law Program

- Open Access Law Program:
 - Journal Principles
 - Author's Pledge
 - Model Publishing Agreement
- Adopted by 29 journals in the UK, Canada, the US and the Philippines and two international journals
- Program to be expanded to other disciplines including agriculture, entomology, biology, anthropology







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Searchability Relies on Metadata


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```
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anytime

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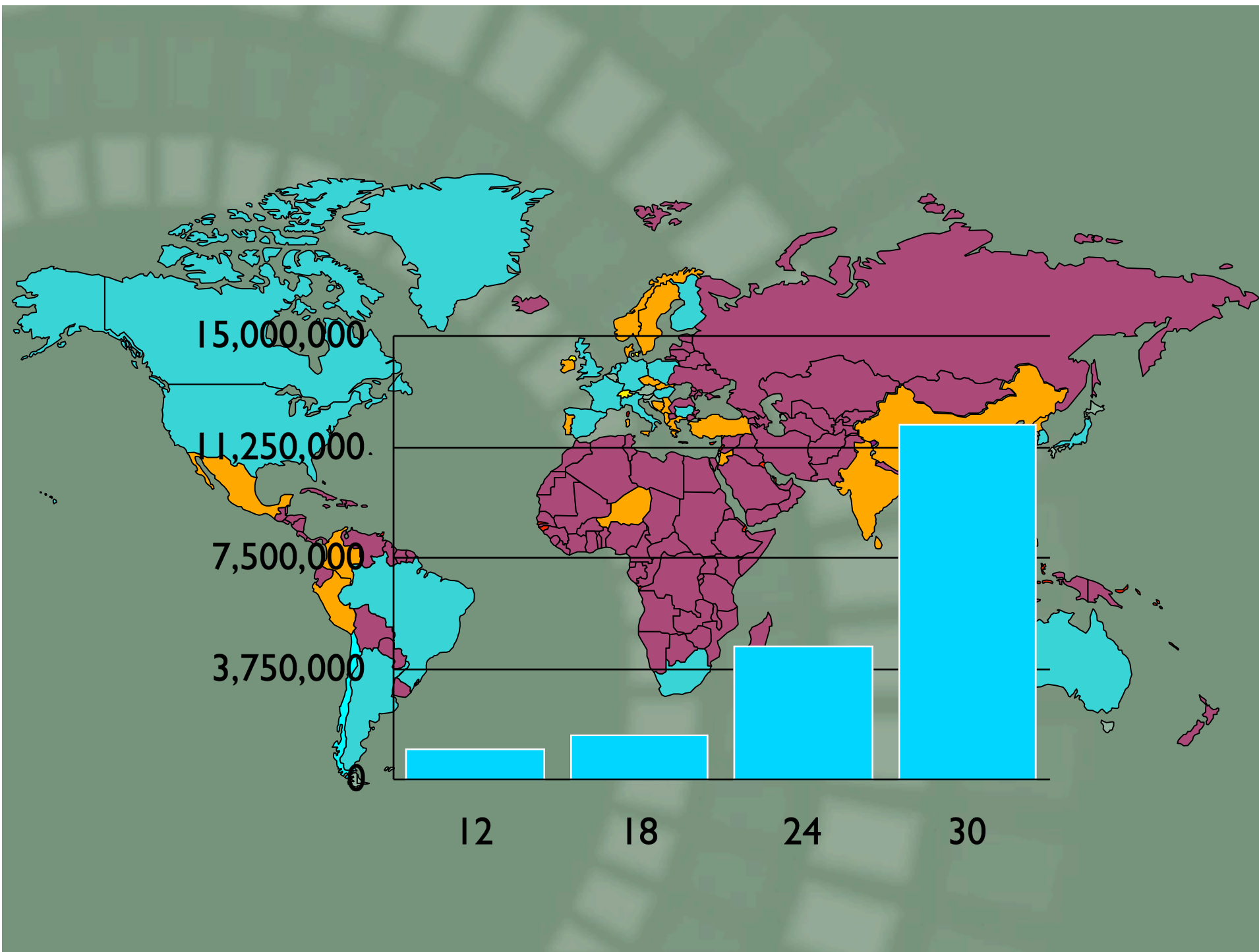
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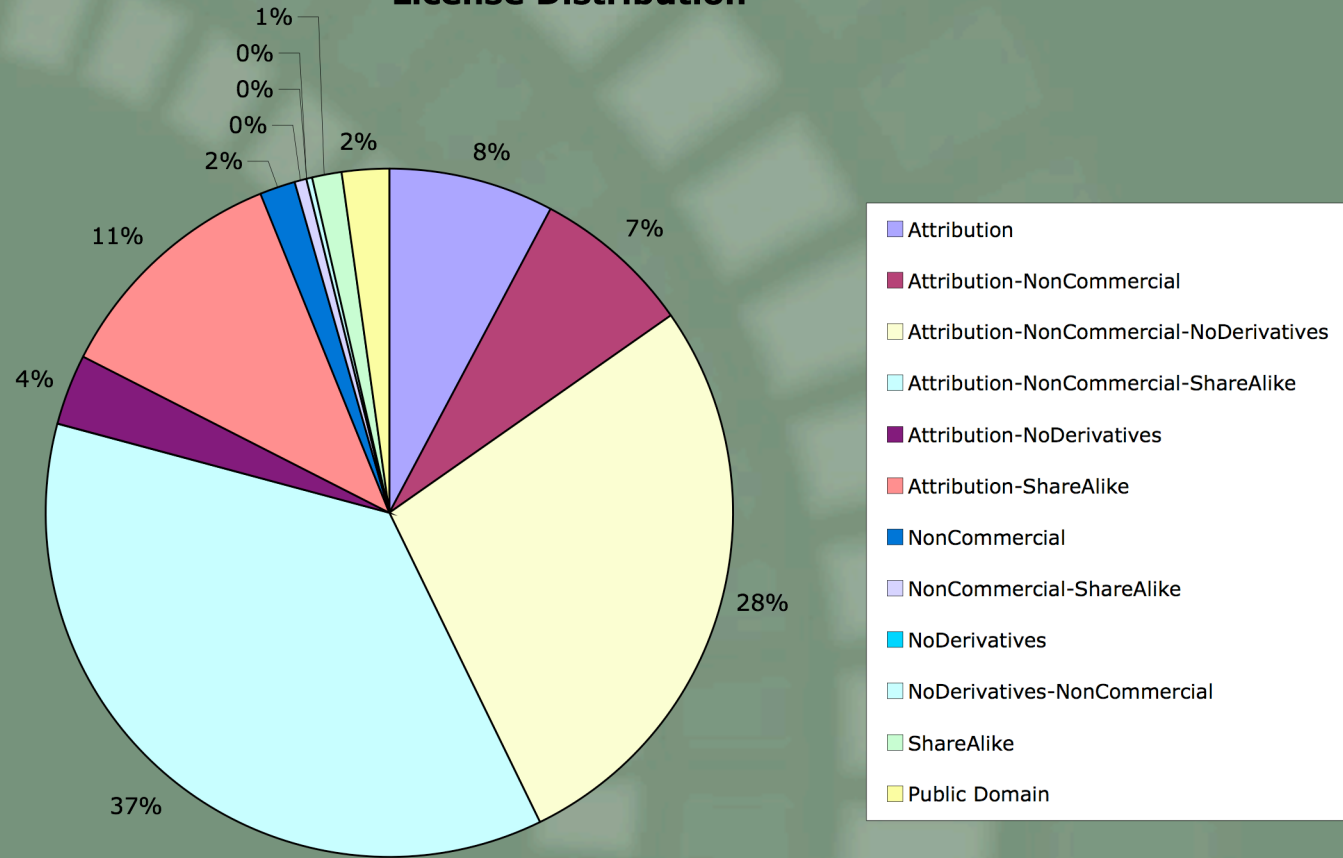
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Table 3. Visitors by Geography

Rank	Region	Est. Daily Visitors	% of OCW Traffic by Region	% of Total Internet Users By Region¹⁰
1	North America	5,352	45.4%	29.6%
2	Western Europe	2,234	19.0%	26.2%
3	East Asia	2,153	18.3%	28.3%
4	Latin America	693	5.9%	5.0%
5	Eastern Europe	465	3.9%	2.0%
6	South Asia	301	2.5%	2.6%
7	Middle East & North Africa	187	1.6%	2.1%
8	Central Asia	165	1.4%	1.2%
9	Pacific	163	1.4%	1.9%
10	Sub-Saharan Africa	53	0.4%	0.9%
11	Caribbean	19	0.2%	0.2%
Total		11,785	100.0%	100.0%

Source: Akamai and SiteWise

Table 4. OCW Visitors by Role

Role	OCW Visitors by Role	Est. Daily Visits
Educators	13.1%	1,546
Student	30.9%	3,642
Self-learner	51.6%	6,075
Other	4.4%	522
Total	100.0%	11,785

Source: Role distribution: Intercept Survey Responses
Est. Daily Visits: Akamai and SiteWise

Table 5. OCW Visitors by Role versus Geography

Role	All Regions	North America	Western Europe	East Asia	Latin America	Eastern Europe	South Asia	Middle East/North Africa	Central Asia	Pacific	Sub-Saharan Africa	Caribbean
Educators	13.1%	8.4%	20.0%	13.8%	18.0%	20.3%	9.0%	33.3%	14.3%	23.5%	20.0%	23.5%
Student	30.9%	26.5%	29.8%	40.7%	30.3%	48.4%	40.3%	25.0%	14.3%	23.5%	40.0%	23.5%
Self-learner	51.6%	59.9%	46.8%	43.4%	49.2%	26.6%	41.8%	41.7%	57.1%	53.0%	20.0%	53.0%
Other	4.4%	5.2%	3.4%	2.1%	2.5%	4.7%	9.0%	0.0%	14.3%	0.0%	20.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Intercept Surveys Responses

Table 9. Educator Experience by Geography

Educator Experience	All Regions	North America	Western Europe	East Asia	Latin America	Eastern Europe	South Asia	Middle East/North Africa	Central Asia	Pacific	Sub-Saharan Africa	Caribbean
<=5 Years	48.8%	45.8%	48.8%	65.0%	40.9%	30.8%	66.7%	50.0%	0.0%	75.0%	100.0%	0.0%
6-10 Years	14.4%	16.7%	12.2%	15.0%	22.7%	7.7%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%
11-15 Years	10.0%	10.4%	14.6%	0.0%	9.1%	15.4%	0.0%	0.0%	100%	0.0%	0.0%	0.0%
16-20 Years	10.0%	6.3%	7.3%	10.0%	13.6%	15.4%	16.7%	25.0%	0.0%	25.0%	0.0%	0.0%
>20 Years	16.9%	20.8%	17.1%	10.0%	13.6%	30.8%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%

Source: Intercept Surveys Responses



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Phan Hồng Quân - Trưởng phòng Đầu tư Công ty Chứng khoán Sài Gòn, TP. Hồ Chí Minh



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- Tufts University
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China (CORE)

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- Physique-Chimie
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- Eaux et Forets
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Information and communications technology (ICT) can be used as a tool to strengthen communities, democratic institutions, development efforts, and local economies. Providing access to ICT in the developing world is critical, but ICT will only have *Real Impact* in developing countries with *Real Access* to it.

[What do we mean by *Real Access*? Click here to learn more about it.](#)

Bridges.org is an international non-profit organisation that promotes the effective use of ICT in the developing world to reduce poverty and improve people's lives. We tackle the obstacles to effective ICT use throughout society and work with governments and civil society focused on socio-economic development to help them use ICT to make a Real Impact.

Our core work deals with ICT policy, technology research, and ICT project evaluations. We foster Real Access to ICT through providing information and resources; advising decision-makers and the public on key issues; and supporting grassroots projects, small businesses and e-government efforts.

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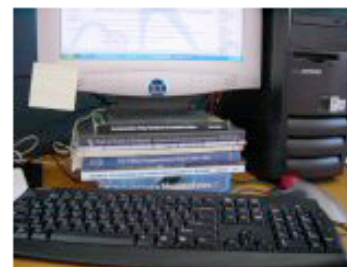
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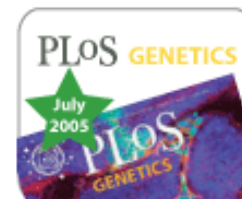
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Announcing New Open-Access Community Journals: PLoS is embarking on a new phase of its ambitious plan to transform scientific publishing, announcing the 2005 launch of three new open-access journals—***PLOS Computational Biology***, ***PLOS Genetics***, and ***PLOS Pathogens***. These PLoS Community Journals answer the increasing calls of scientists, scientific societies, and governments around the world for the free and open sharing of discoveries and data through reputable, high-quality, peer-reviewed journals targeted to specific research communities. [Read the ***PLOS Pathogens announcement*** and previous **press release**]



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Open letter to UK Science Minister

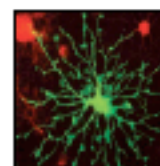
BioMed Central has this week written an [open letter](#) to the UK Science Minister, Lord Sainsbury, responding to inaccurate comments about open access. For more information, read the [press release](#).

Research highlights



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BENEFITS CC CAN OFFER

- Clear signaling of copyright terms & ease of access to flexibly licensed content
- Voluntary, private ordering tool that gives creators more options to signal “fair use/fair dealing” plus
- Can assist with closing the “content gap”
 - Allow translation and localization of content
 - Ready tools to reduce barriers to experiencing the democraticizing potential of digital technologies
- Evidence to date suggests open content promotes greater access without impairing existing business models—can even benefit

PUBLIC POLICY LESSONS FROM CC?

- In some respect, the CC lesson is limited:
 - Voluntary, private ordering tool
 - “Fair use/fair dealing plus”
 - Copyright is but one issue
- In some respects, the CC lesson may be useful:
 - International network that benefits from harmonized laws
 - Illustrates what is possible if copyright frictions are reduced
 - Demonstrates and enables a diversity of interest of copyright owners



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