

WIPO Information Seminar on Rights Management Information: Accessing Creativity in a Network Environment

Geneva, 2007-09-17

Emerging Fields of Application for RMI: Search Engines and Users

Mike Linksvayer
Vice President, Creative Commons

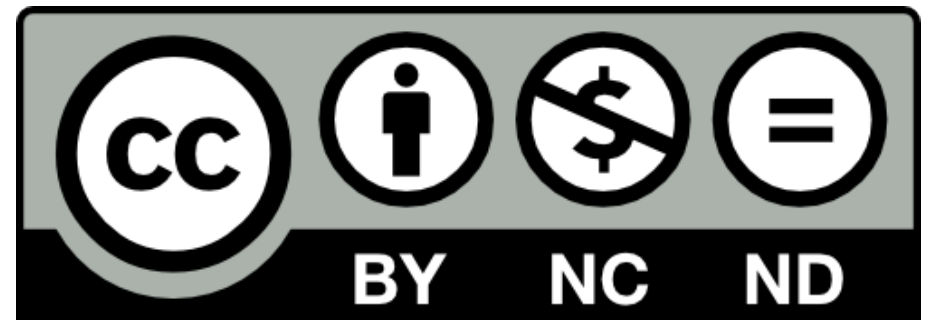
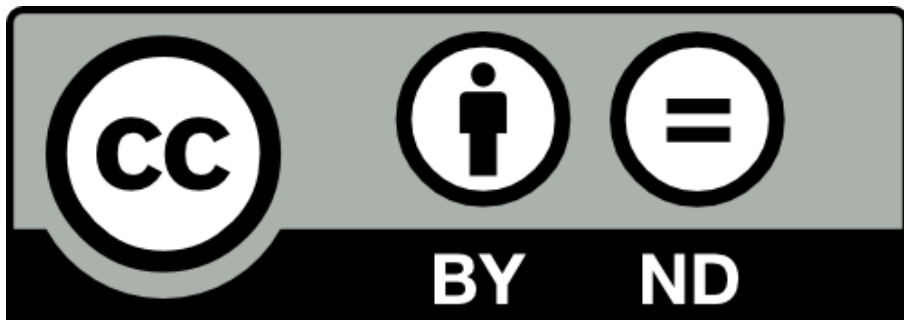
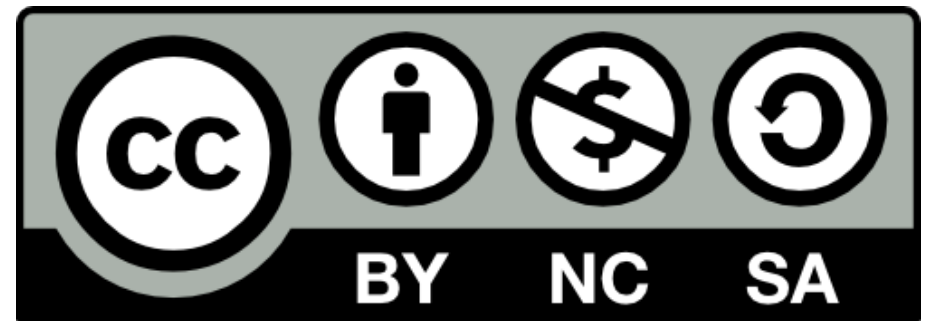
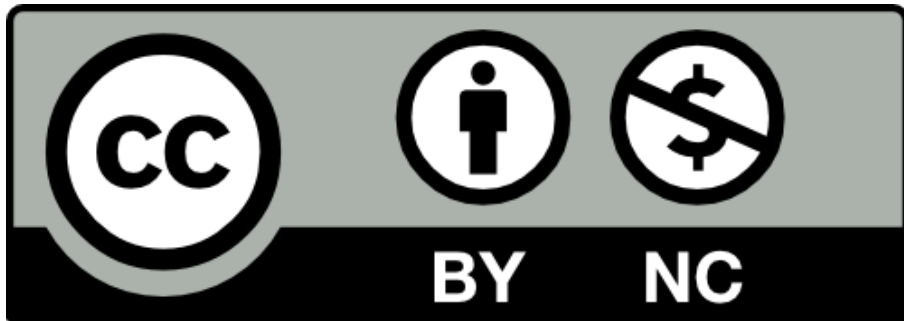
Creative Commons .ORG

- Nonprofit organization, launched to public December 2002
- HQ in San Francisco
- Science Commons division in Boston
- ~60 international jurisdiction projects, coordinated from Berlin
- Foundation, corporate, and individual funding

Enabling Reasonable Copyright

- Space between ignoring copyright and ignoring fair use & public good
- Legal and technical tools enabling a “Some Rights Reserved” model
- Like “free software” or “open source” for content/media
 - But with more restrictive options
 - Media is more diverse and at least a decade behind software

Six Mainstream Licenses



Lawyer Readable



Naamsvermelding-NietCommercieel-GelijkDelen 3.0



CREATIVE COMMONS CORPORATION IS GEEN ADVOCATENPRAKTIJK EN VERLEENT GEEN JURIDISCHE DIENSTEN. DE VERSPREIDING VAN DEZE LICENTIE ROEPT GEEN JURIDISCHE RELATIE MET CREATIVE COMMONS IN HET LEVEN. CREATIVE COMMONS VERSPREIDT DEZE INFORMATIE 'AS-IS'. CREATIVE COMMONS STAAT NIET IN VOOR DE INHOUD VAN DE VERSTREKTE INFORMATIE EN SLUIT ALLE AANSPRAKELIJKHEID UIT VOOR ENIGERLEI SCHADE VOORTVLOEIEND UIT HET GEBRUIK VAN DEZE INFORMATIE INDIEN EN VOORZOVER DE WET NIET ANDERS BEPAALT.

Licentie

HET WERK (ALS HIERONDER OMSCHREVEN) WORDT TER BESCHIKING GESTELD OVEREENKOMSTIG DE VOORWAARDEN VAN DEZE CREATIVE COMMONS PUBLIEKE LICENTIE ('CCPL' OF 'LICENTIE'). HET WERK WORDT BESCHERMD OP GROND VAN HET AUTEURSRECHT, NABURIGE RECHTEN, HET DATABANKENRECHT EN/OF ENIGE ANDERE TOEPASSELIJKE RECHTEN. MET UITZONDERING VAN HET IN DEZE LICENTIE OMSCHREVEN TOEGESTANE GEBRUIK VAN HET WERK IS ENIG ANDER GEBRUIK VAN HET WERK NIET TOEGESTAAN.

DOOR HET UITOEFENEN VAN DE IN DEZE LICENTIE VERLENDE RECHTEN MET BETREKKING TOT HET WERK AANVAARDT EN GAAT DE GEBRUIKER AKKOORD MET DE VOORWAARDEN VAN DEZE LICENTIE, MET DIEN VERSTANDE DAT (DE INHOUD VAN) DEZE LICENTIE OP VOORHAND VOLDOENDE DUIDELIJK KENBAAR DIENT TE ZIJN VOOR DE ONTVANGER VAN HET WERK.

DE LICENTIEGEVER VERLEENT DE GEBRUIKER DE IN DEZE LICENTIE OMSCHREVEN RECHTEN MET INACHTNEMING VAN DE DESBETREFFENDE VOORWAARDEN.

1. Definities

- a. '**Verzamelwerk**' een werk waarin het Werk, in zijn geheel en in ongewijzigde vorm, samen met een of meer andere werken, die elk een afzonderlijk en zelfstandig werk vormen, tot een geheel is samengevoegd. Voorbeelden van een verzamelwerk zijn een tijdschrift, een bloemlezing of een encyclopedie. Een Verzamelwerk zal voor de toepassing van deze Licentie niet als een Afgeleid werk (als hieronder omschreven) worden beschouwd.
- b. '**Afgeleid werk**' een werk dat is gebaseerd op het Werk of op het Werk en andere reeds bestaande werken. Voorbeelden van een Afgeleid werk zijn een vertaling, een muziekschikking (arrangement), een

Human Readable



Naamsvermelding-NietCommercieel-GelijkDelen 3.0 Nederland

De gebruiker mag:



het werk kopiëren, verspreiden en doorgeven



Remixen - afgeleide werken maken

Onder de volgende voorwaarden:



Naamsvermelding. De gebruiker dient bij het werk de door de maker of de licentiegever aangegeven naam te vermelden (maar niet zodanig dat de indruk gewekt wordt dat zij daarmee instemmen met uw werk of uw gebruik van het werk).



Niet-commercieel. De gebruiker mag het werk niet voor commerciële doeleinden gebruiken.



Gelijk delen. Indien de gebruiker het werk bewerkt kan het daaruit ontstane werk uitsluitend krachtens dezelfde licentie als de onderhavige licentie of een gelijksoortige licentie worden verspreid.

- Bij hergebruik of verspreiding dient de gebruiker de licentievoorwaarden van dit werk kenbaar te maken aan derden. De beste manier om dit te doen is door middel van een link naar deze webpagina.

Machine Readable

```
<rdf:RDF xmlns="http://creativecommons.org/ns#"
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#">
  <License
    rdf:about="http://creativecommons.org/licenses/by-nc-sa/3.0/nl/">
    <permits rdf:resource="http://creativecommons.org/ns#Reproduction"/>
    <permits rdf:resource="http://creativecommons.org/ns#Distribution"/>
    <requires rdf:resource="http://creativecommons.org/ns#Notice"/>
    <requires rdf:resource="http://creativecommons.org/ns#Attribution"/>
    <prohibits
      rdf:resource="http://creativecommons.org/ns#CommercialUse"/>
    <permits
      rdf:resource="http://creativecommons.org/ns#DerivativeWorks"/>
    <requires rdf:resource="http://creativecommons.org/ns#ShareAlike"/>
  </License>
</rdf:RDF>
```

Machine Readable (Work)

```
<span xmlns:cc="http://creativecommons.org/ns#"
xmlns:dc="http://purl.org/dc/elements/1.1/">
<span rel="dc:type"
href="http://purl.org/dc/dcmitype/Text"
property="dc:title">My Book</span> by
<a rel="cc:attributionURL"
property="cc:attributionName"
href="http://example.org/me">My Name</a>
is licensed under a
<a rel="license"
href="http://creativecommons.org/licenses/by/3.0/">Cre
ative Commons Attribution 3.0 License</a>.
<span rel="dc:source"
href="http://example.net/her_book"/>
Permissions beyond the scope of this license may be
available at <a rel="cc:morePermissions"
href="http://example.com/revenue_sharing_agreement">ex
ample.com</a>.
</span>
```

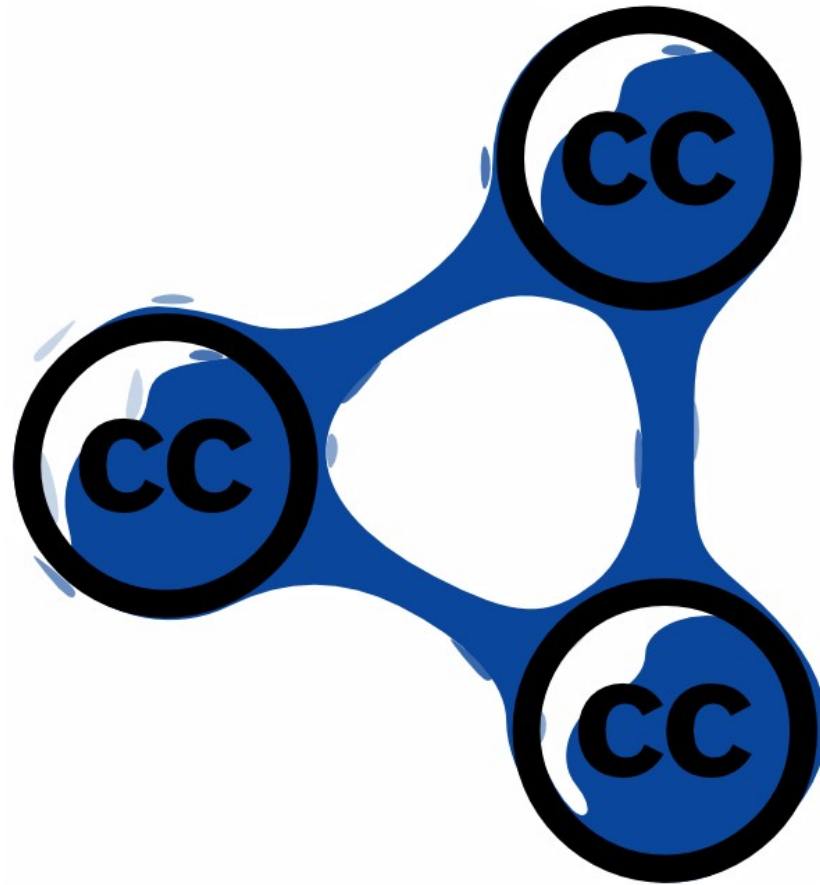
Rights Description vs. Rights Management

- Copy/use promotion vs. copy/use protection
- Encourage fans vs. discourage casual pirates
- Resource management vs. customer management
- Web content model vs. 20th century content model
- Not *necessarily* mutually exclusive

DRM Opportunity Cost

- Publishers did not create consumer value with new technologies
- Did everything to prevent others from doing so
- Inadvertently handed dominant position to Apple/iTunes
- “Compliance” has costs ... be careful in your cost/benefit analysis ... worry about creating inadvertent monopolies

Creative Commons Search



Why Semantic Web?

- Small organization, no central registration for every license
- Decentralization; let a thousand search engines bloom; web as database
- Take advantage of SemWeb tools as they develop
- CC launches with RDF metadata, December 2002

Prototype, early 2004

- Postgresql/tsearch2/python
- Sloooowwww, but did what a prototype should

Creative Commons RDF-enhanced search

love

Search [Help](#)

I want to make commercial use.
 I want to create derivative works.

Format:

Nutch, late 2004

- Nutch aims to provide open source search software enabling services comparable to existing web scale search engines
- Creative Commons plugin only ~500 lines of code

Hits **1-10** (out of about 5,823 total matching pages):

justinsomnia photos :: Flowers 

... justinsomnia photos :: **Flowers** about / recipes / wishlist / writings / photos ...

(StillImage) (v) <http://justinsomnia.org/gallery/flowers>

Thread: Flowers  

... Thread: **Flowers** norman.walsh.name » Archive » Threads

...

(v) <http://norman.walsh.name/threads/flowers>

gabeanderson.com: life: Flowers   

... gabeanderson.com: life: **Flowers** gabeanderson.com: life: **Flowers** commentary by gabe: technology, politics ... Domain » Thursday, June 23, 2005 **Flowers** ...

(Text) (v) <http://gabeanderson.com/life/2005/06/23/flowers.php>

Pat and Kat Photos :: Flowers   

... Pat and Kat Photos :: **Flowers Flowers** 32 images in this ...

(v) <http://www.patandkat.com/gallery/flowers>

Reflection » flowers   

... Reflection » **flowers** Reflection Chieftain's Blog Home ...






(v) <http://www.chieftain.idv.tw/archives/category/flowers/>

luminescent photo: Night Flowers  

... luminescent photo: Night **Flowers** Main Archives About Contact « Tokyo ...

(v) <http://luminescent.org/mtphoto/archives/000228.html>


Key:

-  - work is in the public domain
-  - must give attribution
-  - can't use commercially
-  - can't make derivatives
-  - must sharealike (use same license)
-  - sampling license
-  - sampling+ license

Early 2005

YAHOO! SEARCH

Creative Commons Search BETA

<input type="text"/>	<input type="button" value="Search CC"/>	<input type="button" value="Search the Web"/>
<input type="checkbox"/> Find content I can use for commercial purposes.		
<input type="checkbox"/> Find content I can modify, adapt, or build upon.		
		

Why is this search different?

This Yahoo! Search service finds content across the Web that has a [Creative Commons](#) license. While most stuff you find on the web has a full copyright, this search helps you find content published by authors who want you to share or reuse it, under certain conditions. [Learn more...](#)

Forums & Feedback

See what others are saying about Yahoo! Creative Commons search in [forums](#), or send us [feedback](#).

Advanced Web Search

You can use the options on this page to create a very specific search. Just fill in the fields you need for your current search.

Yahoo! Search

Show results with

all of these words	<input type="text"/>	any part of the page <input type="button" value="v"/>
the exact phrase	<input type="text"/>	any part of the page <input type="button" value="v"/>
any of these words	<input type="text"/>	any part of the page <input type="button" value="v"/>
none of these words	<input type="text"/>	any part of the page <input type="button" value="v"/>

Tip: Use these options to look for an exact phrase or to exclude pages containing certain words. You can also limit your search to certain parts of pages.

Updated

Site/Domain

- Any domain
- Only **.com** domains
- Only **.edu** domains
- Only **.gov** domains
- Only **.org** domains

only search in this domain/site:

Tip: You can search for results in a specific website (e.g. yahoo.com) or top-level domains (e.g. .com, .org, .gov).

Creative Commons Search BETA

Search only for **Creative Commons** licensed content

- Find content I can use for commercial purposes
- Find content I can modify, adapt, or build upon



Tip: This special Yahoo! Search finds pages that have content with a Creative Commons license. [Learn more...](#)

sculpture - Yahoo! Search Results - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://search.yahoo.com/search?ei=UTF-8&fr=sfp-cc&p=sci

Yahoo! My Yahoo! Mail Welcome, **Guest** [Sign In] Search Home Help


YAHOO! SEARCH sculpture Search CC Search the Web





Creative Commons Search **BETA** Find content I can use for commercial purposes.
 Find content I can modify, adapt, or build upon.

[My Web](#) [Answers BETA](#) [Search Services](#) [Advanced Search](#) [Preferences](#)

Search Results Results 1 - 10 of about 34,400 for **sculpture** - 0.15 sec. ([About this page](#))

Also try: [ice sculpture](#), [wire sculpture](#), [global art & sculpture](#) [More...](#)

 Your search was restricted to [Creative Commons](#) licensed content. [Learn more](#). For more matches, try searching [all sources](#) instead.

1. [Sculpture on Flickr - Photo Sharing!](#) 
 ... **Sculpture**. To take full advantage of Flickr, you should use a JavaScript-enabled browser and ... village. soviet. **sculpture**. type. typography ...
www.flickr.com/photos/timo/14663316 - 29k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
2. [:: moblog UK: futurephone multimedia moblog ::](#) 
 ... Tag search: **sculpture** (37 results) VW Camper Van... More Ozzy pics... more.. **Sculpture**... more.. Home and art pieces ...
moblog.co.uk/tag/sculpture - 8k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
3. [selectparks.net- games by artists](#) 
 ... Browser Games. Performance Instruments. **Sculpture**. Digital Imaging Exhibitions. DVDs ...
www.selectparks.net/modules.php?name=News&new_topic=37 - 43k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
4. [Boing Boing: Chicago's public sculpture can't be photographed by the public](#) 
 ... Chicago's public **sculpture** can't be photographed by the public ... Christ, there should be this sort of thing on a rail and walk the redempted

November 2005

Google Advanced Search - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.google.com/advanced_search?hl=en Go

Google **Advanced Search** [Advanced Search Tips](#) | [About Google](#)

Find results with **all** of the words 10 results

with the **exact phrase**

with **at least one** of the words

without the words

Language Return pages written in any language

File Format Only return results of the file format any format

Date Return web pages updated in the anytime

Occurrences Return results where my terms occur anywhere in the page

Domain Only return results from the site or domain
e.g. google.com, .org [More info](#)

Usage Rights Return results that are free to use or share
[More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

remix - Google Search - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.google.com/search?hl=en&lr=&as_qdr=all&q=remix Go

Google Web Images Groups News Froogle Local more »

remix Search Advanced Search Preferences

Search only pages that are free to use or share Search the Web

Web Results 1 - 10 of about 1,990,000 for remix [definition]. (0.33 seconds)

[news | Remix Reading](#)
Remix Reading is an artistic project based in Reading, Berkshire. It's aim is to get local artists to share their work under Creative Commons licenses and ...
www.remixreading.org/ - 10k - Feb 4, 2006 - [Cached](#) - [Similar pages](#)

[Magnatune](#)
Creative Commons Magnatune Lisa DeBenedictis **Remix** Contest ... All the winning entries will be included on a Lisa DeBenedictis **remix** album to be sold ...
ccmixter.org/magnatune/view/contest/about - 12k - [Cached](#) - [Similar pages](#)

[ccMixer](#)
Previous Contest: Magnatune/Lisa DeBenedictis **Remix** Contest Winners Announced. ccMixer recently hosted a **remix** contest featuring the work of Magnatune ...
ccmixter.org/ - 13k - [Cached](#) - [Similar pages](#)
[[More results from ccmixer.org](#)]

[Copy Me Remix Me | Creative Commons](#)
Copy Me/**Remix** Me is the second CD assembled and released by Creative ... We picked out our favorites and you can listen to all the **remix** entries here. ...
creativecommons.org/extras/copyremix - 23k - [Cached](#) - [Similar pages](#)

[Boing Boing: Fan-created MPAA logo remix](#)
Fan-created MPAA logo **remix**. Huh. This image reminds me of... something... I've

Sponsored Links

[Remix](#)
19 Billion Free Song Downloads, All Legal, Find **Remix** !
FreeMusicNow.cc

[Mix MP3s Like a Pro DJ](#)
Create music mixes automatically, with silky-smooth transitions.
www.mixmeister.com

[DJ Remixes & Dance Music](#)
Exclusive & hard to find DJ remixes & club music. Top hits on CD or mp3
www.power-mix.com

[Remix](#)
Looking for **Remix**?
Find exactly what you want today
www.eBay.com

[Remix Magazine](#)
Subscribe to **Remix** Magazine.

2006

- Intensive work (and debate) on improving CC metadata:
 - microformats (web)
 - RDFa (web)
 - XMP (embedding)
 - Atom (syndication)
- and extended metadata:
 - machine-readable attribution
 - commerce integration

2006 (continued)

- Highlight multiple CC search options at search.creativecommons.org
- Demonstrate improved and extended metadata at labs.creativecommons.org

Search

Photos Groups People

Everyone's Photos geneva SEARCH Advanced Search Search by Camera
Full text Tags only

✓ We found **26,523 results** for photos matching **geneva** licensed **under the Creative Commons**. **NEW View as slideshow**
View: Most relevant • Most recent • Most interesting Show: Details • Thumbnails



Le "Jet d'Eau" dans le Lac Léman à Genève (Water Fountain in Lake Léman In Geneva)

Uploaded on 26 April 2006



By **mambo1935**
See more photos, or visit his profile.

Under the following conditions:



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2007

- Growing deployment of rel-license, RDFa, XMP formats and extended metadata and tools; continued standards work
- Collaboration with commercially-focused standards (e.g., PLUS, hopefully others represented here)
- “Open Education Search” project of new ccLearn division pushing some of these technologies

2008-2009

- Finer grained web-based search (media objects)
- Derivatives search
- Content commerce search
- “Live” web search
- “Management” (DAM migration to consumer desktop and workgroup)
- Semantic mashups

Derivative Search

- {work uri} dc:source {parent uri} .
- source: operator, like link: operator
- “Who reused my work” as the new “who linked to my site”
- Also being attacked as content-analysis problem (complementary to metadata)

Content Commerce Search

- Transaction costs should be low even if rights are reserved
- Commercial terms and other commerce described by metadata associated with work
- E-commerce transactions for rights, or assurance/paper trail for rights already granted by CC license

“Live” web search

- Feeds are explicitly metadata-rich
- Existing blog search ignores metadata
- Web search will become more like blog search and vice versa?


Digital Asset Management

- License-aware desktop search
- Content creation and media player integration
- Everyone needs DAM, not only media houses
- CC created liblicense enabling integration on Linux; Mac and Windows forthcoming

Take Aways

- RMI must increase consumer value; CC license awareness is one means to this end
- Never underestimate the open web
- Never overestimate what metadata can accomplish

Take It Away!

- License 
 - <http://creativecommons.org/licenses/by-sa/3.0/>
- Attribution
 - Author: Mike Linksvayer
 - Link: <http://creativecommons.org>
- Questions?
 - ml@creativecommons.org