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
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
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