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Sharing Manual

A practical guide & tool for sharing content

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Sebastiaan ter Burg

- Professional photographer and videographer that has been using CC licenses since 2007
- Worked as project manager for Wikimedia Nederland with museums, libraries and archives to open up their collections (2013 - 2015)
- Initiator of the GLAM WIKI 2015 conference
- Consultant for cultural & non profit organisations

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Who has or knows someone
that has **contacted**
a person or **an organisation**
to ask permission
to upload a photo or other media file
to Wikimedia Commons?

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Wouldn’t it be great...

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Wouldn’t it be great...

not to have to ask for permission again?

to have access to source files instead of edited photos and videos?

to have a central place find these files, the waivers and data?

to change the conversation from asking permission to creating opportunities?

to make all of the above easy for communication departments?

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Sorry,
I don’t have the solution.

Yet.

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CHAPTER 1

Acknowledging the problem

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The interest in sharing content is rising.

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The amount of content shared is ever increasing.

The amount of *implemented* structural workflows around sharing are close to zero.

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Adoption of "open by default" is 0,001%

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Why?

Purposefully creating open content is hard.

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Problem 1

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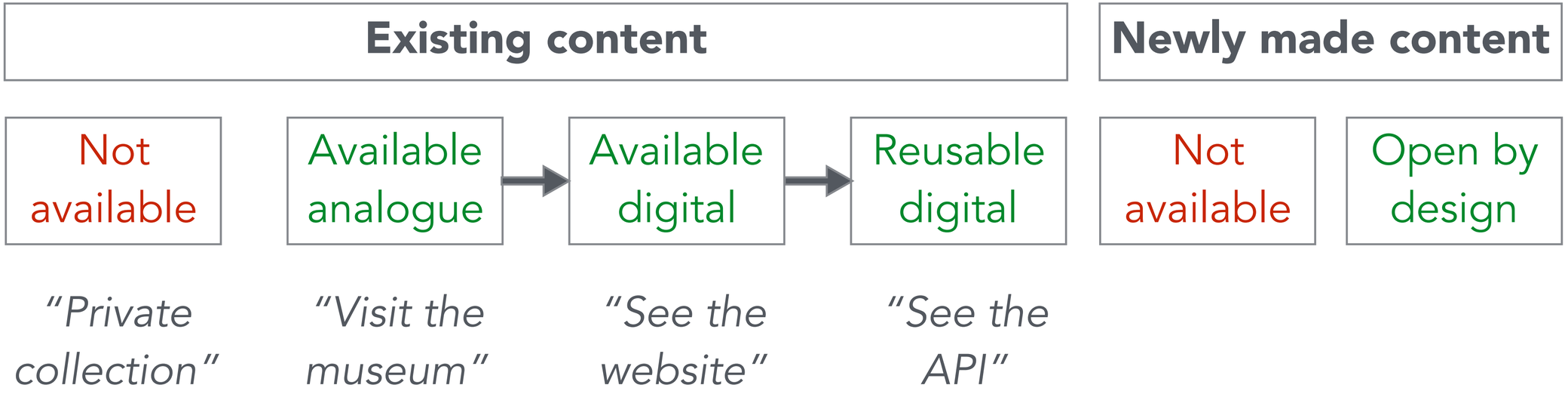
Availability of content



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Availability of content

Existing content

Not available	Available analogue →	Available digital →	Reusable digital
"Private collection"	*"Visit the museum"*	*"See the website"*	*"See the API"*

Newly made content

Not available	Open by design

Main focus area of projects around the globe has been to improve access to existing material.

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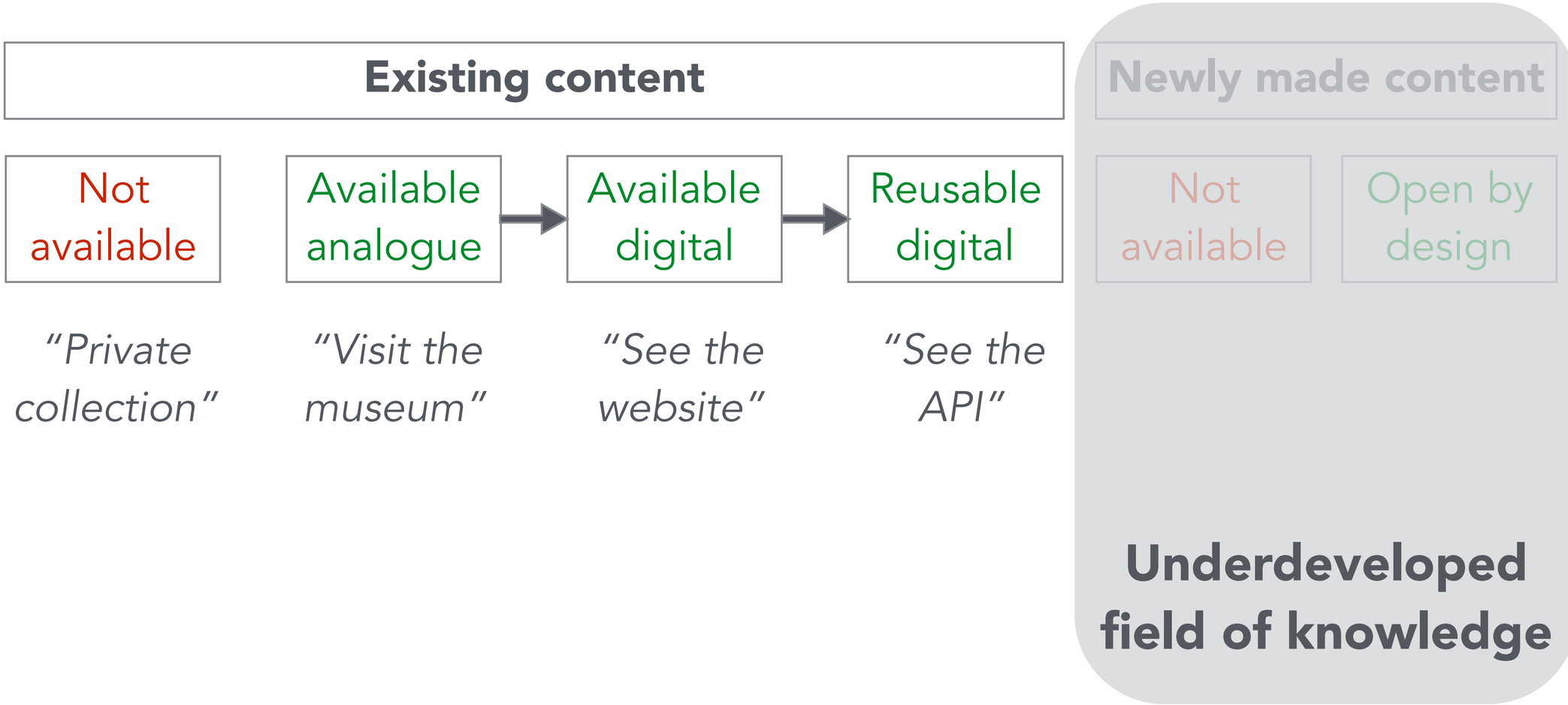
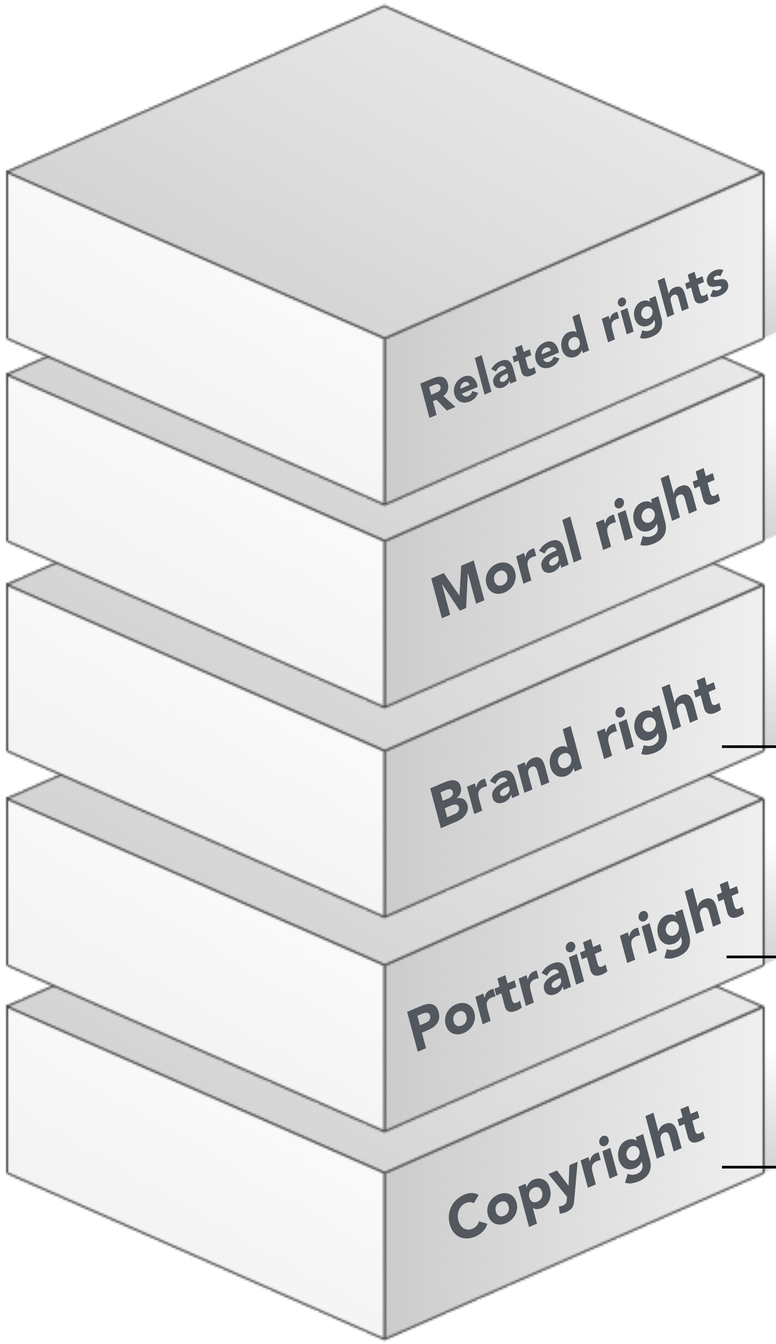
Availability of content



The stack of rights makes it difficult to open up existing content



Who owns the rights?

Who is he or she?

Who owns the rights?

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Lesson learned 1

Focus more on content that is purposefully made to be open instead of
opening up existing content.

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Problem 2

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Car commercials

Ever wondered why they are clean of logos and people?

buildings by Creative Stall CC-BY 3.0

Times square night 2013, a photo by Chensiyuan, CC BY-SA 4.0

Times square night 2013, a photo by Chensiyuan, CC BY-SA 4.0

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Times square night 2013, a cropped, inverted and transformed photo by Chensiyuan, CC BY-SA 4.0

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Times square night 2013, a cropped, inverted and transformed photo by Chensiyuan, CC BY-SA 4.0

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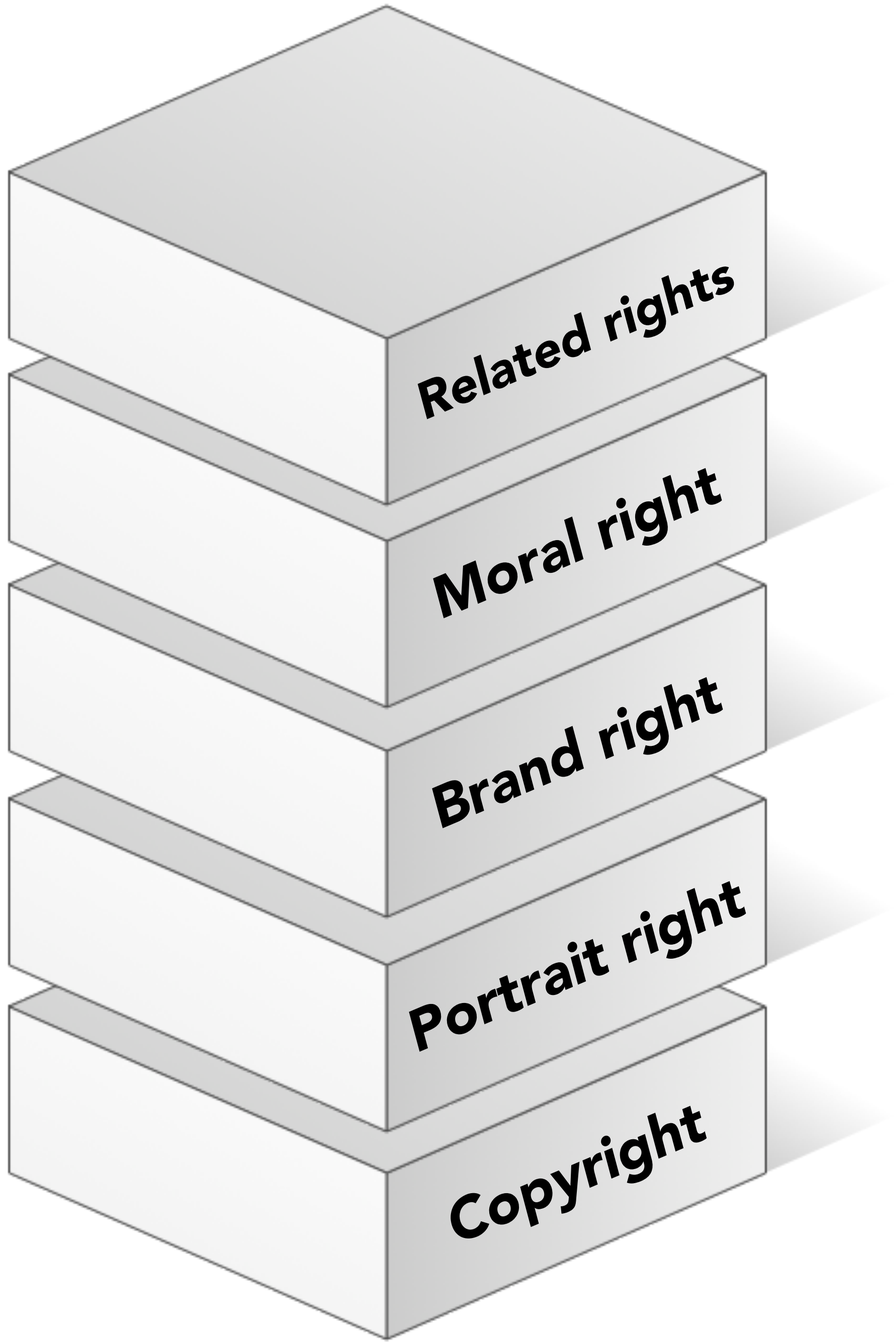
Times square night 2013, a cropped, inverted and transformed photo by Chensiyuan, CC BY-SA 4.0

Times square night 2013, a partly blurred photo by Chensiyuan, CC BY-SA 4.0

The stack of rights



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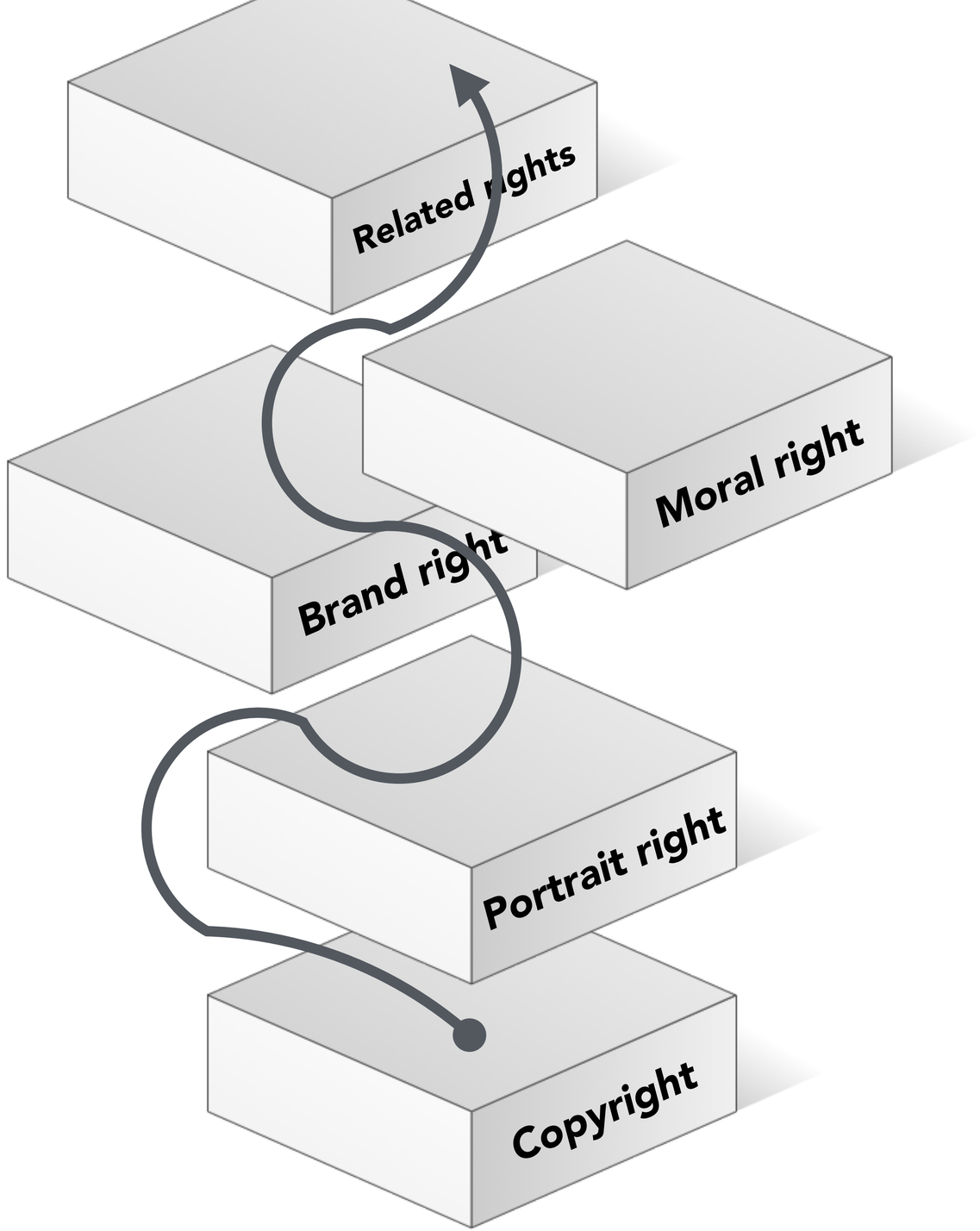
The stack of rights



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The stack of rights

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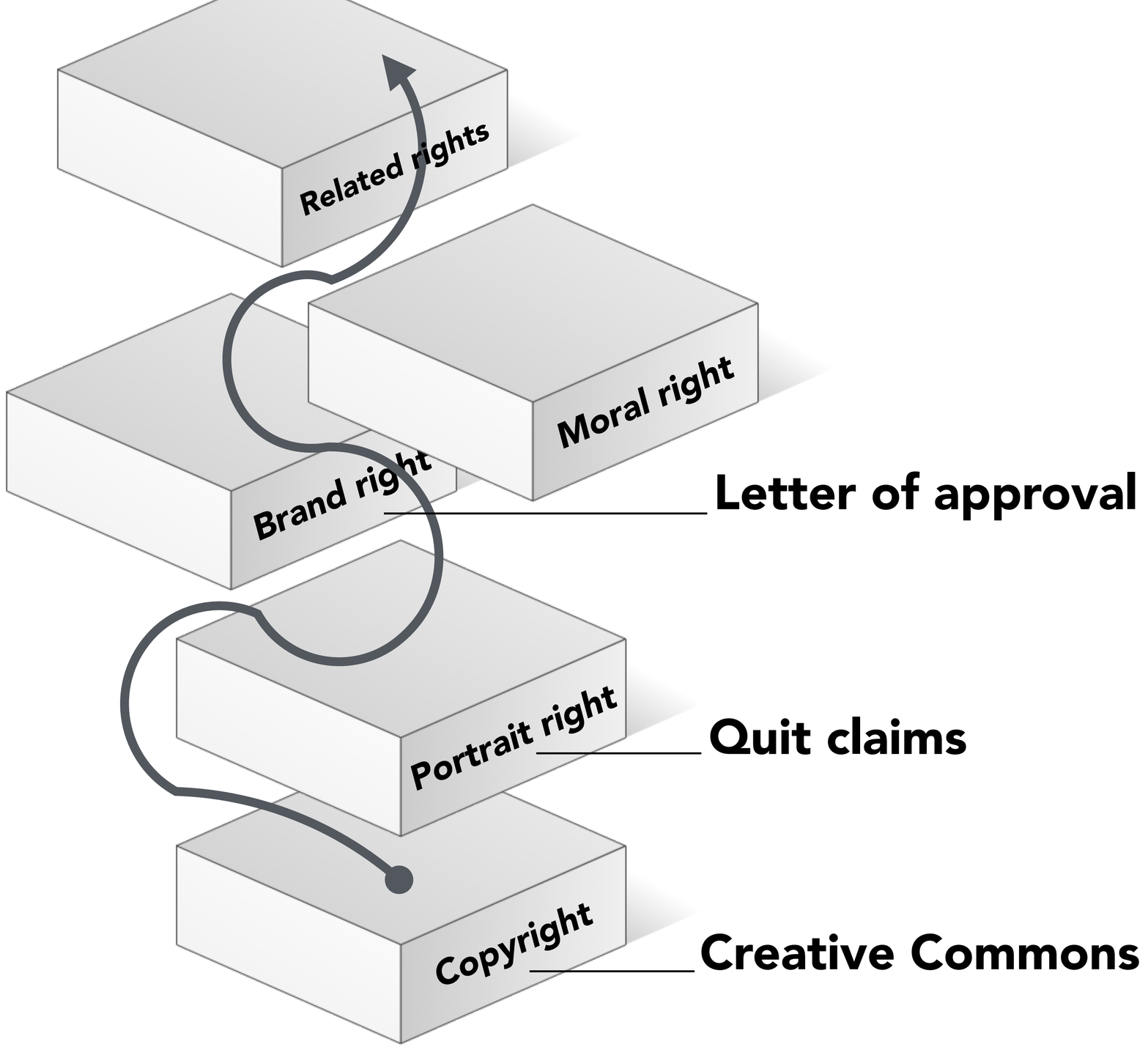

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The better the cameras,
the bigger the potential problem.

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Lesson learned 2

Learn how to navigate
around limiting rights.

This counts for content creation & reuse!

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Problem 3

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Tomatsuppe by cyclonebill CC BY-SA

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Raw ingredients

Manipulation

Recipe

Types of content shared

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Raw ingredients

8%

Manipulation

2%

Final product

90%

Tomatsuppe by cyclonebill CC BY-SA

Time of decision to share

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Raw ingredients

8%

Manipulation

2%

Final product

90%

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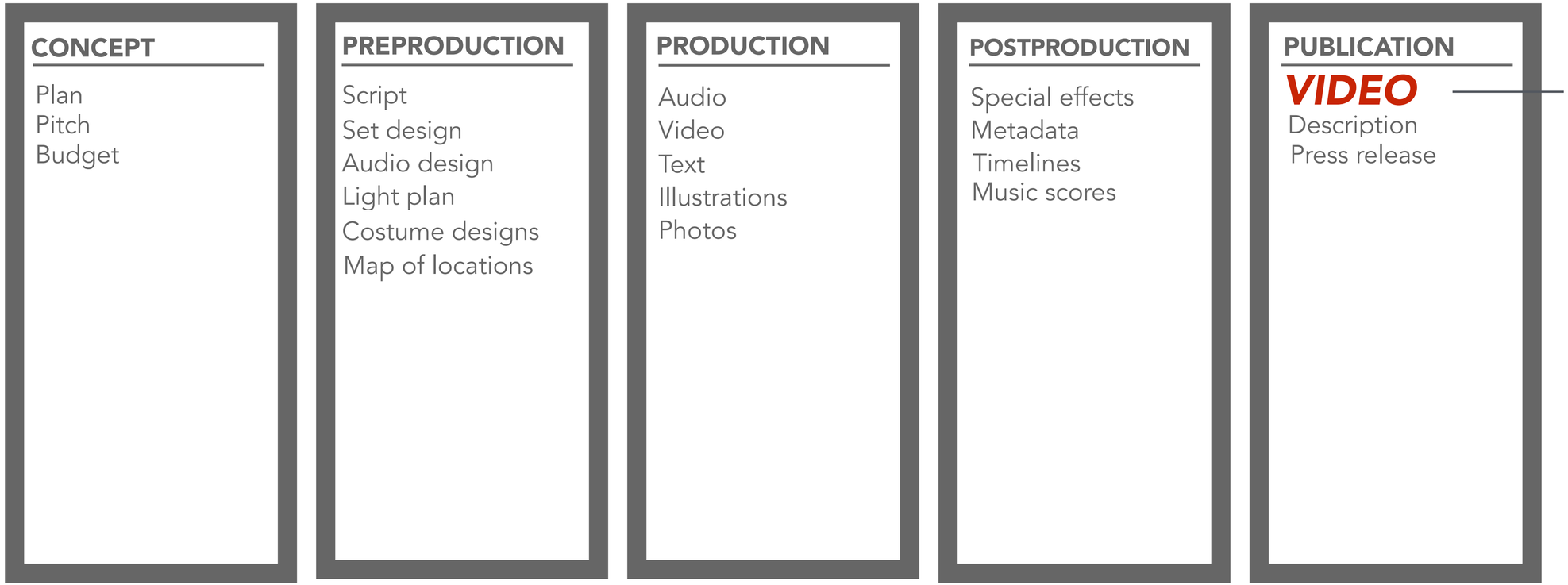
Production example

video production



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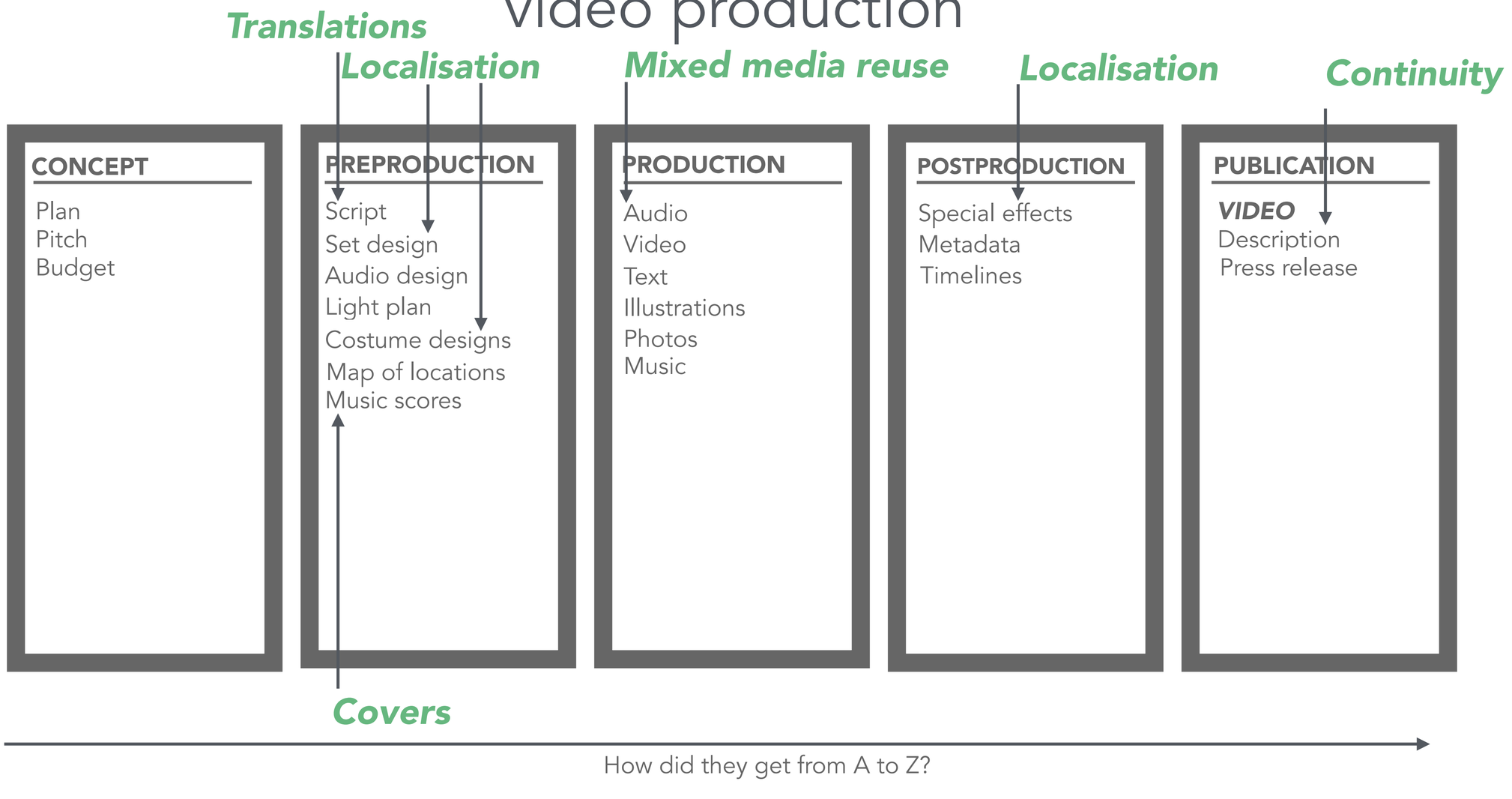
Production example

video production



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x 20

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Open by design needs a plan

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Lesson 3

Make a plan
during concept or preproduction phase.

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Problem 4

Information on sharing

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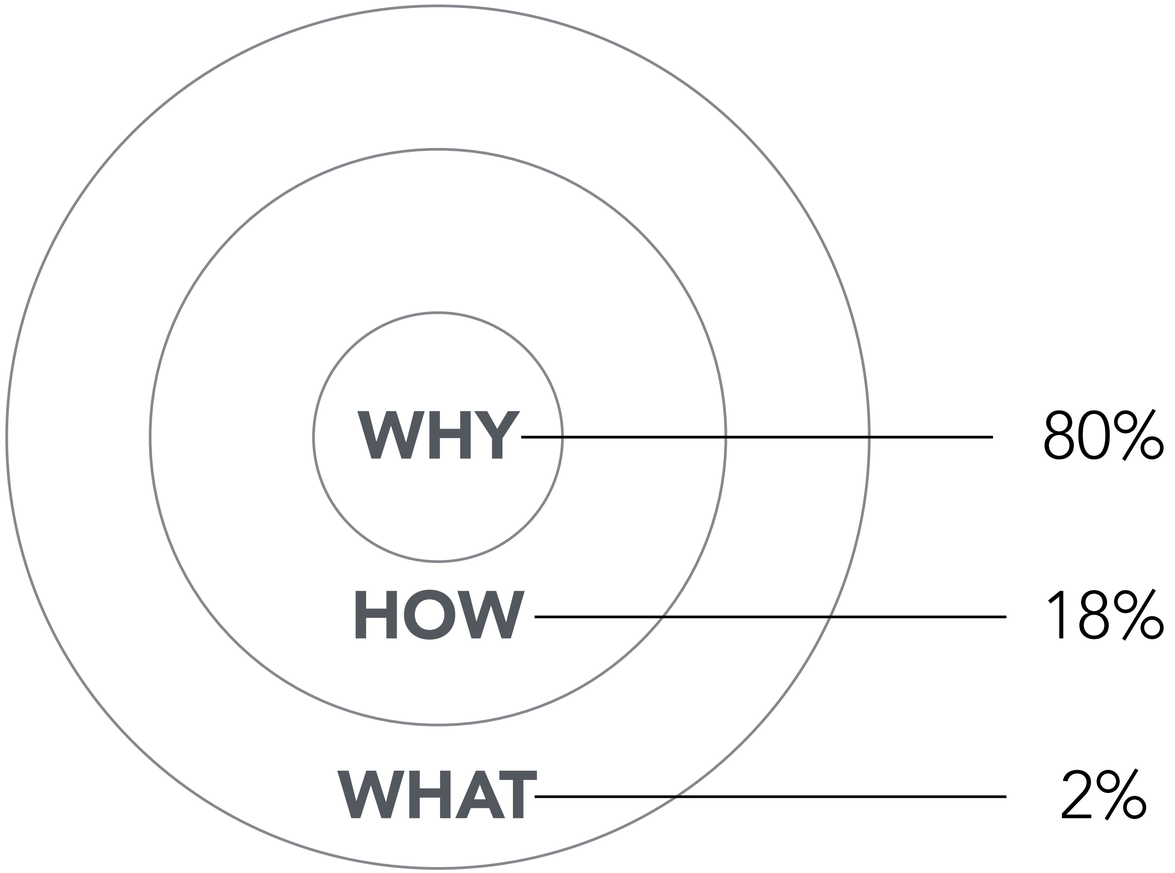

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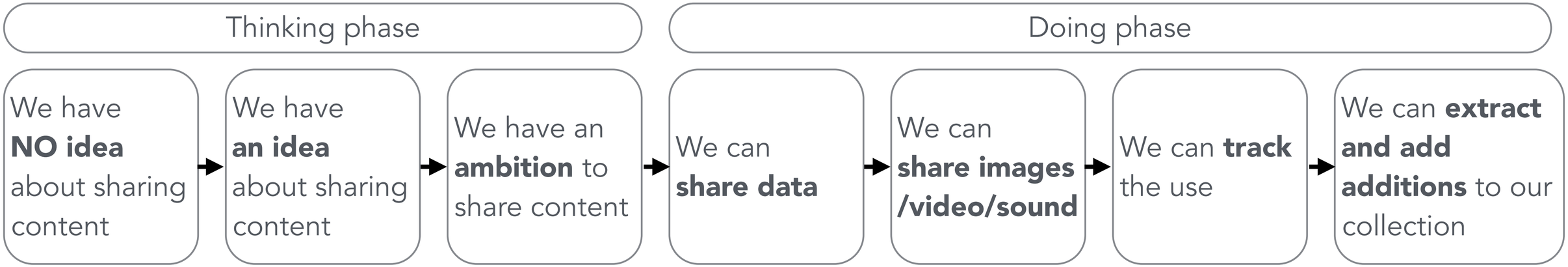
Steps to openness



80%
WHY

Available information

20%
HOW & WHAT

Bottleneck

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Thinking phase

Doing phase

We have **NO idea** about sharing content → We have **an idea** about sharing content → We have an **ambition** to share content → We can **share data** → We can **share images /video/sound** → We can **track** the use → We can **extract and add additions** to our collection

80% Available information 20%

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People looking for information on sharing content are already convinced of the benefits.

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Lesson learned 4

Increase the amount of
practical information
on how to share.

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Problem X

Metadata of the content

Choice of platforms for dissemination

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Sharing Manual

A practical guide for professionals on sharing content

Sharing Tool

A practical tool that supports the creation process of open content

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Goal

Increase the amount of implemented structural workflows around sharing.

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Target audience

Creatives' clients

- NGO's
- Governments
- Public organisations
- For-profit organisations

Creatives

- Musicians
- Photographers
- Producers
- Videographers
- Designers
- *Professionals*
- *Students*

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CHAPTER 2

Working towards a solution

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Plan

Decision

Implementation

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We've got

and many more...

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Plan

Decision

Implementation

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Product breakdown structures

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Production example

Photoshoot

CONCEPT	PREPRODUCTION	PRODUCTION	POSTPRODUCTION	PUBLICATION
Plan Pitch Budget	Sketches Set design Light plan Costume designs Map of locations Models	Photos	Photo manipulation Metadata	Photo Description Press release

Production example

Music recording

CONCEPT	PREPRODUCTION	PRODUCTION	POSTPRODUCTION	PUBLICATION
Plan/idea	Music scores Lyrics Rehearsal recordings	Audio recordings	Audio mix Metadata Mastering	Audio file

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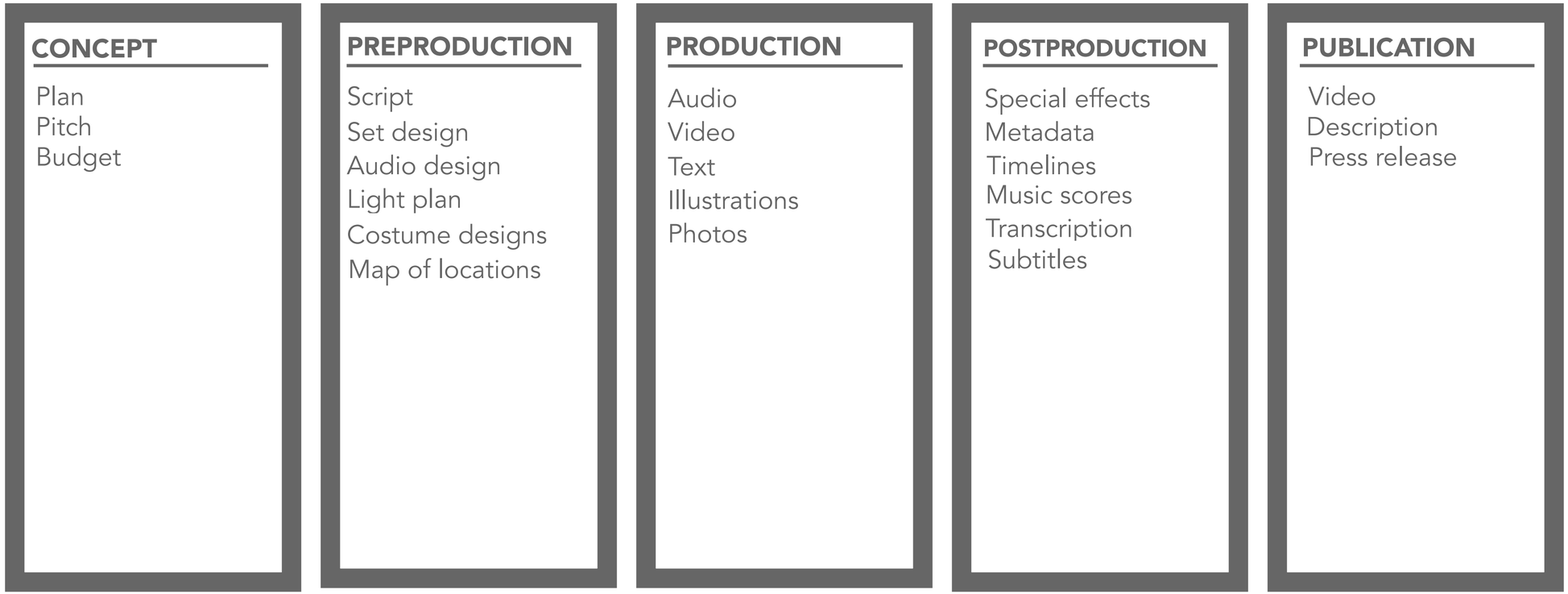
Production example

video production



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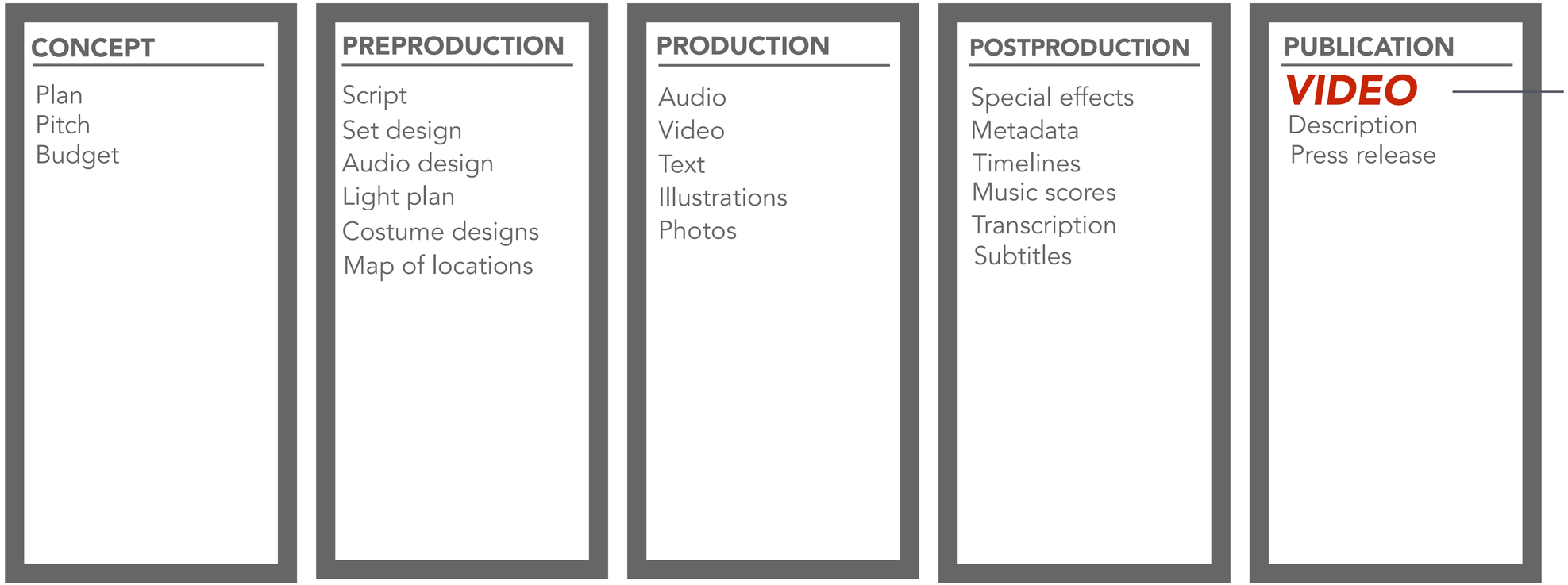
Production example

video production



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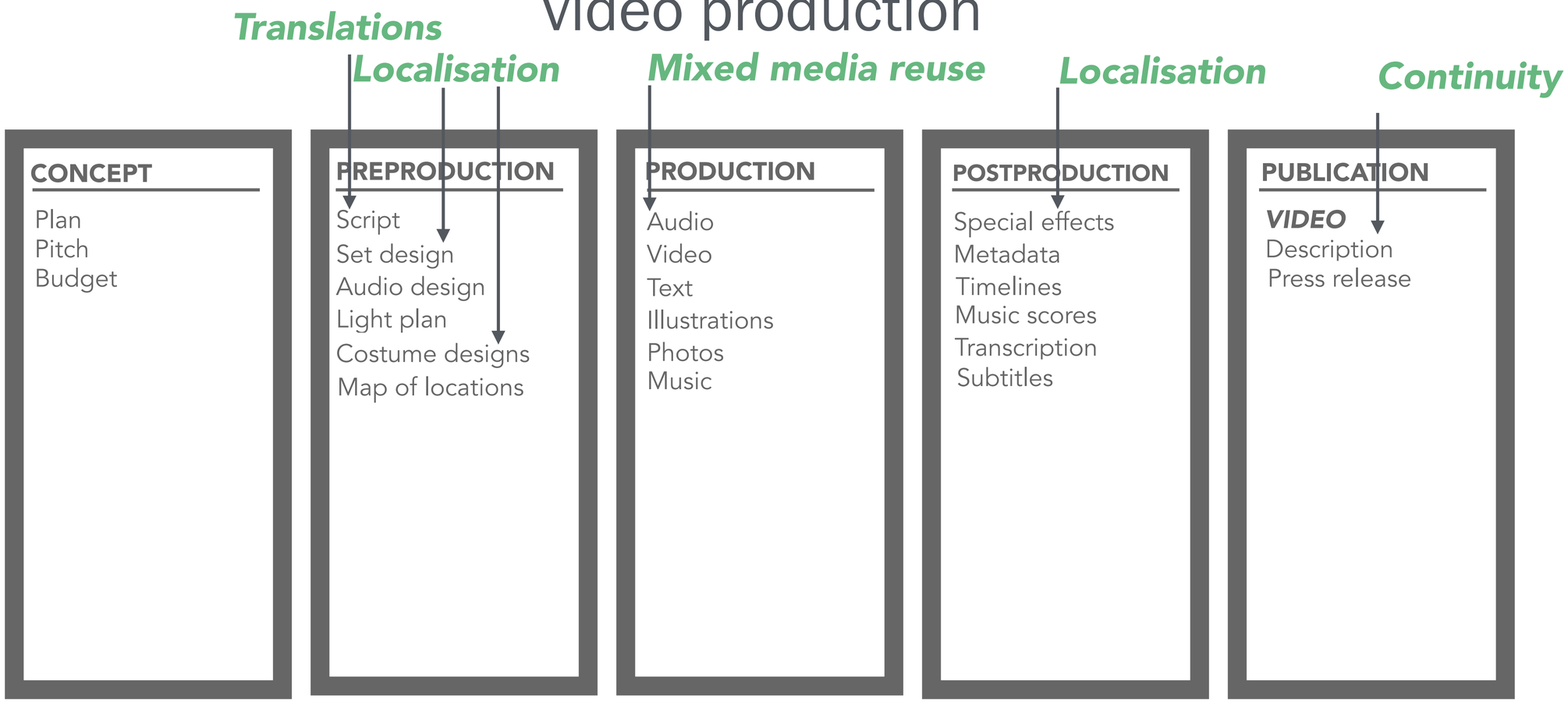
Production example

video production



How did they get from A to Z?

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What are you making?
What are the ingredients?
Who’s going to do what?
What license might you use to share the ingredients?
Where can we find the files?
What information needs to be displayed when I use a file?

PROJECT: SHAKESPEARE REMIXED
CLIENT: NORTHERN TEATER
OWNER: JASMIN SIMONS

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SELECT PRODUCTS

SELECT

SELECT THE ITEMS YOU PLAN TO RELEASE

CONCEPT

- [ ] Plan
- [x] Pitch
- [ ] Budget

PREPRODUCTION

- [x] Script
- [x] Set design
- [ ] Audio design
- [x] Light plan
- [ ] Costume designs
- [ ] Map of locations

PRODUCTION

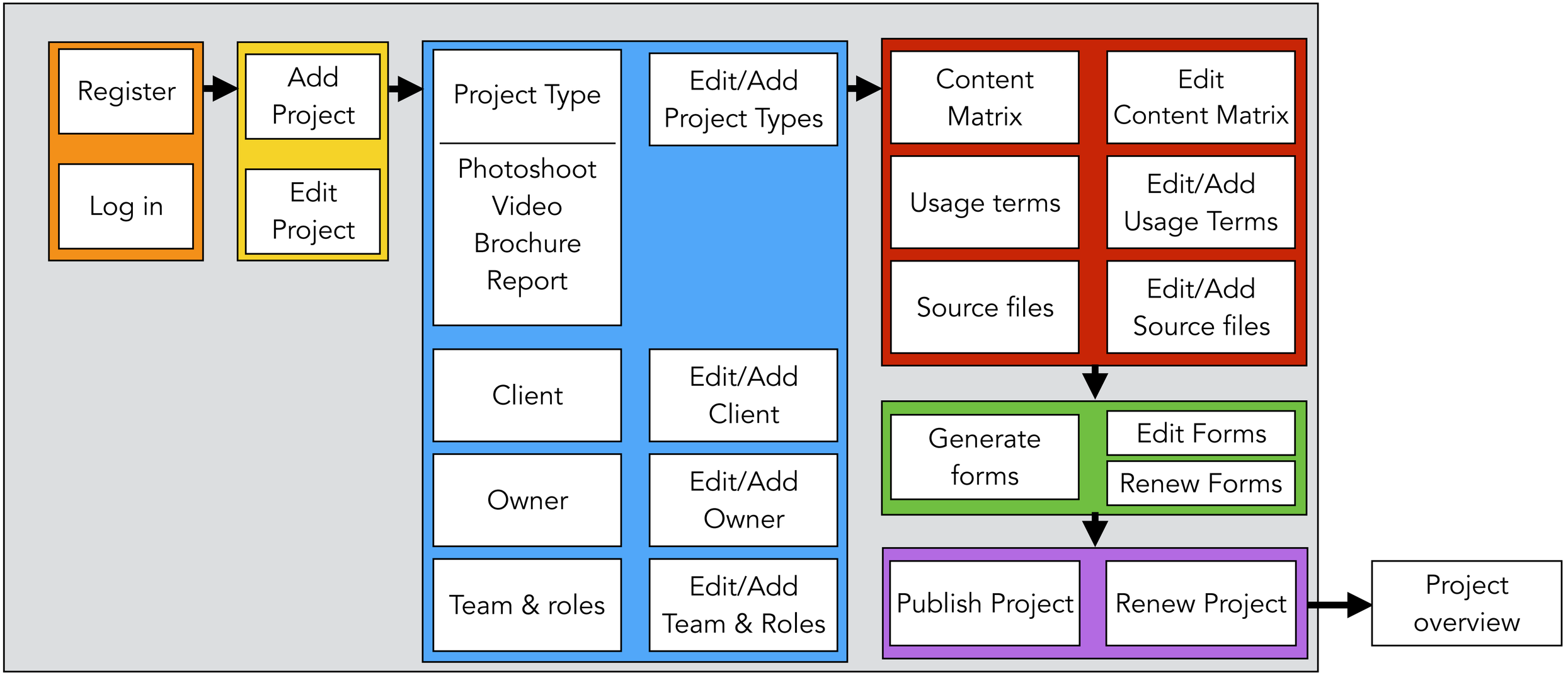
- [x] Audio
- [x] Video
- [ ] Text
- [ ] Illustrations
- [ ] Photos

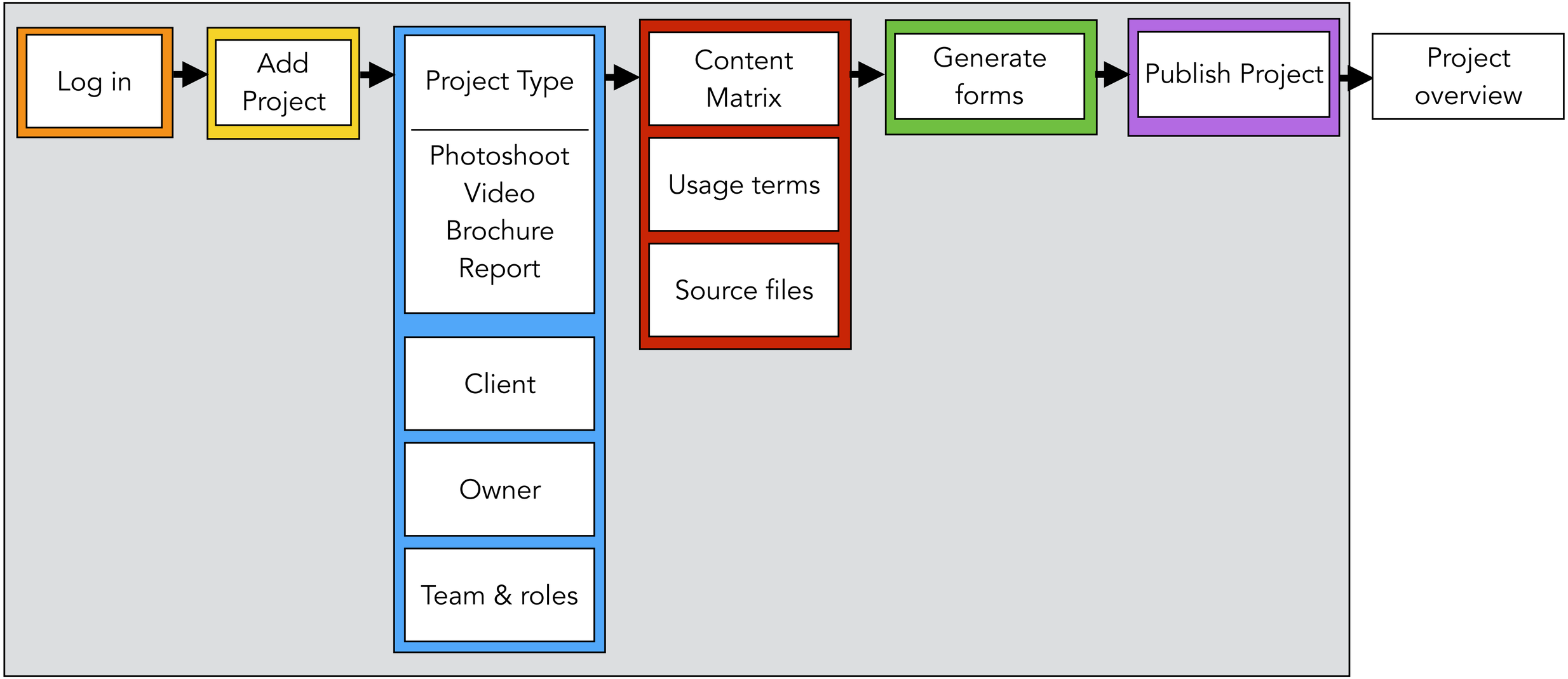
POSTPRODUCTION

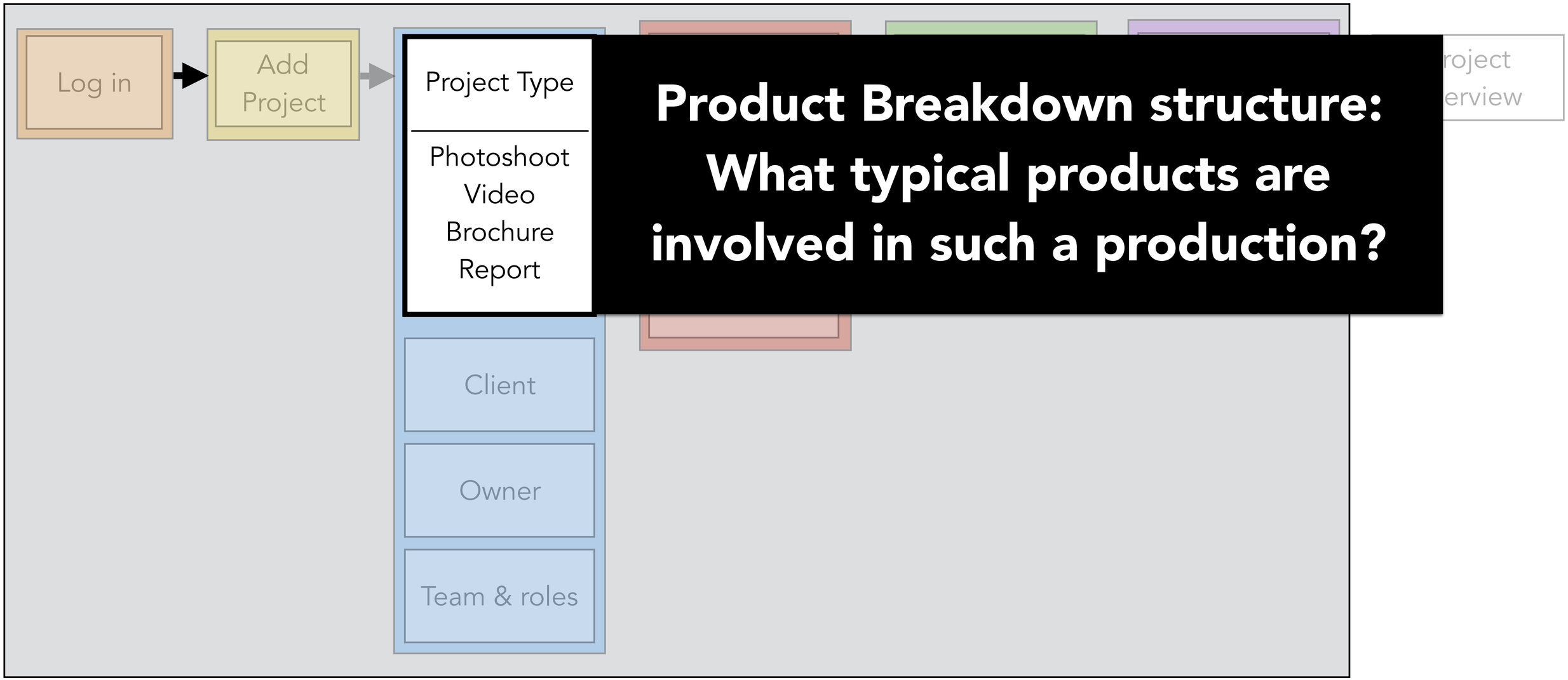
- [ ] Special effects
- [x] Metadata
- [ ] Timelines
- [ ] Music scores

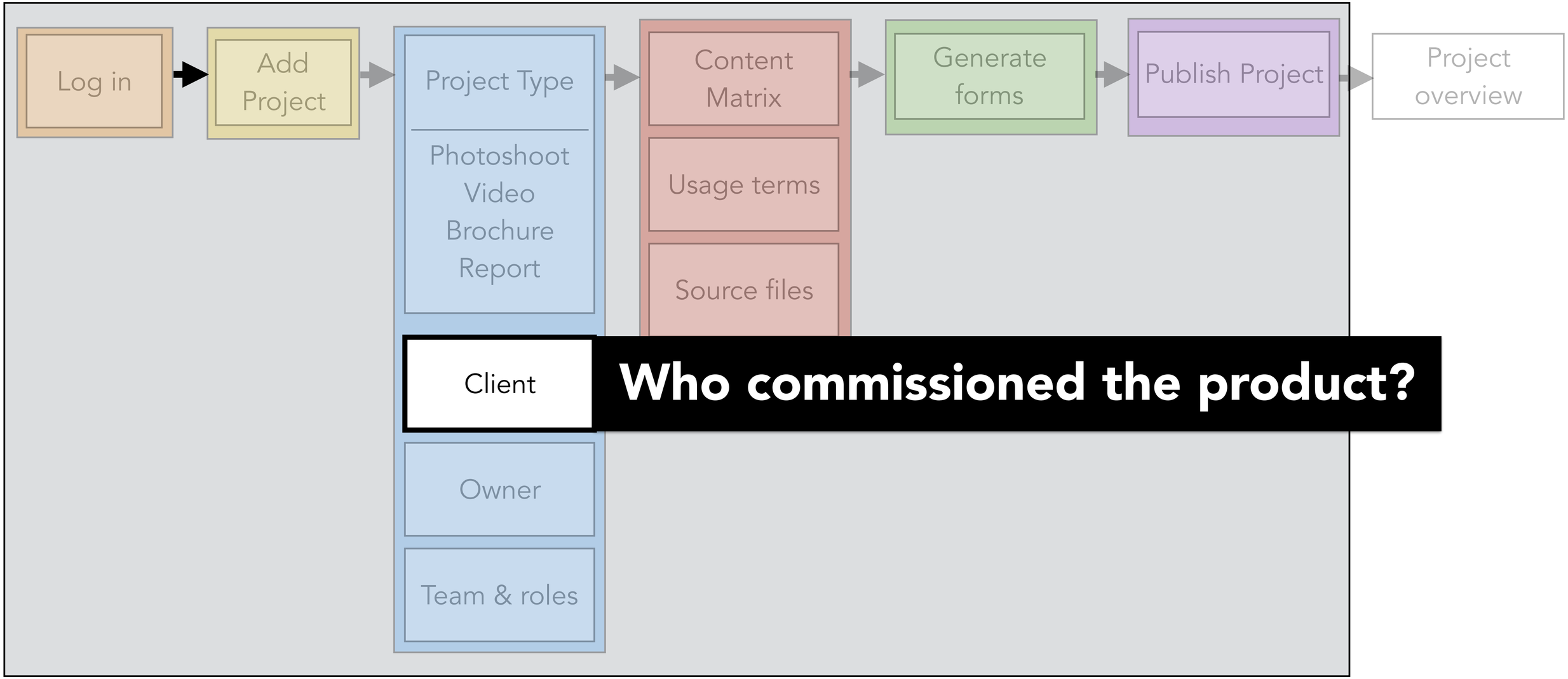
PUBLICATION

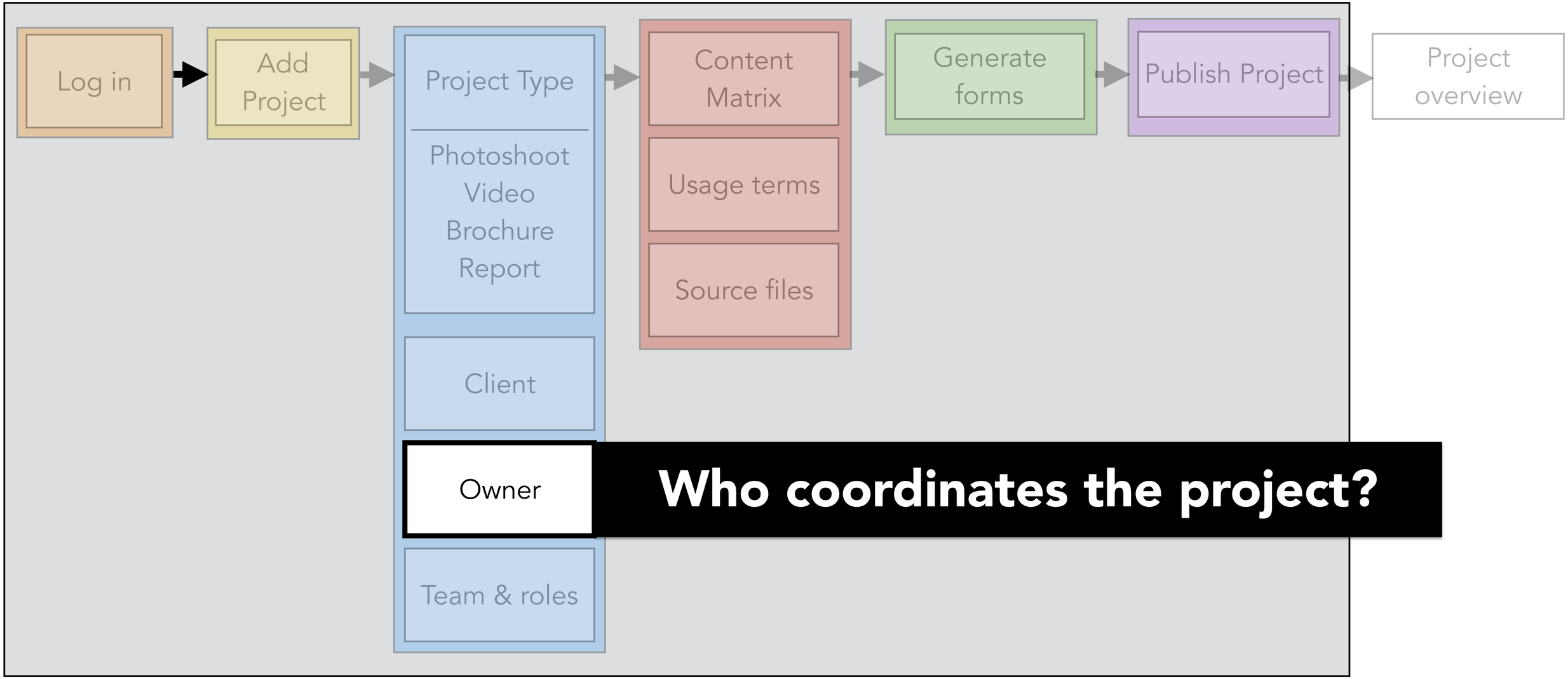
- [x] Final video
- [x] Description
- [ ] Press release

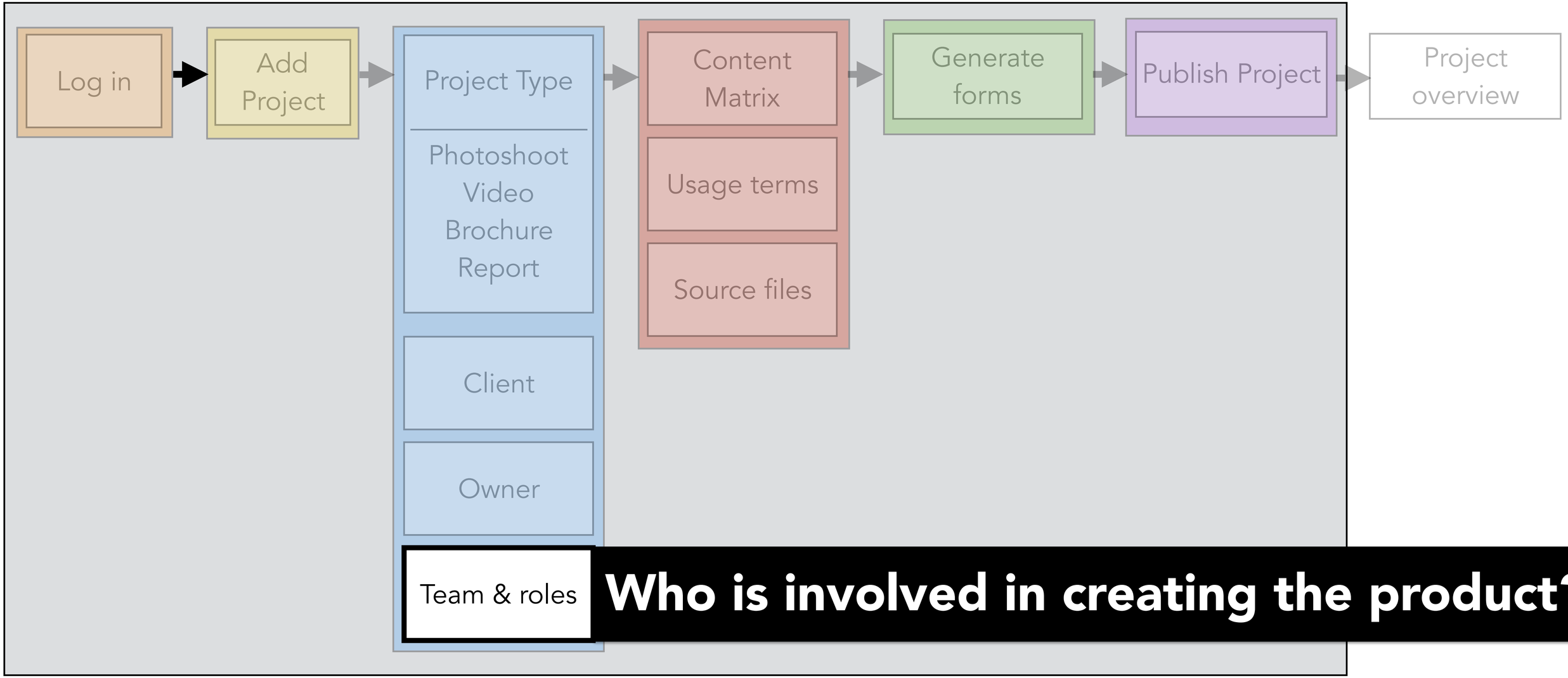

Register
Log in
Add Project
Edit Project
Project Type
Photoshoot
Video
Brochure
Report
Edit/Add Project Types
Client
Edit/Add Client
Owner
Edit/Add Owner
Team & roles
Edit/Add Team & Roles
Content Matrix
Edit Content Matrix
Usage terms
Edit/Add Usage Terms
Source files
Edit/Add Source files
Generate forms
Edit Forms
Renew Forms
Publish Project
Renew Project
Project overview

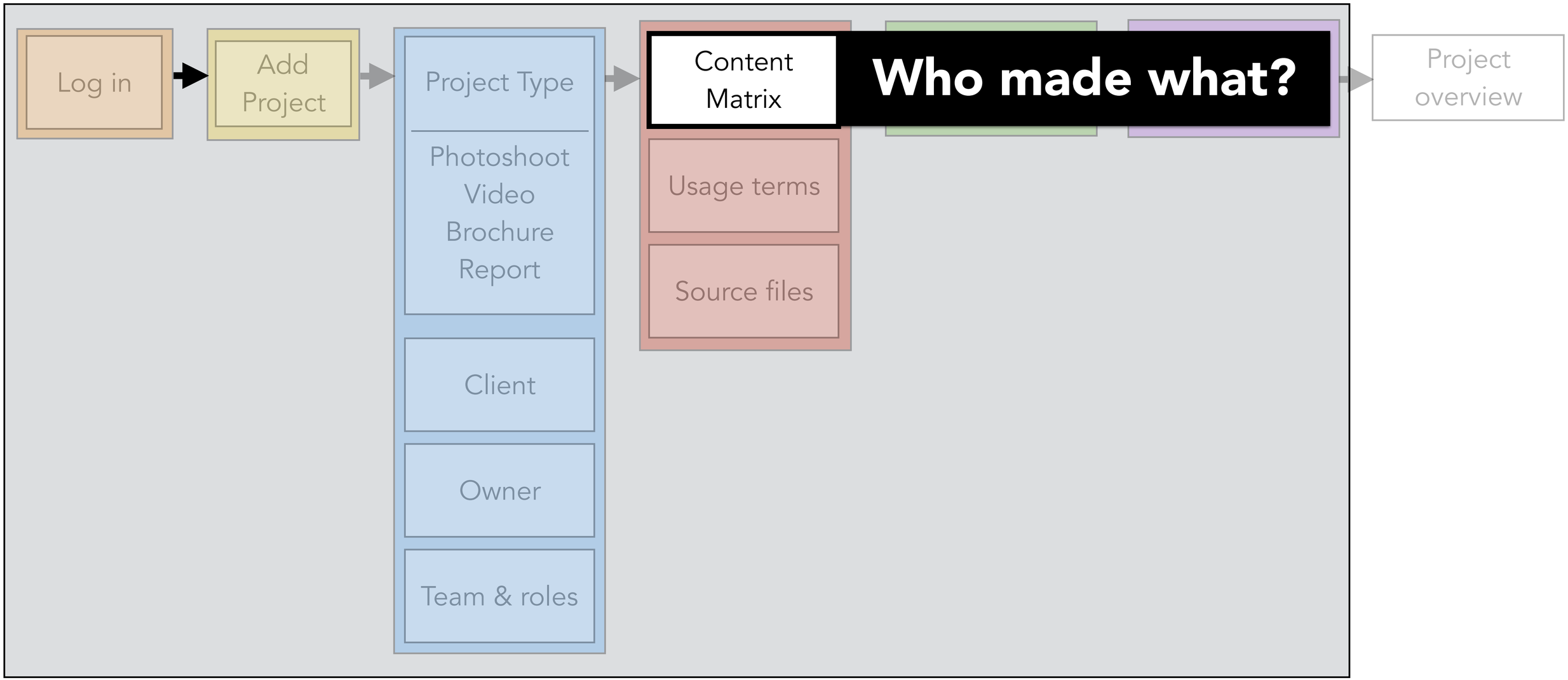

Log in
Add Project
Project Type
Photoshoot
Video
Brochure
Report
Client
Owner
Team & roles
Content Matrix
Usage terms
Source files
Generate forms
Publish Project
Project overview

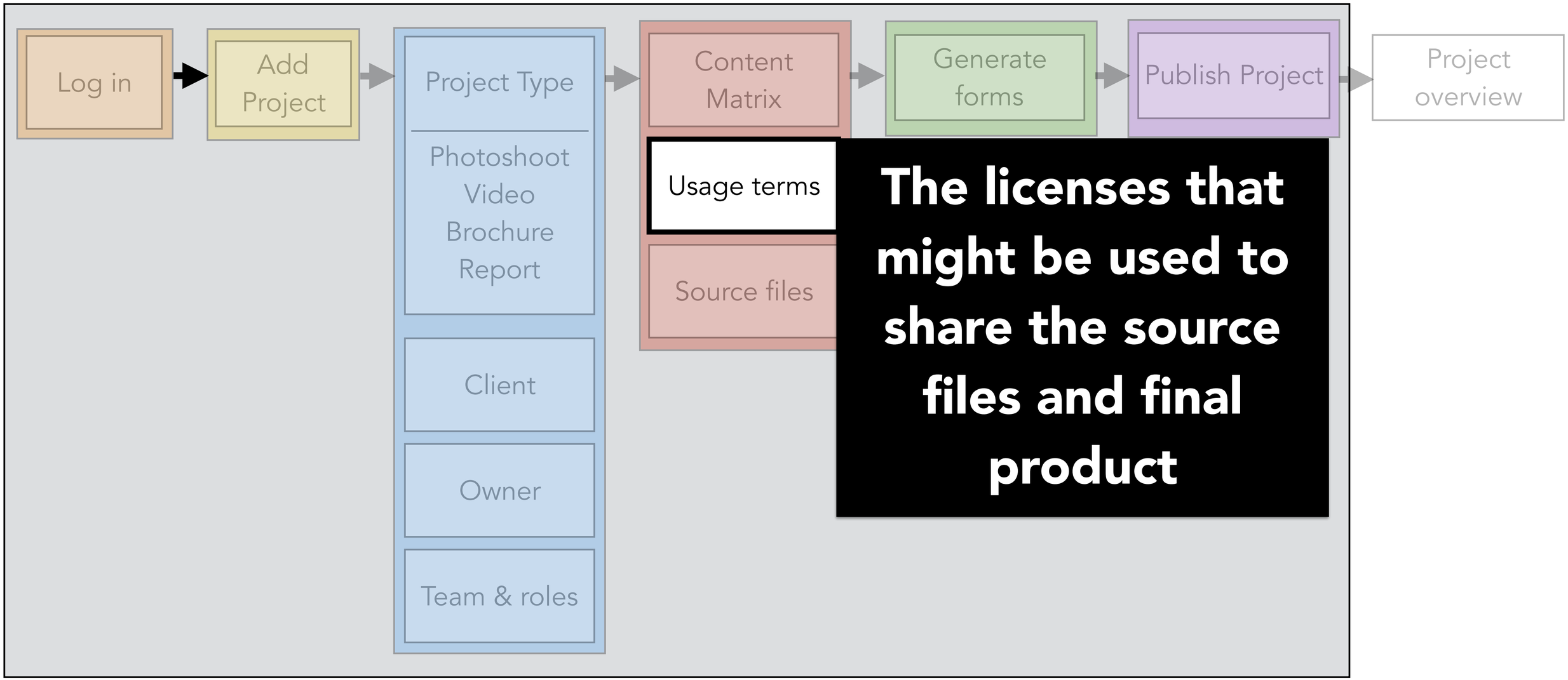

Log in
Add Project
Project Type
Photoshoot
Video
Brochure
Report
Client
Owner
Team & roles
Product Breakdown structure: What typical products are involved in such a production?

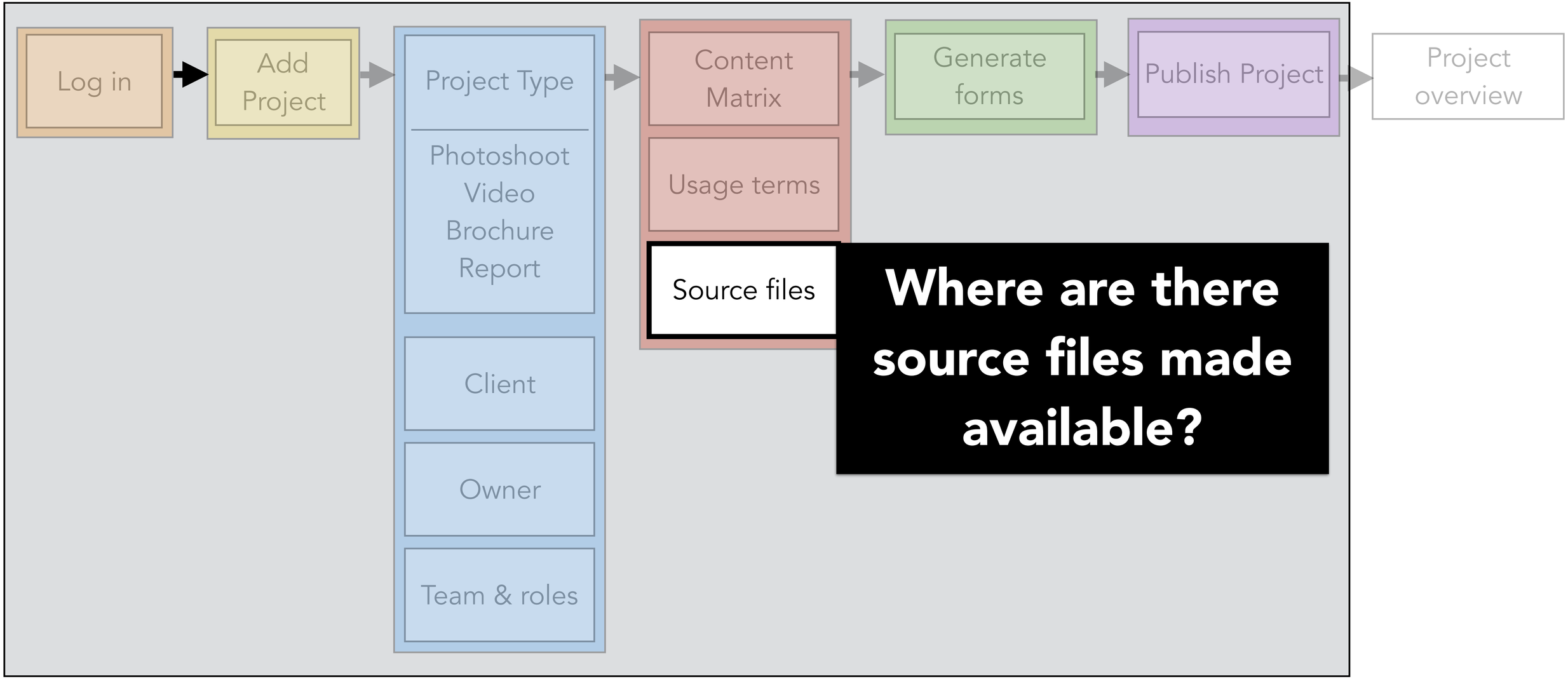

Log in
Add Project
Project Type
Photoshoot
Video
Brochure
Report
Client
Owner
Team & roles
Content Matrix
Usage terms
Source files
Generate forms
Publish Project
Project overview
Who commissioned the product?

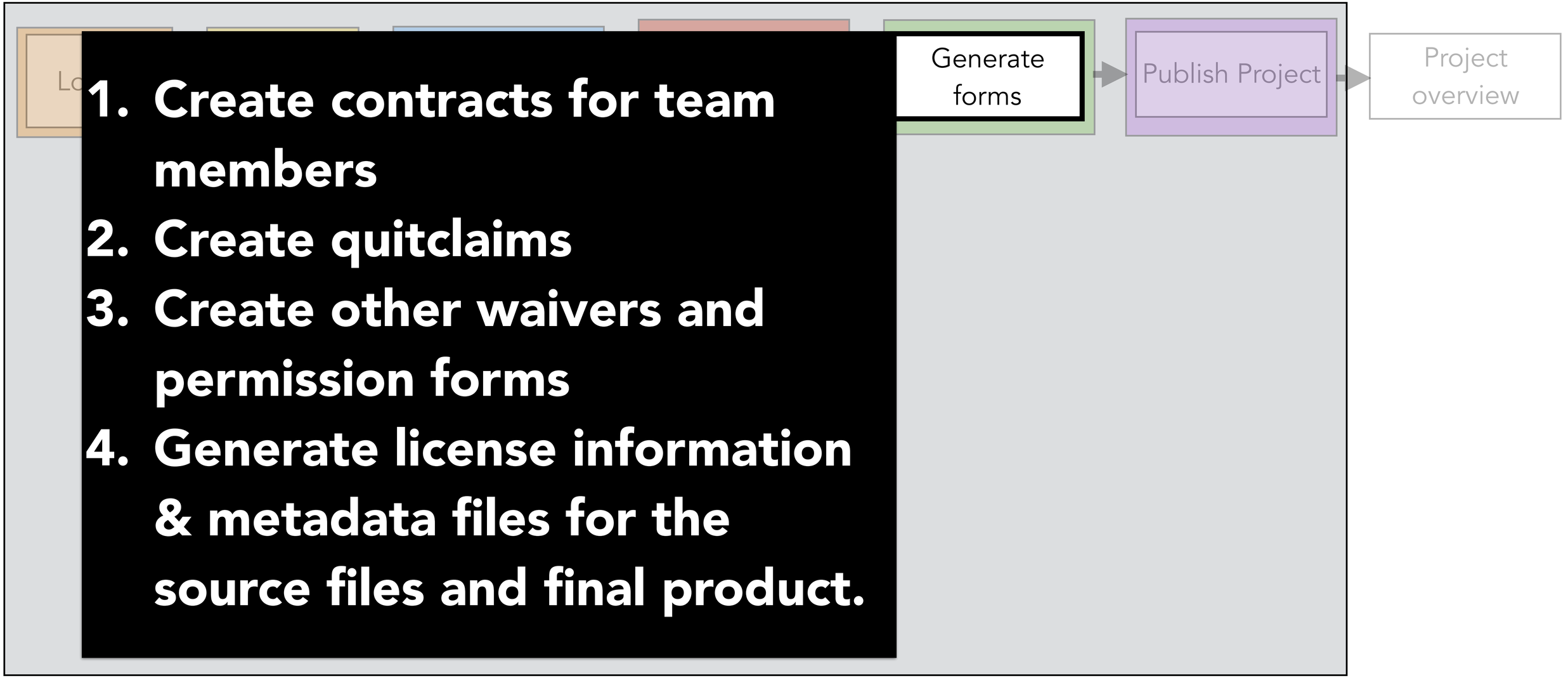

Log in
Add Project
Project Type
Photoshoot
Video
Brochure
Report
Client
Owner
Team & roles
Content Matrix
Usage terms
Source files
Generate forms
Publish Project
Project overview
Who coordinates the project?

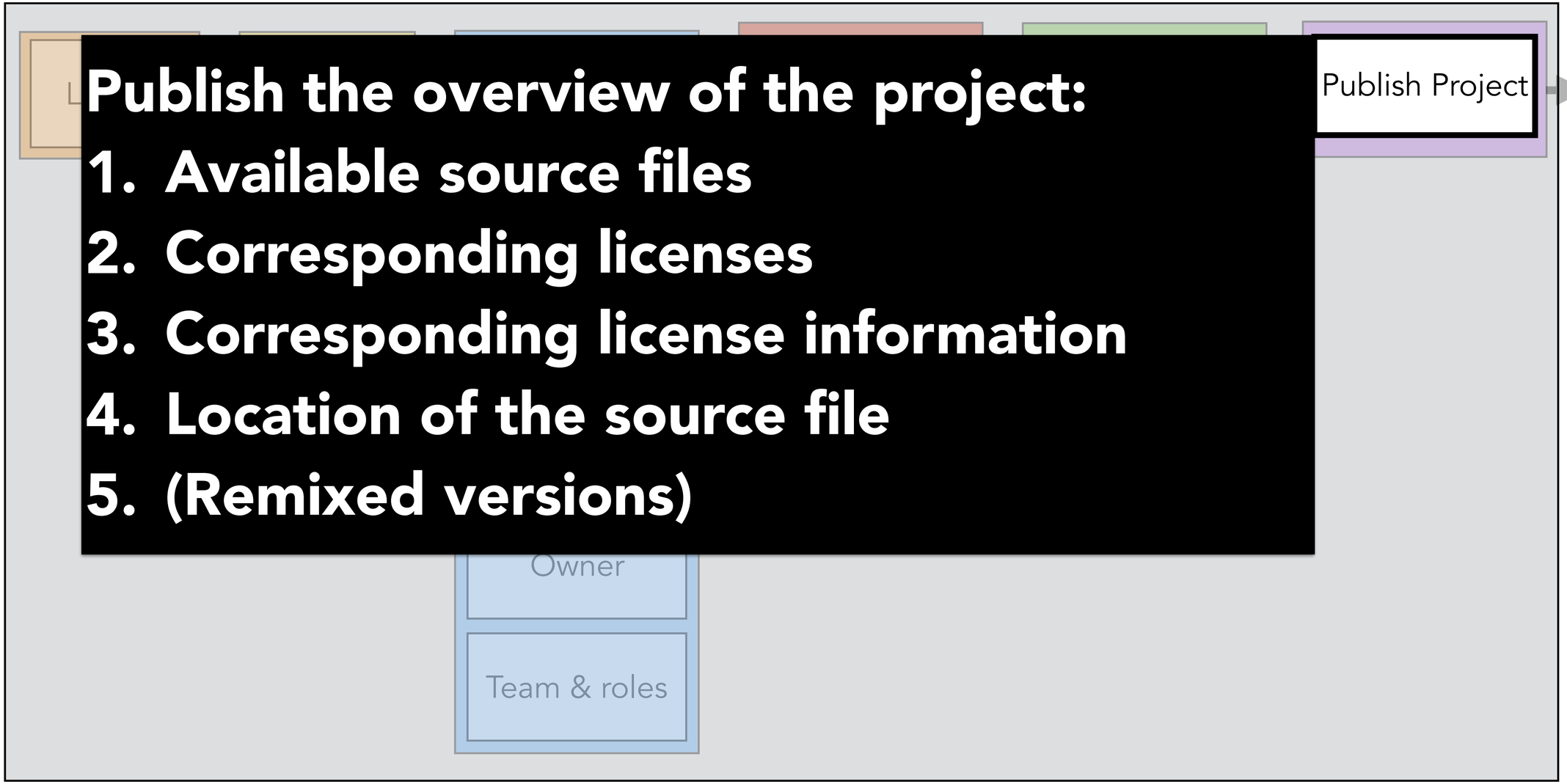

Log in
Add Project
Project Type
Photoshoot
Video
Brochure
Report
Client
Owner
Team & roles
Content Matrix
Usage terms
Source files
Generate forms
Publish Project
Project overview
Who is involved in creating the product?

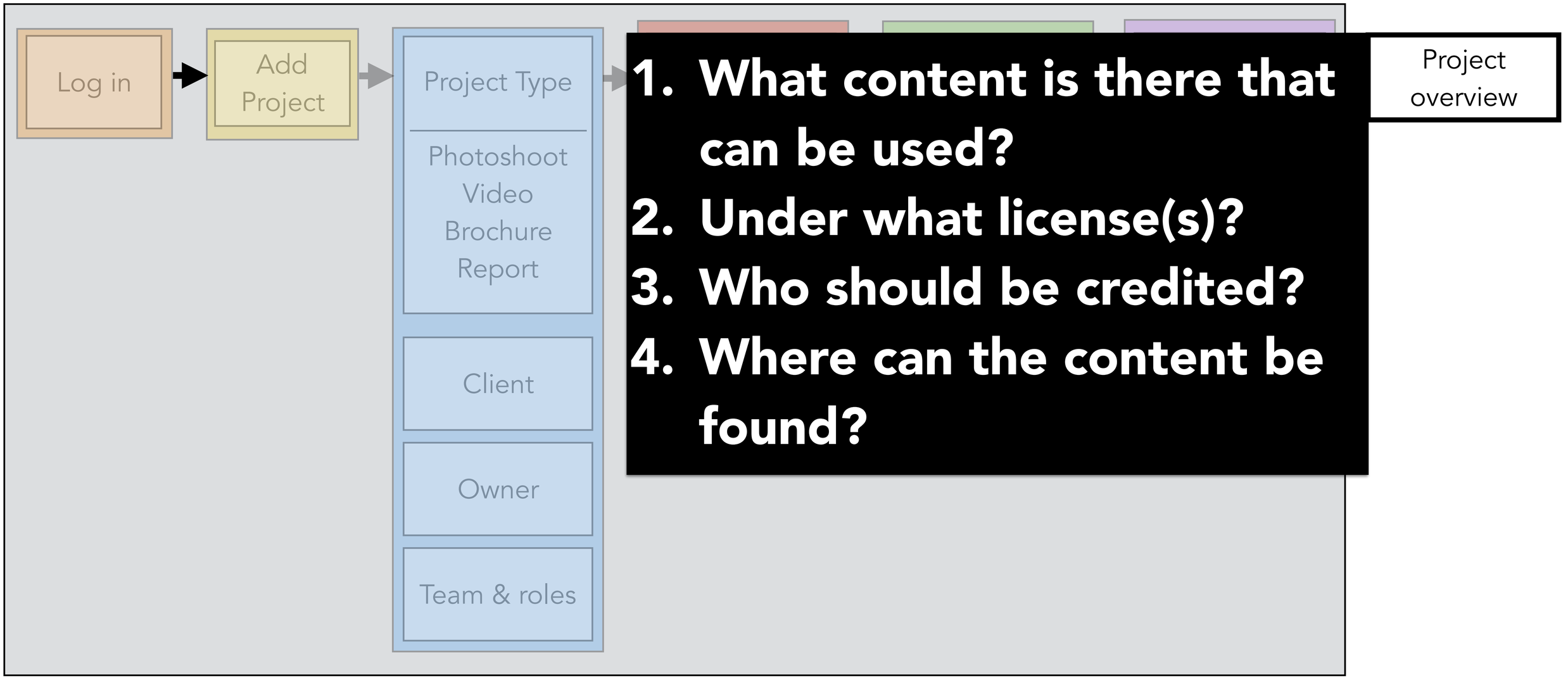

Log in
Add Project
Project Type
Photoshoot
Video
Brochure
Report
Client
Owner
Team & roles
Content Matrix
Usage terms
Source files
Who made what?
Project overview


Log in
Add Project
Project Type
Photoshoot
Video
Brochure
Report
Client
Owner
Team & roles
Content Matrix
Usage terms
Source files
Generate forms
Publish Project
Project overview
The licenses that might be used to share the source files and final product


Log in
Add Project
Project Type
Photoshoot
Video
Brochure
Report
Client
Owner
Team & roles
Content Matrix
Usage terms
Source files
Generate forms
Publish Project
Project overview
Where are there source files made available?


Generate forms
Publish Project
Project overview
1. Create contracts for team members
2. Create quitclaims
3. Create other waivers and permission forms
4. Generate license information & metadata files for the source files and final product.


Publish the overview of the project:
1. Available source files
2. Corresponding licenses
3. Corresponding license information
4. Location of the source file
5. (Remixed versions)
Publish Project
Project overview
Owner
Team & roles


Log in
Add Project
Project Type
Photoshoot
Video
Brochure
Report
Client
Owner
Team & roles
1. What content is there that can be used?
2. Under what license(s)?
3. Who should be credited?
4. Where can the content be found?
Project overview

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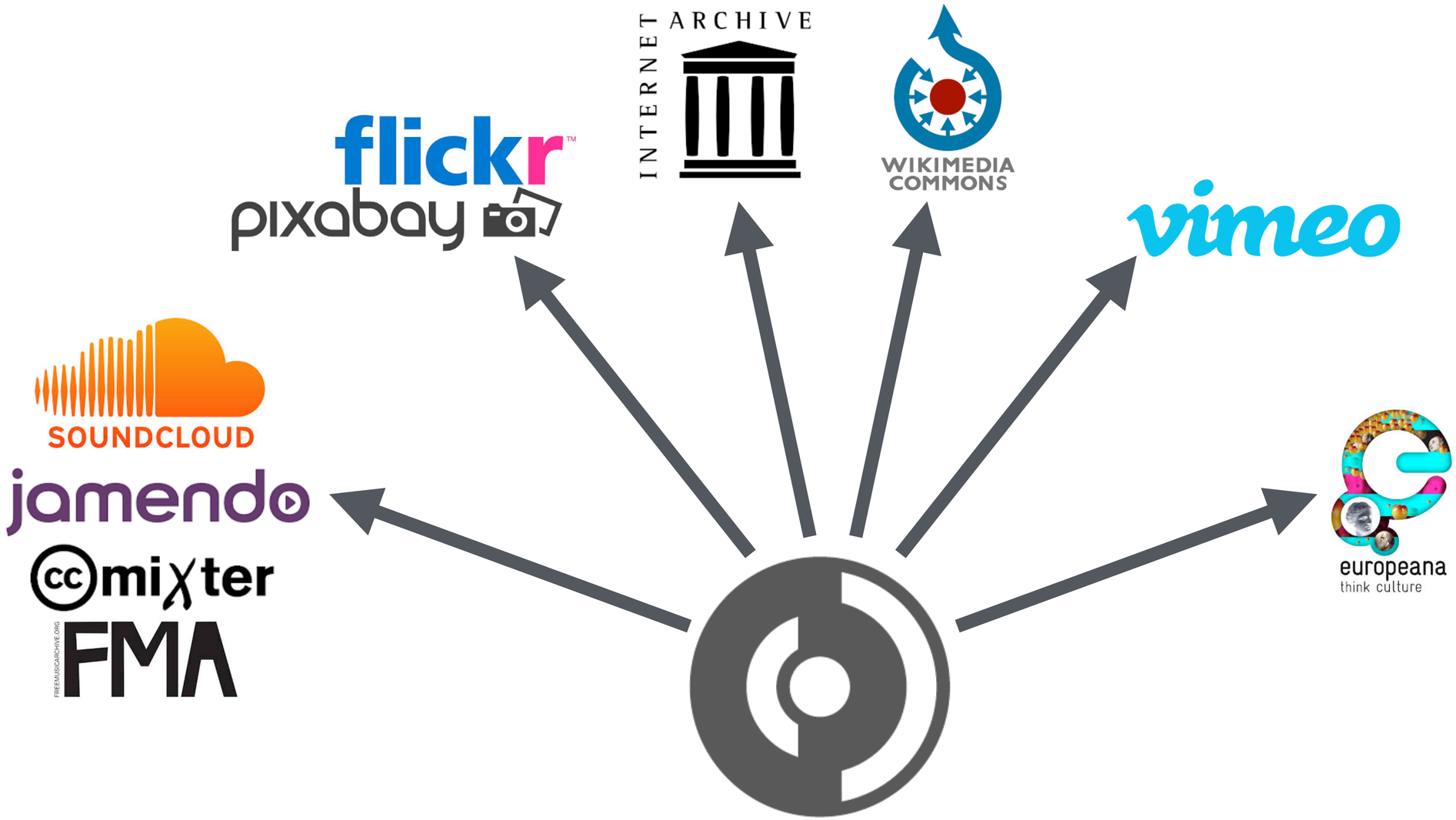

http://opencontent.yoururl.org

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Planning

Prototype
November 2016

Release 1.0
Downloadable & hosted version
Q4 2017

User feedback
Q1 2017

Community input
Localisation
Contract examples
Workflows

Release X.0
- User rights: work on a project with several people
- Digital contract signing
- CSS Customisation (adjust look & feel)
- Report back reuse
- Integration with other projects
  - digital fingerprints photos & videos
  - open content search engines
- 3rd party software integration
  - Creative suites (Adobe CC, Photos, FCPX, Etc.)
  - Collection management systems

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CHAPTER 3

Hurdles down the road

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Creatives Commons is not designed for team efforts.

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Legal jungle

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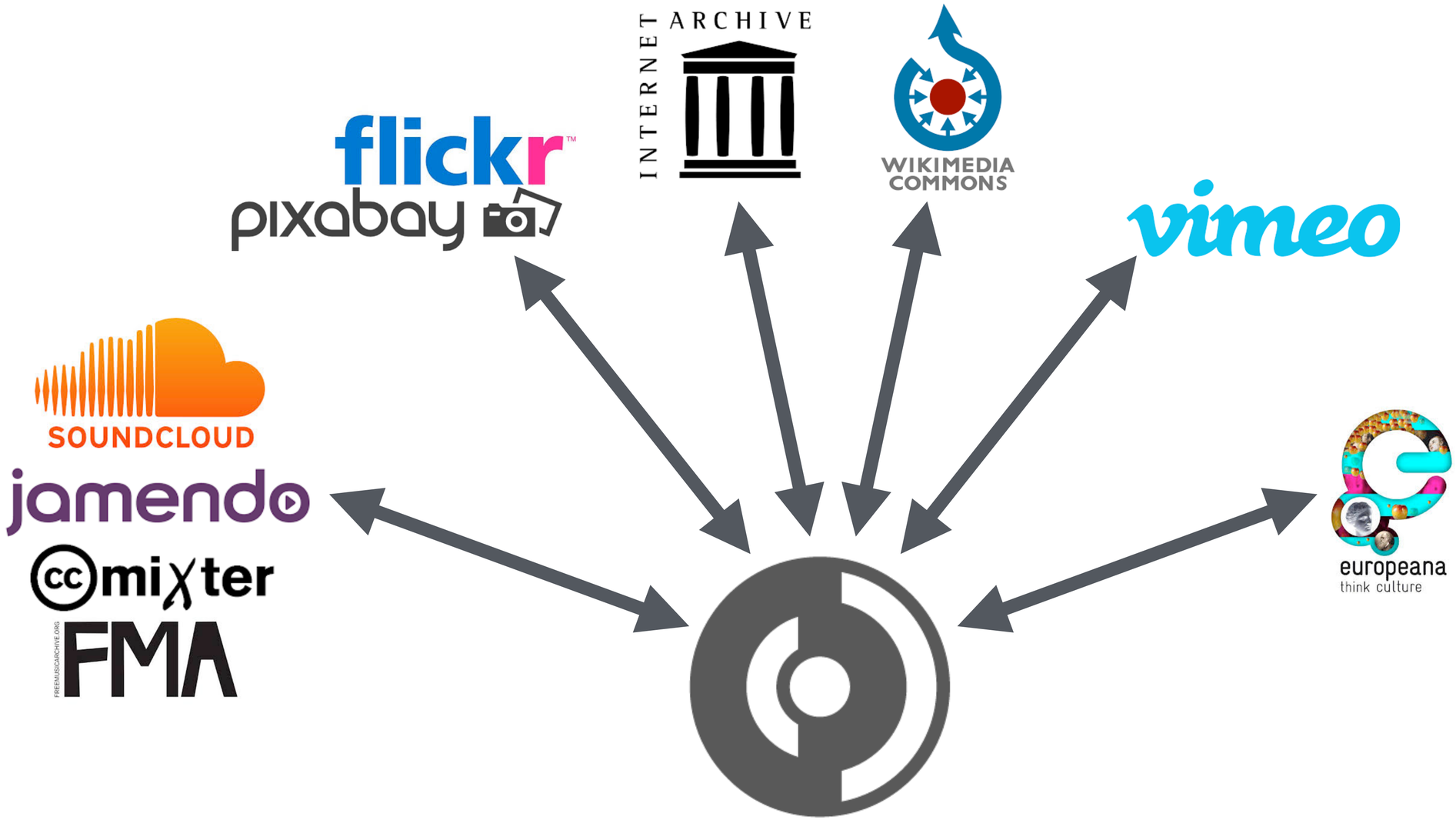

Two way references

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Continuity

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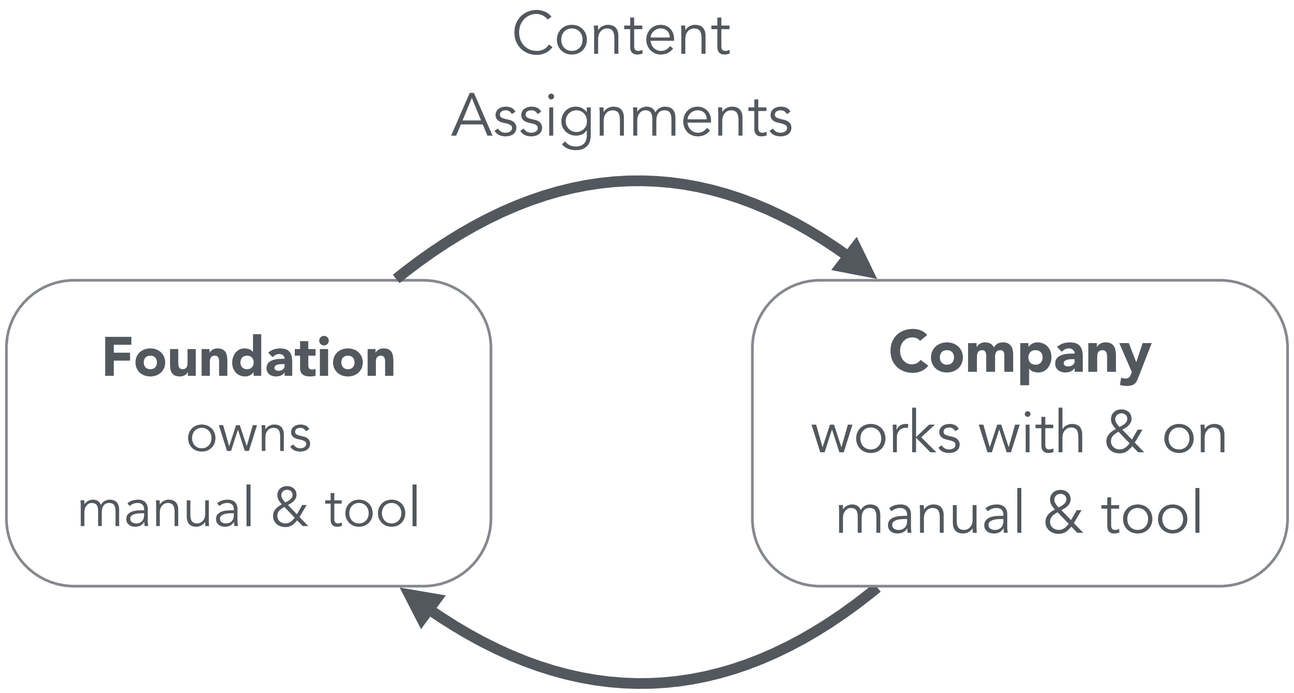
Future organisation



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CHAPTER 4

Why are you still in this room?

Needed

- Letters of support
- Funding
- International input
- (Members board of) advice
- Partnerships

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Contact me

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- Talk page: Ter-burg
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- Twitter: @circularcontent
- Facebook: facebook.com/circularcontent
- Website: www.circularcontent.com