

# Creative Commons: what, how, and why you should care

Jessica Coates  
Global Network Manager, Creative Commons  
February 2013



what

Digital  
technologies have  
**revolutionised** how  
creative works are  
made, distributed,  
and used.

# Everyday we



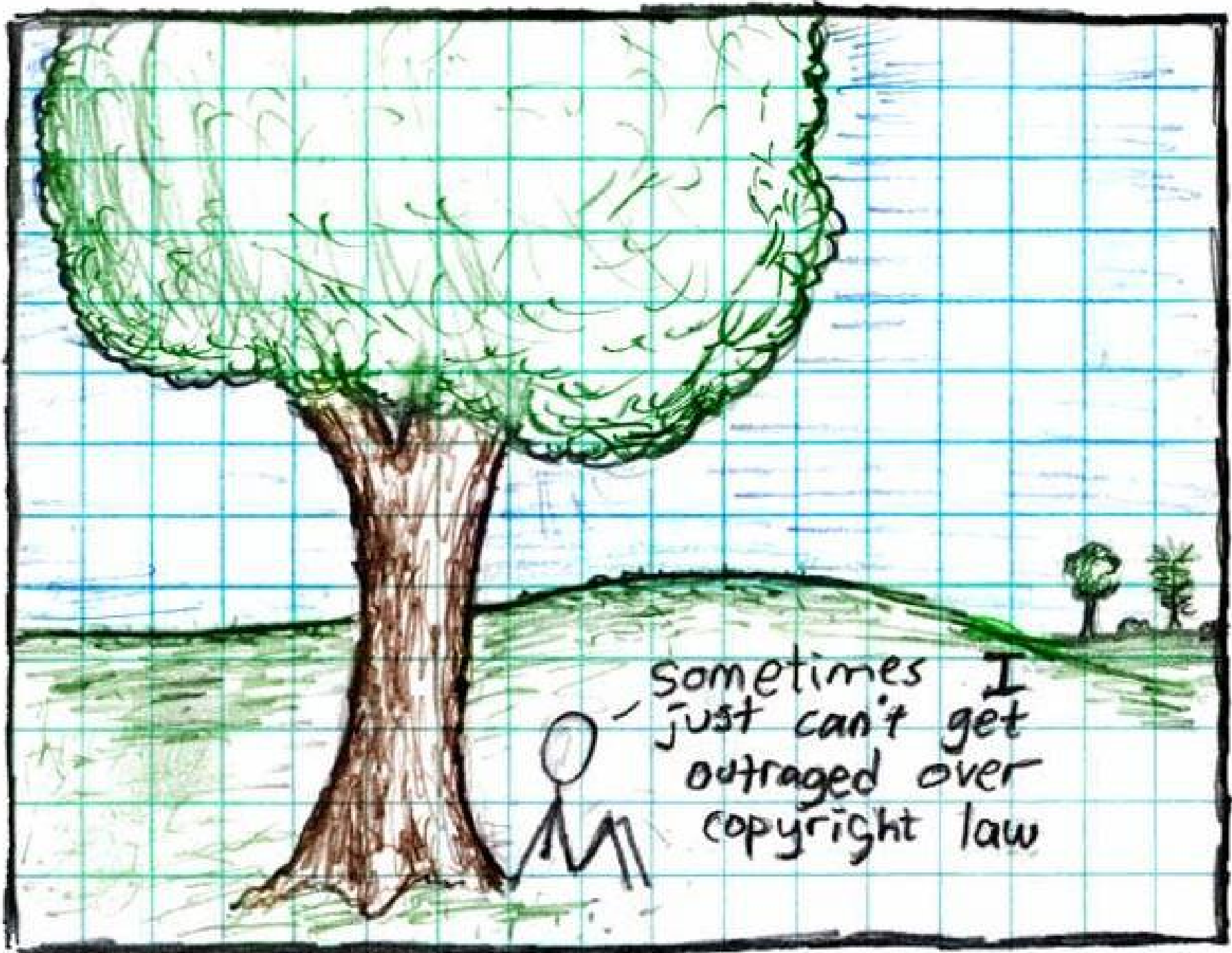
Use  
Movies  
Pictures  
Music  
Text





PIRACY.  
IT'S A CRIME.





sometimes I  
just can't get  
outraged over  
copyright law







Larry Lessig by Robert Scoble, <http://www.flickr.com/photos/scobleizer/2236177028/> CC BY 2.0



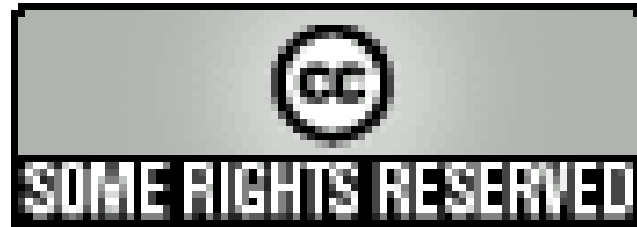
ST

STO

STOP

NO  
UNAUTHORIZED  
VEHICLES





CC provides free licences  
that creators use to tell people  
how their material can be used







this creates a pool of material  
that can be shared and reused  
legally





which in turn enables a  
culture of sharing







how

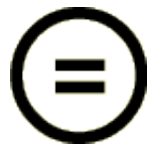
# Licence Elements



Attribution – credit the author



Noncommercial – no commercial use



No Derivative Works – no remixing



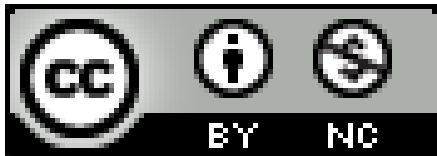
ShareAlike – remix only if you let others remix



Attribution



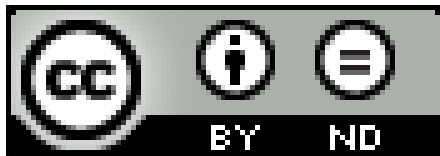
Attribution-ShareAlike



Attribution-Noncommercial



Attribution-Noncommercial-ShareAlike



Attribution-NoDerivatives



Attribution-Noncommercial-NoDerivatives





## Attribution - NonCommercial - ShareAlike 3.0 Australia



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**to Remix** — to adapt the work

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why

The image features a close-up of several Creative Commons license icons, including the CC logo and icons for Attribution (BY) and Non-Commercial (NC). In the foreground, a white business card for Creative Commons is visible, showing the organization's name and address: 543 Howard Street, Fifth Floor, San Francisco, CA 94105. The card also includes the Creative Commons logo and the website address creativecommons.org.

Creative Commons provides resources that you can **legally** copy, modify and reuse

my CC stickers have arrived!! by jehhhu available at  
<http://www.flickr.com/photos/jehhhu/2906399500/>  
under a Creative Commons Attribution 2.0 Licence



It also provides  
a **tool** for  
managing your  
own copyright



to allow **collaboration** and **sharing** with others

# Creative Commons as a resource

# How does it **work**?



© Sydney Morning Herald  
[www.smh.com.au](http://www.smh.com.au)



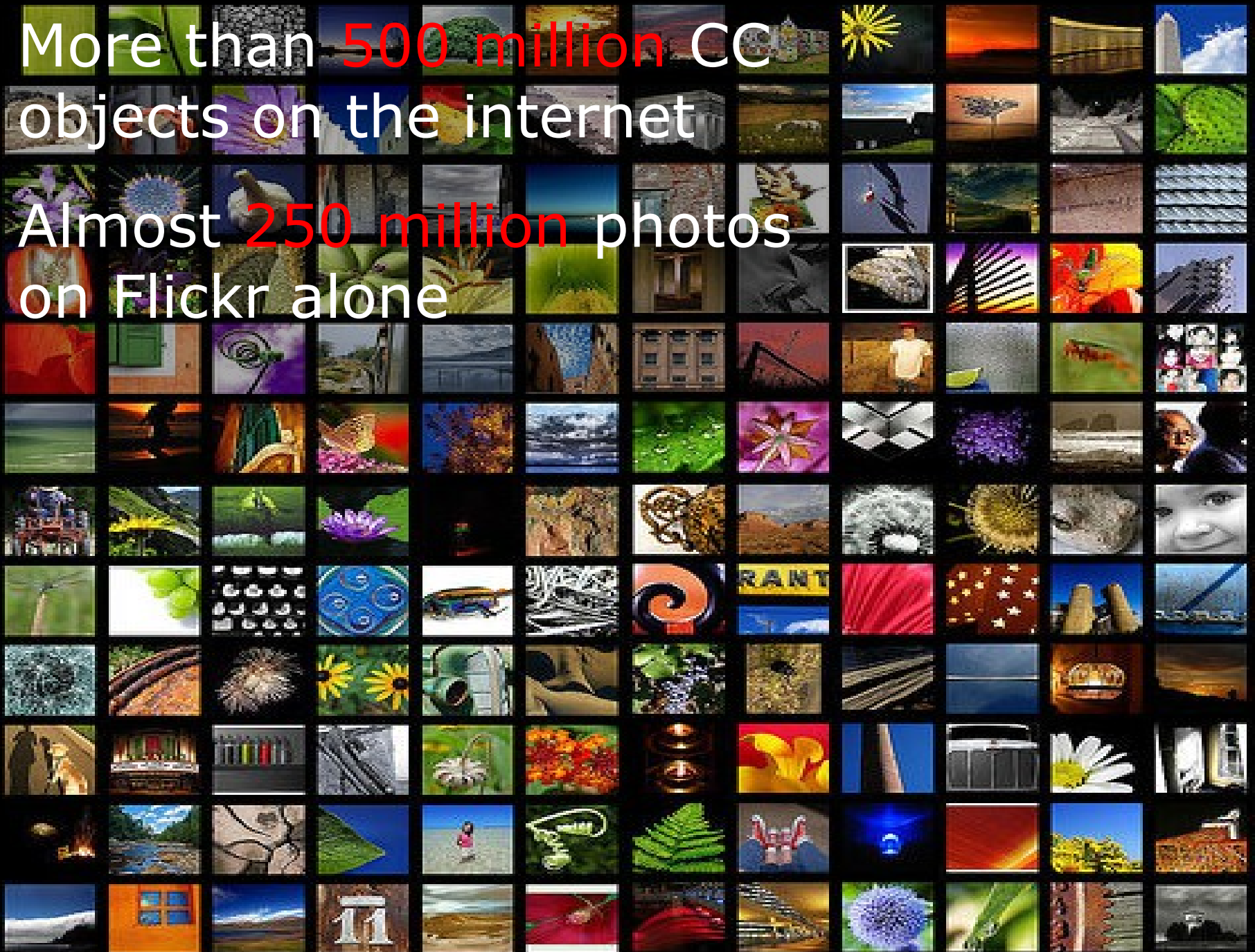
Eiffel Tower at night by [rednuht](#),  
<http://www.flickr.com/photos/rednuht/275062341/>,





More than 500 million CC  
objects on the internet

Almost 250 million photos  
on Flickr alone





Find content you can share, use and remix

I want something that I can...  use for *commercial purposes*  
 *modify* *adapt* <sup>or</sup> *build upon*

Search using:

<b>Europeana</b> Media	<b>Flickr</b> Image	<b>Fotopedia</b> Image	<b>Google</b> Web
<b>Google Images</b> Image	<b>Jamendo</b> Music	<b>Open Clip Art Library</b> Image	<b>SpinXpress</b> Media
<b>Wikimedia Commons</b> Media	<b>YouTube</b> Video	<b>Pixabay</b> Image	<b>ccMixer</b> Music
<b>SoundCloud</b> Music			

Please note that search.creativecommons.org is *not* a search engine, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are returned. *Do not assume that the results displayed in this search portal are under a CC license.* You should always verify that the work is actually under a CC license by following the link. Since there is no registration to use a CC license, CC has no way to determine what has and hasn't been placed under the terms of a CC license. If you are in doubt you should contact the copyright holder directly, or try to contact the site where you found the content.

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English



[Help Translate](#)

search.creativecommons.org

Google™



YAHOO!

<http://creativecommons.org.au/infopacks/findingmaterial>



WIKIPEDIA  
The Free Encyclopedia





Creative Commons  
material can be used  
without worrying  
about copyright **laws**  
or **exceptions**

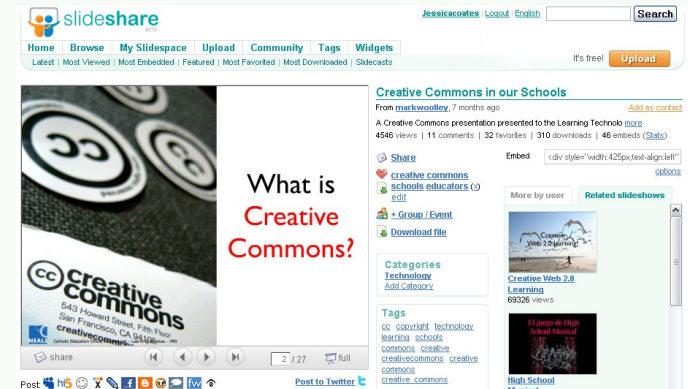


This slide show is a good example.



This slide show is a good example.

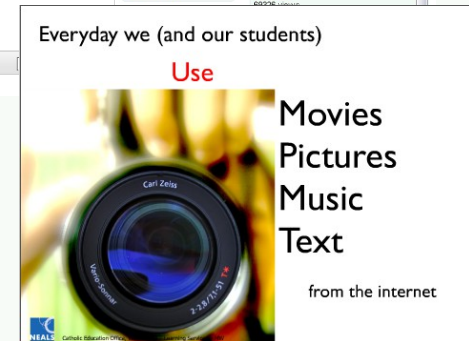
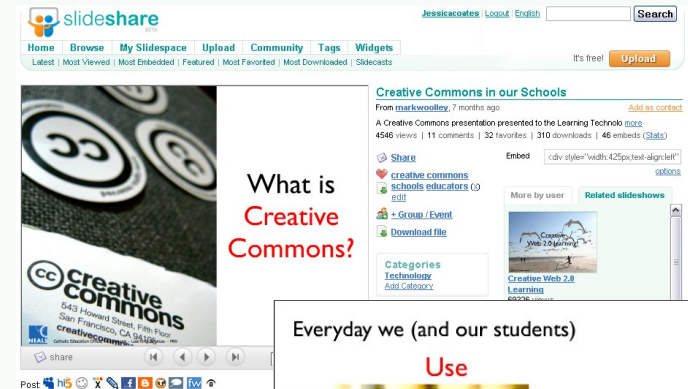
I found this on Slideshare . .



This slide show is a good example.

I found this on Slideshare . . .

Used some slides as they were . . .

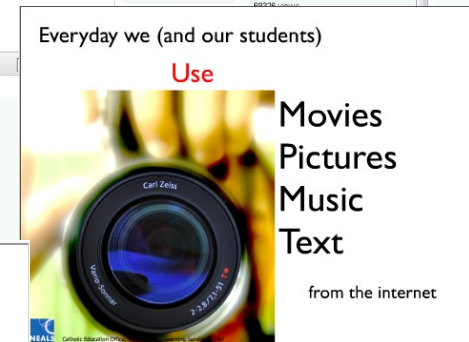
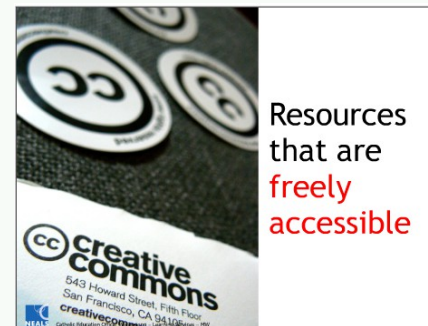
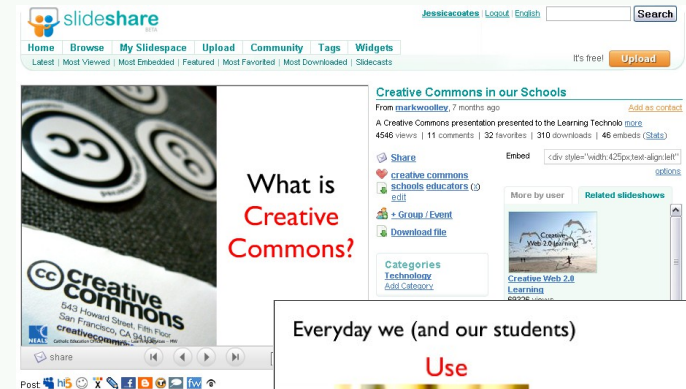


This slide show is a good example.

I found this on Slideshare . . .

Used some slides as they were . . .

Modified others . . .



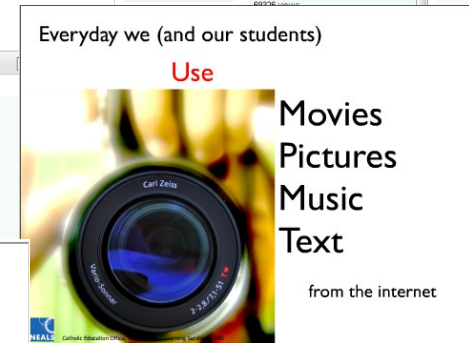
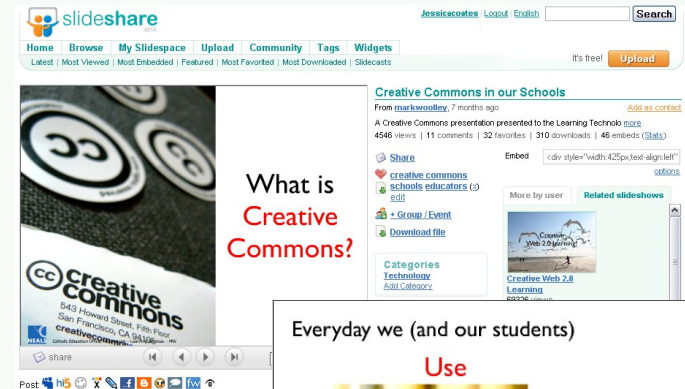
This slide show is a good example.

I found this on Slideshare . . .

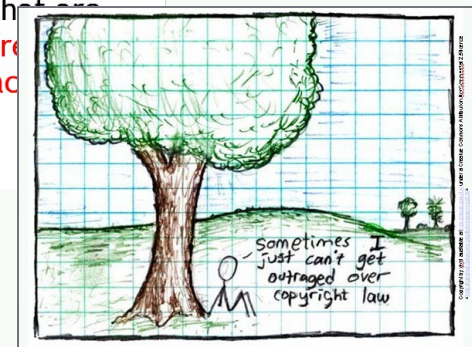
Used some slides as they were . . .

Modified others . . .

And added some of my own.



Resources that are free and available



# This slide show uses these CC resources:

Are you ready??? by ssh available at <http://www.flickr.com/photos/ssh/12638218/> under a Creative Commons Attribution 2.0 licence

Girls Sharing a mp3 Player by [terren](#) in Virginia available at <http://www.flickr.com/photos/8136496@N05/2275475657/> under a Creative Commons Attribution 2.0 licence

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Day 121 - Punk Rock Princess by [gotplaid?](#) available at <http://www.flickr.com/photos/59953599@N00/2368931334/> under a Creative Commons Attribution 2.0 licence

Infinite OS X by [Matt Forsythe](#) available at <http://www.flickr.com/photos/comingupforair/118875135/> under a Creative Commons Attribution 2.0 licence

Eiffel Tower at night by [rednuht](#),  
<http://www.flickr.com/photos/rednuht/275062341/>

Introduction to monsterring by [WorldIslandInfo.com](#) of <http://www.futuristmovies.com/> available at <http://www.flickr.com/photos/76074333@N00/318034222/> under a Creative Commons Attribution 2.0 licence

'Something Old, Something New', by [Anika Staffa](#), [Courtney Fowler](#), [Jue-Ying Liang](#), [Margrete Helgeby](#) and [Sarah Oldfield](#) available at <http://comstudies.blip.tv/file/999105/> under a Creative Commons Attribution Noncommercial ShareAlike 2.0 licence

Thinking Hot by [Lisandro Moises Enrique](#) available at <http://www.flickr.com/photos/latente/2041435108/> under a Creative Commons Attribution 2.0 licence

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Tooled Flatty by [flattop341](#) available at <http://www.flickr.com/photos/flattop341/1085739925/> under a Creative Commons Attribution 2.5 licence

UX Help by [Betsy Webber](#), CC BY 2.0, <http://www.flickr.com/photos/betsyweber/3307988944/>



Clive Owen  
Julianne Moore  
Michael Caine

# Children of men



IN FILM BY ALFONSO CUAPON

UNIVERSAL PICTURES PRESENTS A FINE LINE ENTERTAINMENT PRODUCTION AN ALFONSO CUAPON FILM WITH CLIVE OWEN JULIANNE MOORE AND MICHAEL CAINE "CHILDREN OF MEN" CHARLIZE CHERON CHARLIE HUNNAM MUSIC BY JONAS BERGHEIM COSTUME DESIGNER JANEY YEMM EDITOR ALFONSO CUAPON EXECUTIVE PRODUCERS JIM CLAY GREGORY KAVLANO PRODUCED BY FRANKLIN LEECH AND GREGORY THOMAS A. D. LEE WRITTEN BY ANDREW AINSWORTH DIRECTED BY ALFONSO CUAPON  
CASTING BY TIMOTHY J. SEXTON AND DAVID ADLER COSTUME DESIGNER MARK TENDON & PAUL OSTER EXECUTIVE PRODUCERS ALFONSO CUAPON



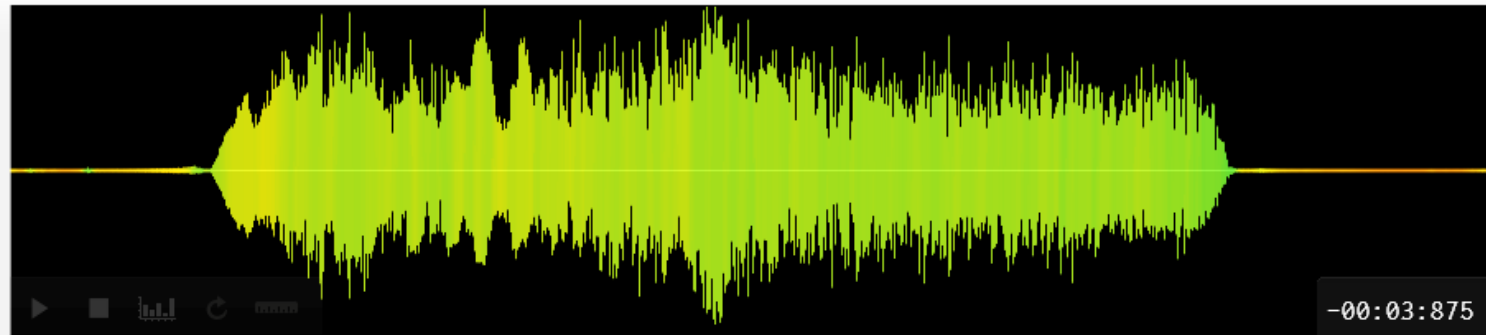
ISTWIKI

STWIKI

STWIKI

STWIKI

STWIKI



**thanvannispfen**

November 8th, 2005

Downloaded  
25007 times

Login to download

This screams very loud, torture sounds.

Male\_Thijs\_loud\_scream

#### History of the sample

The sample, male\_thijs\_loud\_scream was recorded back in the days Than van Nispen t.P. studied biology in Utrecht, The Netherlands, and in his free time participated in projects where sound-fx or film-music were needed.

The sample was recorded late 2001 in his student-apartment for some special effects for an interactive theatre play in which Than helped with sound-fx and foley for short animations...

This time a lot of screams were needed as special effect sounds for some fake 'torturing' device within the play.

Thijs, a friend of Than's, showed the person who was doing some voice over screaming sessions, 'how to do it'.

So... that's why there's currently only 'one' Thijs-sample in my collection...

Apparently it turned out to be sort of an unique and 'lucky' shot!

The sample was recorded at 44.1 KHz with a Shure SM58 microphone and with a Terratec EWS 88 MT sound-card.

When Than learned to know the freesound project he thought that maybe other people could also use this sample and other scream-samples in their work or projects and so finally it ended up in the movie 'Children of Men'...

[odd](#) [psycho](#) [psychopathic](#) [psychotic](#) [weird](#) [voice](#) [vocal](#) [human](#)  
[yelling](#) [yell](#) [shouting](#) [shout](#) [man](#) [schrei](#) [der-schrei](#) [screams](#) [pain](#)  
[wilhelm](#) [agony](#) [schreeuw](#) [horror](#) [helmut](#) [exaggerating](#) [exaggerated](#)  
[wilhelm-scream](#) [screaming](#) [brul](#) [cry](#) [scream](#) [male](#)



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the Attribution License.

<b>i</b> Type	AIFF (.aiff)
<b>i</b> Duration	00:03:875
<b>i</b> Filesize	333.8 KB
<b>i</b> Samplerate	44100.0 Hz
<b>i</b> Bitdepth	16 bit
<b>i</b> Channels	Mono

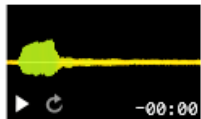
Pack: screams and pain  
 Similar sounds

Sound illegal or offensive? [Flag it!](#)

Like Tweet tumblr +1

embed

### Random sound of the day



**car claxon01.wav**

car horn of a small (klaxon)

[klaxon horn hooter](#) [claxon car](#)



**klankbeeld**

February 6th, 2011

228 downloads

0 comments



### Latest News

## Sons de Barcelona (Sounds of Barcelona) needs your votes!

April 4th, 2012 [bdejong](#)

A note from our friends running Sounds of Barcelona: "Our Sounds of Barcelona project is participating in a EU contest for best innovations related to technological initiatives with an educational and social impact. The project Sons de Barcelona was created ... Continue reading →

[Read Full Entry](#) ▶

## Freesound Survey

March 20th, 2012 [frederic.font](#)

Hello everyone, as most of you will know Freesound is a site that was started six years ago in the context of the Music Technology Group of the Universitat Pompeu Fabra. One of the aims of the project was to create an open ... Continue reading →

[Read Full Entry](#) ▶

## Our friendly competitions (the Dares) roll on...

March 18th, 2012 [crodrigues](#)

This is really a short post aimed at anyone who has not yet heard of the 'Dares'. These are friendly competitions that I run once a month. The themes change with every dares, essentially you are asked to do something ... Continue reading →

[Read Full Entry](#) ▶

## Welcome to Freesound

Freesound is a collaborative database of Creative Commons Licensed sounds. Browse, download and share sounds.



**Support Us. Get your Freesound T-Shirt!**

Select your store:

[Europe](#)

[US Canada and Asia](#)



**Love Freesound?**

Only 1687€ to go!

[Donate Now](#)

### Active Forum Threads

#### female voice over for radio spot

in [Sample Requests](#)  
by [thecrumb](#), 34 minutes ago

#### Freesound Survey

in [Freesound Project](#)  
by [phloord](#), 2 hours, 8 minutes ago

#### Twango

in [Your work, made with Freesound\(s\)](#)  
by [KeyKrusher](#), 2 hours, 46 minutes ago

#### Dare 12 - A day in life

in [Dare the Community](#)

<http://www.freesound.org/>



# CC material can help you:

- Save money
- Streamline processes
- Improve your product
- Discover innovative resources
- Engage your peers
- Learn from others
- Solve legal issues – no more worrying about copyright!



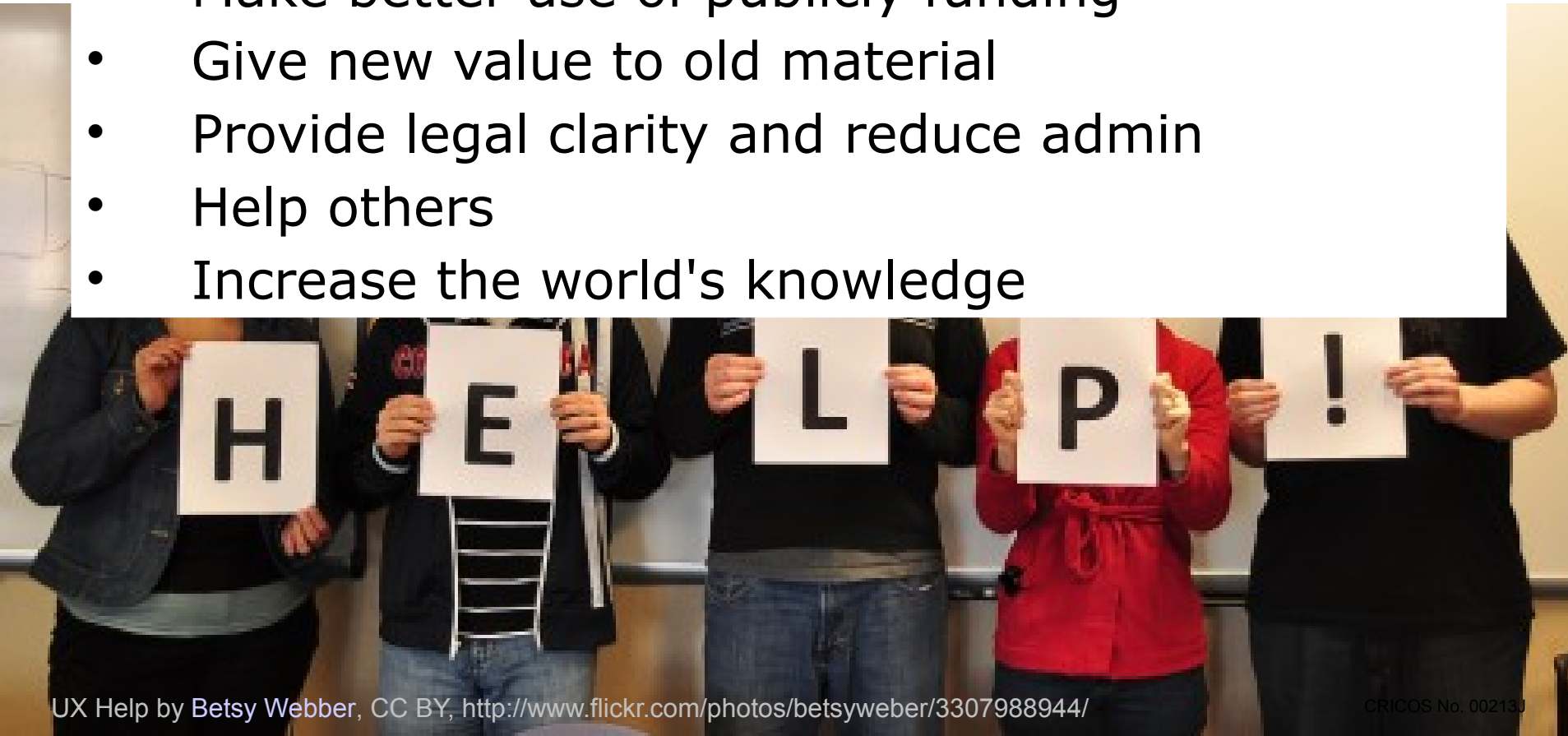


- But **remember** to:
- obey the licence
  - attribute
  - think about other rights (privacy etc)
  - use your common sense

# Creative Commons as a tool

# CC licensing your material can help you:

- Facilitate collaboration
- Encourage innovation
- Increase your reach and reputation
- Speed the creation of resources
- Make better use of publicly funding
- Give new value to old material
- Provide legal clarity and reduce admin
- Help others
- Increase the world's knowledge



### License Features

Your choices on this panel will update the other panels on this page.

**Allow modifications of your work?**

Yes  No

Yes, as long as others share alike

**Allow commercial uses of your work?**



Yes  No

**License Jurisdiction:**


International

### Selected License

**Attribution 3.0 Unported**

**This is a Free Culture License!**



### Help others attribute you!

This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

Title of work

Attribute work to name

Attribute work to URL


Source work URL

More permissions URL

Format of work

License mark

### Have a web page?



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**Copy this code to let your visitors know!**

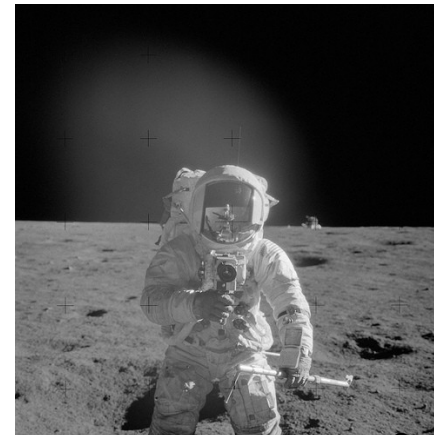
```
<a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US"></a><br />This work is licensed under a <a rel="license"
```

Normal Icon  Compact Icon

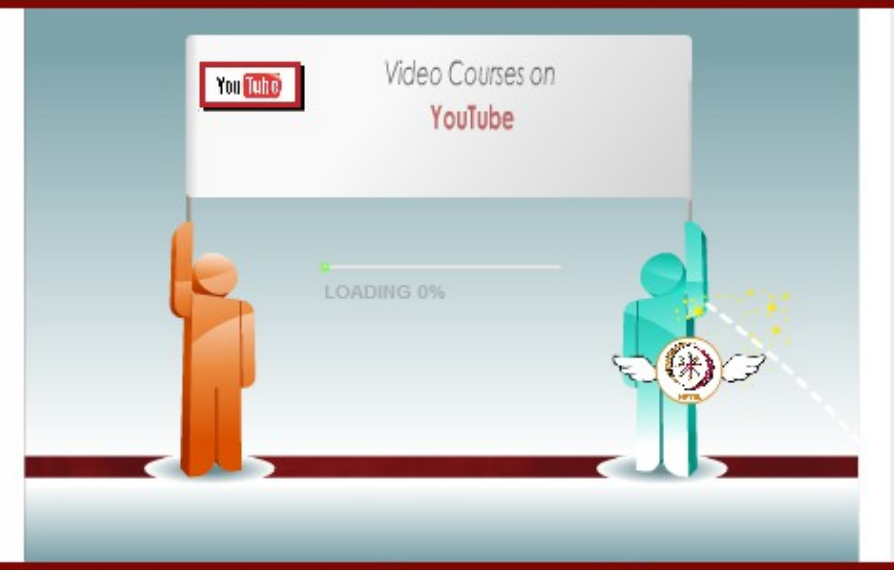


WIKIPEDIA  
The Free Encyclopedia









## Accessing NPTEL : Institutions, Individuals



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### Live Online Courses beginning Jan 2013

NPTEL provides E-learning through online Web and Video courses in Engineering, Science and humanities streams. The mission of NPTEL is to enhance the quality of Engineering education in the country by providing free online courseware.

[Give Feedback on NPTEL Courses](#)



## A Joint Initiative of the IITs and IISc

[Invitation for Subject Matter Experts for Contributing to NPTEL](#) [New Faculty Workshop For NPTEL Online Courses](#)

### New Courses

- [Design Verification and Test of Digital VLSI Circuits - Video \(15 Feb 2013\)](#)
- [Biological Bases of Behavior - Web \(14 Feb 2013\)](#)
- [Vibration of Structures - Video \(14 Feb 2013\)](#)
- [Pattern Recognition - Video \(13 Feb 2013\)](#)
- [Advanced Manufacturing Processes - Video \(11 Feb 2013\)](#)
- [Introduction to Hybrid and Electric Vehicles - Web \(08 Feb 2013\)](#)

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# the Liberated Pixel Cup

\$12256 / \$11500

[about](#) \* [rules](#) \* [blog](#) \* [faq](#) \* [style](#) \* [forum](#)

The coding portion of the contest has now concluded. Thanks to all for participating! Update: Code entries **have been posted!**

## About the Liberated Pixel Cup

Liberated Pixel Cup is a two-part competition: make a bunch of awesome **free culture** licensed artwork, and then program a bunch of **free software** games that use it.

Liberated Pixel Cup brings together some powerful allies: **Creative Commons**, **Mozilla**, **OpenGameArt**, the **Free Software Foundation**, and you.

## The artwork

Phase one of the competition is to build a set of artwork that's dual licensed under **CC BY-SA 3.0** and **GPLv3** and stylistically consistent. To that end, have created a **style guide** which incorporates these components.





While the traditional industries are resisting, new players like Apple are taking the spoils

- Joe Trippi, Obama campaign adviser

My fans' tireless evangelism for my work doesn't just sell books - it sells *me*.

Connect With Fans (CwF) + Reason To Buy (RtB) = Business Model

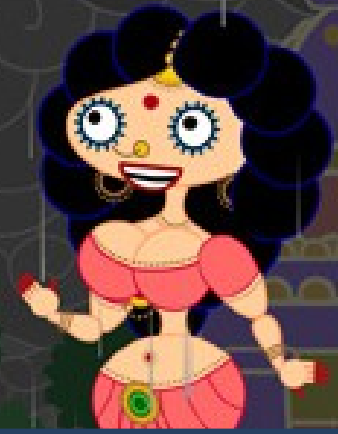
Mike Masnick, Techdirt (Midemnet, Feb 2009)  
<http://techdirt.com/articles/20090201/1408273588.shtml>

The question to ask is, "What portion of the world knows my brand?"

- Jonathon Schwartz, COO Sun Microsystems (CNET, Aug 2007)

Creative Commons is like having 100,000 free publicity officers.

- Pete Foley, Black brow ([http://wiki.creativecommons.org/Black\\_brow](http://wiki.creativecommons.org/Black_brow))



Sita Sings the Blues – Nina Paley - 2009

Total cost of music copyright: **\$70,000**

Total donations from people who appreciate her giving out free content:  
**\$42,000**

Profits from her online store which sells merchandise and DVDs:  
**\$159,000**

*Theatrical distribution revenues: \$3,000+ (out of total box office tally of \$22,350)+*

*Additional DVD distribution: \$3,000+*

*Broadcast television distribution: \$3,000+*

*Revenue from Central Cinema in Seattle which showed the film: \$4,000+*

**Grand total: \$213,199+**



Before you license,  
**think:**

Who do you want to use  
the material, and when?

Are you choosing the right  
licence?

Do you have the rights to  
license the material? Are  
you using anyone else's  
material?

Are you sure? You can't  
change your mind (or not  
easily)



Before you license,  
**think:**

Who do you want to use  
the material, and when?

Are you choosing the right  
licence?

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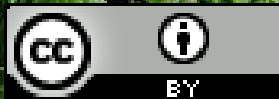
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