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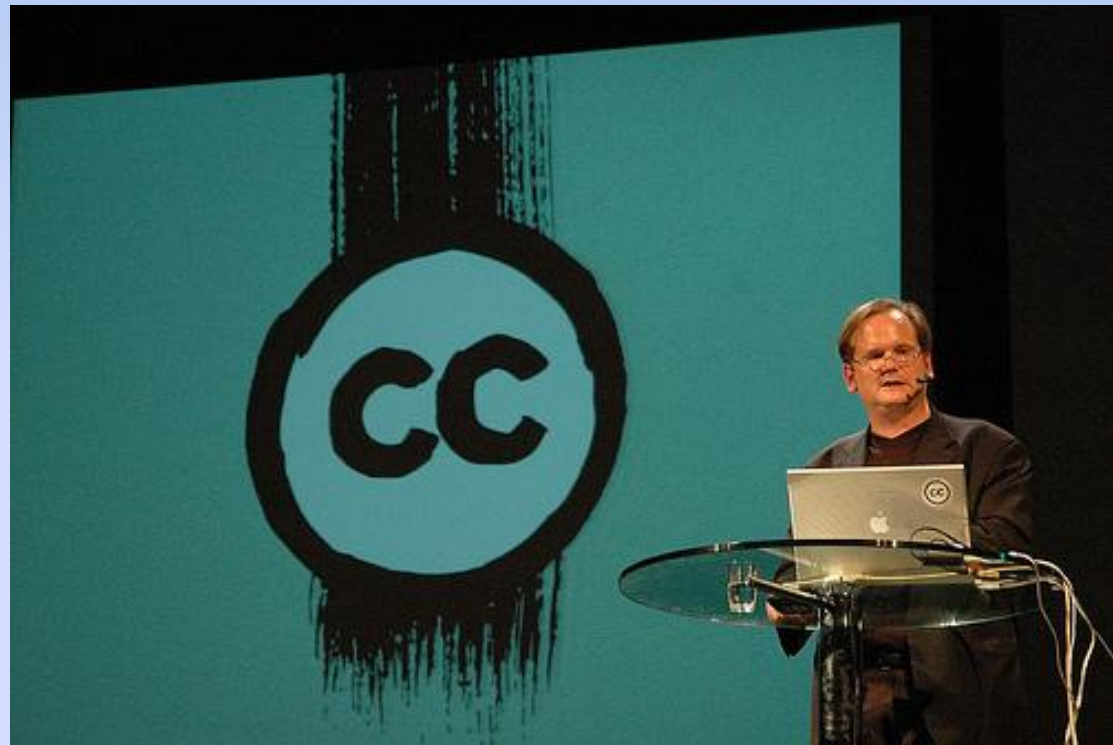
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# Presentation's Structure:

- Overview of the **Creative Commons** project
- A brief elucidation of the **CC Licenses**
- The rising of **new business models**
- Tendency towards a **new governance paradigm**

# Creative Commons

is a **nonprofit organization** that enables the **sharing** and **use** of creativity and knowledge by providing **free legal tools**



# Some Rights Reserved

**Copyright** regime(s):

**CC Licenses:**

- « Moral Rights »

*Droit d'auteur* systems :

Moral rights are **inalienable**

Copyright systems:

Authors enjoy the right to **attribution**

- Economic Rights

**Waived** and **refined**

# CC Licenses

- A license is a **unilateral permission** to use someone else's property
- Some juridical systems, consider licenses as standard **contracts**
- **CCLs** are soft law tools playing a complementary role with regard to copyright
- **CC** is **not** a contractual party

# 3 conceptual layers





- Attribution



- Attribution + NoDerivatives



- Attribution + NonCommercial + NoDerivatives



- Attribution + NonCommercial



- Attribution + NonCommercial + ShareAlike



- Attribution + ShareAlike

# Some **CCLs** benefits:

- **CCLs** encourage the legal circulation of artworks
- **CCLs** provide the technical means:
  - To exercise **authors'** rights online
  - To clarify **users'** rights online



# New Open Models

## Exclusivity v Sharing

- Non-Pros can **circulate** their works and **remix** other people's works
- Pros can circulate their works establishing particular **conditions** → **no piracy**

# New Business Models

- **Open access** to works of art in order to subsequently **monetise**
- **SACEM** (*Société des Auteurs, Compositeurs et Editeurs de musique*)



# 400+ millions CCLs



# A **complementary** form of **regulation**

- Top-down regulation (**State**) v bottom-up regulation (**civil society**)
- From management by regulation to management by **coordination** (*Bourcier 2007*)
  - A new **equilibrium** -> **self-regulation**
  - Democratic **participation** enhancement

Thank **you** for your  
attention!