

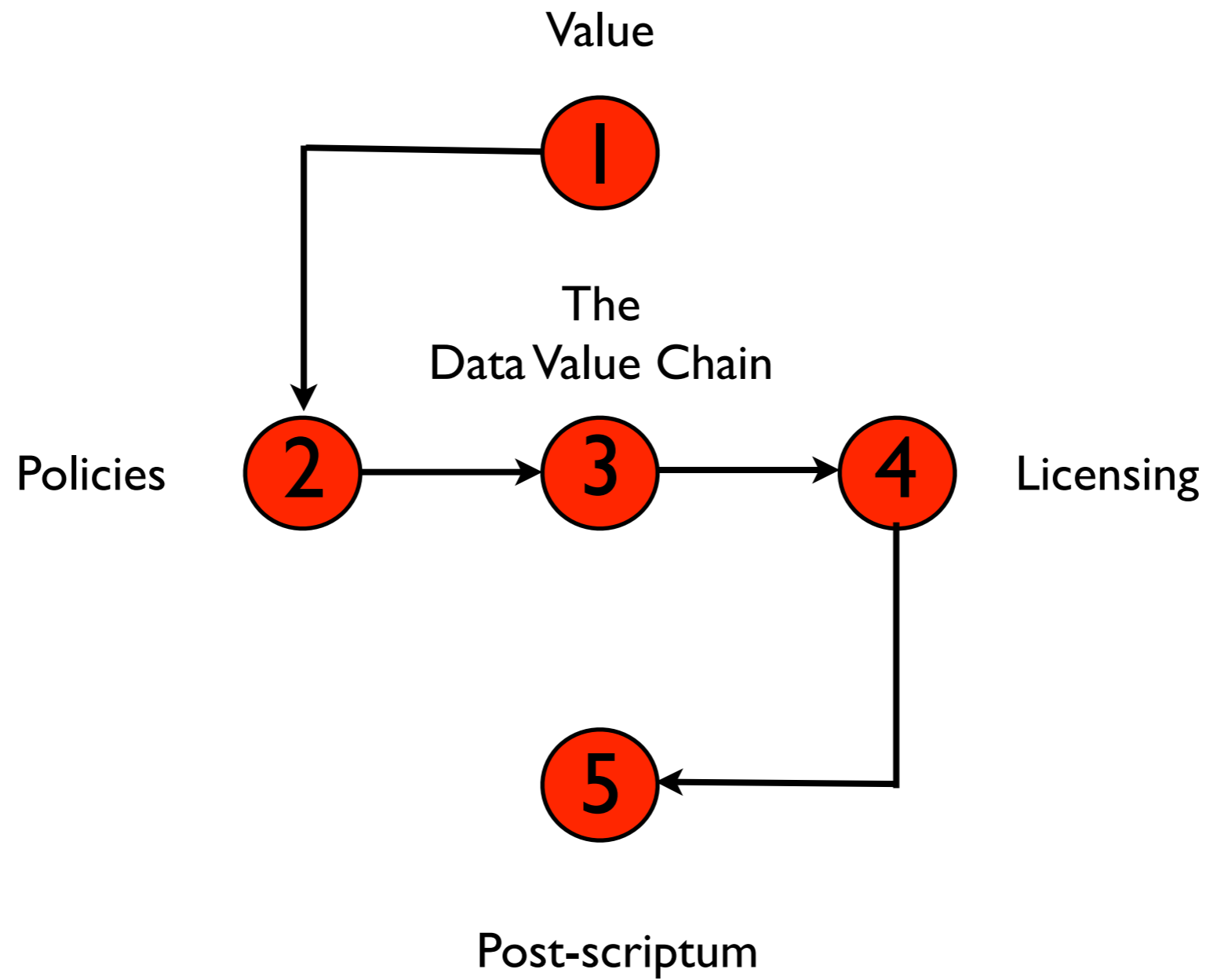


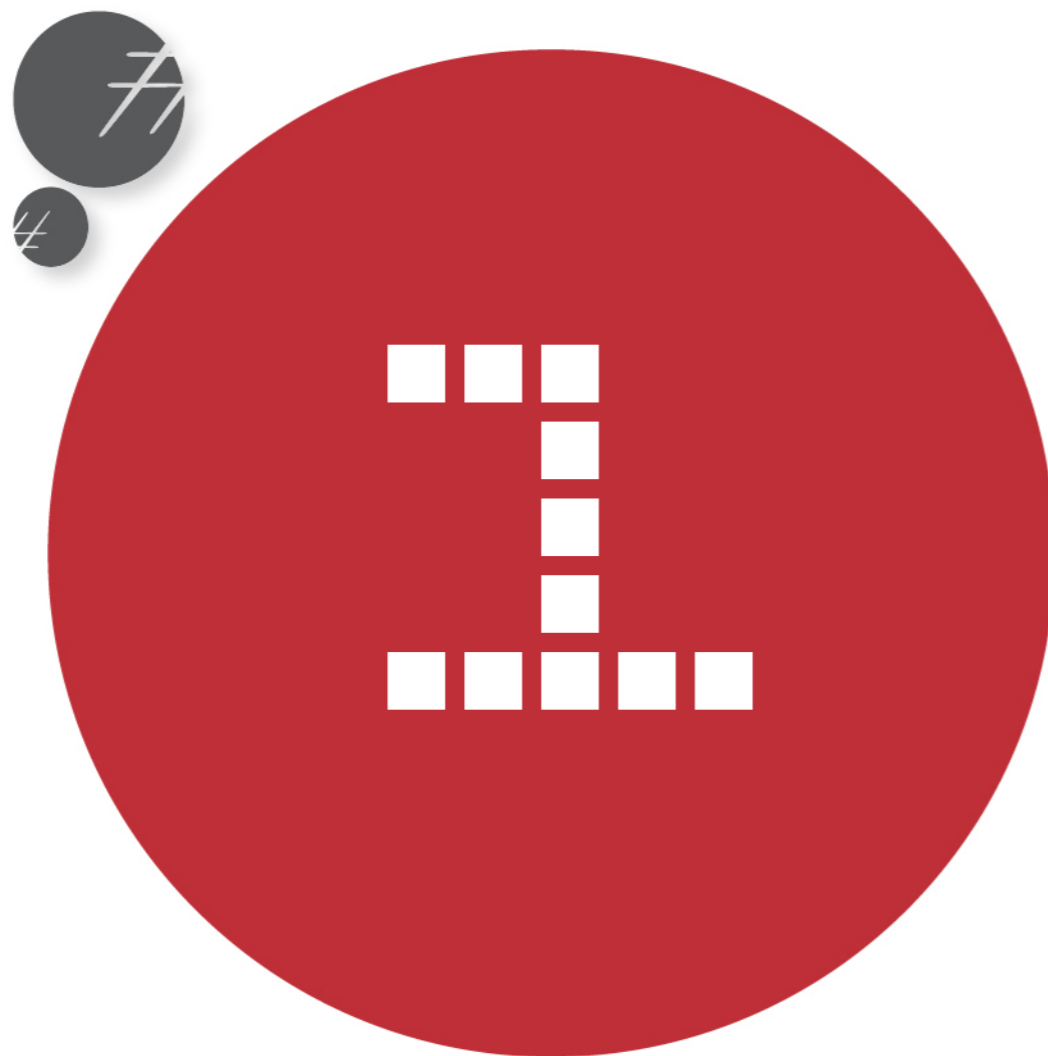
Creating Value

Using Hybrid
Licensing Models

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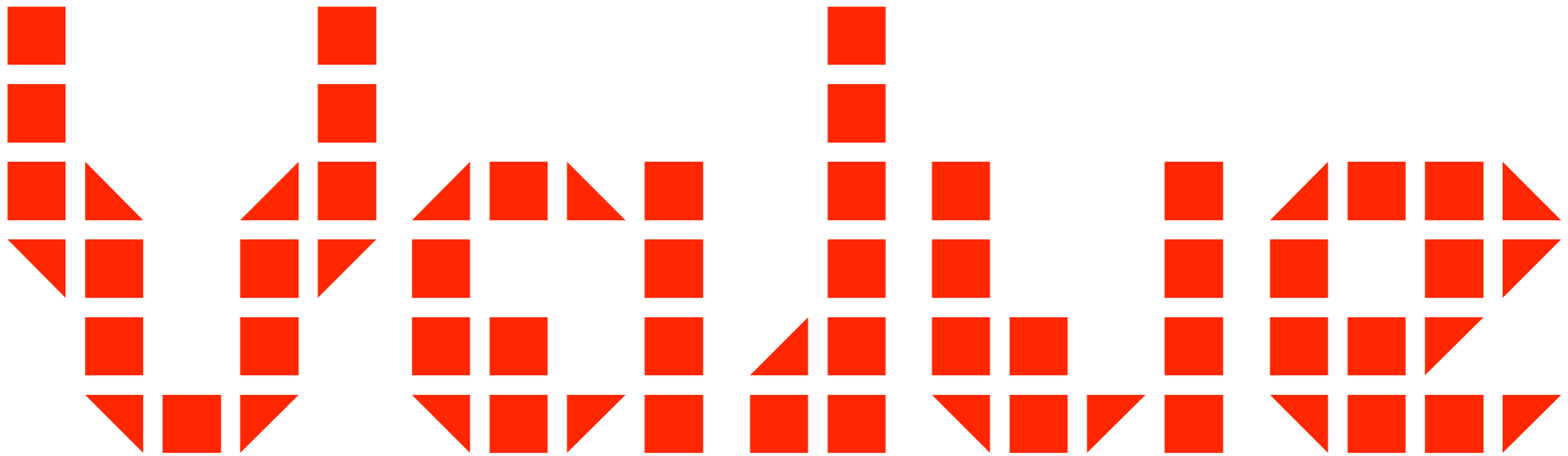


UNDERSTANDING VALUE IN AN OPEN ENVIRONMENT

for good
for profit



managing
cultural assets
for the digital era



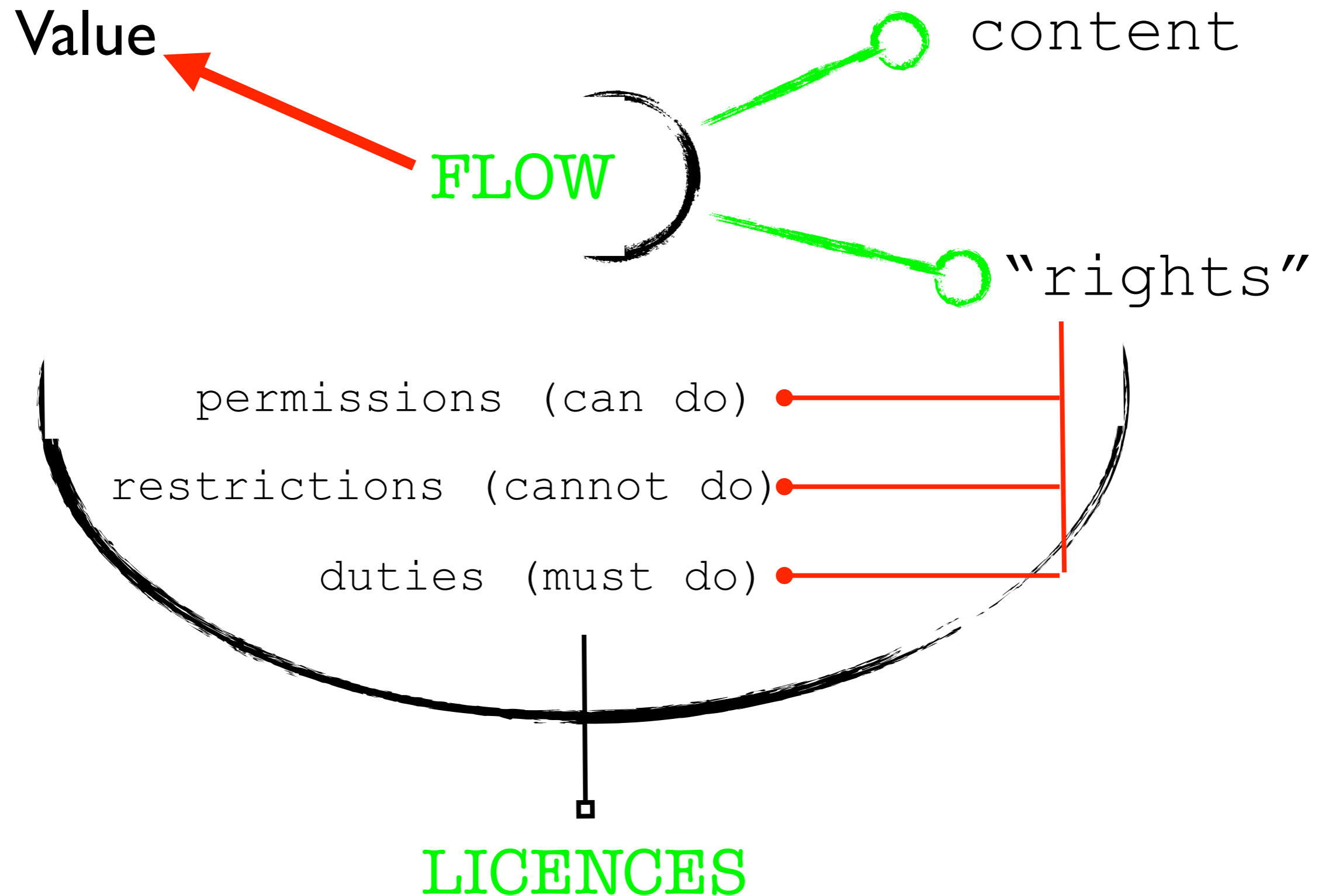
Not just €

but

€ is important





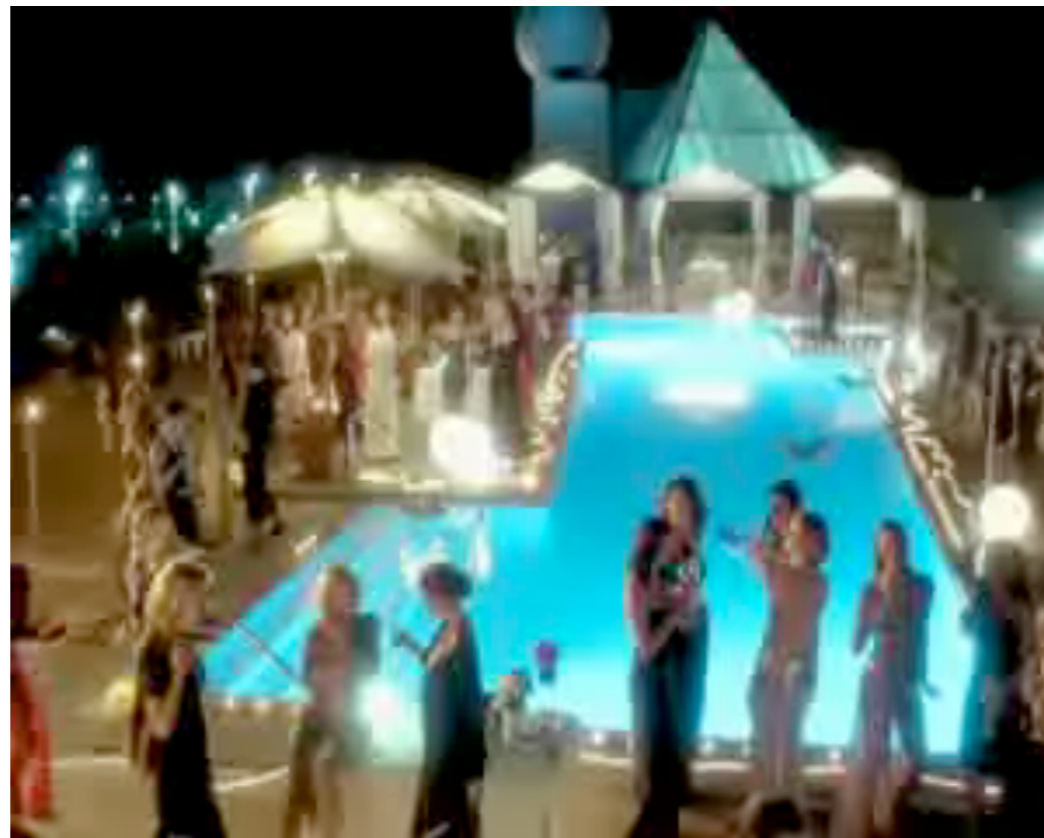


when the
licences

don't work

the flow stops



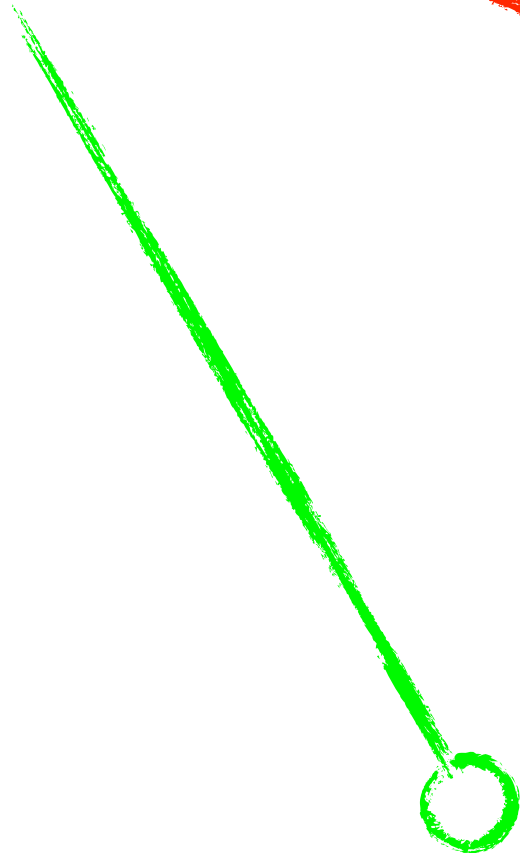





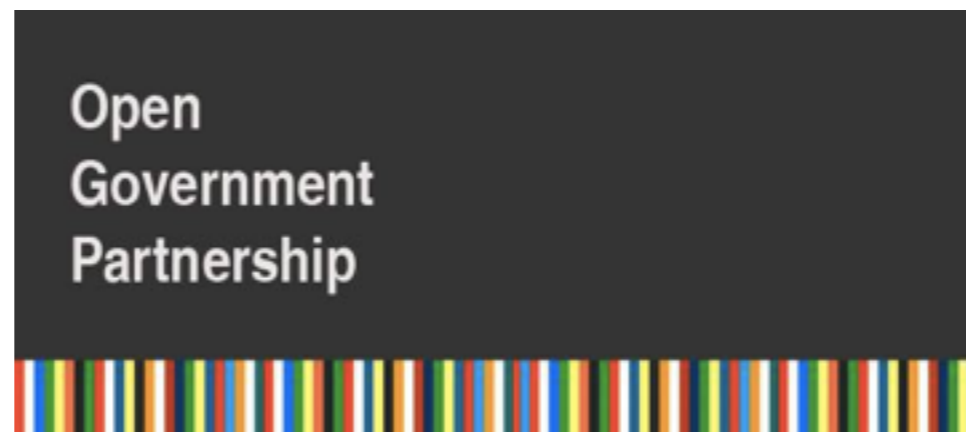
POLICIES

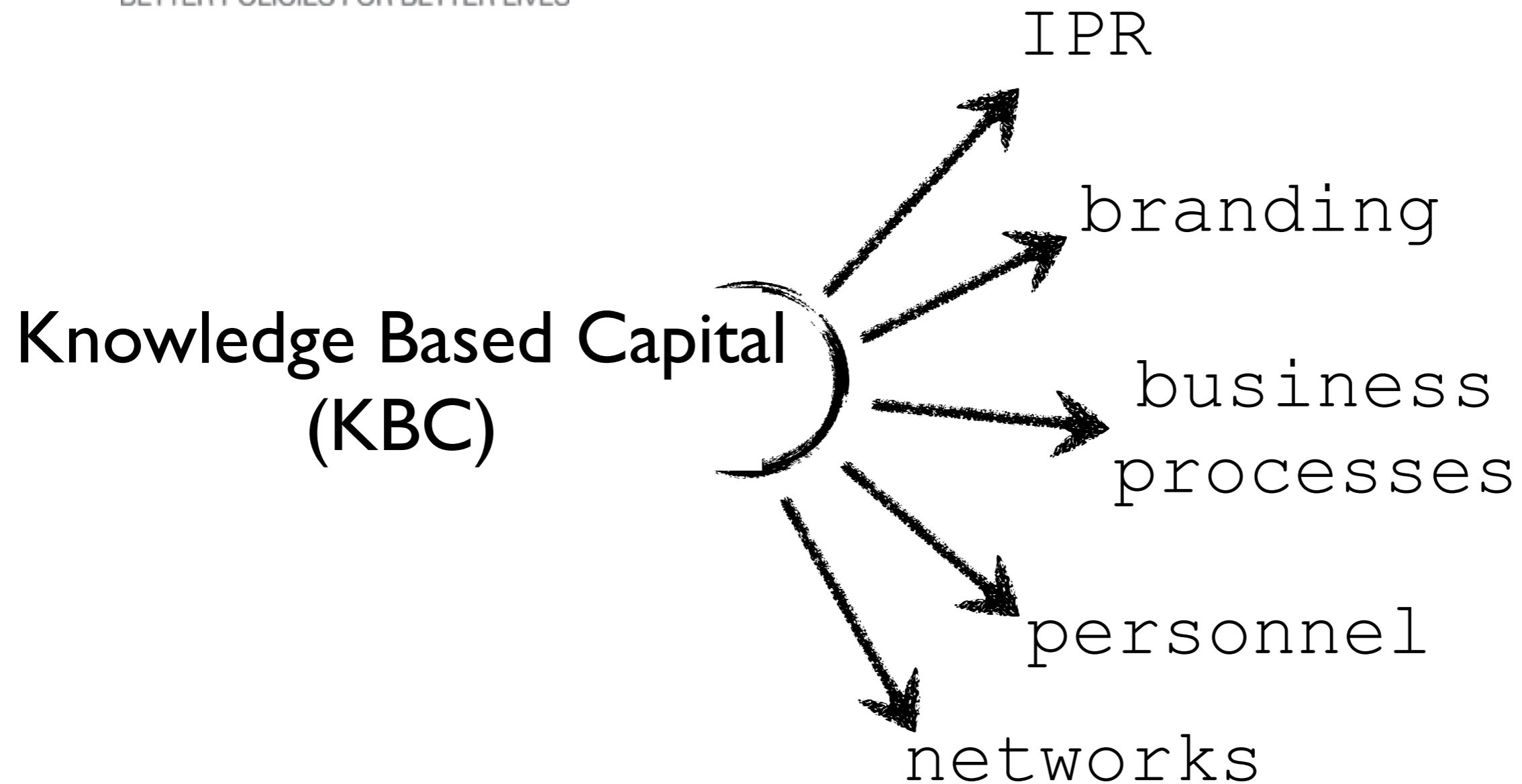
Value Policies

incentives
through regimes
of exclusion
(classic
Copyright
licensing)



reducing friction through regimes
of openness
(PSI regulations, open licensing)





Twitter 2014

Goods

Relations

Goods

Relations



DATA VALUE CHAIN



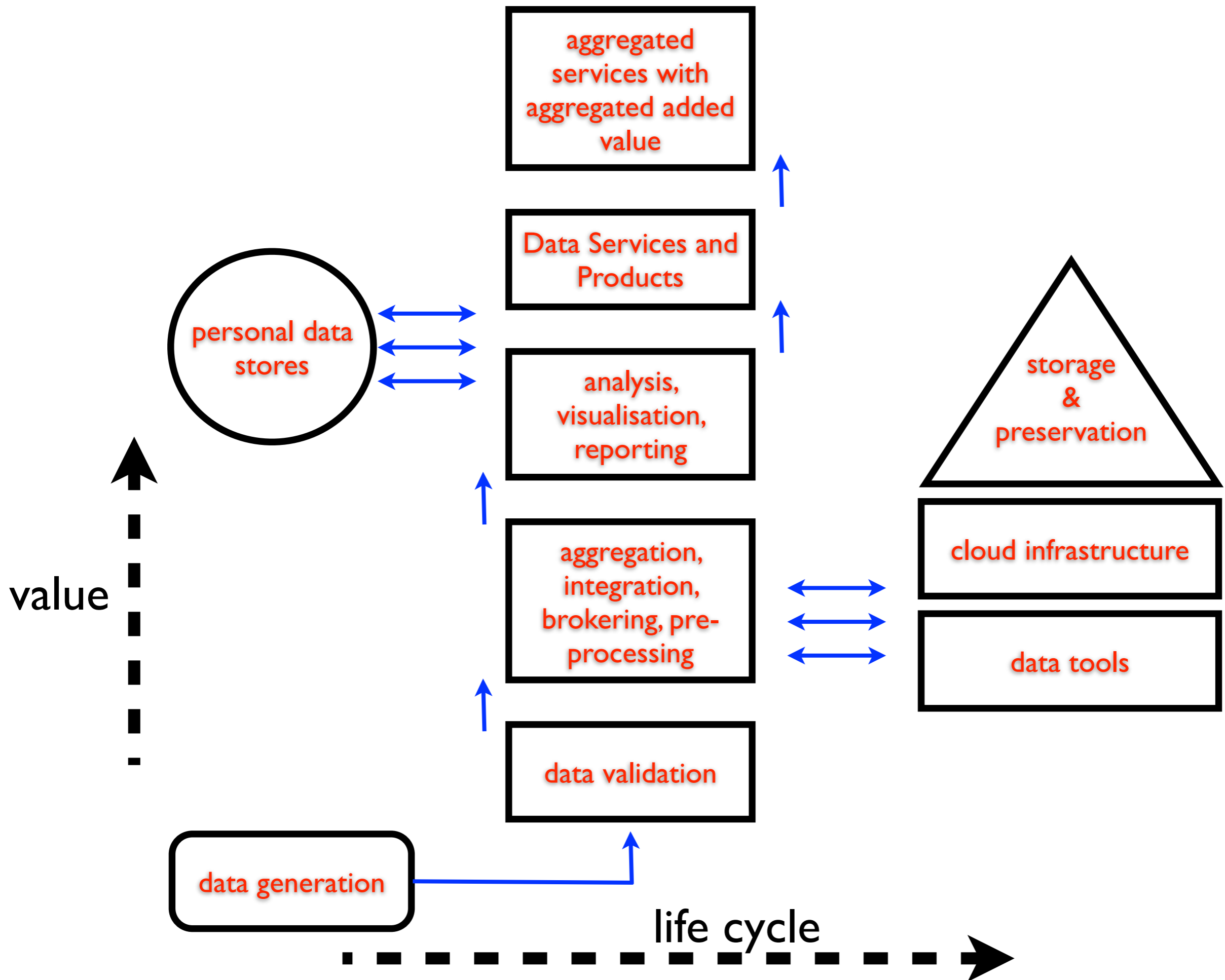
Keeping the DGVC unbroken

Elements I:

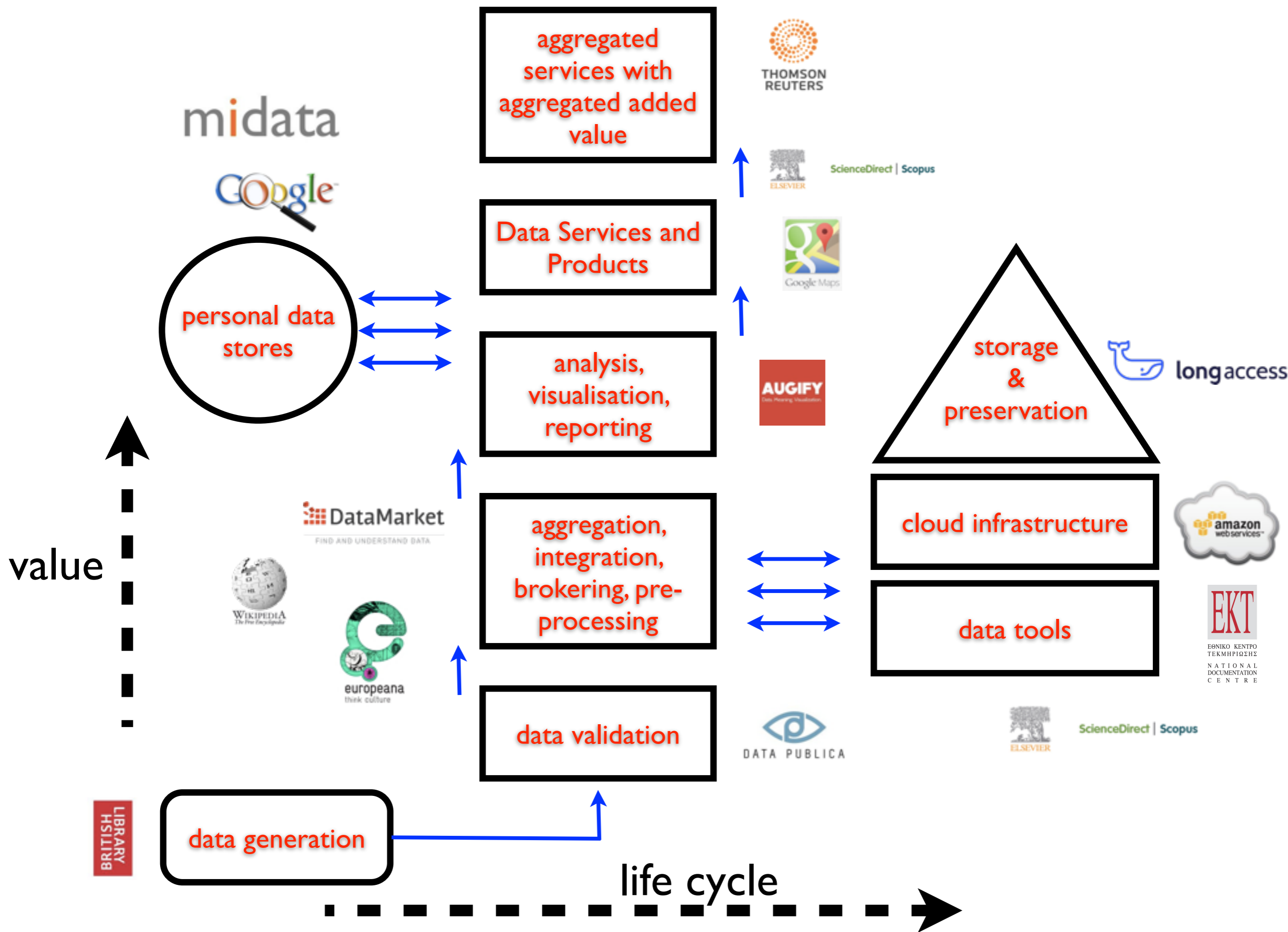
- * Data Value Strategy: budgetary, policy and legal measures aimed at supporting data-driven innovation
- * Framework Conditions: privacy regulations, data ownership, copyright, software development, access to capital, infrastructure

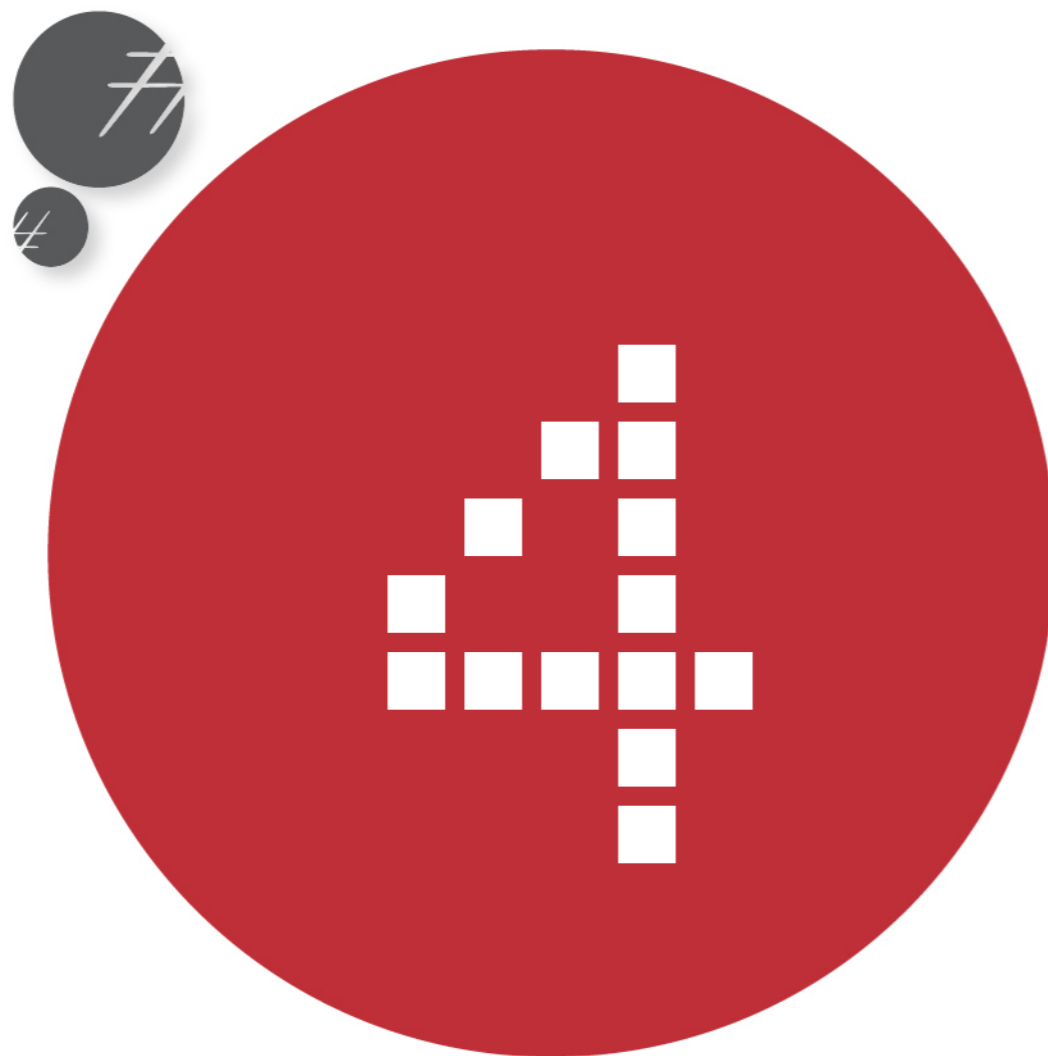
Elements II:

- * Data skills: data analysts, data scientists, interdisciplinary teams
- * Data Champions: companies, RPOs, Industry that are data-innovators
- * Transborder Flows of Data and extrovert orgs:
What are the main DGVCs in the core data sectors
- * International orgs: EU, OECD, World Bank, IMF
- * MegaCorps: Google, Amazon, MS, Apple, Amazon



Where am I?





Licensing

licences

aka

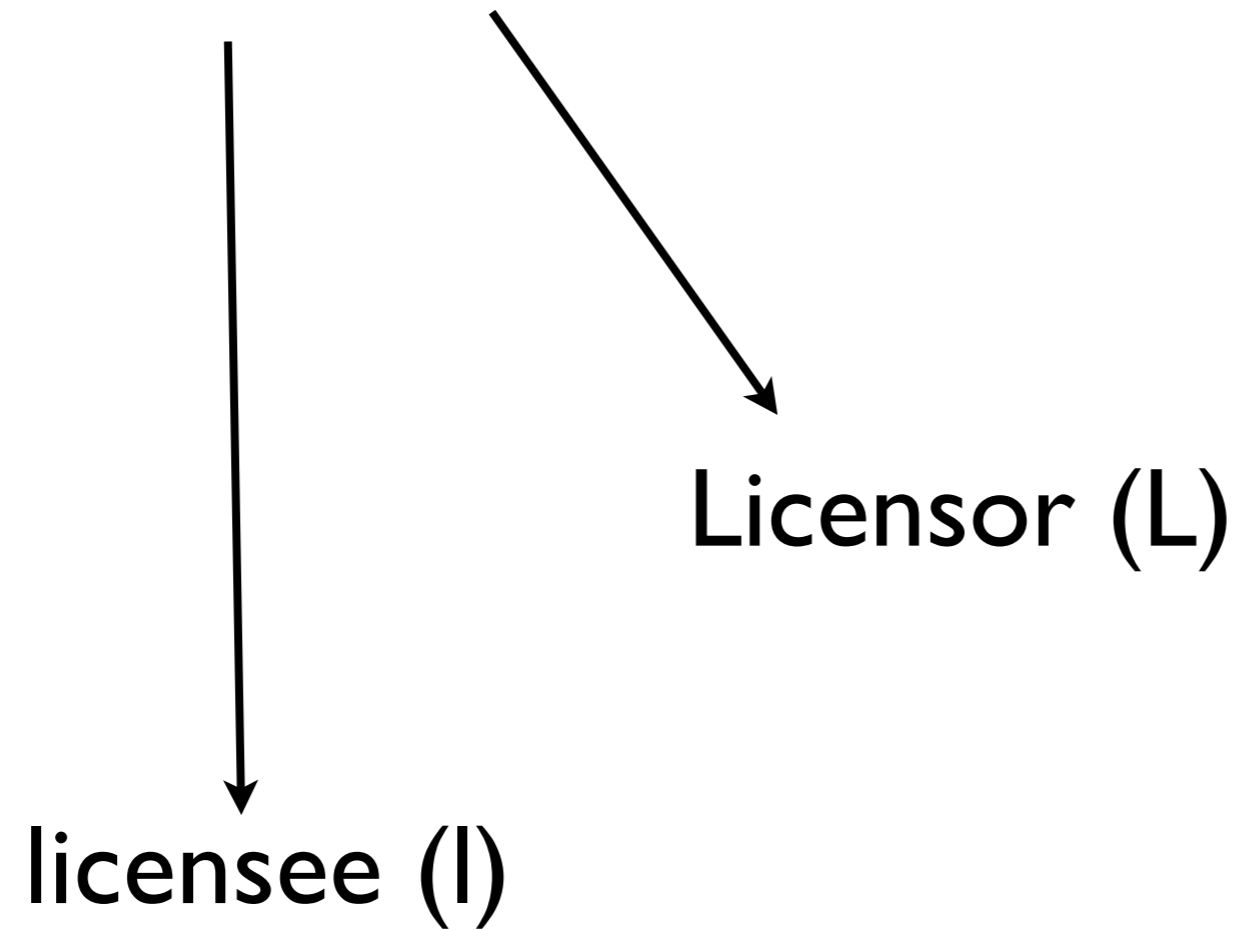
○ permissions (can do)

○ restrictions (cannot do)

○ duties (must do)

value

value



value

- from use
- from conditions of use
- from lifting
conditions of use

costs

- search
- negotiation
- grant

L	I
L	I
x	I



Creative Commons

[1]

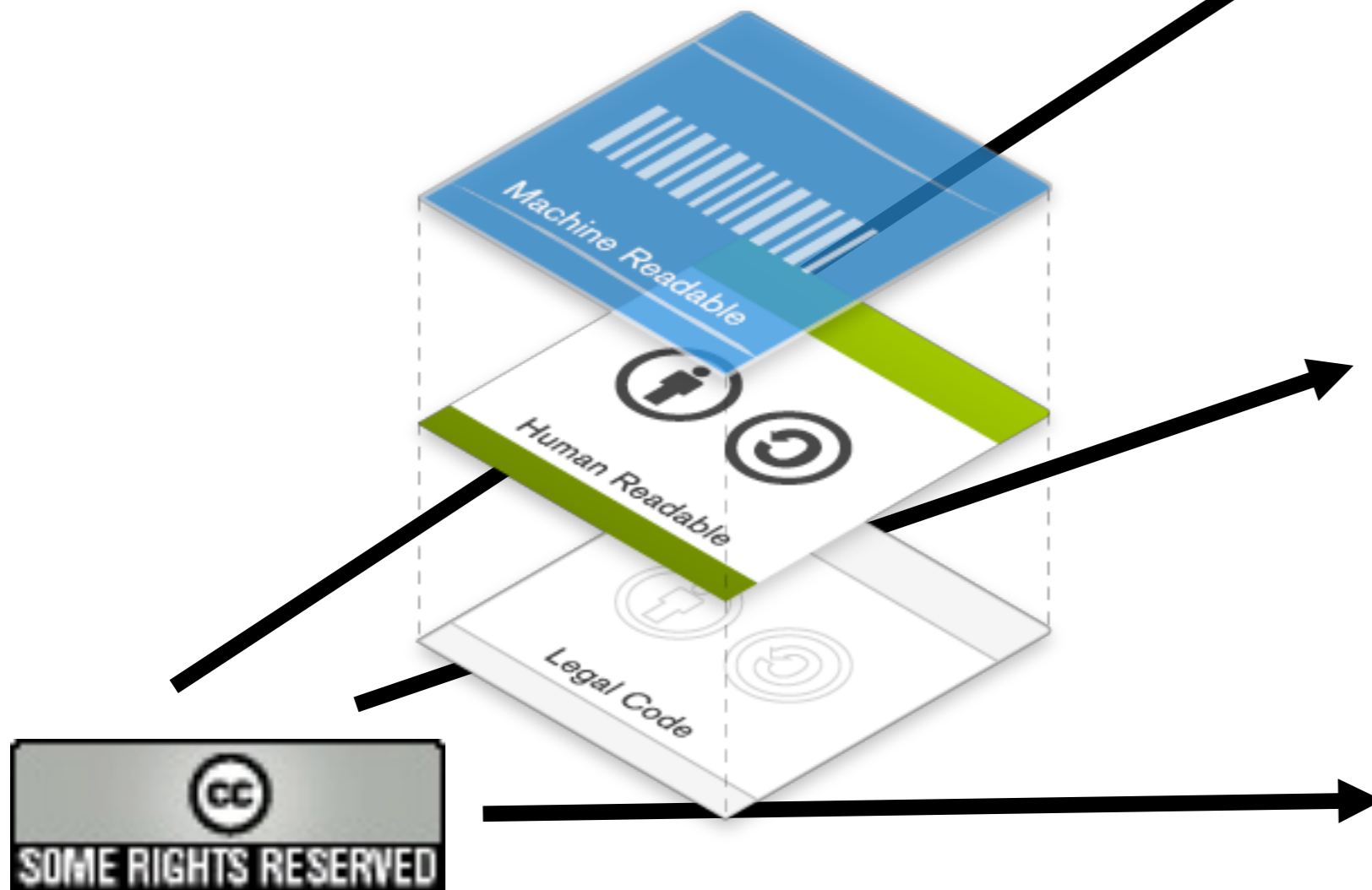
Commons Deed

[2]

Legal Code

[3]

Meta-data



remember:



what do you license



who gains value



who bears the cost

data	metadata
Licensors	licensee
Licensors	licensee



zero conditions

- Value = Use
- Disposition:
 - find data
 - find item
 - find place
- focus on meta not content



attribution

- Value = Condition
- Explain how to attribute:
 - entity
 - creator
 - item
- Institution=> information
- Item=> place/ price
- Membership
- Admission
- Links to other artefacts



no derivatives

- Value = Condition + permission
- moral rights/ integrity/ artist
- Lifting restriction:
 - commercial uses of derivatives
 - Individual / generic (price differentiation)



share-alike

- Value = Condition + permission
- Viral
- Co-production (Reduction of production costs)
- Associations (deepening of audience)
- de facto non-commercial
- Linking with BY
- Provenance issues
- Lifting restriction: individual/ generic



non-commercial

- Value = permission
- Definition issues
- “Totemic” use
- Lift restriction: individual/ generic

additional:



other conditions

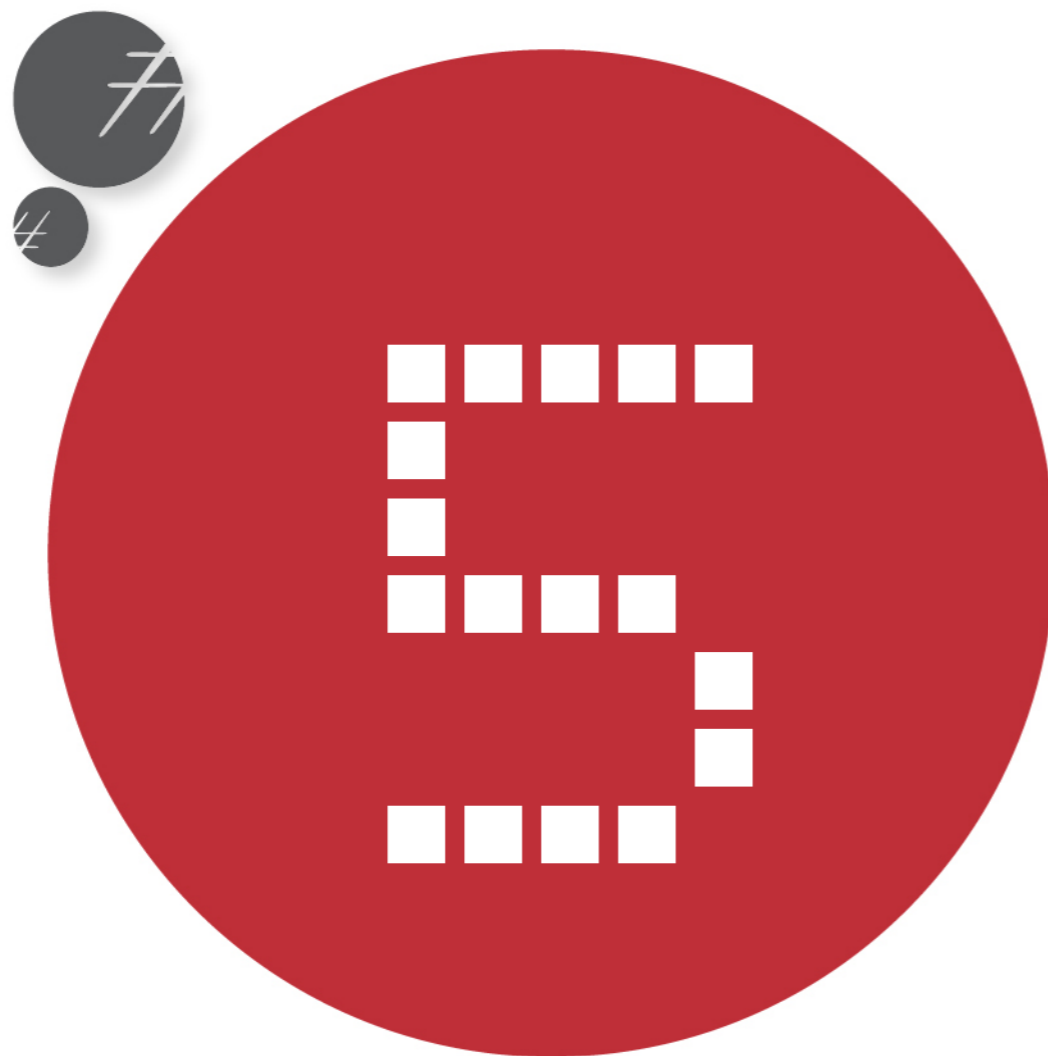


tagging/
"laundry symbols"

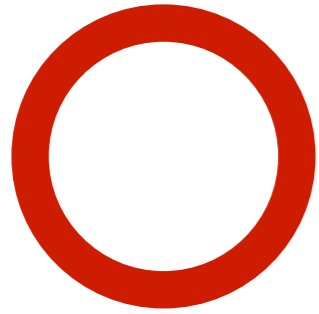


Rights vs. licences

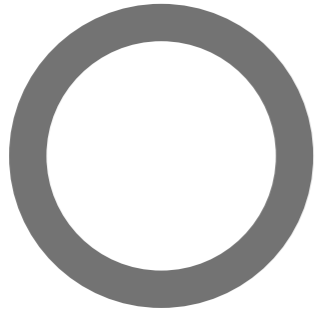
NoRed	FF/ DerivOnly
Text and Data Mining	CLARIN/ METASHARE/ Europeana
know rights	know licences



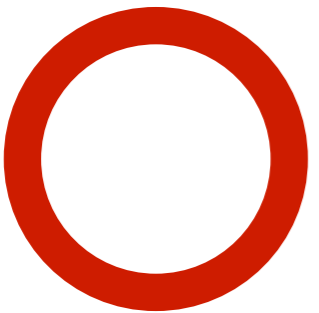
POST-SCRIPTUM



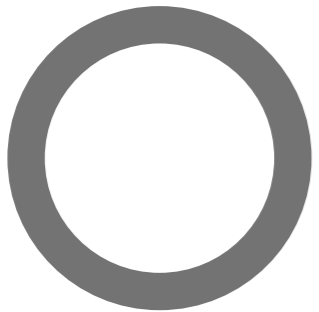
policies of inclusion instead of exclusion



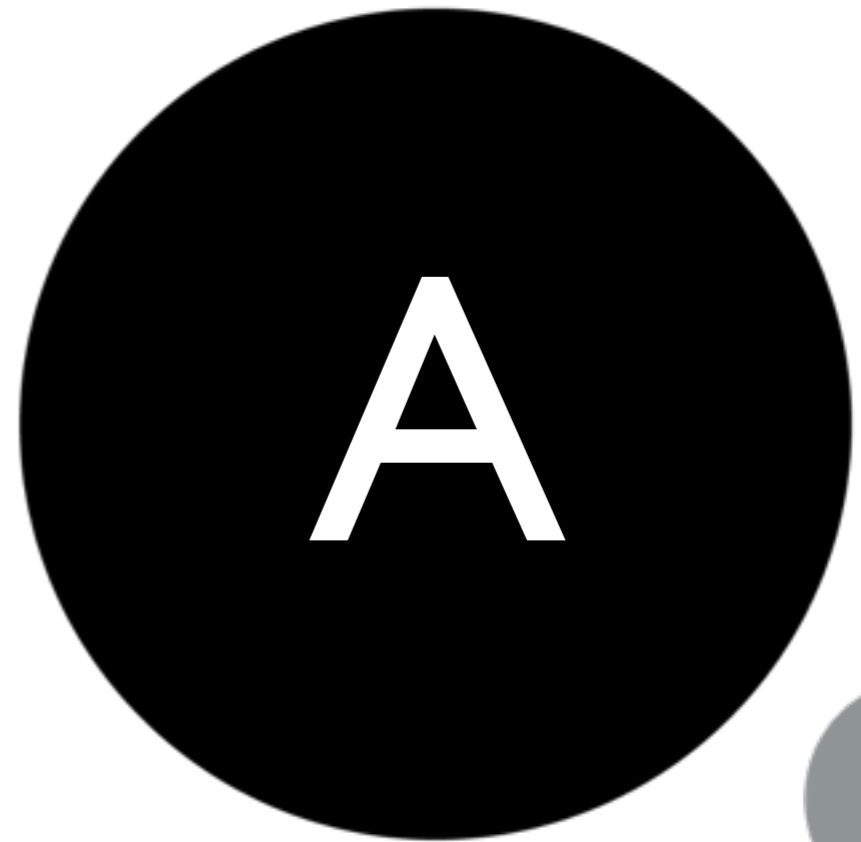
where am I in the data value chain?



Licensors: where/ what is the value produced
Licensee: will I make money?



what's in it for me?



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