

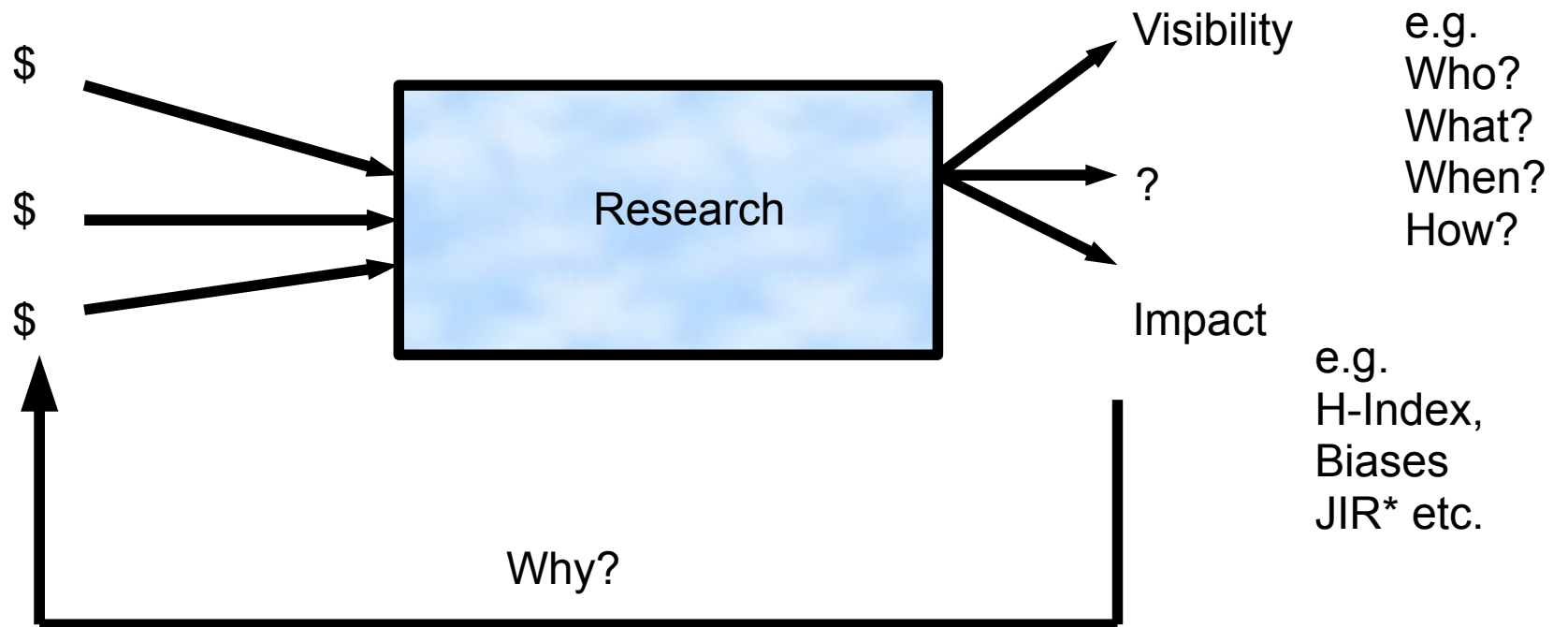


What are the 6 Creative Commons Copyright Licences?

Pindar Wong
'Former'
Co-Public Lead
CCHK
October 23rd 2014
CC By-3.0 HK



Simple Model: Cost Benefit Analysis



* Journal of Irreproducible Results ;)

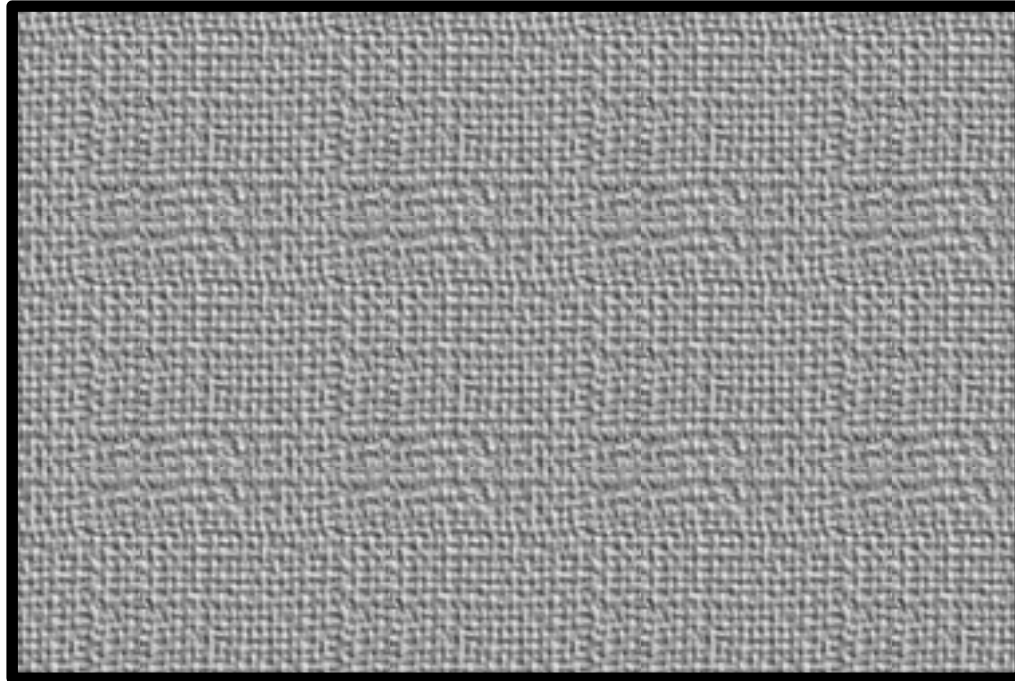
Answer?

<http://creativecommons.org/licenses/>

Example: 'Open Access' By Peter Suber

<http://tinyurl.com/OpenAccessCCBook>

Inadequate because
Copyright Licencing is ...



Today's Dialogue: Step by Step

- **The Basics**

- **Creative Commons** in Context

- Analogue → Digital
- Physical → Virtual

- **Copyright** in Context

- What is Creative Commons(CC)? History.

Why use CC? Value and Purpose.

- Who uses CC? Where are they

- How – the Technical Details:

- How many Licences are there?
- What are the common misunderstandings and misuse of CC licences? Can misuse be prevented?
- **CC0** vs **Public Domain Mark**

- **Q&A Guides**

- **Open Access Sector**

- **HKU Open Access Policy**

- **HK Copyright (Amendment) Ordinance**

- **OA Speculations**

- Machine Readability
- Artificial Intelligence
- Automated Discovery
- Stock vs Flow ←

One Large Step for HK?



<https://en.wikipedia.org/wiki/Earthrise>

THE BASICS ...

CC Movement: Empowerment

- Maximize Digital Creativity, Sharing and Innovation
- Problem: Copyright Laws in the Pre-Sharing age.
Default = All Rights Reserved
- CC = Some Rights Reserved
- From 2007 - [Copyright Amendment Bill 2011](#)
- [Internet 'Article 23'](#) - Withdrawn before last Legco Session
- Copyright 'Parody' Consultation

CCHK Volunteer Team

- Prof. Ying Chan, Rebecca MacKinnon (Thank You!)
- Li Yahong, Alice Lee (Legal Leads)
- Dr. Haggen So,
- Ben Cheng ← New Co-Public Lead for CCHK !
- Peter Ma,
- Veletina Ma,
- Hon. Charles Mok - IT Functional Legco Member
- Others (Wing Fai Lee, Oiwan Lam, Jack Qiu)
- Hosted at Journalism and Media Studies Centre HKU

CCHK Licence Estimate (Nov 2011)

Approximately (450,000+)

BY: 27,493 BY-NC: 152,750

BY-NC-ND: 135,595 BY-NC-SA: 100,375

BY-ND: 22,878 BY-SA 013,538

CCHK – History + Lessons Learned

- Pre-Launch – 2007 (Managing Expectations)
 - Social Change takes time (years not months)
 - Clear Demand: [HK Wikimedia Community](#) 14/7/2007
- Launch Oct 25 2008 – Extra Copyright Licencing [Option for HK](#)
- Post-Launch Focus
 - Educational – Introduction of New Senior Secondary Curriculum (Liberal Studies)
 - Critical Thinking, Current Affairs
 - Establishment of [Radio Television Hong Kong Creative Archive](#)
 - [Open Educational Resources](#)
- Lessons Learned: How much time do you have? :)
- Scaling Community and Resources (Form vs Function)
- CC Plus – Dual Licencing (e.g. for commercial activities)

STOP PRESS... a quick update!

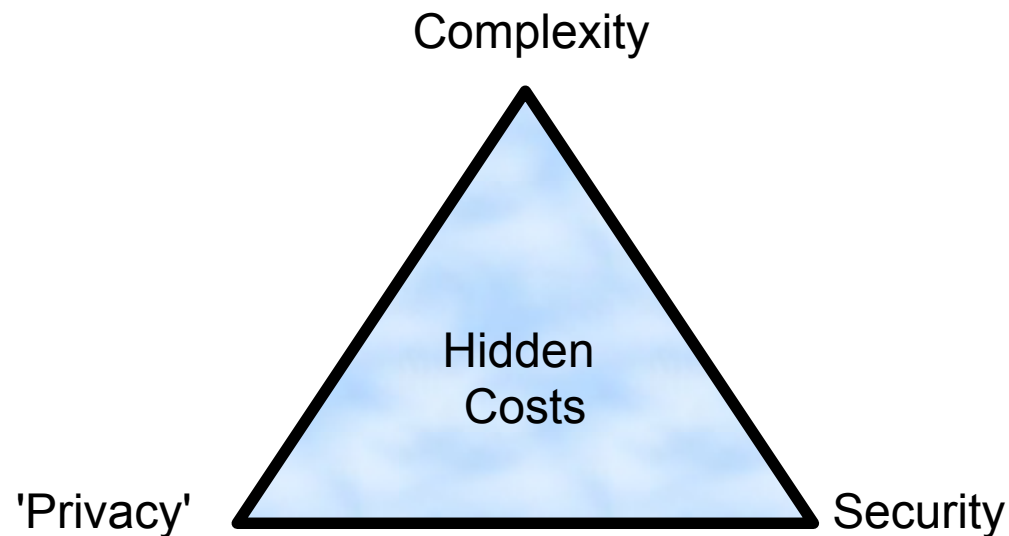
- CC 4.0 Licence Suite Launched(Nov 26, 2013)
- CC's New CEO (May 14th 2014)
 - Ryan Merkley
- Announced in May: Launch of the
 - Open Policy Network
- Change In Policy with respect to
 - Copyright Reform

CC 4.0 Released!

- How to handle 'Sui Generis' Database Rights
- How to handle internationalization
- See [CC 4.0](#)
- Why does this matter?
- Other Options
 - [Open Data Commons Open Database License](#)

OK... now what...

- Have you understood the T&C's?
- What will this mean for you? Friction?
- Who are you gonna sue?



CC's Public Domain Tools

- CC0
- Public Domain Mark

HK IP Developments

- HK's Common Law Heritage
- Review of IP and Growth – [Ian Hargreaves](#)
- Establishment of Digital Copyright Exchanges
 - www.hkipx.com
 - www.ipexc.com
 - www.hkipex.com.hk
 - www.ipexchub.com
 - www.asiaipex.com
- [Using Economics to Drive Policy](#)

Guides

- Jessica Coates – [CC For Educators](#)
- Electronic Information for Libraries
- Best Practices and Strategies from CC Australia

Thanks!

pindar dot wong at gmail dot com

Or

<http://hk.creativecommons.org/>