

Open licensing and copyright: Open source, Creative Commons etc.

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Folketingets Kulturdvalgs høring om digital innovation og vækst
24. september 2014

Sharing of and
access to
information
creates values

Digital
information
WANTS to be
copied

But creation of
information (often)
needs to be
incentivized

Thus:
Copyright

Sharing information
freely increasingly
makes sense

Digital democracy and
online access to
culture and heritage

But free sharing and
open access are also
good for business

Exhibit 1:

Open

Source

Open source
dominates
all stacks of
computing

Big business: From
startup to blue chip

Open license
to use

Run the program
Look at the source code
Make modifications
Distribute the program

Why is Microsoft a top 5 contributor of open source code to Linux?

Sale of Services
(not of copies)

Development
Adaptations
Security
Maintenance
Training
Hardware

Open source is
a Hack on copyright

No copyright
= no open source
licenses

Other open
licenses

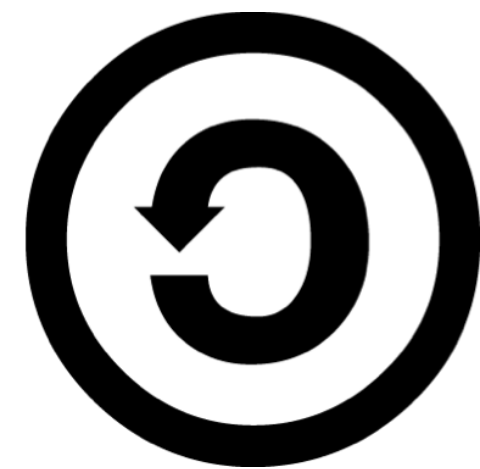
Open Data

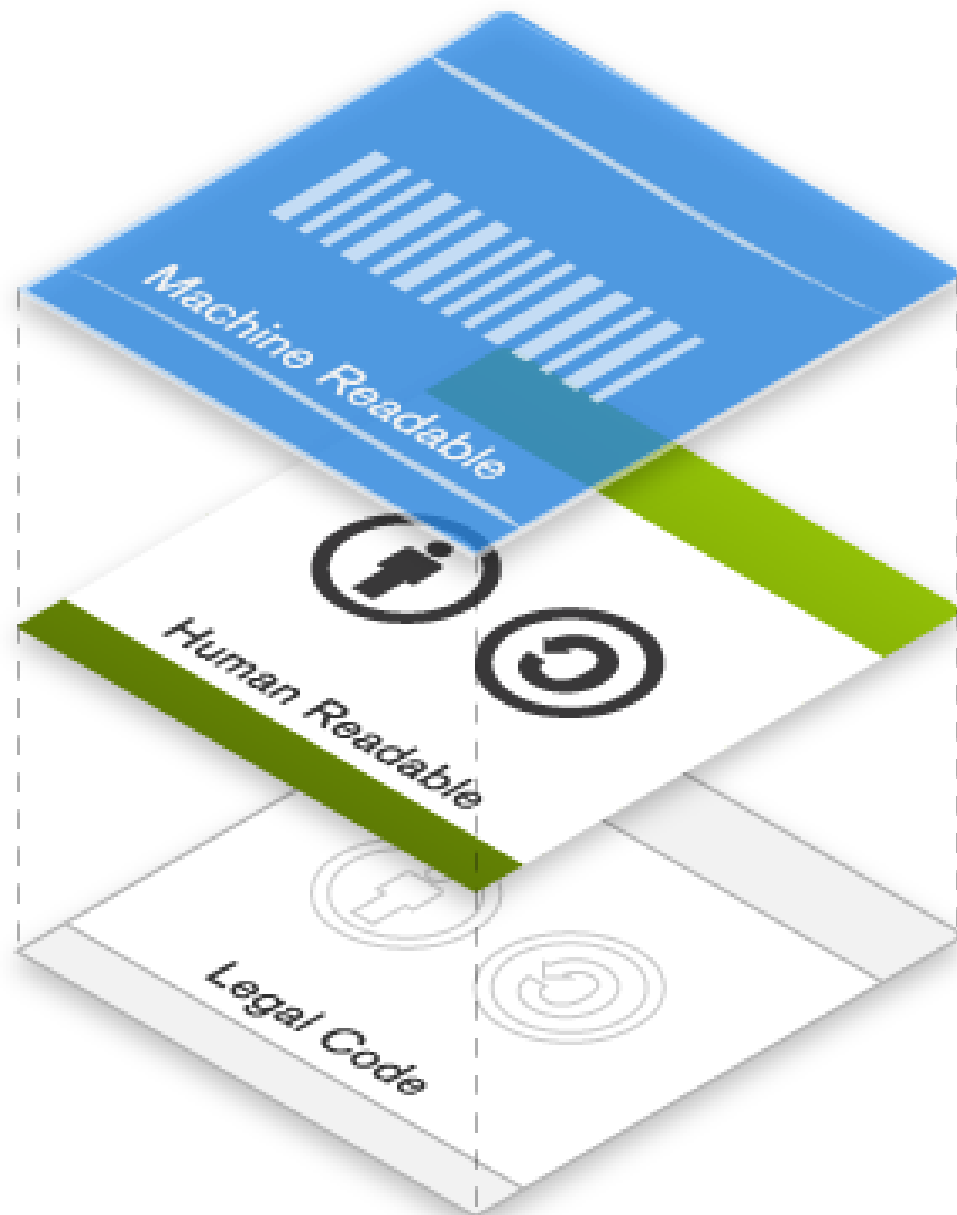
Creative
Commons
(Open Content)

License tools
for text, video,
sound, photos etc.

Efficient access
and sharing of
digital content

Reduction of
transaction cost





The Creator
decides

Does Creative
Commons need
copyright reform?

In general, not
necessary, but...

Copyright reform
is needed, cf.
Hargreaves!

Two wishes!

More free
content under
CC licenses!

All publicly
funded content
should be free!

We have paid for it
once, why should
we pay for it again!

Open Data

Open Access

Open
Source

Open Culture

Open by default –
comply or explain

Orphan works
should be released
under open
licenses!

In conclusion

We need more
sharing and
access not less!

Open business
gives sustainable
growth

Huge democratic
and culture
potential

Embrace it or
face extinction

Thank you

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