What are the 6 Creative Commons Copyright Licences?
Simple Model: Cost Benefit Analysis

- Visibility: e.g., H-Index, Biases, JIR* etc.
- Impact: e.g., Who? What? When? How?
- Why?: * Journal of Irreproducible Results ;)

* Journal of Irreproducible Results ;)*
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- Internet 'Article 23'- Withdrawn before last Legco Session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?

Diagram:
- Complexity
- Hidden Costs
- Security
- 'Privacy'
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/