



# Building Business Models with **Creative Commons (CC)**

# **rightclearing.com**

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**myself** - triangel contradiction background

- academic: Law – copyright & new media
- personal interest: digital content & global networks
- business: distribution & monetization of content

**activist** for open access to knowledge

**representative of Creative Commons (CC)**

**legal and business adviser** for rightsholders & VC's

**founder** of startup company **rightclearing.com**

are **European regions** a  
**real chance**

or more a

**serious challenge**

for **innovative internet  
startups?**

## affected content / business fields

- **Educational Resources** / documentations, research results, archives, libraries, collections, ancient manuscripts
- **Text** / law, politics, economics, health, science, taxes, engineering, philosophy, travel guides, regional recipes
- **Photo** / graphics / 3D-models
- **Music** / sampling, remixing, MashUps
- **Audiovisual** / videos, animations, documentaries, movies
- **News** / television, newspaper, magazines
- **Art & Entertainment**

**all our common**

**and**

**regional knowledges**

**globally streamed,**

**organized as**

***hybrid content***

(e.g. widgets, embeded video, APP's ... )

# What is Creative Commons ?



a **fair copyright concept** with  
a **sustainable approach**  
that you will understand  
in **3 minutes**



- Prof. Lawrence Lessig (Stanford/USA) – 2001
- alternative licensing system
- concept between Copyright and public domain



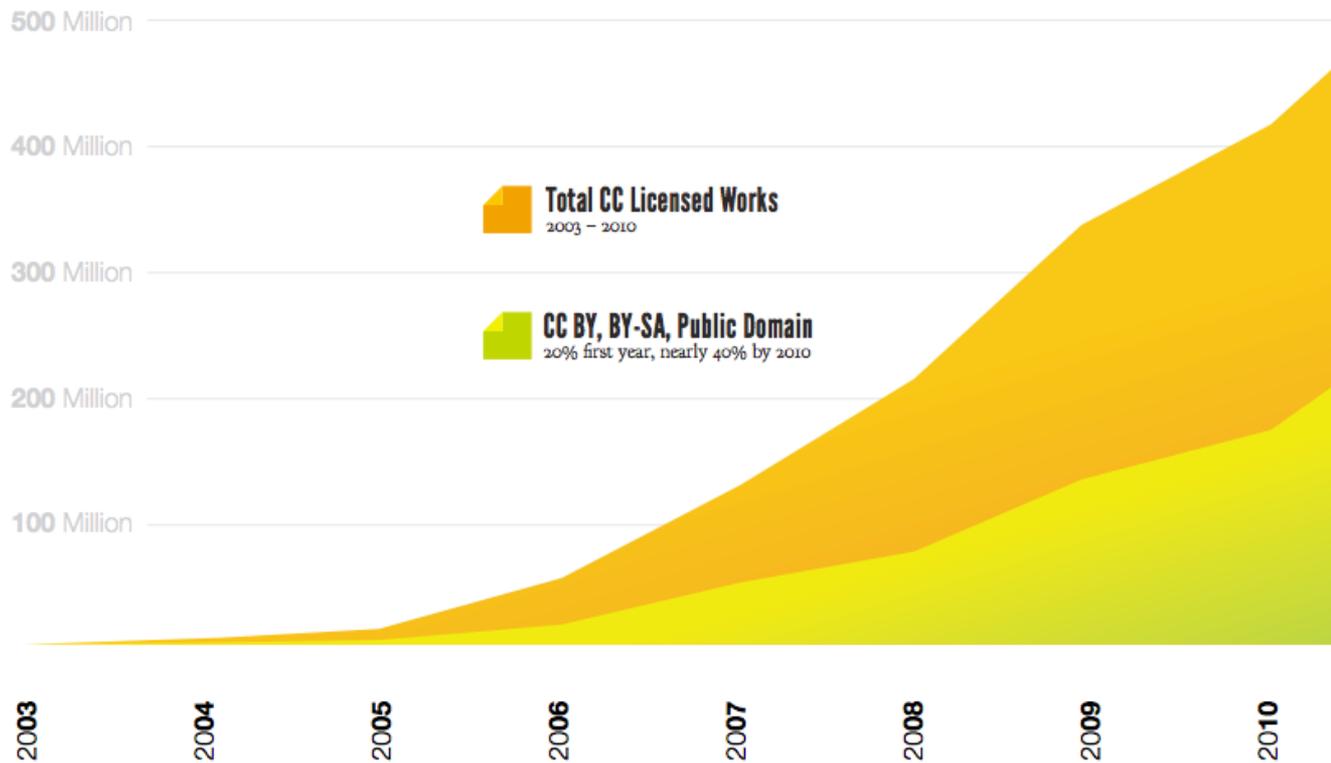
- globally consent & uniform
- easy to understand, modular working with icons
- encouraging derivative works
- for producers & users
- free of charge „gratis“

# modules of Creative Commons Licenses (CC)



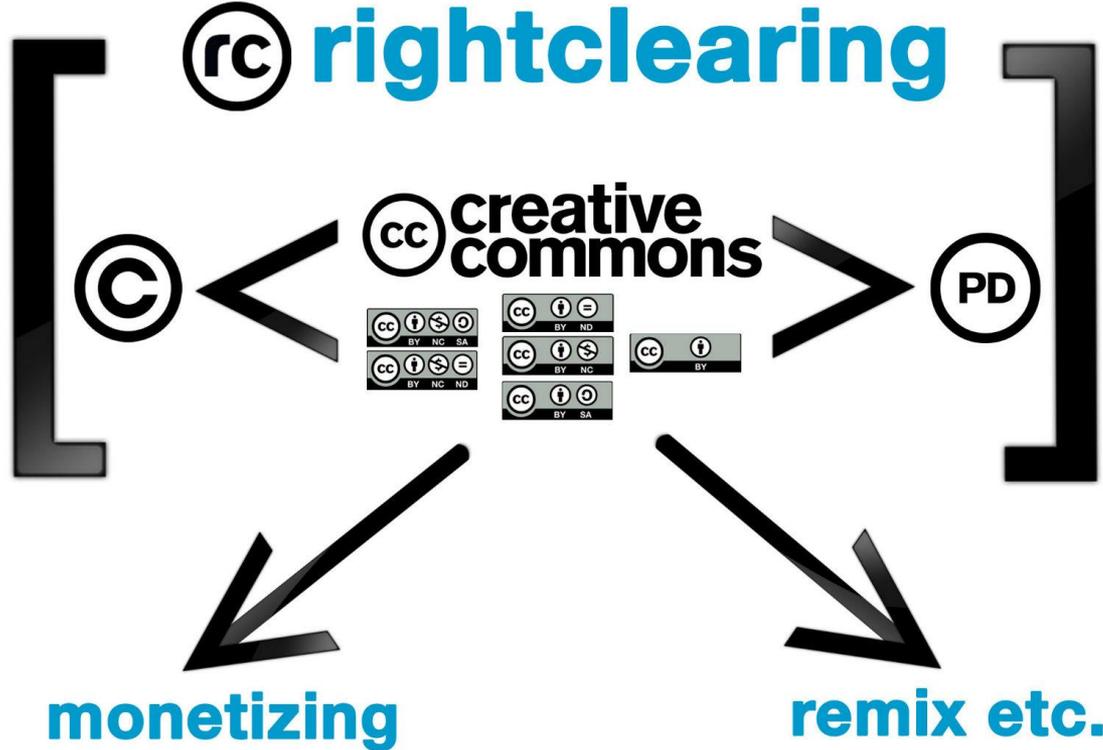
**400MM+**  
TOTAL CC LICENSED WORKS  
AS OF 2010

**40%**  
USING A FULLY OPEN  
CC LICENSE  
AS OF 2010



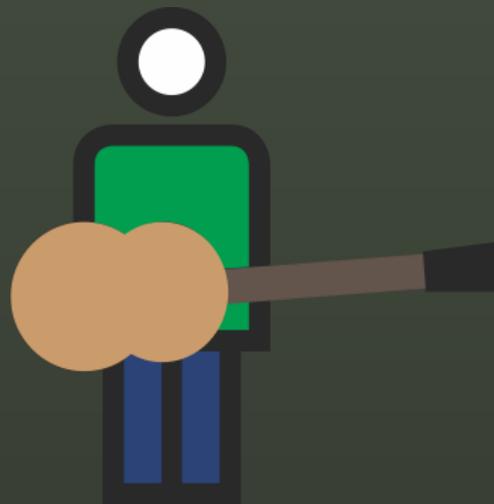
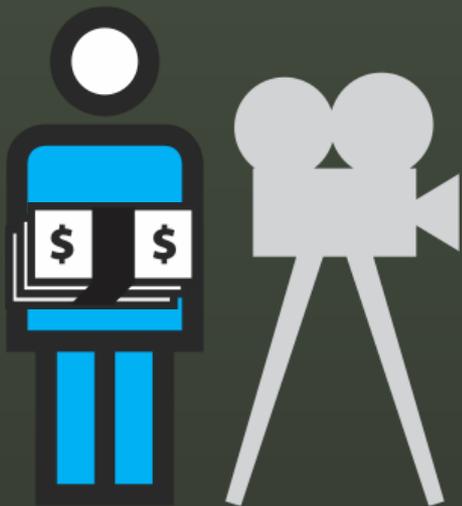
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Game-Changer



# simplify

## music sync-licensing





# Problems

fragmented

hard to understand

long-winded

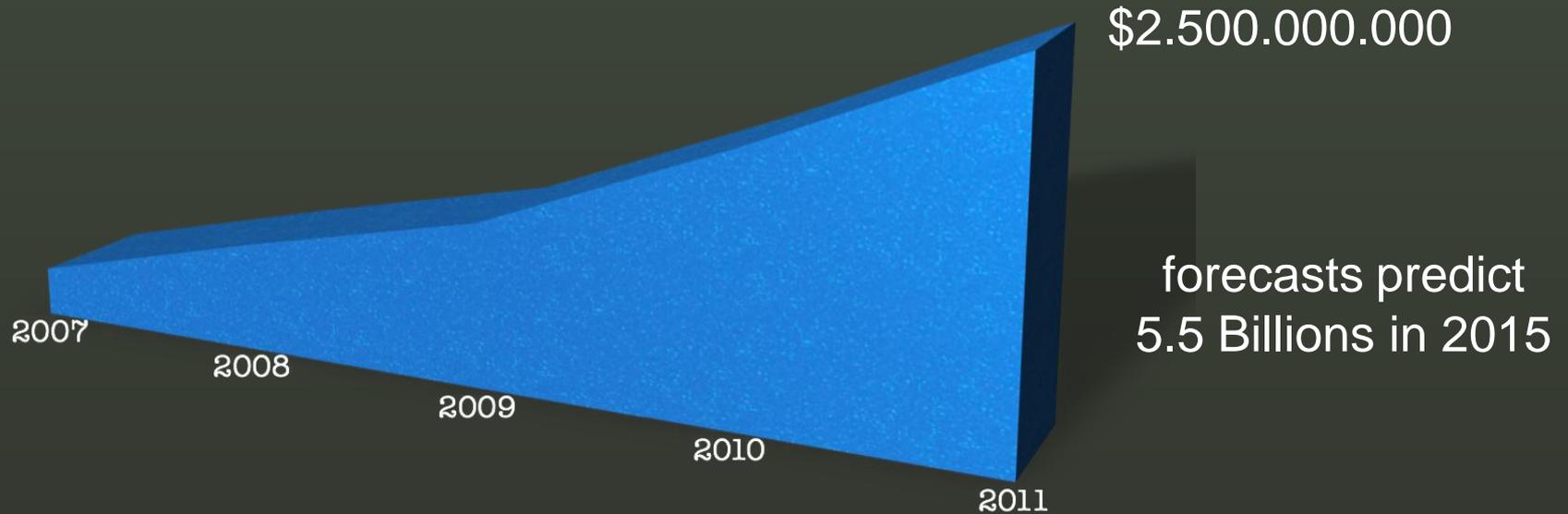
# Problems

time-killing

not customer-friendly

expensive

# Huge market



easy on a global scale

fast & customer-friendly

automated &  
open for everybody



[www.rightclearing.com](http://www.rightclearing.com)

!!! clearing done right !!!

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**european regions**

**business innovation**

**internet startups**

general problem of  
**europaean internet startups**  
on a global scale?

# Internet is key to

- connect regions &
- build business in regions

but Regions are  
a total hassle  
to grow & compete  
against US Startups

Internet Startup  
key performance figures  
in USA usually rank with  
at least one more digit  
... '0

potential users - 20mio vs. 200mio  
unique users - 30K vs. 300K  
investment - 1mio vs. 10mio

Are we (Startup  
Entrepreneurs) forced to  
pass through USA?

How can the  
european commission  
help european Internet Startups  
not to fail by default?