

HOW TO BE MADE WITH CREATIVE COMMONS



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When we began this project in August 2015, we set out to write a book about business models that involve Creative Commons licenses in some significant way—what we call being **Made with Creative Commons**. With the help of our Kickstarter backers, we chose twenty-four endeavors from all around the world that are **Made with Creative Commons**. The mix is diverse, from an individual musician to a university-textbook publisher to an electronics manufacturer. Some make their own content and share under Creative Commons licensing. Others are platforms for CC-licensed creative work made by others. Many sit somewhere in between, both using and contributing creative work that's shared with the public. Like all who

use the licenses, these endeavors share their work—whether it's open data or furniture designs—in a way that enables the public not only to access it but also to make use of it.

We analyzed the revenue models, customer segments, and value propositions of each endeavor. We searched for ways that putting their content under Creative Commons licenses helped boost sales or increase reach. Using traditional measures of economic success, we tried to map these business models in a way that meaningfully incorporated the impact of Creative Commons. In our interviews, we dug into the motivations, the role of CC licenses, modes of revenue generation, definitions of success.