

signs into real-life furniture. The fact that I, sitting in the middle of the United States, can pick out a design created by a designer in Tokyo and then use a maker within my own community to transform the design into something tangible is part of the power of their platform. The provenance of the design is a special part of the product.

Knowing the source of a work is also critical to ensuring its credibility. Just as a trademark is designed to give consumers a way to identify the source and quality of a particular good and service, knowing the author of a work gives the public a way to assess its credibility. In a time when online discourse is plagued with misinformation, being a trusted information source is more valuable than ever.

### **Use CC-licensed content as a marketing tool**

As we will cover in more detail later, many endeavors that are **Made with Creative Commons** make money by providing a product or service *other* than the CC-licensed work. Sometimes that other product or service is completely unrelated to the CC content. Other times it's a physical copy or live performance of the CC content. In all cases, the CC content can attract people to your other product or service.

Knowledge Unlatched's Pinter told us she has seen time and again how offering CC-licensed content—that is, digitally for free—actually increases sales of the printed goods because it functions as a marketing tool. We see this phenomenon regularly with famous artwork. The *Mona Lisa* is likely the most recognizable painting on the planet. Its ubiquity has the effect of catalyzing interest in seeing the painting in person, and in owning physical goods with the image. Abundant copies of the content often entice more demand, not blunt it. Another example came with the advent of the radio. Although the music industry did not see it coming (and fought it!), free music on the radio functioned as advertising for the paid version people bought in music stores.<sup>20</sup> Free can be a form of promotion.

In some cases, endeavors that are **Made with Creative Commons** do not even need dedicated marketing teams or marketing budgets. Cards Against Humanity is a CC-licensed card game available as a free download. And because of this (thanks to the CC license on the game), the creators say it is one of the best-marketed games in the world, and they have never spent a dime on marketing. The textbook publisher OpenStax has also avoided hiring a marketing team. Their products are free, or cheaper to buy in the case of physical copies, which makes them much more attractive to students who then demand them from their universities. They also partner with service providers who build atop the CC-licensed content and, in turn, spend money and resources marketing those services (and by extension, the OpenStax textbooks).

### **Use CC to enable hands-on engagement with your work**

The great promise of Creative Commons licensing is that it signifies an embrace of remix culture. Indeed, this is the great promise of digital technology. The Internet opened up a whole new world of possibilities for public participation in creative work.

Four of the six CC licenses enable reusers to take apart, build upon, or otherwise adapt the work. Depending on the context, adaptation can mean wildly different things—translating, updating, localizing, improving, transforming. It enables a work to be customized for particular needs, uses, people, and communities, which is another distinct value to offer the public.<sup>21</sup> Adaptation is more game changing in some contexts than others. With educational materials, the ability to customize and update the content is critically important for its usefulness. For photography, the ability to adapt a photo is less important.

This is a way to counteract a potential downside of the abundance of free and open content described above. As Anderson wrote in *Free*, “People often don’t care as much about things they don’t pay for, and as a result they don’t think as much about how they consume