

# The Open Revolution

*We've been using old rules in a new world*

*It's time to change that*

<http://openrevolution.net>

Rufus Pollock

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# The Open Revolution

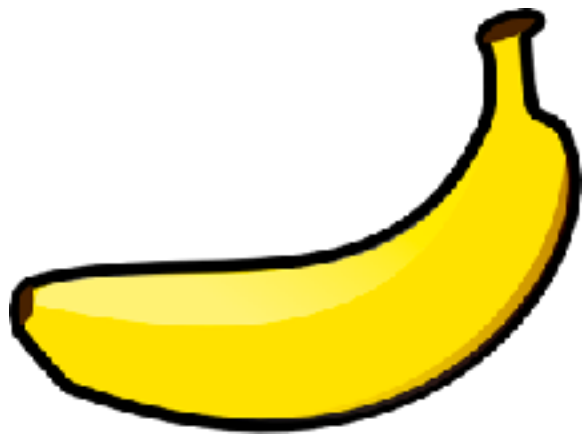
Rewriting the rules of the  
information age

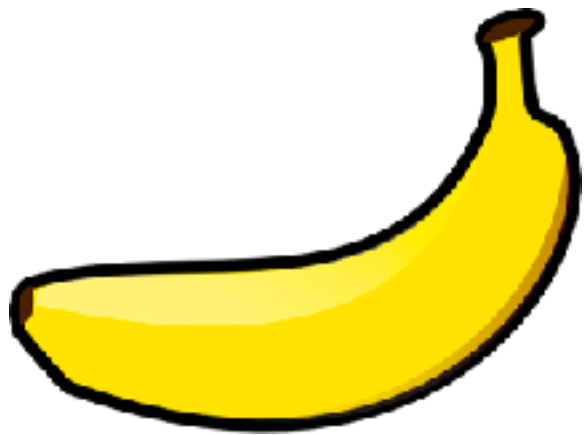


We're playing by old rules in a new world  
It's time to change that

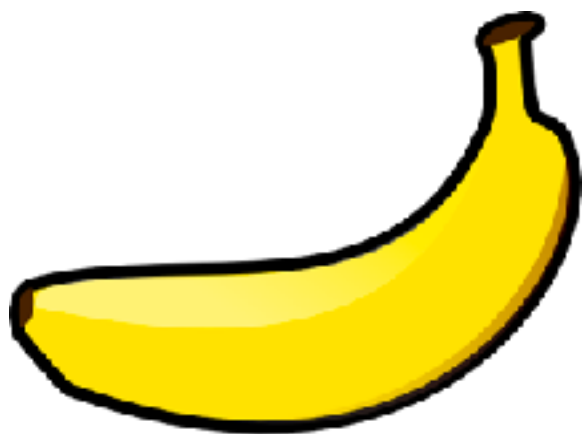
Rufus Pollock

What's New?





In what way is this new and different?



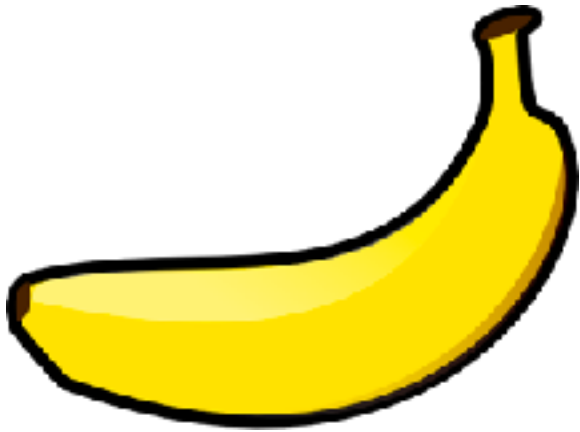
€ ?



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€1

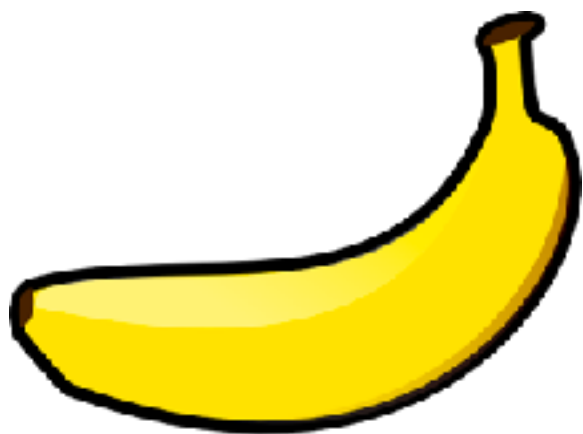


€10m



€100m





€1



€10m



€100m



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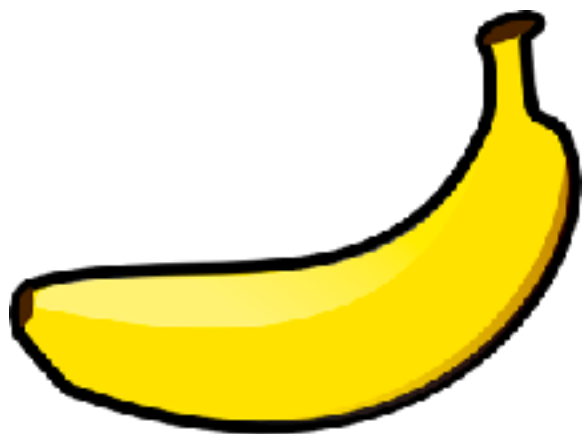
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€10m



€100m



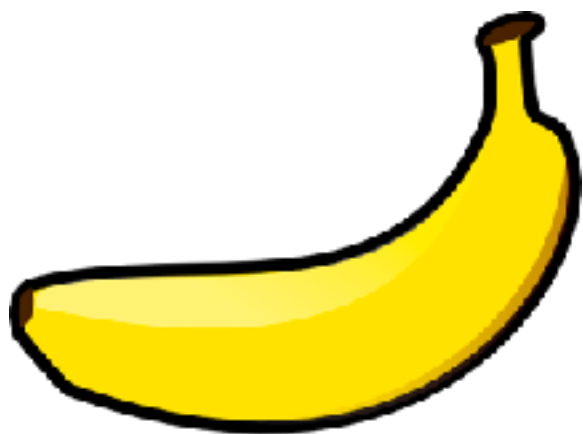
€1



€0.01



€1



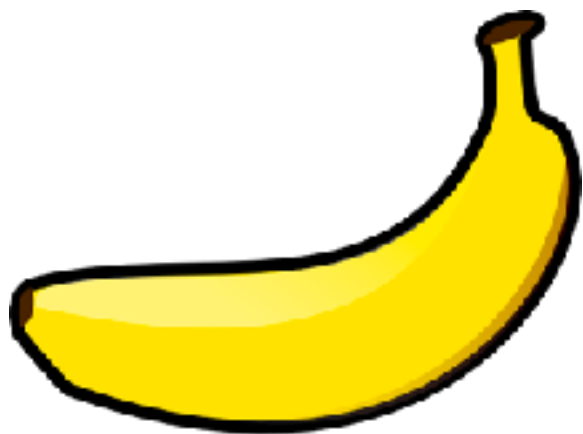
€1



€10m



€100m



€1

1:1



€0.01

1000m:1



€1

100m:1

## Infinite Shareability

*Movies are different from shoes - fundamentally*

Data is NOT like water or oil or ...

*Bits are different from bread - fundamentally*



But we've been using  
old rules ...



A photograph of Donald Trump speaking at a campaign rally. He is standing at a podium with a microphone, wearing a dark suit and a blue tie. He has his right hand raised in a gesture. The podium features a sign that reads "TRUMP PENCE", "Text TRUMP to 88022", "Charlotte, North Carolina", and "MAKE AMERICA GREAT AGAIN!". Behind him, a large crowd of supporters is visible, many holding up signs that say "TRUMP PENCE" and "MAKE AMERICA GREAT AGAIN". A large, red, stylized "TRUMP" sign is visible in the background. The scene is brightly lit, suggesting an indoor event.

And that has  
consequences



The hidden cause of  
rising inequality



# Conclusion

## Infinite Shareability

*Movies are different from shoes - fundamentally*

But we've been using  
old rules ...

Property rights (for land)

=>

Intellectual property rights (for music)

*We made a mistake: software/music/... are like land so we can use the same rules ...*

*But they are different — infinite shareability*

Intellectual property rights

=

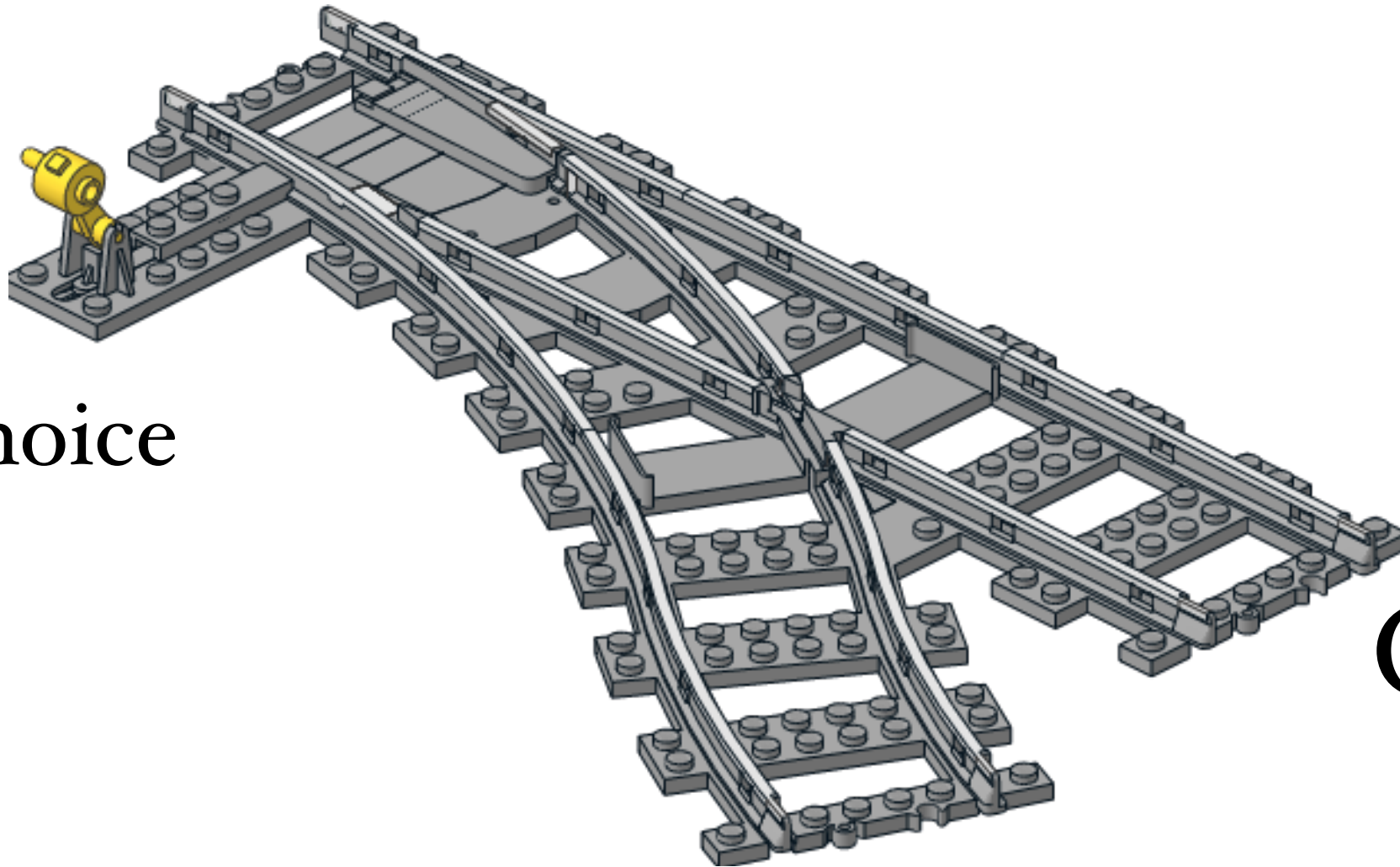
Intellectual monopoly rights

Bad consequences

1. Stunted innovation, stagnating growth
2. Inequality and political instability
3. Corrupted culture



Info Age



Policy Choice

Closed

Open

# The Open Revolution

All digital information is Open  
**and**

Innovators and creators are recognised and  
rewarded

*All software, algorithms, content, data is Open  
free for anyone to use, build on and share*

*Public funding continues and we place patents and  
copyrights with remuneration rights*



# We need to build a movement!

<http://openrevolution.net/>

<https://opendata.ch> + <https://okfn.org/>

# The Open Revolution

Rewriting the rules of the  
information age



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It's time to change that

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# The Open Revolution

*New Rules for a New World*

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