



# openness is in the air

# why you should care

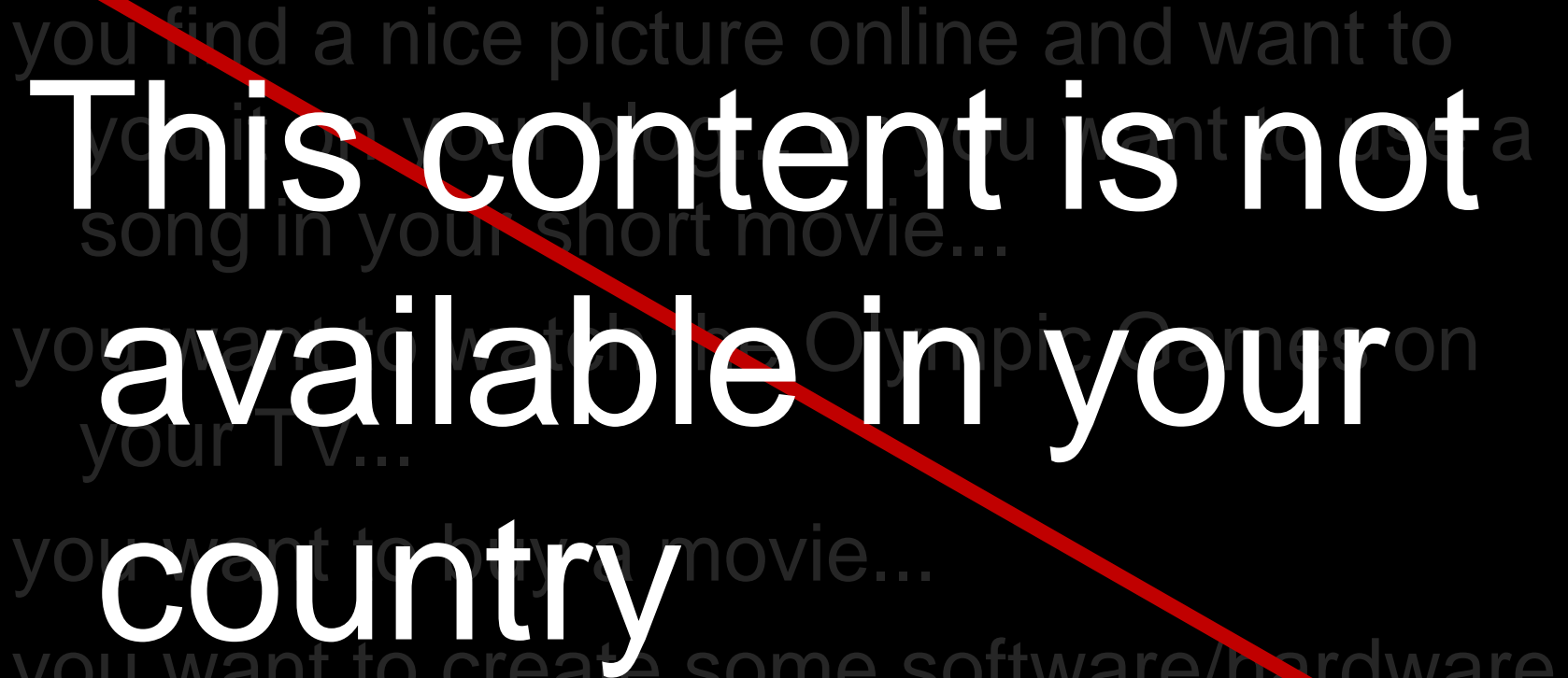
you find a nice picture online and want to  
you it on your blog... or you want to use a  
song in your short movie...

you want to watch the Olympic Games on  
your TV...

you want to buy a movie...

you want to create some software/hardware

# why you should care



This content is not  
available in your  
country

you find a nice picture online and want to  
you find a song you want to use a  
song in your short movie...  
you want to watch the Olympic Games on  
your TV...  
you want to buy a movie...  
you want to create some software/hardware

# why you should care

you find a nice picture online... it's piracy!

you want to watch the Olympic Games...  
delayed broadcasting in the US!

you want to buy a movie... not available in  
your region!

you want to create some  
software/hardware... patent infringement!

# **something's wrong here**

instead of promoting sharing of ideas, we do  
everything to stop that in the name of  
“copyright protection”

who are we really protecting and why?

# misconceptions about piracy

it's stealing

no: when I steal, I have one and you have none

when I copy, I have one and you have one too

# misconceptions about piracy

it's plagiarism

no: plagiarism is about not attributing  
copyright to somebody

# new rules

virtual world is not the same as physical  
idea versus object, utility vs art (Johanna  
Blakley @ TED)



# copyright

*creator's exclusive right to his/her creation*

do you really need it?

I'm happy people use my stuff!

new business models (Google, Khan Academy, Kickstarter)

donations, grants

1000 true fans

...

# copyright

who else can hold this right?

publisher, corporations? why? even after  
creator's death? 70 years later???

# **open science**

licenses: Creative Commons, GNU GPL

software: Debian

publishing: arxiv.org, PLoS One



**THANKS**

[Paul Mutant \(2010\)](#)