

# CREATIVE COMMONS:

WHO, WHAT, WHEN, WHERE, AND WHY?

**WHO?** *a global coalition of activists, artists, makers, scholars, and policy makers who are passionate advancing the open movement.*

Lawrence Lessig, Stanford Law Professor, founded Creative Commons in 2002.



CC staff and contractors work around the world on licenses and on supporting the open movement.



The formal CC Global Network is made up of a series of CC platforms that anyone can get involved with.



*a nonprofit organization that creates open licenses and advances the open movement. the 2016 organizational strategy divides CC work into two categories:*

## WHAT?

### The Machine:

CC licenses are flexible, legal, and easy-to-understand. They allow users to share their work in the ways they want while retaining their rights. CC creates technical infrastructure to make CC licensed works findable and usable.



### Supporting the Movement:

CC supports projects and people that are dedicated to advancing the open movement, & advocates for policy change and copyright reform that makes sharing easier

## WHEN?

U.S. Congress passes the **Sonny Bono Copyright Term Extension Act (CTEA)**, extending the term of copyright by an additional **20 years**. Lawrence Lessig believes this is unconstitutional, and doesn't incentivize creators to make new works

Lawrence Lessig represents Eric Eldred, a web publisher who made works entering the public domain freely available on the web, in the U.S. Supreme Court Case. **Eldred v. Ashcroft**, which challenges the CTEA. The Supreme Court upheld the CTEA. Meanwhile, Lawrence Lessig & others decide to start Creative Commons.

Creative Commons licenses are used worldwide! As of 2016,

**1.2 billion works** including music, art, research, and more are shared using CC licenses.



1998

2002

TODAY

*Though CC was inspired by a change in U.S. Copyright Law, Creative Commons is a global movement.*

## WHERE?



Creative Commons licenses are meant to function within copyright law around the world.

Platforms like YouTube & Flickr have CC licenses built-in so users can easily share their work.

Communities like Wikipedia use CC tools to grow a community that collectively values sharing.

## WHY?

The internet allows people to make and share new works at record scale

**BUT**

copyright is restrictive and defaults to "all rights reserved."



**People want to work together & share their work with the world.** Creative Commons helps with that.

"Creative Commons: Who, What When, Where, and Why?" by Lillian Rigling is licensed under a Creative Commons Attribution 4.0 International License.