Building Business Models with Creative Commons (CC)

rightclearing.com

Philippe Perreaux - CEO & Founder - Switzerland
myself - triangle contradiction background

- academic: Law – copyright & new media
- personal interest: digital content & global networks
- business: distribution & monetization of content

activist for open access to knowledge
representative of Creative Commons (CC)

legal and business adviser for rightsholders & VC’s
founder of startup company rightclearing.com
Are European regions a real chance or more a serious challenge for innovative internet startups?
affected content / business fields

- **Educational Resources** / documentations, research results, archives, libraries, collections, ancient manuscripts
- **Text** / law, politics, economics, health, science, taxes, engineering, philosophy, travel guides, regional recipes
- **Photo** / graphics / 3D-models
- **Music** / sampling, remixing, MushUps
- **Audiovisual** / videos, animations, documentaries, movies
- **News** / television, newspaper, magazines
- **Art & Entertainment**
all our common and regional knowledges globally streamed, organized as hybrid content (e.g. widgets, embedded video, APP's ... )
What is Creativ Commons?
a fair copyright concept with a sustainable approach that you will understand in 3 minutes
Prof. Lawrence Lessig (Stanford/USA) – 2001

- alternative licensing system
- concept between Copyright and public domain
- globally consent & uniform
- easy to understand, modular working with icons
- encouraging derivative works
- for producers & users
- free of charge „gratis“
modules of Creative Commons Licenses (CC)
rightclearing

Game-Changer
rightclearing

Creative Commons

monetizing
remix etc.

pd
simplify

music sync-licensing
Problems

- fragmented
- hard to understand
- long-winded
Problems

time-killing
not customer-friendly
expensive
Huge market

Forecasts predict 5.5 billions in 2015.
easy on a global scale
fast & customer-friendly
automated &
open for everybody
www.rightclearing.com

!!! clearing done right !!!

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European regions
business innovation
internet startups
general problem of European internet startups on a global scale?
Internet is key to
- connect regions &
- build business in regions
but Regions are a total hassle to grow & compete against US Startups
Internet Startup key performance figures in USA usually rank with at least on more digit …’0
potential users - 20mio vs. 200mio
unique users - 30K vs. 300K
investment - 1mio vs. 10mio
Are we (Startup Entrepreneurs) forced to pass through USA?
How can the European commission help European Internet Startups not to fail by default?