Intellectual Property: Facts and Fictions in the Digital Age

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The Stationers' Company

17 June 2013
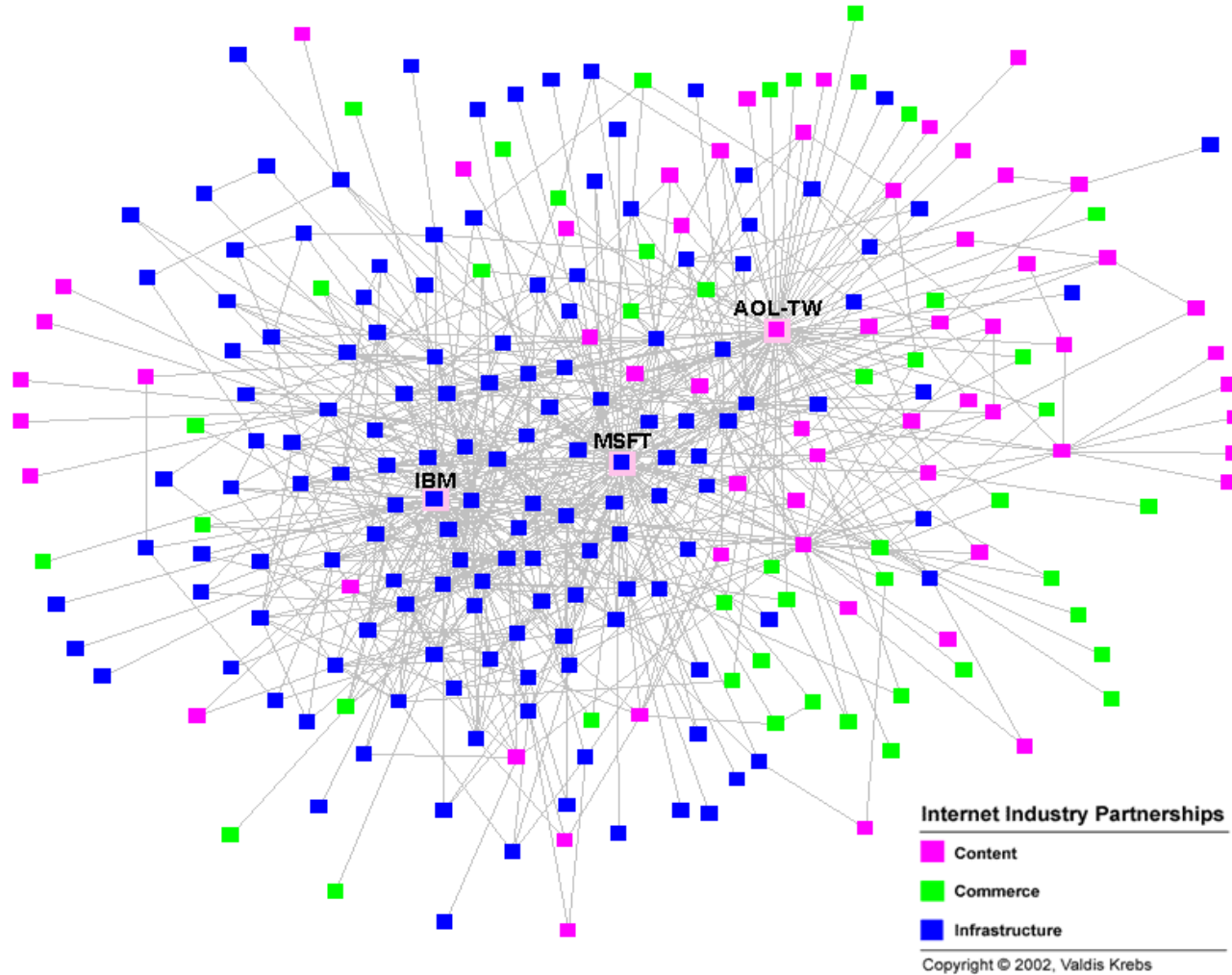
With Don Quixote in Luxembourg
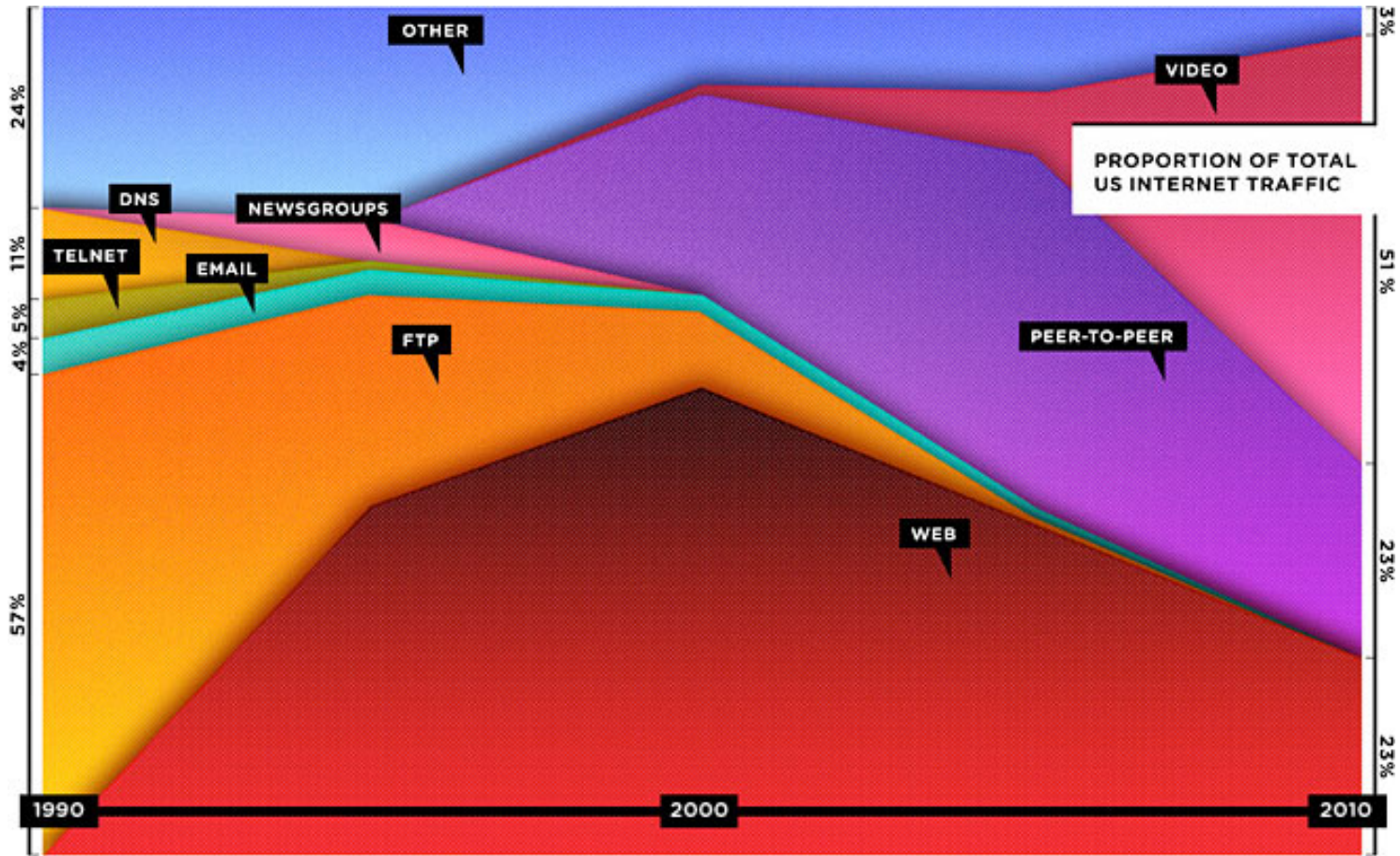

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The Nature of the Network

Internet Industry Partnerships

- ■ Content
- ■ Commerce
- ■ Infrastructure

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What is the Internet?

Sources: Cisco estimates based on CAIDA publications, Andrew Odlyzko

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Networked Society, Network Economy, Network Publishing

- User-centric
- Workflow solution
- Software – driven
- Multiple Media
- User-generated

"In the world of mash-up, copyright is safely ignored"

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Commoditization of Networked Content

- Acknowledge creativity and encourage it
- Protect investment and encourage it
- Understand the half-life of information within global dynamic networks
- Understand how value is created in the network – and pay for the value, not the content

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Change how we Change

- Old Publishers - "transition", "migration"

- Born Digital "disrupt", "transform", "re-invent"

BUT we cannot transition Copyright – we must Re-invent!

What is value add…?

- Entity extraction and text enrichment
- Semantic web mark-up - triple stores, RDF
- Ontology development - taxonomies, inference rules

And yet, the bit we protect is the underlying content.
Users want increased productivity, improved
decision-making, better compliance support.
We give them fair dealing and fair use restrictions.

Who owns…?

- Metadata about your content not created by you?
- Datasets derived from data-mining?
- Predictive analytics created from your content?
- Visualizations created from your content?
- Information created by you in the act of being a user (Bloomberg News)

In Real Property, we can have compulsory purchase, third party rights of access, wayleaves and access to light!

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Who Owns This?

LinkedIn Maps — David Worlock's Professional Network
as of May 17, 2013

David Worlock

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I DO

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Open Everything…

- Open Data
- Open Access
- Open Science
- Open Licensing?
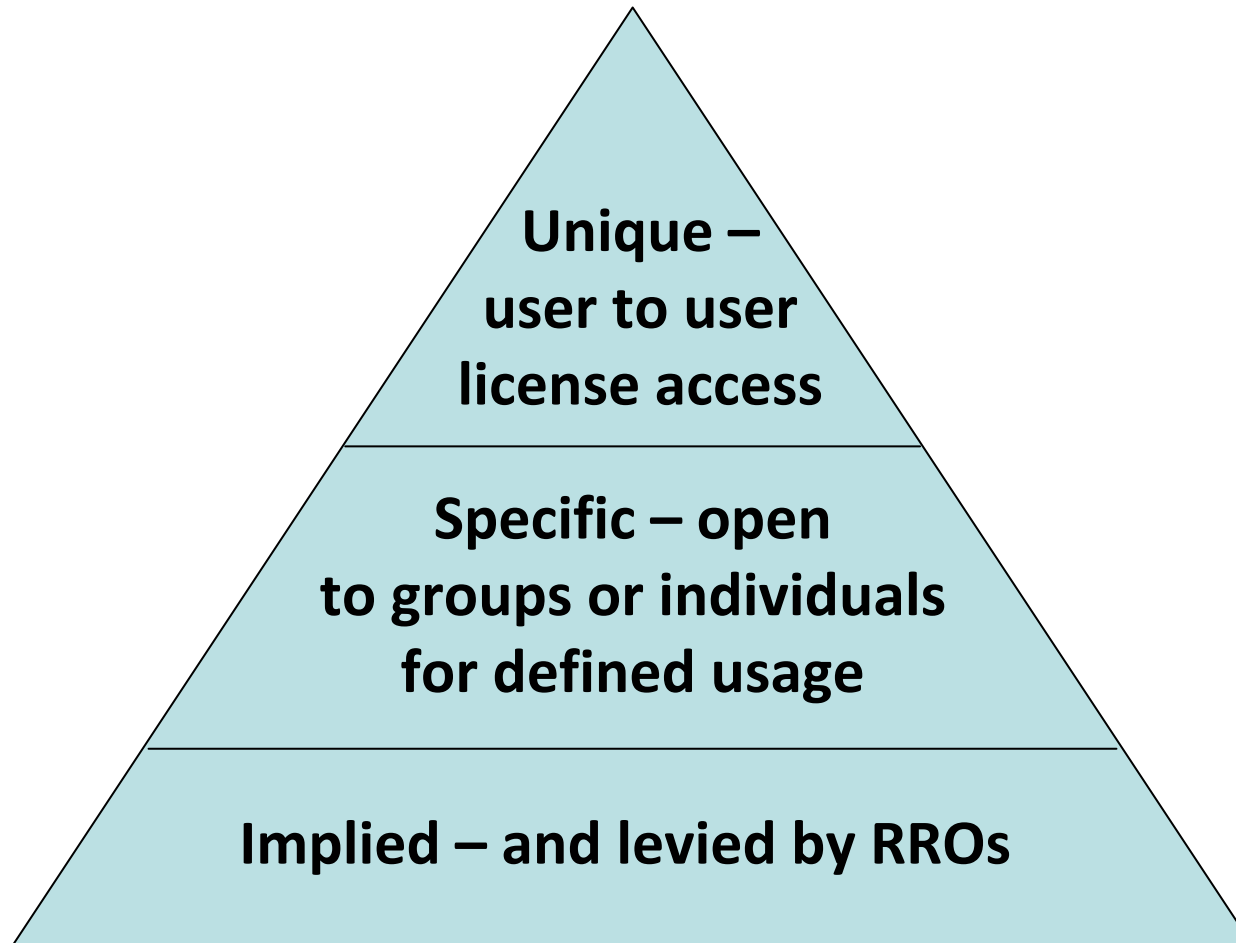
Publishing meets AI

- Narrative Science – authored by the machine

- Machine to machine services – read and digested by the machine

Will Copyright exist in an age
without authorial intervention?

After Copyright? Open!

- Change the psychology by changing the words
- Talk user's rights of re-use, not ownership restrictions
- Use licensing as the token of creative engagement
- Distinguish data, information, content and Whole Original Works – but allow everything in the network to be accessible and subject to rental or license

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License to Network

Unique –
user to user
license access

Specific – open
to groups or individuals
for defined usage

Implied – and levied by RROs

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Thanks for listening!

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