



Creative Commons Global Summit 2019 in Lisbon

May 9-11, 2019 at Museu do Oriente

For complete session listings, with links to all session notes, go to
<https://ccglobalsummit2019lisbonportugal.sched.com/>

Session notes for “Session Title” [linked to session URL in Sched]

Presenter(s) Name

Date + Time

Notes taken by: *[Enter your name here. If you are willing, please also enter your email address or any other form of contact that you prefer.]*

Presentation & Discussion *[Use the space below to capture key points from the presentation(s) and/or discussion in bullets]*

- Business toolkit /
- Website: business-like.creativecommons.org
- Entrepreneurs:
- Hazel Netherlands, Tribe of noise - creative commons cc by , content generators upload to the platform, every product is examined if it is 'their' music, they potentiate the works of the artists who develop work with cc by and monetize that
- Bruno , monster jinx - 2019 11 years, they operate using cc licenses, not a money making perspective but mainly create sustainability for the projects / the consumer pays for the objects or merch or parties and not from the music
- Vanessa Canto, moot - economics and dance - a platform that aims at providing resources for dancers / develop a business model
- Mario - private copyright registration , advise events in the eu / freemium business model, 300 users?
- Why cc ? - and the impact of usage ? -- to make use of a(n open network); something that is considered also from the start in order to 'control' questions regarding copyright; access to music is something that should be democratic and not directed by radios or other mediums (MJinx) and then if the consumer wants the container of that music then it's something that can be payed for -- CC comes from the need to protect the work that we do according to their perspective, and as such the license is a form of positioning -- example of a music being used by a YouTuber in Argentina which became huge and that's because of the cc positioning -- [does it has any economic consequence?] It does because from the moment the music is being monetized then the monetizing starts to be part of the project;; money investing in a platform that represent many musicians *Tribe

of Noise*, they also advise the musicians on how and what creative commons are, a cover or a sample not being considered as CC-- by share alike it starts to generate money, business opportunities, a lot of manual labour, as AI is not there yet-- CC licenses help as a network as a structure in itself that is structured in way that can help smaller businesses, artists, producers, individual content generators, facing the big corporations-- the licenses are not the end goal but all the structure around it.

- Does the individual benefits economically from CC ? ... MJinx: the idea of selling music is not one for their artists, the income comes from everything that comes around the music, it generates creative methods of thinking what sort of peripherals can be coupled with the music; *nonprofit*;; Moot: the conversation w dancers is different, convincing them to share and promote their technique - through rethinking the models of developing contracts and approaching the dancers in terms that they become part of a dialogue, a process, if monetizing comes they will get part of it;;
- THE DIRECTIVE: lots to fear but also opportunities: there's going to be lots of years of dedication in order to know who falls into consideration / there's has to be a balance ??? What are the needs of the creators? The directive expresses the mechanism in proportion in regards to what is it to be achieved/ the licensing solutions maybe it's the time to find blanket licenses ??? The platforms are not worried about the makers, they are working to have ads to monetize their own business models, the new gatekeepers -- / about the filtering 'bring the users associations to learn about how the technologies work' /
- Blanket licenses - societies - they collect money but not going to the people that money should go to and also this raises the question that these licenses are about big products and there's no effort to include small niche producers
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Q & A *[Use the space below to capture questions and the answers given in bullets]*

- What are blanket licenses
- Discussion about examples regarding the impact of those licenses on
- How to make licensing a better system
 - CC being a good system but it will take time regarding good practices; ...

Action Items *[Use the space below to capture questions and the answers given in bullets]*

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Resources & Links *[Use the space below to capture and relevant websites or other resources shared during the session]*

- business-toolkit.creativecommons.org
- moot
- Tribe of Noise
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