Content, Creative Commons and the
Keys of Successful Innovative Entrepreneurship in Asia

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CC By-3.0 HK

Easy as 1,2,3

1)Content

- Innovation in the Internet Age: Google/FB/Baidu
- Permissionless Innovation

2)Creative Commons

- Permissionless Copyright

3)Keys of Success

- Understanding the 5 Whys?
- Understanding Disruptive Technologies
- Understanding Disruptive Technologists

Content is King

- … if you can get paid - Newpapers

- Quality – Source / Language

- Quantity – volume or velocity (time value of information)

- 'Mobile First Strategy' vs 'Mobile Also Strategy'

- Impact on

  - Choice of Business Model or Resource Model

  - Choice of Location

  - Choice of Law / Legal Support/Restrictions

  - Why HK is good/not good to be an entrepreneur?

  - Are we short of money or content (ideas)?

Innovation

Innovation in the Internet Age

- Is innovation difficult?

- What makes innovation in the Internet Age really difficult/easy?

- How does the Internet change business model planning?

- Who is going to innovation?

- When are you going to innovate?

- Stock vs Flow

- Understanding Open Standards
  - Understanding the importance of Intellectual Property
  - Patent Lanscape, Role and Function of Copyright, other rights
  - Business of IP 2013: Software Patents session on Friday 6th
- Perfection vs Just good enough Strategy
  - Impact on S/W Development Methodologies
  - Impact on technology and product life-cycles

Permissionless Innovation

- Assumption: Internet as Platform for Innovation

- Learn from Vint Cerf

- Importance to Understand this Statement

- ICANN Strategy Panel

- Public Input and Comment: Why?

- Internet Governance Ecosystem: Why?

- Multistakeholder Approach: Why?

Creative Commons

CC Movement: Empowerment

- Maximize Digital Creativity, Sharing and Innovation

- Problem: Copyright Laws in the Pre-Sharing age.

- From 2007 - Copyright Amendment Bill 2011

- Internet 'Article 23'- Withdrawn before last Legco Session

- Copyright 'Parody' Consultation – Deadline Extended 15 Nov

- Intellectual Property (IP) Trading

  - Four Companies: 5th Coming

  - **1) http://www.ipexc.com/ 2) http://www.hkipx.com/**

  - **3) http://www.hkipex.com.hk 4) http://www.ipexchub.com**

- **New IP New Journal**

  - **http://www.hkipnews.org (note: affiliated with 3 above)**

CCHK Volunteer Team

- Prof. Ying Chan, Rebecca MacKinnon (Thank You!)

- Li Yahong, Alice Lee (Legal Leads)

- Dr. Haggen So,

- Ben Cheng,

- Peter Ma,

- Veletina Ma,

- Hon. Charles Mok - IT Functional Legco Member

- Others (Wing Fai Lee, Oiwan Lam, Jack Qiu)

- Hosted at Journalism and Media Studies Centre HKU

CCHK Licence Estimate (Nov 2011)

Approximately (450,000+)

BY: 27,493 **BY-NC:** 152,750

BY-NC-ND: 135,595 **BY-NC-SA:** 100,375

BY-ND: 22,878 **BY-SA** 013,538

CCHK – History + Lessons Learned

- Pre-Launch – 2007 (Managing Expectations)

  - Social Change takes time (years not months)

  - Clear Demand: HK Wikimedia Community 14/7/2007

- Launch Oct 25 2008 – Extra Copyright Licencing Option for HK

- Post-Launch Focus

  - Educational – Introduction of New Senior Secondary Curriculum (Liberal Studies)

    – Critical Thinking, Current Affairs

    – Establishment of Radio Television Hong Kong Creative Archive

    – Open Educational Resources

- Lessons Learned: How much time do you have? :)

- Scaling Community and Resources (Form vs Function)

- CC Plus – Dual Licencing (e.g. for commercial activities)

CC 4.0 Release Last Week!

- How to handle 'Sui Generis' Database Rights

- How to handle internationalization

- See CC 4.0

- <u>Why does this matter?</u>

Keys to Successful Innovative Entrepreneurship in Asia

3R's

1)Right Idea

2)Right Time

3)Right Resources

Key to Successful Innovative Entrepreneurship in Asia

- Defining 'Success' - $, social-impact etc.

- Defining 'Innovation'

- Defining 'Entrepreneurship'

  - Early 20's view

  - Mid 40's view

- Defining Asia

  - Why Asia?

Asia Pacific Experience

- Experience Sharing: 1993-2013
  - APNIC
  - APIA
  - APRICOT
  - ICANN
  - Internet Society

What Resources Do You Need?

- **1) What 'Resource' Issue?**

  i.e. What resources do you need to build a successful social movement or business?

  - Onboarding Resources
    - Clear Vision and Mission
  - Human and Organizational Resources
    - How are you going to structure yourselves? Volunteer Burnout?
  - Communication Resources
    - How are you going to communicate your cause? Viral/Organic etc.
  - Financial/In-kind Resources
    - What is your revenue/resource/volunteer model?
- **2) What open technologies? What open techniques?**
  - Open Licencing (e.g. CC/GPL) and Open Standards (W3C)

Open Technologies: Sharing

- There's 'Enough' if you share.

- Open = Sharing Information/Tools/Techniques

- Not what you own, but what you have access to

- Definition of Optimal Corporate Size → Smaller more agile

- e.g. Not the computer, but the <u>network</u>

- Sharing Economy – Economies of Scale

- Open Economy – free to adapt and evolve to change

- Open Innovation … patent/royalty free – e.g. W3C.

Importance of Open Technology Standards

- Costs of Competition

  - Competition when competition makes sense

- Costs of Cooperation

  - Cooperation when cooperation makes sense

- How do you 'out innovate' when relying on open standards?

Example

- Digital 21 Strategy
- Waterfall vs Agile Software Development
- W3C Web Payment
  - Emergence of Cyrptographic Currencies – e.g. Bitcoin
  - Observation of 1970's Financial Technologies
- Observation of HK's Role

W3C Web payments Work

- HTML + Payment = Social Entrepreneurs Get Paid! :)
- Building Payment into the core architecture of the web
- 'Banking the Unbanked' - 1.5 Billion people
  - Same 1.5 Billion to come online via smartphone
  - Mobile Phone Companies are the new Banks (M-Pesa)
- Works today (Mozilla Firefox OS, PaySwarm)
- Discussions next week in Shenzhen (W3C)
- Start Standards Process (Q2 2014)
- Finish Standards Process (2017)

Summary

- Understanding of Innovation in Internet Time
  - Internet as a Platform for Permissionless Innovation
  - Rate of Innovation Key not the stock of innovation
  - Clear understanding of Intellectual Property
  - Clear start-up culture of innovation
  - Clear process of funding and pruning
- Ask yourself the 5 Whys?
- Visit:
  - http://www.StartMeUp.HK