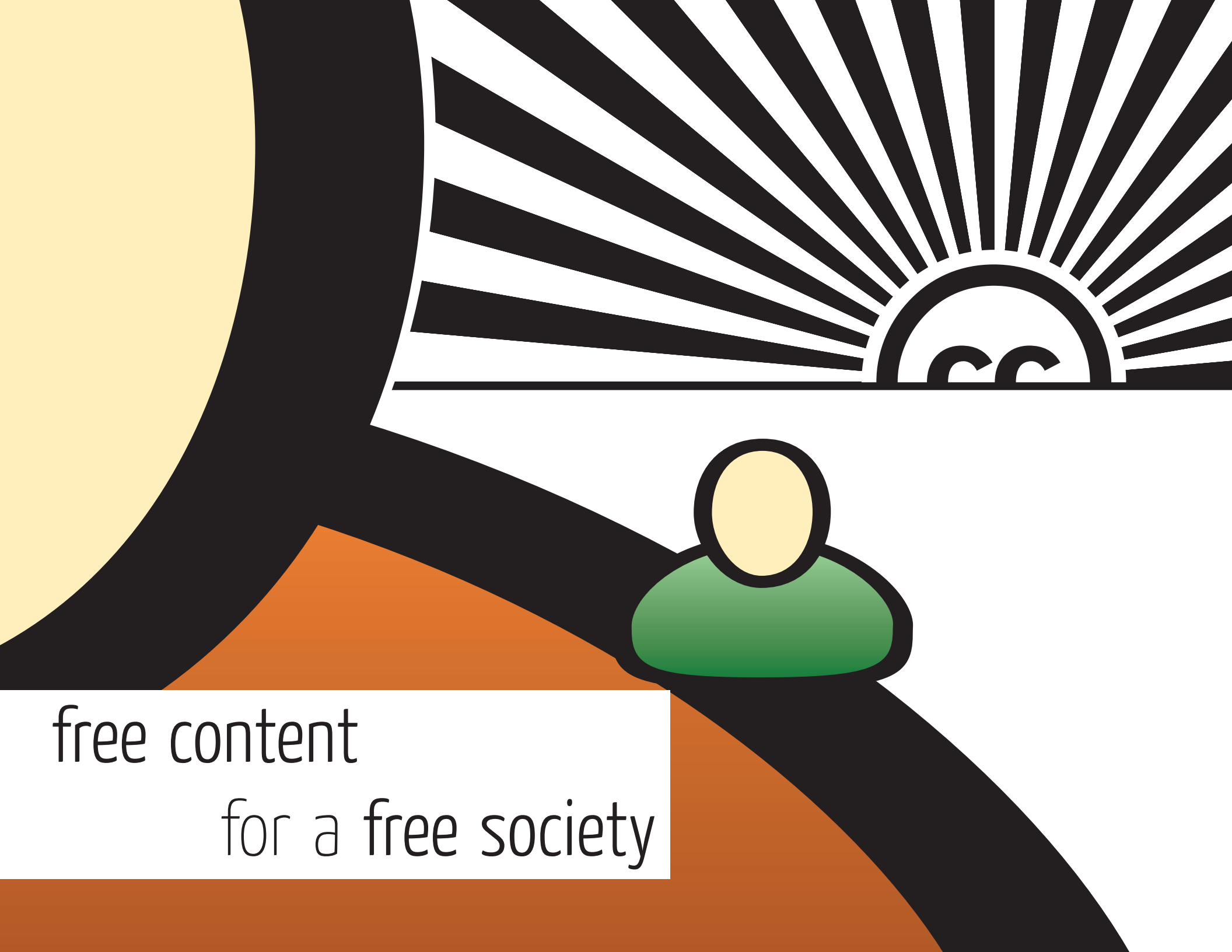
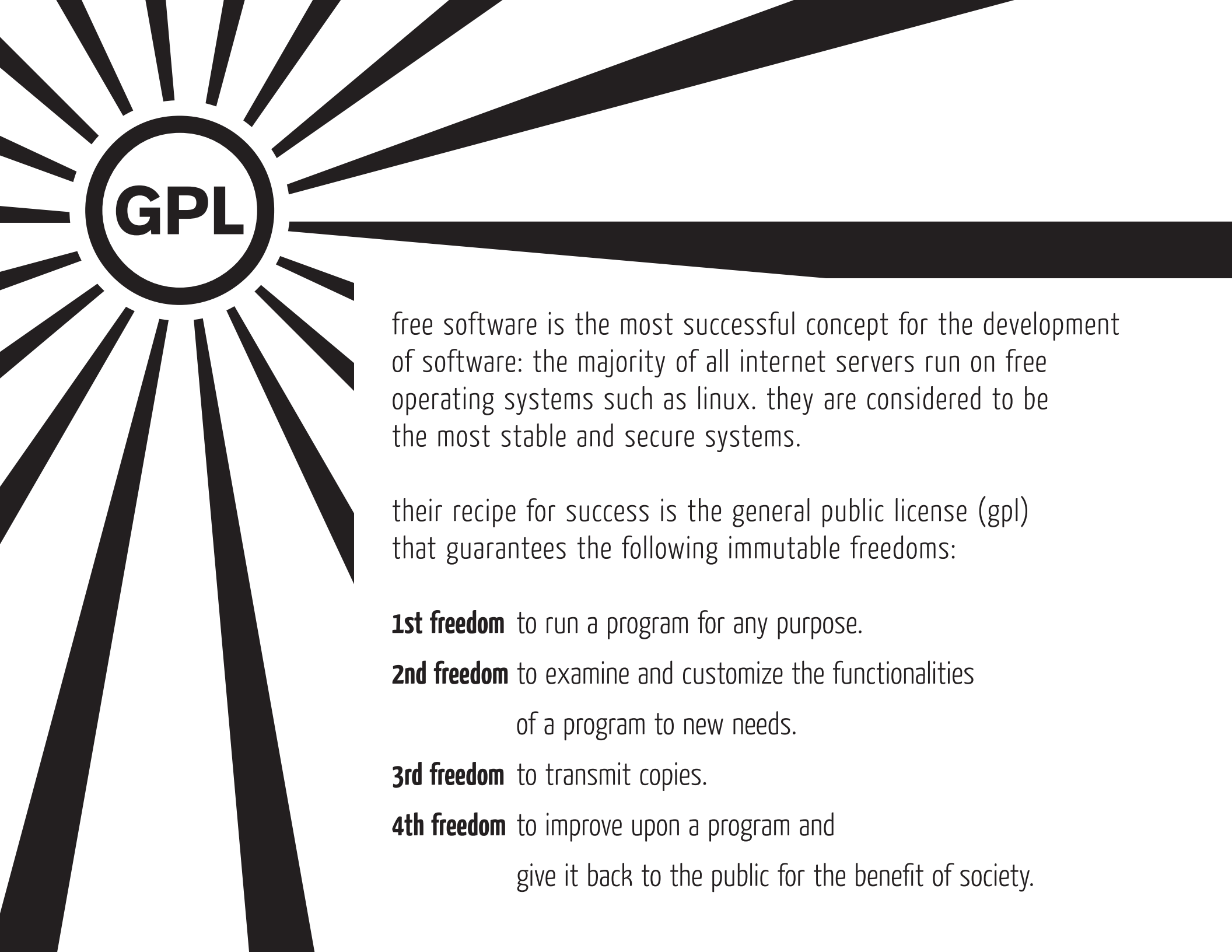

free content
for a free society

does your company
develop software?
what doesn't cost anything
can actually be worth more!



free software is the most successful concept for the development of software: the majority of all internet servers run on free operating systems such as linux. they are considered to be the most stable and secure systems.

their recipe for success is the general public license (gpl) that guarantees the following immutable freedoms:

1st freedom to run a program for any purpose.

2nd freedom to examine and customize the functionalities of a program to new needs.

3rd freedom to transmit copies.

4th freedom to improve upon a program and give it back to the public for the benefit of society.

i develop software ...

... but why should I give away my intellectual property rights?

1. because you won't be re-inventing the wheel.
many things have already been done
by others, and you can build upon them!

2. because others want the same thing
and you can therefore coordinate your efforts.
you will reach your goals faster.

... but isn't my software is supposed to be secure!?

1. more eyes and more experts
find all sorts of different errors faster.

2. nobody will trust your software
when its modes of operation are kept secret.

but forcing freedom
is insane and unprofitable!?
sorry, but
that's just not
the case ...

how, then, am i supposed to **make money**?

with services surrounding the software:

you're the expert for professional consulting,
comprehensive support, and customized solutions.

through saving both time and labor:

basic modules, extensions, patches, and security advice
comprise sustainable software development -
these tasks can be divided within the open source community
if they haven't been solved already.

the general public license requires the greatest freedom: if you build your program on gpl-licensed software, you must also leave the whole source of your program open.

this “viral effect” designates “free” software as “copyleft”.

the “lesser-gpl” prescribes lesser “enforced freedom”:

whoever builds upon lgpl-software is only required to publish changes directly applied to it. the modes of operation of significant personal contribution can still stay secret.

the berkeley software development license is friendly to the economy:

the code of all software based on bsd-programs can stay completely secret. for example, apple’s operating system builds upon a free kernel.

ok ok, *"if I have seen further it is by standing on the shoulders of giants"*

this apparently applies to software as well as science. great.

but what about art and culture?

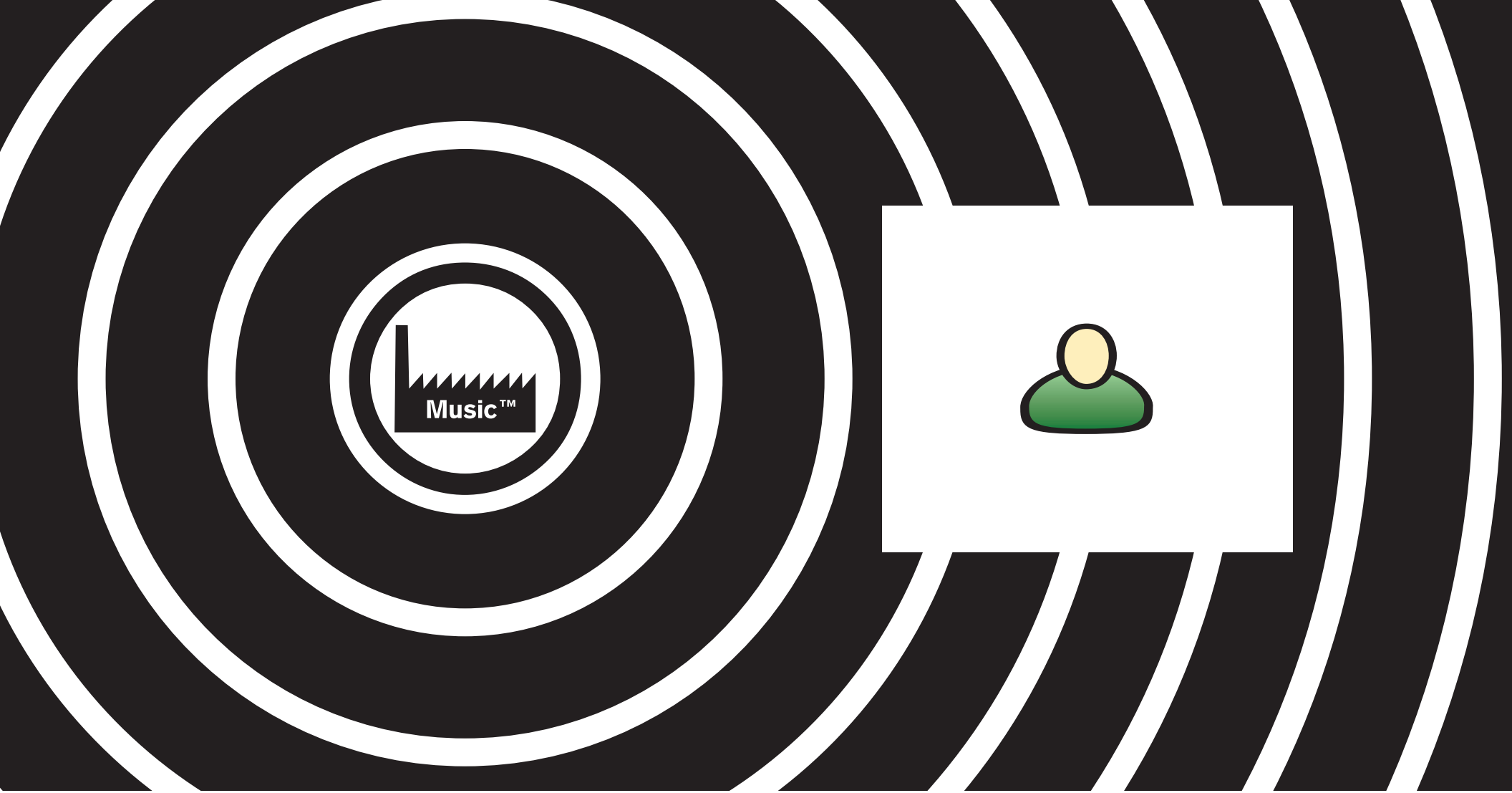
culture is a common good in an information society.
copying cannot be prevented.

digital copy protection (drm) is technically
"ineffective" (microsoft & hp[1])
"stupid" (david safford, ibm[2]) **and**
"useless" (bruce schneier, cryptologist[3]).

artists and authors also have to deal with these issues ...

originated '65 in germany but now collected worldwide:
flat taxes on devices and media used for copying in order to compensate artists for private copies.

why not for filesharing as well?



the mainstream music industry incapacitates authors:

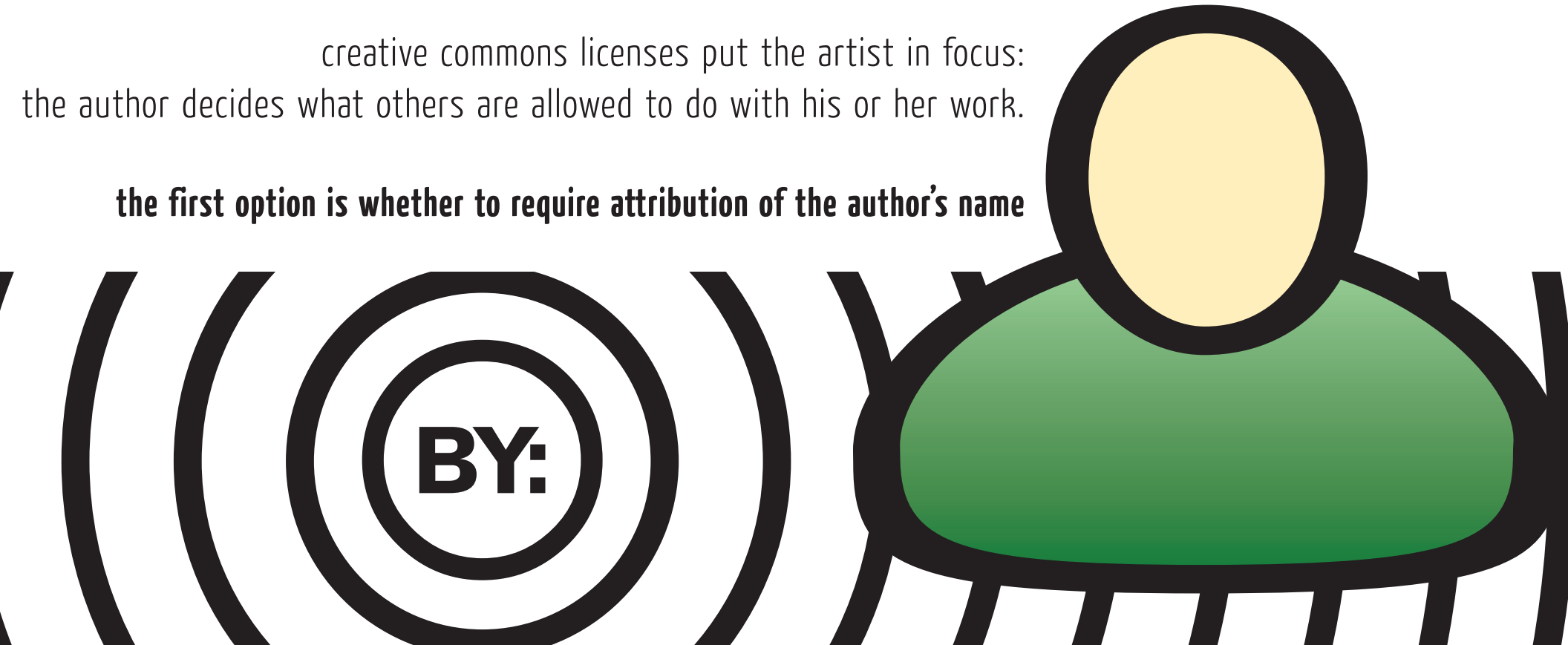
the rights to use the work are limited and become " © all rights reserved "
copy protection is developed, financed, and implemented.
the artist gets less than 15% of the retail price amount of a cd[4]

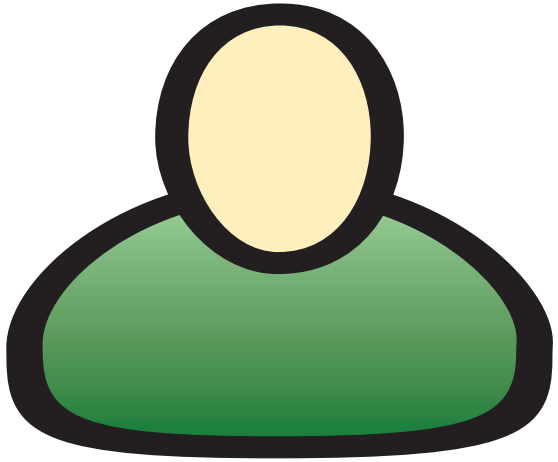
we believe in the financially and legally self-sufficient artist ...

creative commons
some rights reserved.

creative commons licenses put the artist in focus:
the author decides what others are allowed to do with his or her work.

the first option is whether to require attribution of the author's name





you decide ...

... if your work may be modified and used in other works.

... if you are only granting uses for non-commercial purposes.

... if the use of your work is only allowed without modification.

sources

[1] **p. biddle**, **p. england**, **m. peinado** and **b. willman** (microsoft) in "the darknet and the future of content distribution", acm workshop on drm, nov. 18th, 2002, washington d.c., http://crypto.stanford.edu/DRM2002/darknet5.doc

s. haber, **b. horne**, **j. pato**, **t. sander** and **r. e. tarjan** (hp labs cambridge, trusted systems lab) in "if piracy is the problem, is drm the answer?" HPL-2003-110, may 27th, 2003, http://www.hpl.hp.com/techreports/2003/HPL-2003-110.pdf

[2] **d. safford** (ibm research) *"my personal opinion is that drm is stupid because it can never be effective and it takes away existing consumer rights."* in "clarifying misinformation on tcpa", oct., 2002, http://research.ibm.com/gsal/tcpa/tcpa_rebuttal.pdf

[3] **b. schneier** (cryptologist) *"digital files cannot be made uncopyable, any more than water can be made not wet."* in "the futility of digital copy prevention", crypto-gram newsletter, may 15th, 2001, http://www.schneier.com/crypto-gram-0105.html#3

[4] **sven hansen** (journalist) in "fair, fairer, fünfzig" concerning german music industry, 2004, http://www.heise.de/ct/04/12/096/

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