

# Principles for OMC

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# What We Believe:

- Innovation flourishes through openness: reference architectures, open standards, open source.
- Compensation for creators.
- All creators are users, many users are creators.
- Users' privacy will be key.
- Code --- laws and technology\* --- should encourage innovation.

[www.openmediacommons.org/about.html](http://www.openmediacommons.org/about.html)

# What We Believe:

- Innovation flourishes through openness: reference architectures, open standards, open source.

Fundamental to the DReaM model  
Open source  
Challenging

# What We Believe:

- Compensation for creators.

Creativity needs compensation

With open source this can be challenging

There are solutions (e.g., trusted clients)

# What We Believe:

- All creators are users, many users are creators.

We know this, we've known this for a long time:

- Variations on a Theme by Handel
- Brothers Grimm and Disney
- Othello, the play; Othello, the opera
- Romeo and Juliet, the play;  
Romeo and Juliet, the ballet
- fan fiction, zines; examples in Star Trek, Star Wars, anime
- blogs, de.li,cio.us, Flickr
- Creative Commons

# Users Matter: Creative Commons

- Ⓒ Attribution
- Ⓓ Noncommercial
- Ⓔ No Derivative Works
- Ⓕ Share Alike

[www.creativecommons.org](http://www.creativecommons.org)

# Fair Use: Some Rights (not all)

- Fair use are user rights that the user doesn't have to request
- A deliberately fuzzy concept: nature and purpose of use; nature of copyrighted work; amount and substantiality of portion copied in relation to full work; effect on potential market on work.

Not fair use: copying 353 pages of 12-volume biography of George Washington for 2-volume set

Fair use: stills from Zapruder film of Kennedy assassination

- Fair use are user rights that the user doesn't have to request

# Users Matter: Fair Use

- **Rights are based on:** nature and purpose of use; nature of copyrighted work; amount and substantiality of portion copied in relation to full work; effect on potential market on work.
  - academic ones set out by law
  - criticism
  - parody
  - other
- Personal use
- Private copying exemption
- How might you implement in DR(ea)M

# What We Believe:

- Users' privacy will be key.

Architecture matters.

Preserve confidentiality.

Prevent data aggregation.

# What We Believe:

- Code --- laws and technology\* --- should encourage innovation.

Lessig (Code --- and Other  
Laws of Cyberspace)

# What this Means:

- Interoperable systems
- Open source
- Network centric
- Identity-based systems
- DRM where the user matters

think of it as:

Convenience = Consumption



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