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The future of creativity in the online environment

Open Business Models for the Creative Industries

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 CONTEXT

• Creative startups
• Effects of open licensing in business
• Creative Commons Toolkit for Business
• International examples
WHAT IS A BUSINESS MODEL?

Representation of different WAYS OF ADDING VALUE to goods or services.

MULTIPLE POSSIBILITIES to generate value and revenue.
The Business Model Canvas

**Key Partners**
- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do our partners perform?

**Key Activities**
- What Key Activities do our Value Propositions require?
- What Key Activities do our Distribution Channels require?
- What Key Activities do our Customer Relationships require?
- What Key Activities do our Revenue Streams require?

**Value Propositions**
- What value do we deliver to our customers?
- Which of our customers’ problems are we helping to solve?
- What bundles of products and services are we offering to each Customer Segment?

**Customer Relationships**
- What type of relationship do we want to establish and maintain with our customers?
- Which ones have we established?
- How are they integrated with the rest of our business model?

**Customer Segments**
- For whom are we creating value?
- Who are our most important customers?
- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?

**Channels**
- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with customer routines?

**Cost Structure**
- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

**Revenue Streams**
- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?
- How much does each Revenue Stream contribute to overall revenues?
WHAT IS AN OPEN BUSINESS MODEL?

Business models that USE OPEN LICENSES AS STRATEGIC TOOLS to generate value and revenue.
OPEN LICENSES

Grant flexibility to Intellectual Property rights.
Creative Commons is a nonprofit organization that enables the sharing and use of creativity and knowledge through free legal tools. Our free, easy-to-use copyright licenses provide a simple, standardized way to give the public permission to share and use your creative work – on conditions of your choice.

CC licenses amplify the economic benefits of digital technology and can actually be a very interesting instrument to help your business succeed.

Find out how!

How to use CC in business?

The different Creative Commons licenses result from the combination of four essential conditions:

1. Attribution (BY)
2. Non Commercial (NC)
3. Non Derivatives (ND)
4. Share Alike (SA)

Within these conditions, there are six different types of CC licenses, according to the level of restriction/freedom granted to the final users.

For more information go to www.creativecommons.org and www.cctoolkits.com or contact the CC affiliates in your country (info@creativecommons.org).

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CREATIVE COMMONS

Toolkit for business

How can my business benefit?

- Avoid legal uncertainty
  - Using CC licenses can help business reduce legal risk. This helps to avoid potential for legal issues which can be costly.

- Reduce production costs
  - You can produce a product with reduced costs of materials, labor, and other expenses. By using CC-licensed works, you can reuse and adapt content without the usual costs of creating original work.

- Increase access to innovation
  - By using CC-licensed works, you can access and build upon existing ideas, reducing the time and resources needed to start new projects.

- Leverage first-mover advantage
  - Copyright gives you exclusivity over your work. By using CC-licensed works, you can position your business as a leader in the field, possibly leading to a competitive advantage.

- Promote sustainability
  - When you use CC-licensed works, you encourage the sharing and reusing of content, which can help promote sustainability by reducing the need for new production.

- Enjoy opportunity benefits
  - When you use CC-licensed works, you can take advantage of new opportunities that arise from the sharing of content. For example, you can build on existing works to create new content that can help you reach new audiences.

www.creativecommons.org
SOME EXAMPLES
Reduce production costs

#buildingpictures

Reduce transaction costs and legal uncertainty
Reduce transaction costs and legal uncertainty

Furniture designed for inspiring workplaces

We're changing the way furniture is made, by connecting customers to local makers.

Increase “opportunity benefits” and build a reputation
The Business Model Canvas

**Key Partners**
- Who are our Key Partners?
- Who are our partners?
- Which Key Resources are we acquiring from partners?

**Key Activities**
- What Key Activities do our Value Propositions require?
- What Distribution Channels does this require?
- What Customer Relationships are involved?

**Value Propositions**
- What Value do we deliver to the customer?
- What do we offer our customers?
- How are our Value Propositions differentiated?

**Customer Relationships**
- What type of relationship does each of our Customer Segments expect?
- How do we maintain these relationships?
- How are our Customer Relationships integrated?

**Customer Segments**
- For whom are we creating value?
- Who are our most important customers?

**Key Resources**
- What Key Resources do our Value Propositions require?
- What Distribution Channels do we need?
- What Customer Relationships are involved?

**Channels**
- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
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www.businessmodelgeneration.com
Increase first mover advantage

Over 5 million people use our Business Model Canvas. Join them by using our platform and services to clearly understand customers, create better products, and grow businesses.

Enterprise teams can train at our Cloud Academy and receive coaching through our Innovation Sprints

Smaller companies can take our Online Courses, use our Web App, and download free resources

Increase access to innovation and reduce marketing costs
Increase first mover advantage

Promote sustainability

Increase access to innovation and reduce marketing costs
Increase first mover advantage

Promote sustainability

Increase access to innovation and reduce marketing costs

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OTHER EXAMPLES
OPEN LICENSES

• Strategic for private firms and also for the public sector;
• Suggest of the possibility of new forms of hybrid economic organizations (with both profit and social motivations);
• Research on effects of more flexible copyright (IP) regulation > global copyright debate.
More @

- CC Toolkit for Business:
  https://creativecommons.org/2015/11/13/creativecommons-toolkit-for-business/
- Copywrong: https://copywrong-cc.tumblr.com
Thank you!

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