Bitesize

GCSE Bitesize Computer Science
Mozilla's Doug Belshaw on Creative Commons

My name's Doug Belshaw. I work for the Mozilla Foundation. Creative Commons is an example of a more permissive type of licensing. So it's not the only kind of permissive licensing. There's the MIT license, Mozilla's got a license, there's lots of different types of licenses. This is probably the best known license for individuals to be able to license creative things that they've done. I think that organisations and businesses are really cottoning onto this idea that, if you get people sharing stuff more often, then your brand gains more attention, so it means that people can riff off your particular brand. But in a licensing point of view, you get people saying, okay, the BBC has got an archive of lots of things you can use under a creative commons license. You end up with mash-ups of BBC content. So it means that they can get stuff which they wouldn't think of doing before, and you get much more brand recognition and brand cool value based off the back of that. I'll just give you an example of one of Mozilla's tools. Mozilla has a suite of tools called Webmaker, and one of them is called Popcorn. And what it does is it takes different things on the web, like images, or videos on YouTube, or text, or whatever it is, and it can mash them all up together on the fly - which means that it's never actually stolen all of that thing, as a specific video, it's just pulling creative commons license things and all different things together so that you can create something different than it was before. And I really see this as being the future of the web. I think that you can't really lock up information and knowledge and creativity. I think knowledge and information and creativity want to be free, and they want to be joined up together, so I think it's in brands' best interests, and organisations' and users' best interests for the web to be open and free and for people to do things under permissive licenses.