



Proposal full title: Open Content Generation, Storage and Distribution Network

Proposal acronym: BUSKER

Date of preparation: 21 April 2003

Type of Instrument: Co-ordination Action

Reference number: 31570

Call: FP6-2002-IST-1

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Strategic objectives of the IST programme addressed

- *reinforce European strengths in areas where it has established industrial and technology leadership* (e.g. cultural heritage re-production)
- *overcome weaknesses in areas which are critical for European competitiveness and for addressing societal challenges* (e.g. content production and distribution)
- *exploit new opportunities and respond to emerging needs* (e.g. p2p networks, open access business models)

Proposal abstract

Intellectual property protection cannot be the answer to all of our problems with handling digital information. Whilst the Open Source movement has developed new concepts of making business based on transparent and co-operative ownership of software, this co-ordination action will focus on alternate licensing models for networked audio-visual systems based on real needs of artists and consumers.

Communities of open content have always existed in analogous media (Science, Culture). As we can learn from typical user behaviour, Digital Rights Management systems are often not accepted to control specific kind of content. In the world of digital media, the very successful model of open source will guide us how to build sustainable communities of content with direct or indirect ways of exchanging value.

The co-ordination action's goal is to bring together relevant content and technology partners in this field and will tackle the following issues:

1. motivations and sustainable business models to create open content
2. co-operative design models according to the nature of different contents
3. availability and accessibility of content using alternate licensing models
4. spurring creativity - investigation of conditions for the learning effect and the fun factor
5. reference model for archiving solutions, home platforms and devices based on metadata schemes, that support open content
6. legal aspects, licensing and co-existence with DRM

The project aims at a series of conferences to apply this scheme to different types of media, such as film and music. The overall goal within this IST activity is to ensure, that on the one hand the end user may choose on his/her multimedia home platform the consumption of either controlled or open content, without being in danger, to break laws and on the other hand that artists can build their business on the widest audience possible.