

Tickets and reservations

Reservations for the Pre-Conference seminar in Hilversum via ian.van.riel@balie.nl
Attendance free / Reservation required

Tickets for the conference and evening programs at De Balie in Amsterdam can be ordered on-line via our website:
www.ecommons.eu

Or via the Balie website:
www.debalie.nl/agenda

Ticket prices

Passepartout 25 euro (including evening programs)
Day ticket 15 euro (including evening program)
Evening program 5 euro (no reductions)

Organisers

Images for the Future Consortium / Netherlands Institute for Sound and Vision / De Balie / Institute of Network Cultures / University of Amsterdam, Department of New Media / Kennisland Foundation

Financial support
Mondriaan Foundation
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= Paying the costs of making things free

November 11 - 13, 2010
Hilversum & Amsterdam,
The Netherlands.

Public debates, seminar and international conference
on the economies of open content.

Economies of the Commons 2 is a critical examination of the economics of on-line public domain and open access cultural resources (the 'digital commons'). While protagonists of these open content resources praise their low-cost accessibility and collaborative structures, critics claim they undermine established forms of cultural and content production without offering a viable business strategy of their own.

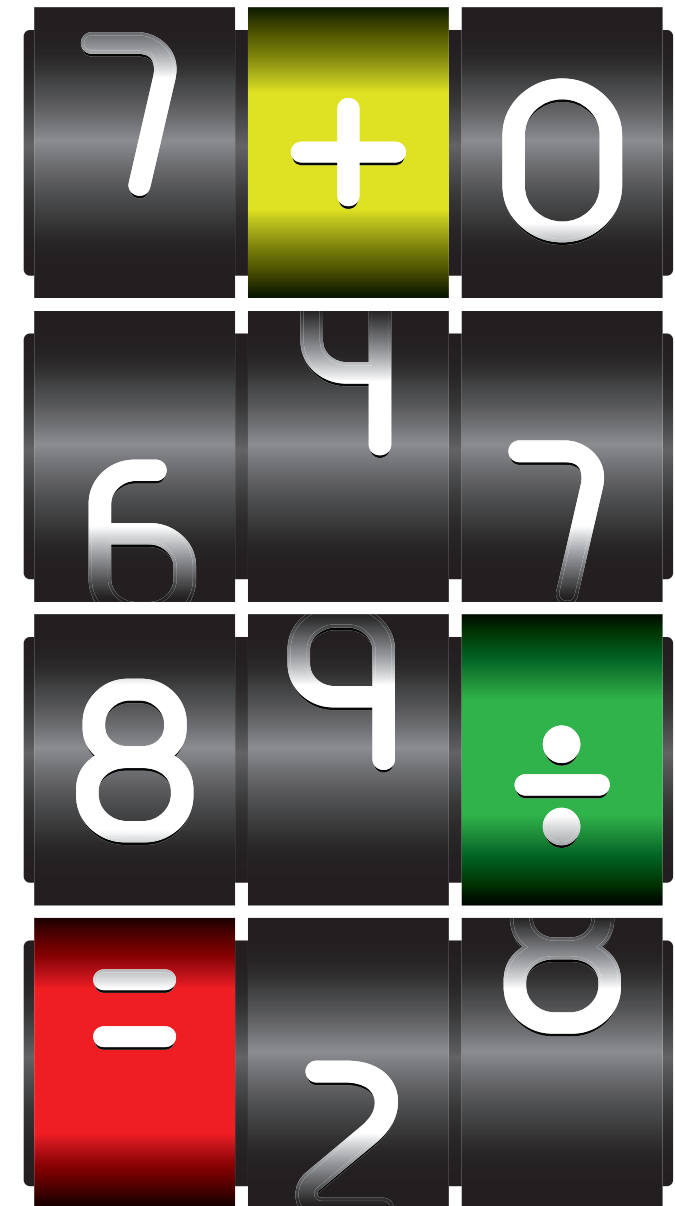
The sustainability of these resources remains unclear. This conference explores revenue models and novel institutional structures that can support and safeguard the digital commons. Which new hybrid solutions for archiving, access and reuse of on-line content can both create viable markets and serve the public interest in a competitive global 21st century information economy?

Economies of the Commons 2 allows for a timely and crucial analysis of sustainable economic models that promote and safeguard online public domain. It comes at a time when the large scale digitisation project Images for the Future is showing its first tangible results, while working to find solutions for copyright regulation and economic sustainability. The event builds upon the successful Economies of the Commons conference organised in April 2008.

Confirmed speakers include:

Charlotte Hess (Syracuse University - Keynote), *Ben Moskowitz* (Open Video Alliance), *Simona Levi* (Free Culture Forum), *Bas Savenije* (KB National library of the Netherlands), *Yann Moulier Boutang* (Multitudes), *Peter B. Kaufman* (Intelligent Television), *Harry Verwayen* (Europeana), *Jeff Ubois* (DTN), *Sandra Fauconnier* (NIMk), *Nathaniel Tkacz* (University of Melbourne), *Michael Dale* (Wikipedia Foundation), *Rufus Pollock* (Open Knowledge Foundation).

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economies
of the commons 2



Pre-Conference Seminar: Open Video Conference Europe

Mediacentrum
Sumatralaan 45 (Media Park), Hilversum
Thursday November 11, 10.00 - 17.00 hrs

On November 11, 2010 the Netherlands Institute for Sound and Vision and KnowledgeLand host a one day pre-conference seminar on open video in relation to public broadcasting, co-organised with the Open Video Alliance.

The Open Video Alliance is a coalition of organisations and individuals committed to the idea that the power of moving image should belong to everyone. Heading towards this goal tools for creating, manipulating, and sharing video must be available to everyone. Moreover, open video requires that legal and business structures support the ability of huge numbers of individuals to use video in ways that go beyond just watching.

Public broadcasters aim to inform, inspire and entertain citizens. Its productions are an important part of our collective memory and can also be considered as belonging to the commons. Embracing open video will enable public broadcasters to optimise their accessibility and form a participatory culture around their productions. However, public broadcasters currently face serious legal and technological challenges and may also have to overcome some fears, uncertainty and doubt.

This pre-conference gathers representatives from public broadcasting, the creative industries, civil rights organisations, cultural heritage organisations and government to discuss the future of public broadcasting in relation to open video.

Attendance to the seminar is free, but reservation is required due to limited seating. Please reserve via e-mail: ian.van.riel@balie.nl



Economies of the Commons conference

De Balie
Kleine Gartmanplantsoen 10, Amsterdam
Friday November 12 & Saturday November 13,
10.00 - 17.30 hrs

The heart of Economies of the Commons 2 is an international conference bringing together researchers, theorists, economists, cultural producers and activists to analyse the economies of open content and its consequences for the cultural sector. The past 10 years have seen the rise of a variety of on-line public domain and open access information, knowledge and media resources attracting millions of users, sometimes on a daily basis. The overwhelming success of Wikipedia is without doubt the most striking case in point. No longer the exclusive domains of digital 'insiders', open content resources are now widely used and highly popular.

Skeptics speak vehemently against open content, claiming it undermines the established "gatekeeping" functions of authors, the academy, and professional institutions while lacking a reliable revenue model of its own. Even as they storm the bastions of institutional content producers, the sustainability of these open content resources remains entirely unclear: after all they are not free of costs! Instead of waiting for an innovative break-through business model, the conference explores hybrid solutions of content distribution and preservation strategies that can create both viable markets and open access resources serving the public interest.

A political intervention seems needed to open up the innovative markets and serve the public interests of a 21st century information economy and digital culture, neither free nor proprietary, but instead open and competitive, creating a global level playing field.

Conference themes:
Future of the Public Domain
Critique of 'the Free'
Open Content Tools and Technology
(pro-)Active Archives for Digital Culture
Materiality and Sustainability of Information, Knowledge, and Culture
Alternative Revenue Models



Public Evening Programs

(accessible for non-conference visitors)

The Future of the Digital Public Domain
De Balie, Amsterdam
Friday November 12, 20.30 hrs

A public debate about the initiatives that have placed the digital public domain squarely on the cultural and political agenda (such as the Europeana Charter and the Communia Manifesto for the public domain).

While an ever increasing percentage of the European population gets their access to information, cultural expressions, and communication resources via the internet, public institutions perform only a marginal role in providing this access. Despite its complementary role to the market, the responsibility for public access to on-line information, expression and communication is left almost entirely to the private sector. Set against the backdrop of the new EU Digital Agenda the main question we want to explore is how the responsibility for the future digital public domain will be divided between public and private actors in Europe?

Best of the oXcars
De Balie, Amsterdam
Saturday November 13, 20.30 hrs

An exhilarating evening program around (copyright) free cultural production with a 'best of' selection of the oXcars from Barcelona, Europe's biggest public showcase for free culture. This 'anti-competition' consist entirely of works that have intentionally been produced for free distribution in the public domain. The oXcars ceremony is organised for the third time this October in Barcelona and highlights from the event will be screened in The Netherlands for the first time. A festive program, with invited guests and (free) media producers to show what a vital digital public domain actually looks like.

More about the oXcars:
<http://exgae.net/english/the-oxcars>