

Aggregation and Dissemination of Collective Cultural Works

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Cultural works and user-generated contents — images, photos, sound tracks, texts, video clips, etc. — manifest as digital artifacts and flow in the networks in unprecedented scale and speed. These digital objects, however, increasingly gravitate toward a few online services in which the flow and accumulation of information is regulated. On the other hand, cultural works released under public licenses, such as the Creative Commons Licenses and the GNU General Public License, can be freely redistributed and reused. These public licenses encourage and strengthen networks of peer-to-peer sharing and remix. We show that the Terms of Service offered by online service providers may compete with the public licenses preferred by the content generators. In this presentation, we look into the details of a few Terms of Service as well as those of the Creative Commons Licenses. Based on such an analysis, we shall give an overview on the current practice of online content aggregation and dissemination.