

# An Open Society

## MyData 2016

Rufus Pollock @rufuspollock[.org]  
Founder, Open Knowledge



**OPEN KNOWLEDGE**



**OPEN KNOWLEDGE**

International non-profit network

—

Opening up information &  
seeing it made used and useful

—

Advocacy, technology and community

# Who Owns the Information Age?

Biggest question of 21st century



SAINT

COLUMBA

of  
Iona

# Open Definition

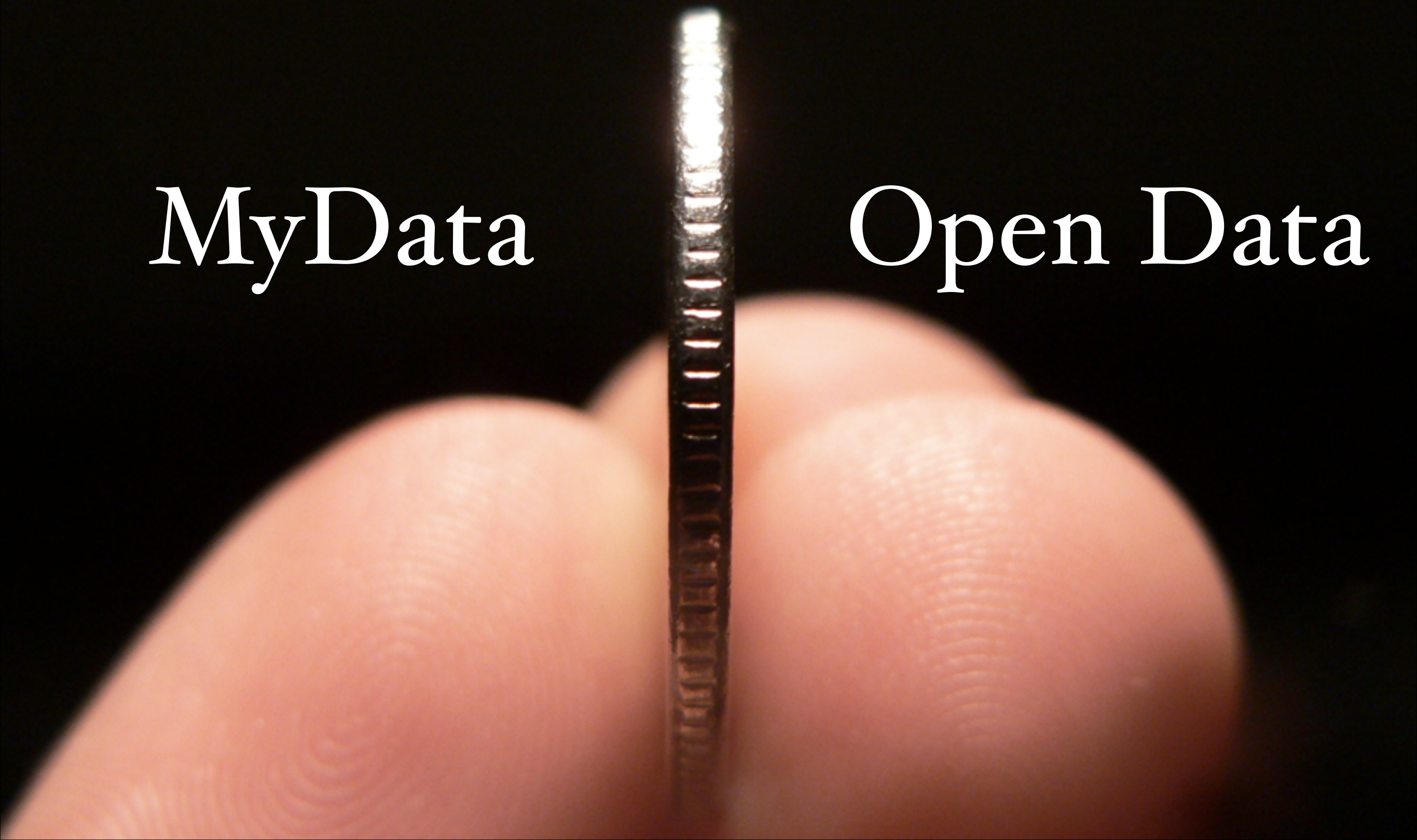
Freedom for anyone to use, build on and share  
for any purpose



# Two Sides of Same Coin

MyData

Open Data



# Open Data - MyData Principles

Freedoms	Open Data	MyData
	<b>Public</b> Data	<b>Personal</b> Data
<b>Use</b>	Freedom for <b>anyone</b>	Freedom for <b>me</b>
<b>Build on</b>	Freedom for <b>anyone</b>	Freedom for <b>me</b>
<b>Share</b>	Freedom for <b>anyone</b>	Freedom for <b>me</b>
	We <b>all</b> own <b>all</b> of it	We <b>all</b> own <b>our</b> part

# Legal and Technical



# MyData Principles

Every person has the freedom to use, build on or share their personal data - and to determine who else gets to do that and how.

# The Vision

# An Open World

All public, non-private, information is **open**

*and*

Creators and innovators are recognised and rewarded

All research, all music, all software,  
all drug formulae ...

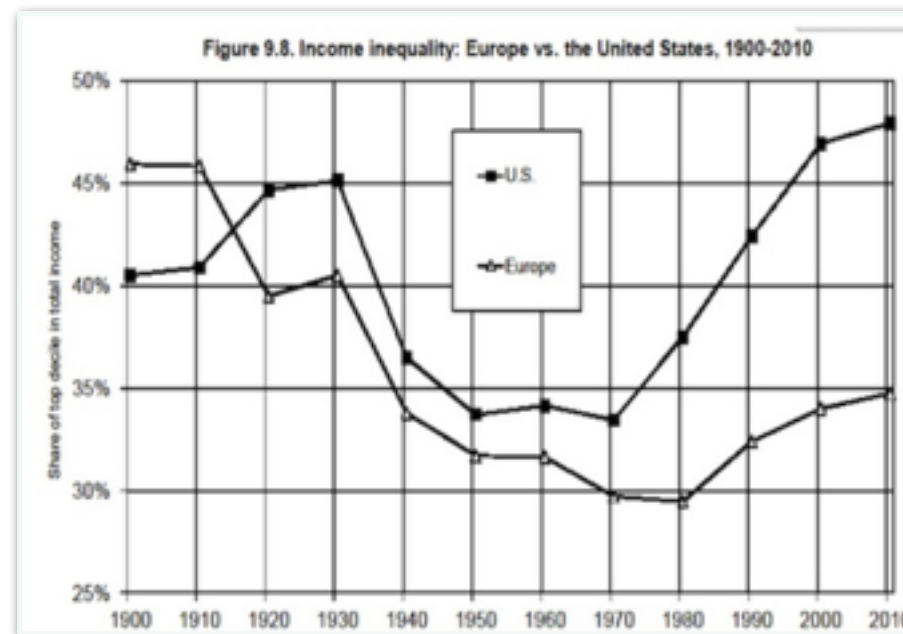
is open

=

freely available for anyone to use, share and build on.

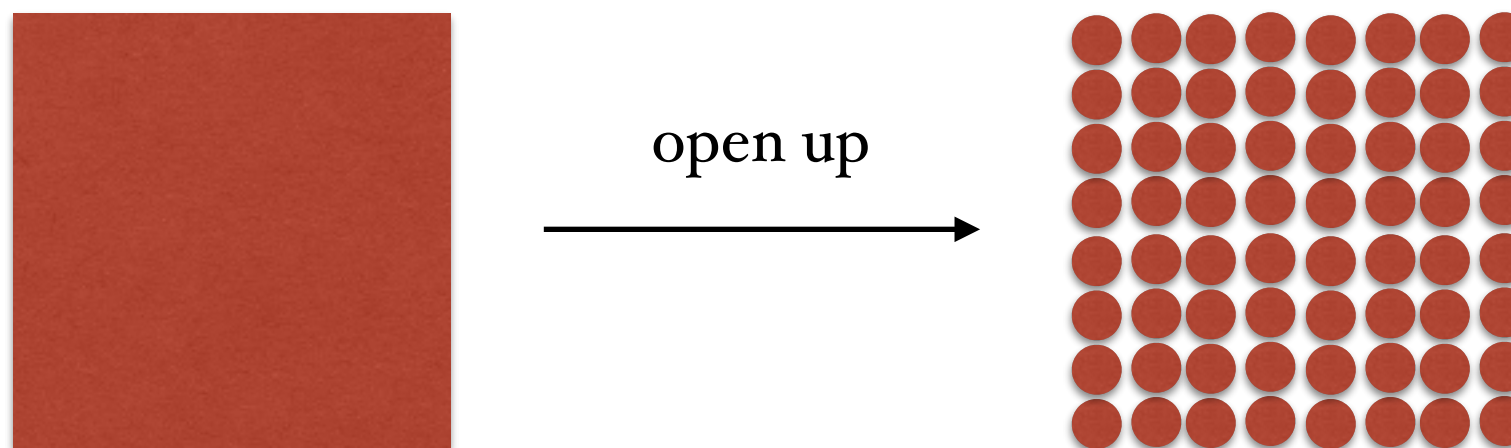


# Why an Open World



# Inequality

*Closed => concentrated wealth and power*



*Open => distributed wealth and power  
fairer, more equitable society*

# Access for all

*From medicines to textbooks*



US: even middle class cannot afford medicines  
because they are closed and proprietary



# Innovation & Creativity

*Open means more innovation and creativity because  
anyone can build on existing works*

The many minds principle:

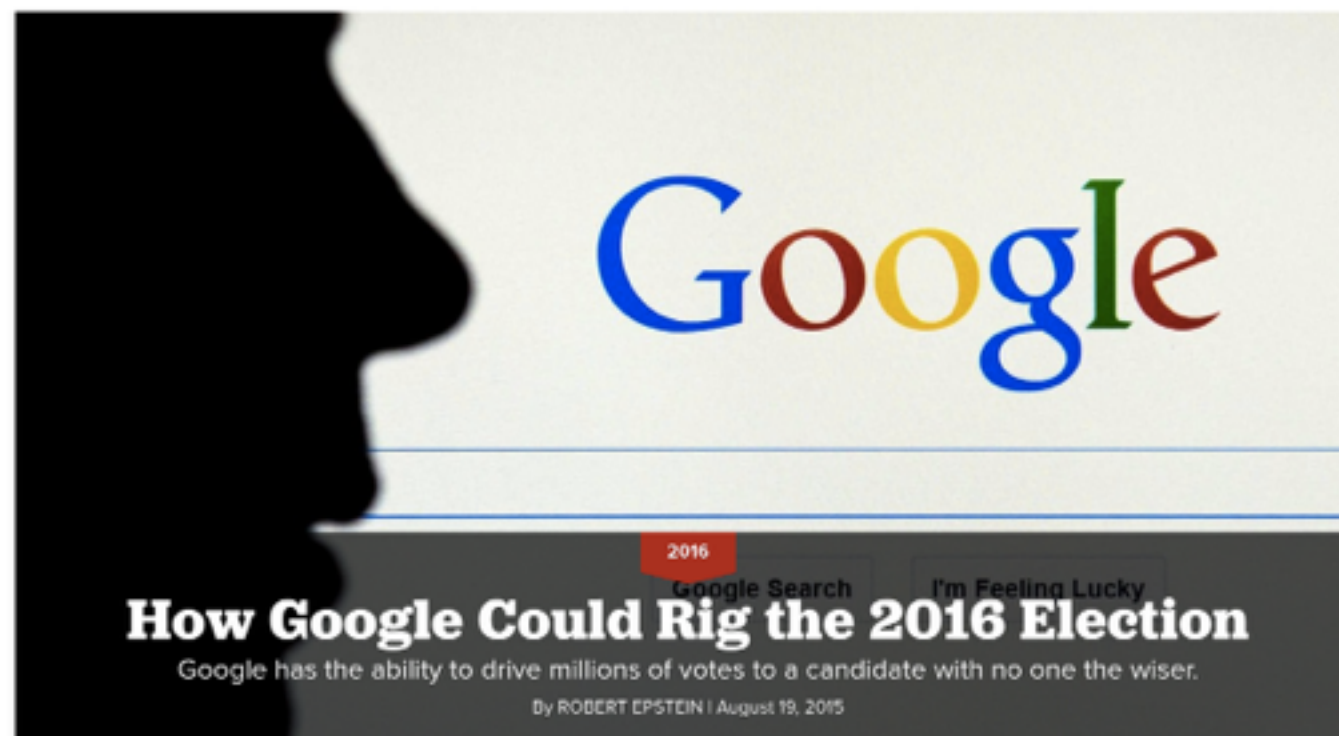
The best thing to do with your data will be thought of by someone else

More minds, more insights



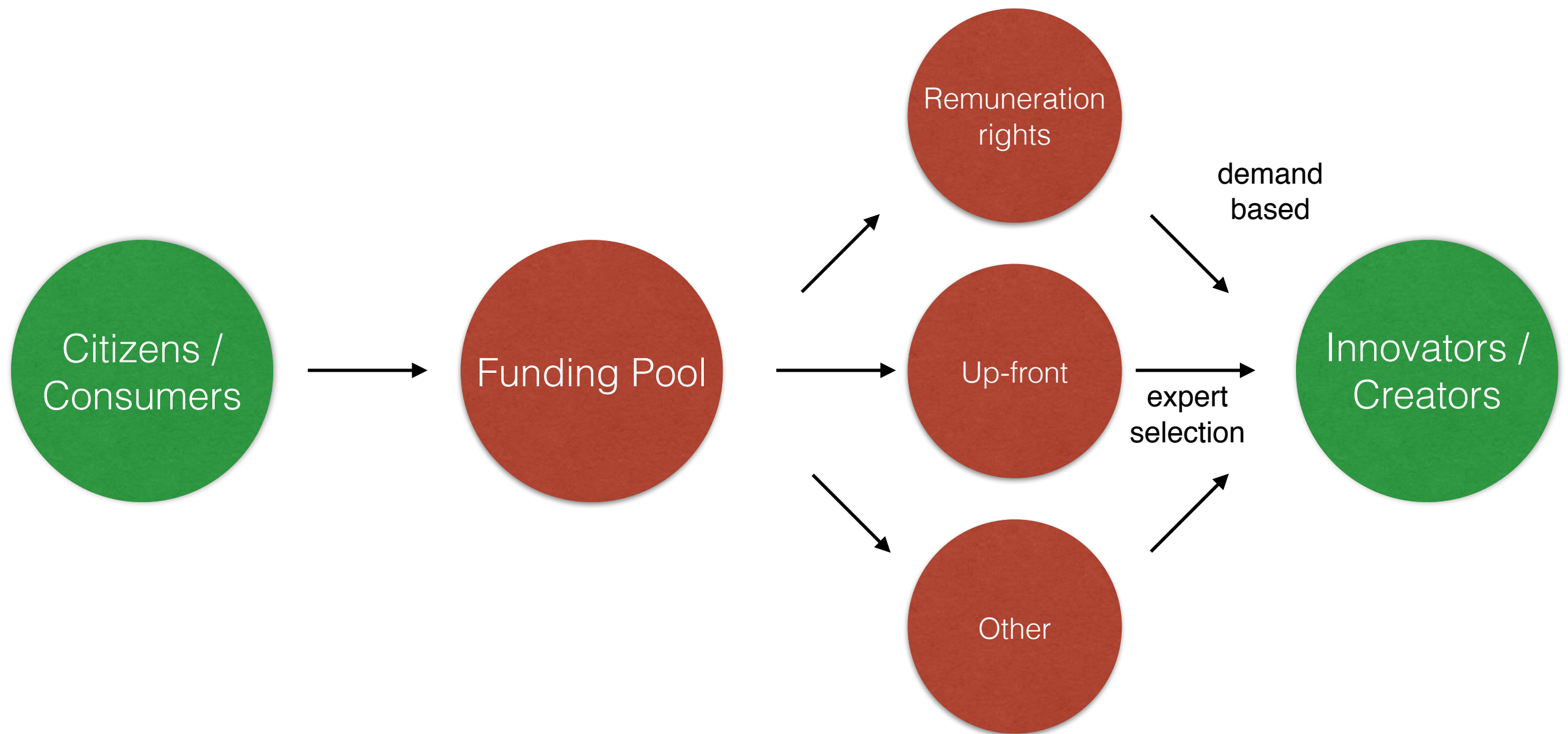
# Open = Freedom

*To create, to learn, to understand, to hold to account*  
*“Knowledge is power, openness is empowerment”*



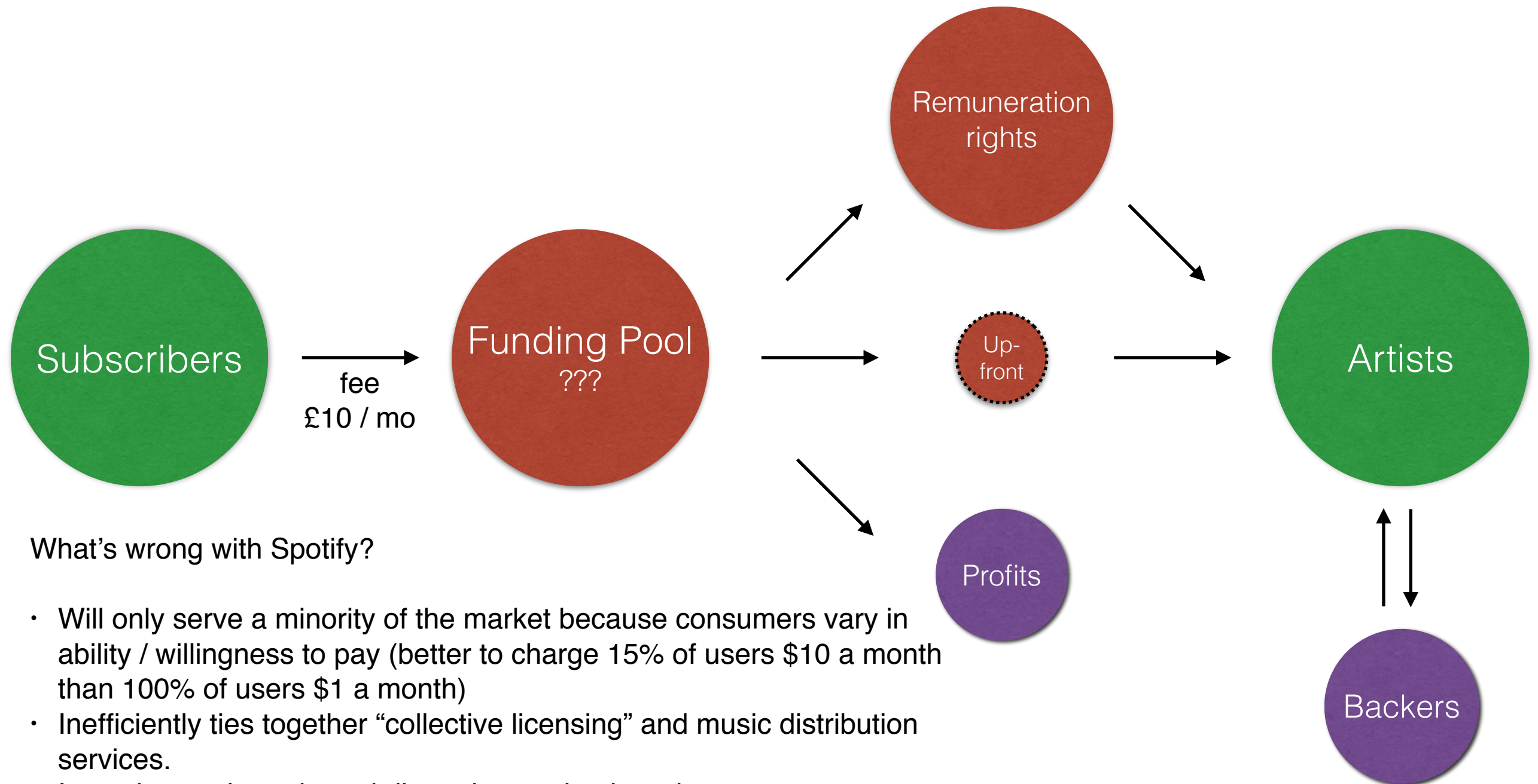
Paying for the first copy

# The Open Model



# Spotify

Existence proof of the model ...

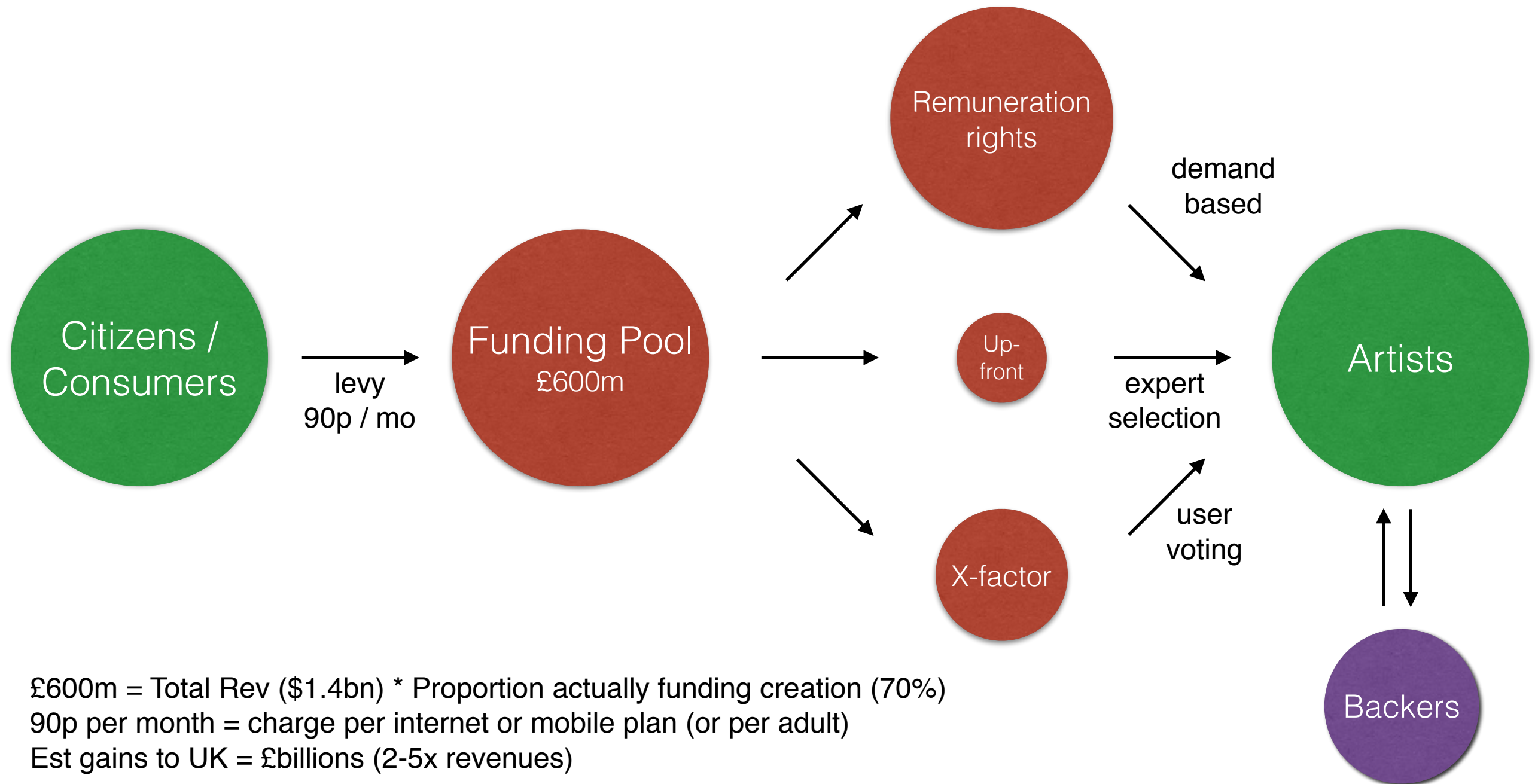


What's wrong with Spotify?

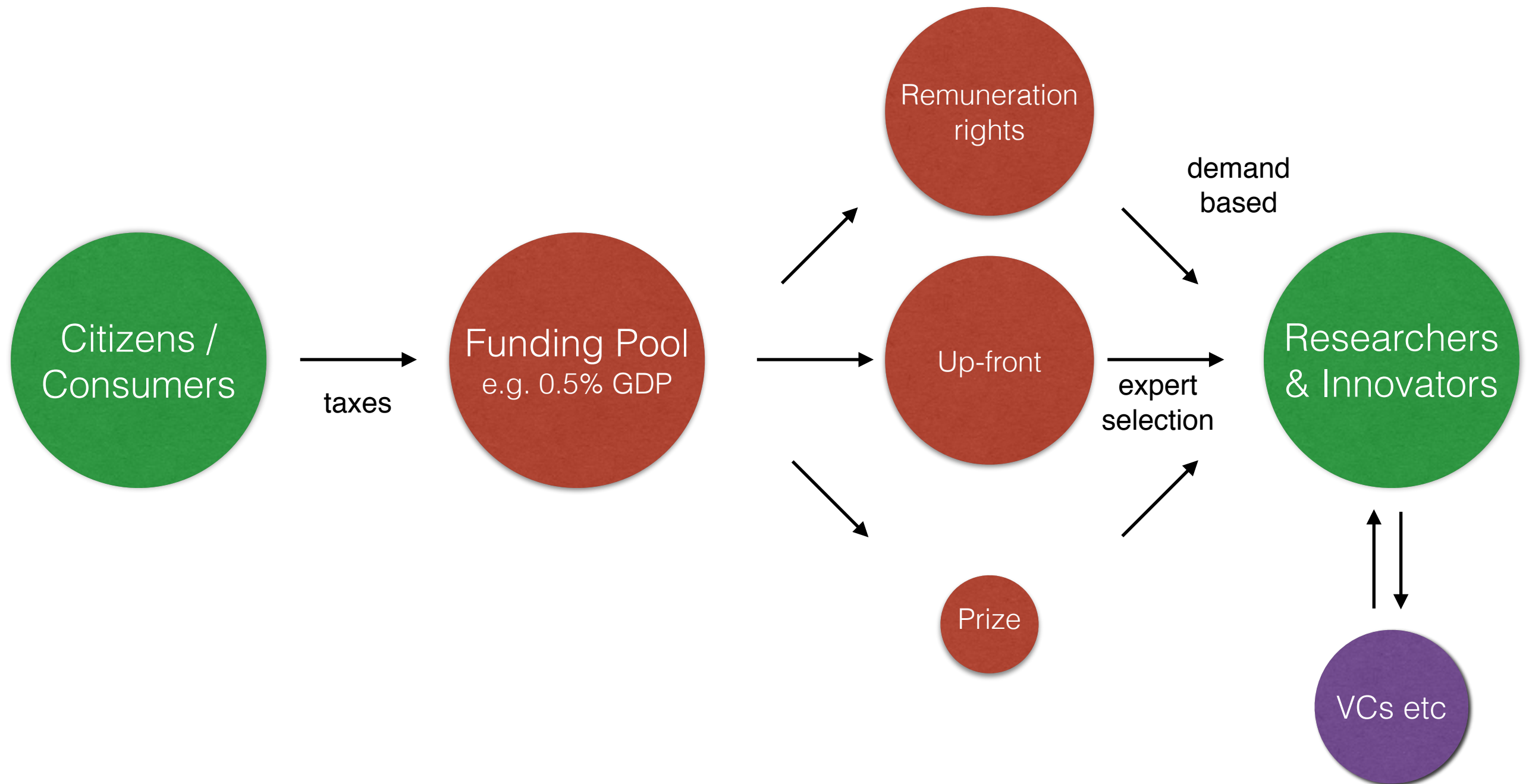
- Will only serve a minority of the market because consumers vary in ability / willingness to pay (better to charge 15% of users \$10 a month than 100% of users \$1 a month)
- Inefficiently ties together “collective licensing” and music distribution services.
- Incentives to impede and distort innovation in order to preserve market position
- Major potential for monopoly that exploits consumers and artists



# Music



# Pharmaceuticals



# Remuneration Rights

Right to remuneration from a common pool on a transparent and pre-defined basis (in proportion to use).

Ownable, tradeable rights just like IP but without the monopoly.

Already have multiple real examples e.g. compositions.

Government coordinated collection of  
funds

(solves free-rider problem)

+

Non-gov disbursement especially  
demand-based

(retains demand signals, market mechanisms, capital markets etc)



# Need for Politics

# Conclusion

An open information age  
*Freer, fairer, richer, weller*

# Dystopia is the Default

A closed world - the gravity of power

Let's Make it Happen  
*Together*

# Making an Open Information Age

Rufus Pollock @rufuspollock[.org]  
Founder, Open Knowledge

All images license their respective creators.  
Presentation licensed under CC-By



**OPEN KNOWLEDGE**