

## **dropping knowledge announces collaboration with Creative Commons**

BERLIN, September 7 – dropping knowledge announced today a collaboration with Creative Commons in the area of copyleft licensing. Creative Commons will be providing two international licenses covering the over 600 hours of audio-visual material from the upcoming Table of Free Voices. Later dropping knowledge will consult Creative Commons for providing copyleft licensing advice to content contributors in its user community.

When dropping knowledge hosts the Table of Free Voices on September 9, 112 inspiring individuals from around the world will answer 100 of the most pressing questions of our time. These 11,200 answers will be individually recorded and made freely available on a new digital platform designed to promote global dialog and inspire social engagement.

Well-suited to dropping knowledge's aim of spreading knowledge and fostering dialog, the Creative Commons "Attribution-Non-Commercial Share Alike" and "Sampling Plus 1.0" agreements will cover the audio-visual content from the Table of Free Voices and material posted on the dropping knowledge platform after the event. This arrangement enables anyone to use and distribute the contents in non-commercial services without any restrictions as long as give attribution and the sharing happens under the same licensing conditions. But moreover the Sampling Plus license permits the free use of parts in derivative commercial works, so that pieces of the entire recording such as quotes and excerpts may be freely included in commercial media products. The only exclusion is the use of the material in advertising for commercial products.

"The Creative Commons licenses will make it easier for people to establish connections with each other and build on each other's work," said Creative Commons Chairman Lawrence Lessig in Berlin on Thursday. Lessig explained that Creative Commons gives dropping knowledge licenses of international scope, which allow people to transform and distribute for non-commercial purposes.

Founded in 2001, Creative Commons creates flexible, “some-rights-reserved” copyright licenses that protect creators’ work against commercial exploitation, but still allows material to be more freely distributed, interpreted, and built-on than conventional copyright law.

On a new film premiering today at dropping knowledge, Lessig talks about why Creative Commons licenses represents a 21st-century alternative to conventional copyright laws and a way to break down the presumed division between creators and consumers. In a culture that is moving from “read-only” into “read-write,” Lessig emphasizes the need for more flexible copyright law.

Lessig teaches law at Stanford University and has campaigned to protect the innovation and discourse of the Internet from the misapplication of copyright law. He is currently a Fellow at the American Academy in Berlin. Along with his regular column for *Wired* magazine, Lessig has also published three books: *Code and Other Laws of Cyberspace* (1999), *The Future of Ideas* (2001), *Free Culture* (2004).

To view the film featuring Lessig, or to learn more about dropping knowledge and the Table of Free Voices, please visit [www.droppingknowledge.org](http://www.droppingknowledge.org).

### **About dropping knowledge**

A non-profit initiative with offices in Berlin and San Francisco, dropping knowledge operates as an international non-governmental organization with 100% stakeholder perspective. A public resource, it cannot be owned and is freely accessible to all for all time. dropping knowledge's Founding Partner is the Allianz Group. Its Founding Supporters are the Mark & Sharon Bloome Fund and the Wallace Global Fund.

**For more information please visit  
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