Noncommercial Use Study Interim Report:

U.S. Content Creators Online

Netpop® Research, LLC

May 2009

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Introduction

Background

- In December 2007, Creative Commons secured a grant from The Andrew W. Mellon Foundation to study variations in understandings of "noncommercial use"

- The grant proposal highlighted two main goals:

  1. To undertake an empirical study that will survey variations in the understanding of the terms 'commercial' and 'noncommercial,' when used in the context of content made available on the Web.

  2. To provide information and analysis that will be useful to Creative Commons in clarifying and refining the scope and increasing the distribution of its free copyright licenses, particularly its 'noncommercial' licenses'.

Background

- A three-phased program of research was launched in early 2008:
  - Phase 1 – review of existing research materials and project coordination (completed)
  - Phase 2 and 3 – empirical research including qualitative and quantitative components (Phase 2 completed, Phase 3 underway)
    - Phase 2 explored differences between commercial and noncommercial uses of content as understood by content <u>creators</u> (licensors or potential licensors) from a range of communities and industries, working a with a wide variety of content
    - Phase 3 will explore differences between commercial and noncommercial uses of content as understood by content <u>users</u> (licensees or potential licensees), also representative of a range of communities and industries, working with a wide variety of content

Background

- The primary objective of the Phase 2 quantitative research was to:

    - Confirm and measure the relative importance of factors identified in the qualitative research phase that content creators consider when determining whether a use should be considered commercial or noncommercial

Background
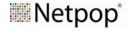
- Research design, management, and analysis provided by Netpop Research LLC, a San Francisco-based market research company with expertise in online media and technology

- Project oversight provided by Virginia Rutledge, Special Counsel, Creative Commons

- Additional project expertise provided by senior Creative Commons staff including Mike Linksvayer, Vice President, and Diane Peters, General Counsel

- Additional assistance provided by the NC Study Working Group, composed of leaders from the Creative Commons International community who have volunteered their expertise

Background

- Advisors on the project include distinguished academicians

  - Christine L. Borgman, Ph.D., Professor and Presidential Chair in Information Studies, Graduate School of Education and Information Studies, University of California, Los Angeles

  - William H. Dutton, Ph.D., Director of the Oxford Internet Institute, Professor of Internet Studies, University of Oxford, Fellow of Balliol College

  - Deborah R. Hensler, Ph.D., Judge John W. Ford Professor of Dispute Resolution and Associate Dean, Graduate Studies, Stanford Law School

  - Daniel E. Ho, Ph.D., Assistant Professor of Law and Robert E. Paradise Faculty Fellow for Excellence in Teaching and Research, Stanford Law School

Background

- "Noncommercial" or "NC" is 1 of 4 different license terms that creators may choose to apply to their Creative Commons-licensed content

- Works distributed under a Creative Commons license including the NC term may be used by anyone for any purpose that is not "primarily intended for or directed towards commercial advantage or private monetary compensation"

Methodology

- An online survey, representative of content creators age 18+ in the United States, was fielded in November/December 2008

    - 1000 completed surveys were collected from respondents who had created copyrightable content within the past 12 months

    - The survey was distributed to a sample drawn randomly from an online market research panel

    - Respondents who entered the study were monitored using Market Mirror™ sampling methodology to make sure the composition of the individuals who started the survey was representative of the Internet population based on age and gender

Methodology

- Although the survey was fielded online, the survey is representative of those creators who use online technologies, regardless of whether they create or share works online

- Sample is representative of many important demographics:

  - Creators who work with multiple content types (e.g., videos, text, blogs, games)
  - Creators who work within a variety of communities and industries (e.g., education, entertainment)
  - Creators who share their works online and those who do not share online
  - Creators who are amateurs and those who are professionals
  - Creators who have legal experience and those who do not
  - Creators who generate revenues from their works and those who do not

Methodology

- The same basic questionnaire (with some additional questions) was fielded simultaneously to Creative Commons Friends and Family ("CCFF") worldwide as an open access poll

- The goal of this poll was to:

  - Collect more information relevant to understanding the CC-NC license term

  - Provide valuable information on global interpretations of the CC-NC license term

  - Compare attitudes, perceptions and behaviors of CCFF to general U.S. online content creators, including individuals who are knowledgeable about copyright and copyright licensing but not affiliated with CCFF per se

Methodology

- The poll was promoted openly and virally through the Creative Commons homepage and blog

    - Additional promotion occurred through Creative Commons email lists, personal contacts and postings on blogs of Creative Commons international affiliates and other organizations and individuals

    - The poll remained active for three weeks

    - The poll was fielded in English only

    - Because this was an open access poll, the findings cannot be considered scientifically representative

    - 3337 completed surveys were collected from respondents who had created copyrightable content within the past 12 months

Report Overview

- This interim report focuses on the profile, attitudes and behaviors of Content Creators in the U.S.

  - Profile of Content Creators

  - Content Types and Sharing Works Online

  - Revenues and Licensing Works

Report Overview

- Differences between the following subgroups are noted if statistically significant (95% confidence)
  - Content types (e.g., videos, songs, photos, texts, images, podcasts)
  - Industry categories (e.g., education, entertainment)
  - Creators who share online (versus) do not share online
  - Creators with legal experience (versus) no legal experience*
  - Has copyrighted works (versus) does not have copyrighted works
  - Earns revenues from works (versus) does not earn revenues
  - Earns <$2K annually (versus) earns $2K+ annually
  - Amateurs (versus) professional
  - Age and gender

*Sample size is small (n=63) for those who have legal experience. Differences are noted for this group because patterns are often consistent even if not statistically significant.

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Profile of Content Creators
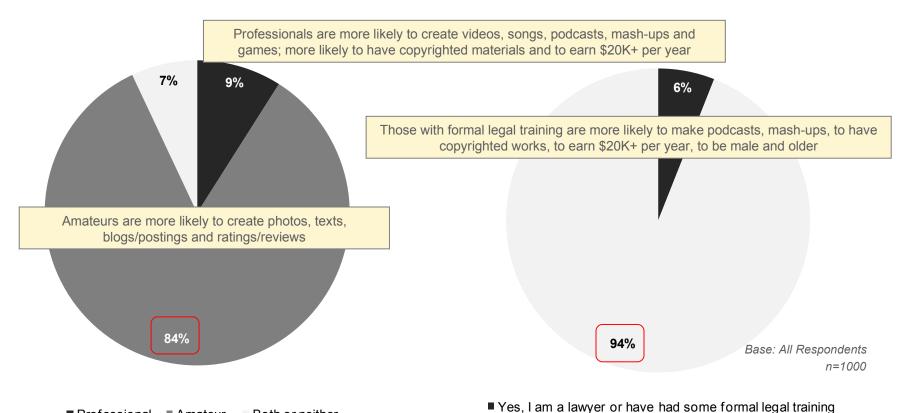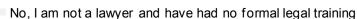
Profile of Content Creators

- ## Over 8 in 10 U.S. Content Creators say they are amateurs and very few have any formal legal training

Q: Do you generally consider yourself an amateur or professional creator?

Q: Are you a lawyer or have you had any formal legal training?

Professionals are more likely to create videos, songs, podcasts, mash-ups and games; more likely to have copyrighted materials and to earn $20K+ per year

Those with formal legal training are more likely to make podcasts, mash-ups, to have copyrighted works, to earn $20K+ per year, to be male and older

7%

9%

6%

Amateurs are more likely to create photos, texts, blogs/postings and ratings/reviews

84%

94%

Base: All Respondents n=1000

- Professional   - Amateur   - Both or neither

- Yes, I am a lawyer or have had some formal legal training

- No, I am not a lawyer and have had no formal legal training

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Profile of Content Creators

- Creators are male, female, young and old

Q: Please indicate your gender.

Q: Please indicate your age.

51% Male

49% Female

■ Male ■ Female

16%
11%
8%
11%
11%
13%
13%
18%

■ 18-24 ■ 25-29 ■ 30-34 ■ 35-39
■ 40-44 ■ 45-49 ■ 50-54 ■ 55+

Base: All Respondents
n=1000
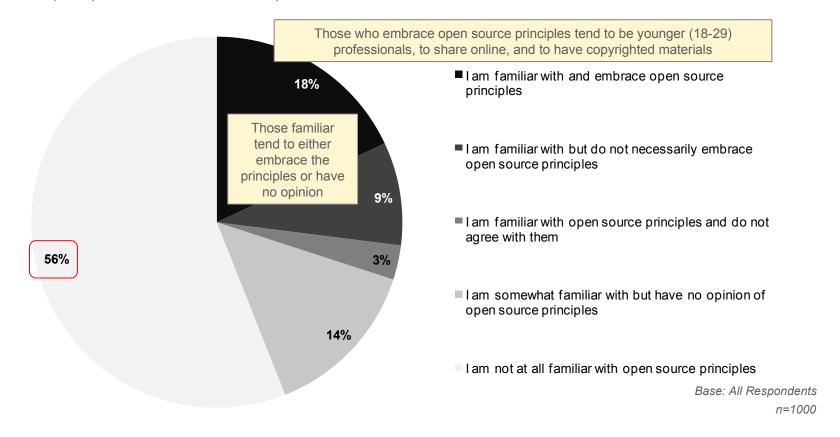
Profile of Content Creators

- ## Most creators are not familiar with open source principles

Q: Which of the following best describes your familiarity with and attitude toward the principles of "open source" – that is, the principles associated with the open source software movement?

Those who embrace open source principles tend to be younger (18-29) professionals, to share online, and to have copyrighted materials

Those familiar tend to either embrace the principles or have no opinion

18%

9%

3%

56%

14%

- I am familiar with and embrace open source principles
- I am familiar with but do not necessarily embrace open source principles
- I am familiar with open source principles and do not agree with them
- I am somewhat familiar with but have no opinion of open source principles
- I am not at all familiar with open source principles

Base: All Respondents
n=1000

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Content Types and Sharing Works Online

Content Types and Sharing Works Online

- ## Photos are the most common type of work created by content creators

Q: In the last 12 months, have you created any of the following types of works or content?

78% Photos
42% Texts or writings
32% Blogs/online journals
27% Online ratings/reviews
25% Images
18% Videos or films
14% Songs/instrumental music
11% Games
7% Mash-ups or remixes
4% Podcasts
2% Other

Q: If you were to categorize your works, which one of the following categories would best describe the majority of them?.

Other, **17%**
Science, **2%**
Filmmaking / video, **4%**
Marketing, **6%**
Journalism, **6%**
Music, **6%**
Education, **8%**
Literature, **10%**
Entertainment, **22%**
Visual art, **21%**

Most creators classify their works as Entertainment or Visual Art

Base: All Respondents
n=1000

Interim Report: Profile, Attitudes and Behaviors of Content Creators in the U.S. May 2009

Content Types and Sharing Works Online
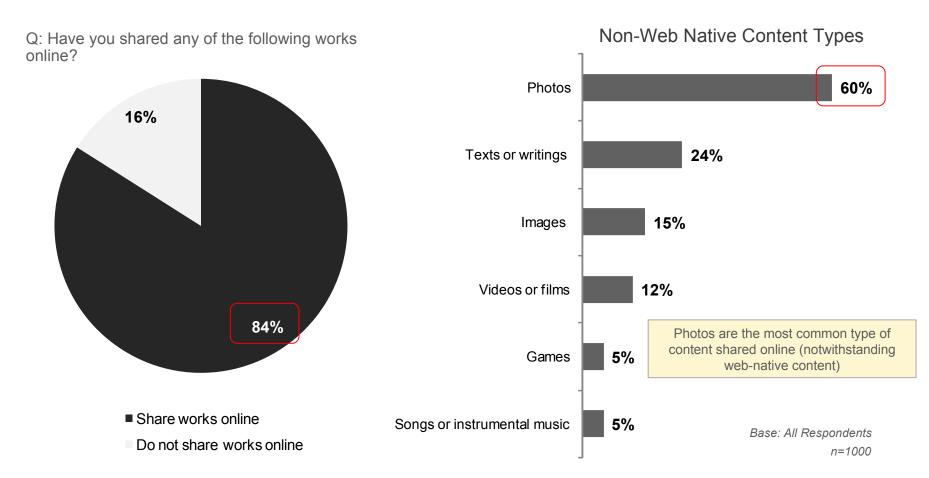
- Over 8 in 10 creators have shared their works online

Q: Have you shared any of the following works online?

16%

84%

■ Share works online
■ Do not share works online

Non-Web Native Content Types

Content Type	Percentage
Photos	**60%**
Texts or writings	**24%**
Images	**15%**
Videos or films	**12%**
Games	**5%**
Songs or instrumental music	**5%**

Photos are the most common type of content shared online (notwithstanding web-native content)

Base: All Respondents
n=1000

Content Types and Sharing Works Online

- Game-makers and podcasters share online most frequently

Q: Approximately how often do you share each type of work online?

	Daily or several times a day	2 to 3 times a week	About once a week	About once a month	About once every 3 to 5 months	About once every 6 months to a year
Games	38%	24%	20%	11%	2%	4%
Podcasts	26%	18%	18%	18%	5%	13%
Blogs/online journals	15%	19%	26%	25%	10%	5%
Songs/instrumental music	13%	19%	15%	25%	13%	15%
Images	12%	18%	20%	31%	12%	7%
Texts or writings	12%	16%	16%	25%	18%	12%
Online ratings/reviews	9%	12%	27%	29%	14%	11%
Video or films	8%	14%	20%	31%	15%	12%
Photos	7%	15%	21%	37%	16%	5%
Mash-ups or remixes	5%	17%	17%	27%	18%	17%

■ Daily or several times a day　　■ 2 to 3 times a week　　■ About once a week
■ About once a month　　■ About once every 3 to 5 months　　■ About once every 6 months to a year

Base: Share works online
n varies (38 to 597)

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Content Types and Sharing Works Online

- Email and social networking sites are the most common ways creators share their works online

Q: When you share your works online, how do you typically do that?

Category	Percentage
Send via email	66%
Post to a social networking website	53%
Post to a blog or website run by someone else	31%
Send via IM or "chat" message	28%
Send via an email group or listserv	28%
Post to my own blog or website	28%
Post to a website that hosts variety of UGC	27%
Share via a peer-to-peer (P2P) network	12%
Send via micro-blog, such as Twitter	6%
Other	4%

Mean Number of Ways Creators Share Online: **2.8**

Those who share works online in multiple ways tend to be younger (18-29); make podcasts, mash-ups and ratings/reviews; have copyrighted materials and to make money from the works they create

Base: Share works online

n=824

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Content Types and Sharing Works Online

- 6 in 10 creators "always" or "usually" control who can access the content they share online

Q: Which of the following best describes how, if at all, you control who can access your works when you share them online?

37%	23%	23%	16%
Always control who can access my works	Usually control who can access	Usually share with anyone	Always share with anyone

4 in 10 "usually" or "always" share their content with anyone online

Base: Share works online

n=824

Content Types and Sharing Works Online

- ## The primary reason creators share their works online is that they "enjoy sharing their works with others"

Q: Why do you share the works you create online?

	"6" on 7 Point "Agree" Scale	"7" on 7 Point "Agree" Scale (Top Box)
I enjoy sharing my works with others	23%	32%
I take pride in my works and want others to use them	20%	21%
To engage with a community of colleagues interested in my works	18%	22%
To share my knowledge on certain subjects	17%	22%
To reciprocate with others who share works online	18%	19%
To expand network of friends/contacts	17%	20%
To generate awareness of works	14%	20%
I am experimenting	15%	17%
To expand network of professional contacts	13%	19%
To influence others' opinions	13%	18%
Need a place to store them	14%	15%
May increase value of my work	10%	18%
To boost my reputation	11%	16%

Creators see many benefits of sharing online; top 2 box scores ("6" or "7" on 7-point scale) are high

Base: Share works online

n=824

■ "6" on 7 Point "Agree" Scale   ■ "7" on 7 Point "Agree" Scale (Top Box)

Content Types and Sharing Works Online

- That someone could "gain financially without sharing profits" is the biggest concern U.S. Content Creators have

Q: Do you have any concerns about sharing your works online?

	"6"	"7" (Top Box)
Someone could financially gain from my work without sharing profits with me	12%	13%
My works could be used for objectionable purposes	10%	10%
It takes too much time/effort to share my works online	8%	6%
My competitors might find out what I am producing	7%	7%
Public sharing is a violation of my privacy	7%	7%
Someone may disapprove of my works	6%	8%
I don't know how to share my works online	6%	6%
It may cause the value of my other works to decline	5%	6%
The overall market for the kinds of works I produce could decline	5%	5%

Yet creators express low concern overall for *any* the potential drawbacks of sharing online
(Top 2 Box scores are generally low)

Base: All Respondents
n=1000

☐ "6" on 7 Point "Agree" Scale ■ "7" on 7 Point "Agree" Scale (Top Box)

Revenues and Licensing Works

Revenues and Licensing of Works
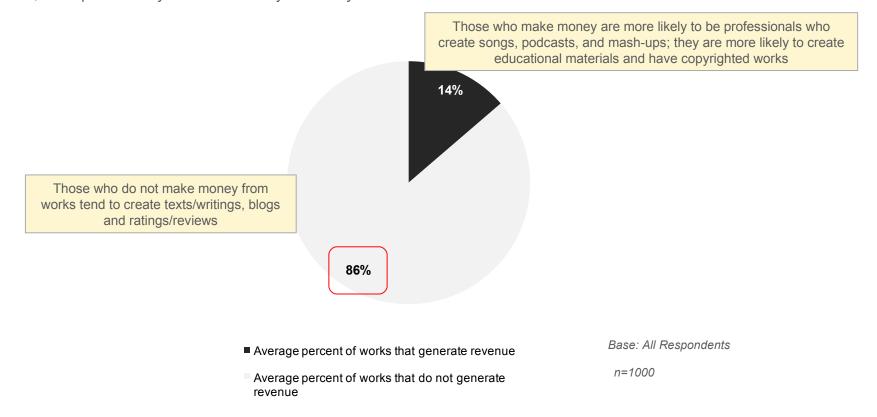
- ## Most works (86%) by content creators do not earn the creator any money

Q: Thinking of all the works you create as 100%, approximately what percent of these works generate revenue -- that is, what percent of your works earn you money?

Those who make money are more likely to be professionals who create songs, podcasts, and mash-ups; they are more likely to create educational materials and have copyrighted works

14%

Those who do not make money from works tend to create texts/writings, blogs and ratings/reviews

86%

■ Average percent of works that generate revenue

■ Average percent of works that do not generate revenue

Base: All Respondents

n=1000

Revenues and Licensing of Works
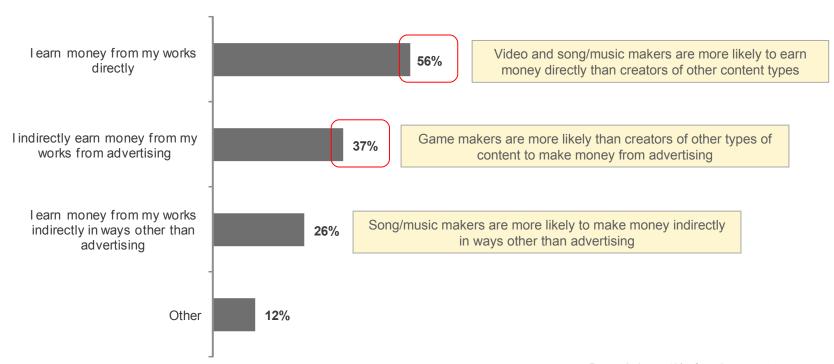
- Creators who make money from their works do so primarily through direct sales or advertising

Q: You indicated that some or all of your works generate revenue. How do you earn money from these works?

I earn money from my works directly	**56%**	Video and song/music makers are more likely to earn money directly than creators of other content types
I indirectly earn money from my works from advertising	**37%**	Game makers are more likely than creators of other types of content to make money from advertising
I earn money from my works indirectly in ways other than advertising	**26%**	Song/music makers are more likely to make money indirectly in ways other than advertising
Other	**12%**	

Base: At least 1% of works generate revenue

n=311

Revenues and Licensing of Works
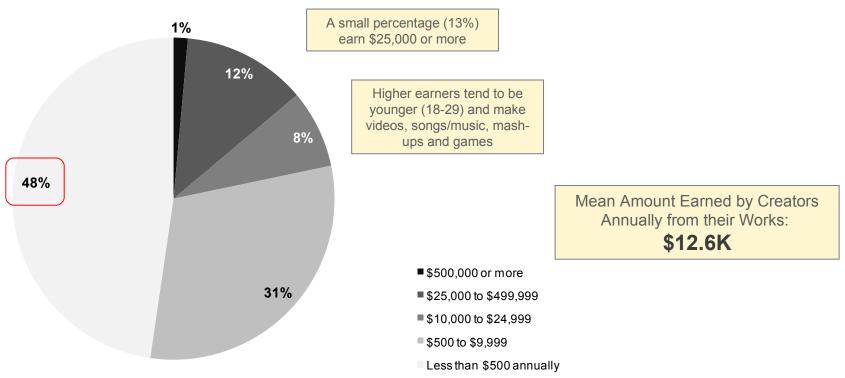
- Creators who earn money from their works typically earn less than $500 a year

Q: Approximately how much money do you earn from your works on an annual basis, whether directly, indirectly or a combination of both?

A small percentage (13%) earn $25,000 or more

Higher earners tend to be younger (18-29) and make videos, songs/music, mash-ups and games

Mean Amount Earned by Creators Annually from their Works:
$12.6K

Pie chart values: 1%, 12%, 8%, 31%, 48%

Legend:
- ■ $500,000 or more
- ■ $25,000 to $499,999
- ■ $10,000 to $24,999
- ■ $500 to $9,999
- □ Less than $500 annually

Base: At least 1% of works generate revenue, excluding those who "prefer not to answer"

n=281

Revenues and Licensing of Works
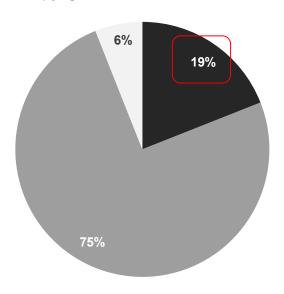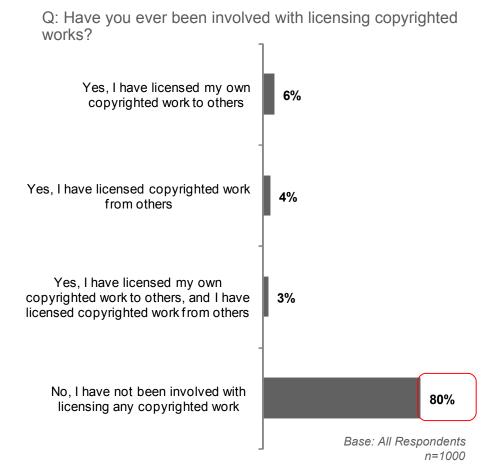
- Only 1 in 5 creators say they have copyrighted works or have been involved in licensing copyrighted works

Q: Are any of the works you created in the last 12 months copyrighted?

Q: Have you ever been involved with licensing copyrighted works?

6%	
19%	
75%	

- Yes, some or all of them are copyrighted
- No, none of them are copyrighted
- Not sure

Yes, I have licensed my own copyrighted work to others — 6%

Yes, I have licensed copyrighted work from others — 4%

Yes, I have licensed my own copyrighted work to others, and I have licensed copyrighted work from others — 3%

No, I have not been involved with licensing any copyrighted work — 80%

Base: All Respondents n=1000

Revenues and Licensing of Works

- The profile of those who say they have copyrighted works is quite different from those who say they do not

	Some or All Works Copyrighted (n=192)	Has No Copyrighted Works (n=747)
Male	64%	48%
Professionals	23%	5%
Average number of content types created	3.5	2.4
Percent who share non web-native works online	81%	69%
Average number of ways of sharing	3.6	2.6
Avg. estimated people share with	284	146
Percent of works that generate revenue	31%	9%
Avg. amount earned annually from works	$41.8K	$12.0K
Reasons for sharing: To generate awareness of works To increase value of works	51% 44%	27% 23%
Have licensed the works they share online	54%	7%

*All differences are statistically significant at a 95% confidence level

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Revenues and Licensing of Works
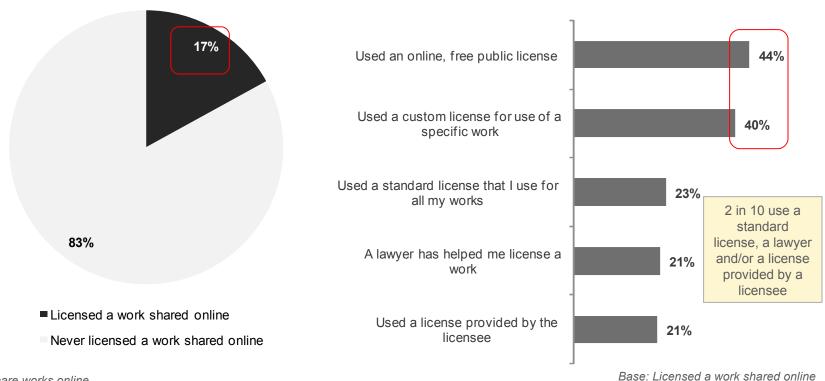
- ## Only 17% of creators license the works they share online

Among those who license the works they share online, 4 in 10 have used free public licenses and/or custom licenses

Q: Do you ever license the works that you share online? If so, how do you license these works?

Pie chart:
- 17% — Licensed a work shared online
- 83% — Never licensed a work shared online

Bar chart:
- Used an online, free public license — 44%
- Used a custom license for use of a specific work — 40%
- Used a standard license that I use for all my works — 23%
- A lawyer has helped me license a work — 21%
- Used a license provided by the licensee — 21%

2 in 10 use a standard license, a lawyer and/or a license provided by a licensee

Base: Share works online
n=824

Base: Licensed a work shared online
n=140

Results and Initial Conclusions

Results and Initial Conclusions

- Content Creators represent a broad cross-section of Internet users in the United States – evenly men and women, young and old

  - Most are amateurs who earn no money from the works they create, have no formal legal training, and have not been involved in licensing copyrighted works

  - Photographs are the most common type of content created

Results and Initial Conclusions

- Online content sharing is also widespread, with over 8 in 10 sharing their content online

  - Photographs are typically shared online on a weekly basis (several times a week by some)

  - Email and social networking sites are the most common ways to share online, but other methods (such as blogs and Instant Messaging) are also popular among younger creators

- Creators share their works for a variety of reasons, primarily for the sense of pride, community and enjoyment it affords

Results and Initial Conclusions

- Yet most creators say they do not have copyrighted works and never license the works they share online

  - Only 1 in 5 creators say they have copyrighted works and/or have been involved in licensing them

- This finding suggests that some creators may be unaware that current US law grants copyright upon creation of a work

Results and Initial Conclusions

- Creative Commons licenses are most typically used by a small and unique group of creators:

  – Professional males who create a wider variety of content and share that content via more channels online

  – Earn money from a greater percentage of works, and make more money from those works

  – Are motivated to share online by a desire to generate awareness for their works and potentially increase their value

Results and Initial Conclusions

- Attitudes towards noncommercial use must be understood and compared between those who recognize and care about copyrighted materials and those who do not

- Future releases of the Noncommercial Use Study will address understandings of noncommercial use generally, and explore differences between this and other important subgroups of content creators

Future Report Releases

Future Report Releases

- Check the Creative Commons Blog at http://creativecommons.org/weblog or the project home page http://creativecommons.org/projects/NC to stay abreast of future developments in the CC Noncommercial Use Study

- You may also send an email to noncommercial@creativecommons.org to receive communications about upcoming reports

Appendix Part 1

Comparison of Content Creators in the U.S. to CCFF

Profile of Content Creators
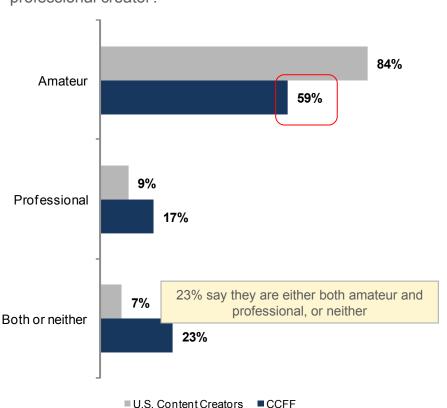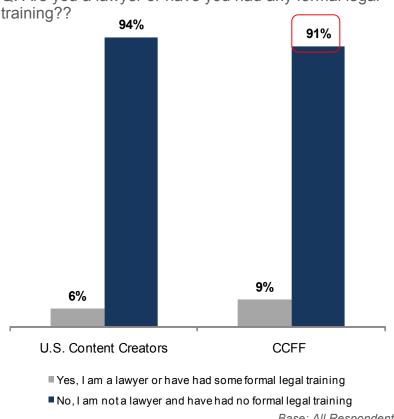
- Like U.S. Content Creators, CCFF are predominantly amateurs and unlikely to have any formal legal training

Q: Do you generally consider yourself an amateur or professional creator?

Amateur
- U.S. Content Creators: 84%
- CCFF: 59%

Professional
- U.S. Content Creators: 9%
- CCFF: 17%

Both or neither
- U.S. Content Creators: 7%
- CCFF: 23%

23% say they are either both amateur and professional, or neither

■ U.S. Content Creators ■ CCFF

Q: Are you a lawyer or have you had any formal legal training??

U.S. Content Creators
- 6%
- 94%

CCFF
- 9%
- 91%

■ Yes, I am a lawyer or have had some formal legal training
■ No, I am not a lawyer and have had no formal legal training
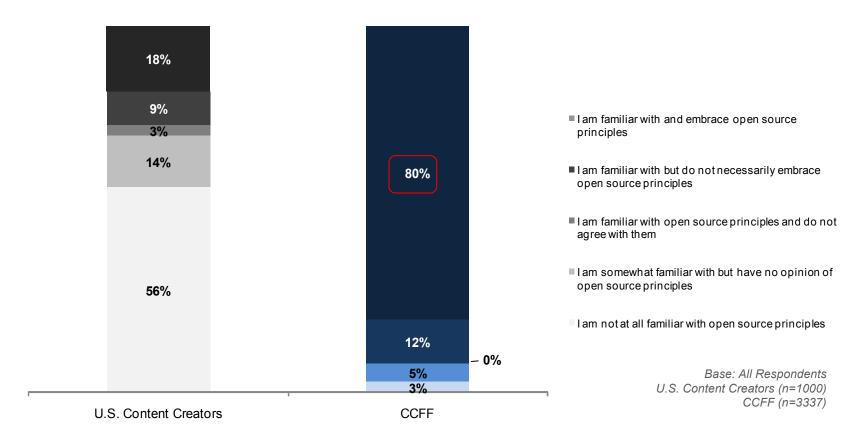
Profile of Content Creators

- ## CCFF are far more likely to be familiar with and *embrace* open source principles

Q: Which of the following best describes your familiarity with and attitude toward the principles of "open source" – that is, the principles associated with the open source software movement?

U.S. Content Creators
- 18%
- 9%
- 3%
- 14%
- 56%

CCFF
- 80%
- 12%
- 5%
- 3%
- 0%

Legend:
- I am familiar with and embrace open source principles
- I am familiar with but do not necessarily embrace open source principles
- I am familiar with open source principles and do not agree with them
- I am somewhat familiar with but have no opinion of open source principles
- I am not at all familiar with open source principles

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Profile of Content Creators
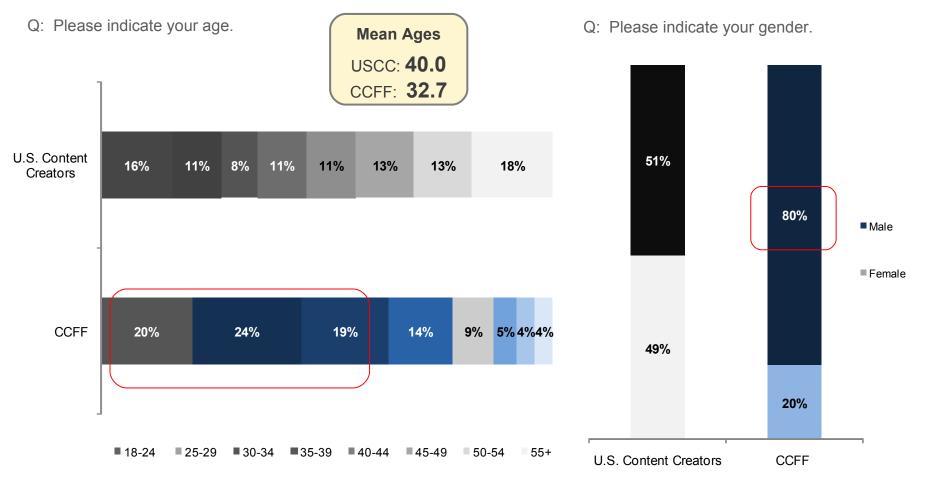
- **CCFF are younger and more male than U.S. Content Creators**

Q: Please indicate your age.

Mean Ages
USCC: **40.0**
CCFF: **32.7**

Q: Please indicate your gender.

Age chart

U.S. Content Creators	16%	11%	8%	11%	11%	13%	13%	18%
CCFF	20%	24%	19%	14%	9%	5%	4%	4%

Legend: ■ 18-24 ■ 25-29 ■ 30-34 ■ 35-39 ■ 40-44 ■ 45-49 ■ 50-54 ■ 55+

Gender chart

U.S. Content Creators: Male 51%, Female 49%
CCFF: Male 80%, Female 20%

■ Male
■ Female

Base: All Respondents
U.S. Content Creators (n=1000)
CCFF (n=3337)
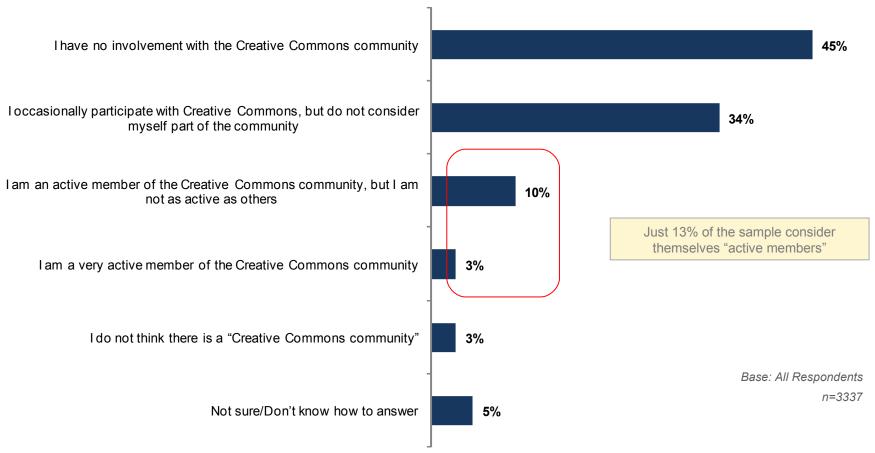
Profile of Content Creators

- 79% of respondents from the CCFF survey are *not* members of the Creative Commons community

Q: Which of the following best describes your involvement, if any, in the "Creative Commons community"?

I have no involvement with the Creative Commons community	45%
I occasionally participate with Creative Commons, but do not consider myself part of the community	34%
I am an active member of the Creative Commons community, but I am not as active as others	10%
I am a very active member of the Creative Commons community	3%
I do not think there is a "Creative Commons community"	3%
Not sure/Don't know how to answer	5%

Just 13% of the sample consider themselves "active members"

Base: All Respondents
n=3337

Profile of Content Creators

- CCFF sample includes those very new to the organization and many "old-timers"

Q: In what year did your involvement with the Creative Commons community begin?

Legend:
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008

Base: Involved in CC community n=1560

Pie chart values: 8%, 6%, 12%, 14%, 18%, 20%, 14%, 7%

Content Types and Sharing Works Online
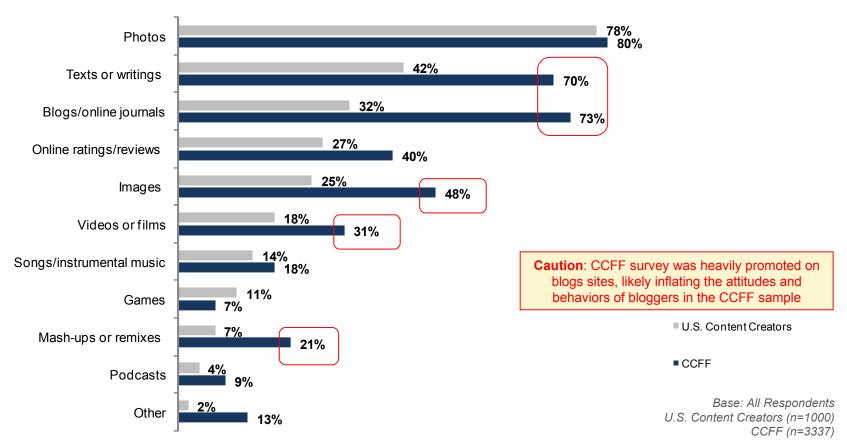
- Compared to creators, CCFF create a wider variety of works, particularly texts, blogs, images, videos and mash-ups

Q: In the last 12 months, have you created any of the following types of works or content?

Content Type	U.S. Content Creators	CCFF
Photos	78%	80%
Texts or writings	42%	70%
Blogs/online journals	32%	73%
Online ratings/reviews	27%	40%
Images	25%	48%
Videos or films	18%	31%
Songs/instrumental music	14%	18%
Games	11%	7%
Mash-ups or remixes	7%	21%
Podcasts	4%	9%
Other	2%	13%

Caution: CCFF survey was heavily promoted on blogs sites, likely inflating the attitudes and behaviors of bloggers in the CCFF sample

■ U.S. Content Creators

■ CCFF

Base: All Respondents
U.S. Content Creators (n=1000)
CCFF (n=3337)

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Content Types and Sharing Works Online

- CCFF share more works that are not native to the web *online*, particularly text, images and videos

Q: Have you shared any of the following works online?

Content Type	U.S. Content Creators	CCFF
Photos	60%	72%
Texts or writings	24%	62%
Images	15%	39%
Videos or films	12%	25%
Games	5%	5%
Songs or instrumental music	5%	13%
None of the above	29%	7%

■ U.S. Content Creators
■ CCFF

Base: Created non web-native works
U.S. Content Creators (n=1000)
CCFF (n=3337)

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Content Types and Sharing Works Online
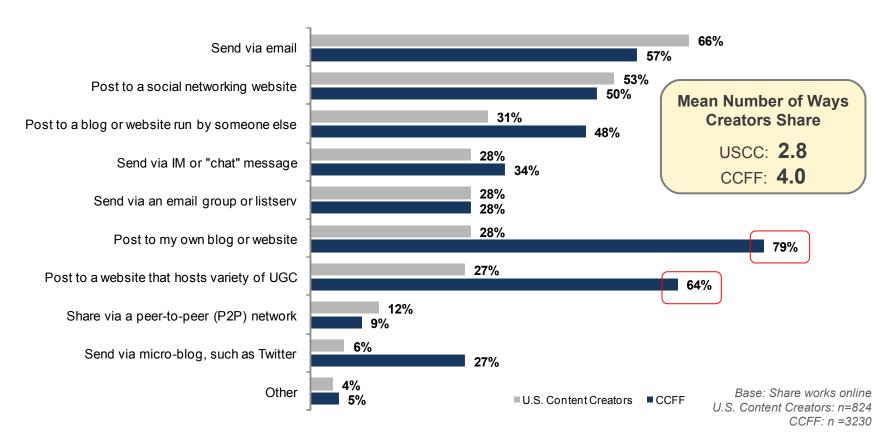
- CCFF are much more likely to share their content via blogs and general UGC websites

Q: When you share your works online, how do you typically do that?

Share method	U.S. Content Creators	CCFF
Send via email	66%	57%
Post to a social networking website	53%	50%
Post to a blog or website run by someone else	31%	48%
Send via IM or "chat" message	28%	34%
Send via an email group or listserv	28%	28%
Post to my own blog or website	28%	79%
Post to a website that hosts variety of UGC	27%	64%
Share via a peer-to-peer (P2P) network	12%	9%
Send via micro-blog, such as Twitter	6%	27%
Other	4%	5%

Mean Number of Ways Creators Share

USCC: **2.8**

CCFF: **4.0**

■ U.S. Content Creators ■ CCFF

Base: Share works online
U.S. Content Creators: n=824
CCFF: n =3230

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Content Types and Sharing Works Online

- CCFF are far more likely to "always" or "usually" share their works with anyone online

Q: Which of the following best describes how, if at all, you control who can access your works when you share them online?

Category	U.S. Content Creators	CCFF
Always share with anyone	16%	27%
Usually share with anyone	23%	59%
Usually control who can access	23%	12%
Always control who can access my works	37%	3%

■ U.S. Content Creators   ■ CCFF

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Content Types and Sharing Works Online
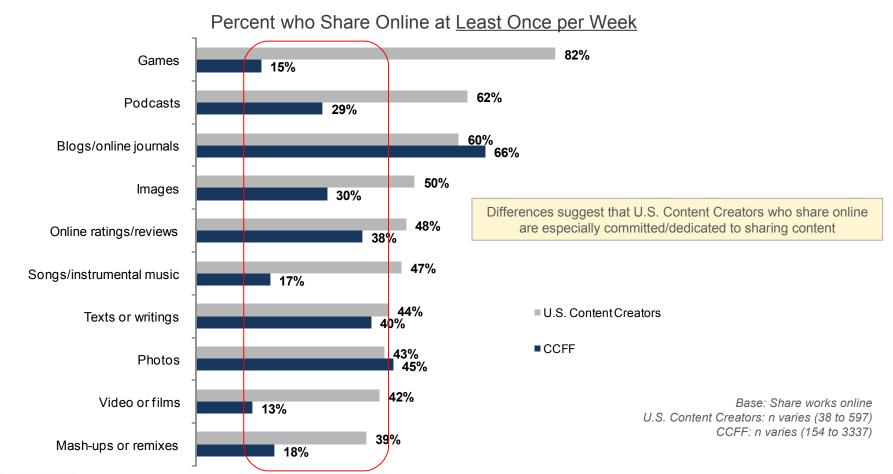
- CCFF actually shares certain kinds of works *less* frequently, namely games, podcasts, images, songs, videos and mash-ups

Q: Approximately how often do you share each type of work online?

Percent who Share Online at Least Once per Week

Content Type	U.S. Content Creators	CCFF
Games	82%	15%
Podcasts	62%	29%
Blogs/online journals	60%	66%
Images	50%	30%
Online ratings/reviews	48%	38%
Songs/instrumental music	47%	17%
Texts or writings	44%	40%
Photos	43%	45%
Video or films	42%	13%
Mash-ups or remixes	39%	18%

Differences suggest that U.S. Content Creators who share online are especially committed/dedicated to sharing content

■ U.S. Content Creators

■ CCFF

Base: Share works online
U.S. Content Creators: n varies (38 to 597)
CCFF: n varies (154 to 3337)

Content Types and Sharing Works Online

- Many factors drive CCFF to share online: enjoyment, pride, community, eagerness to share expertise, and self-promotion

Q: Why do you share the works you create online?

Reason	U.S. Content Creators	CCFF
I enjoy sharing my works with others	55%	77%
I take pride in my works and want others to use them	41%	56%
To engage with a community of colleagues interested in my works	40%	63%
To share my knowledge on certain subjects	39%	64%
To reciprocate with others who share works online	37%	55%
To expand network of friends/contacts	37%	29%
To generate awareness of works	34%	51%
I am experimenting	32%	44%
To expand network of professional contacts	32%	32%
To influence others' opinions	31%	34%
Need a place to store them	29%	28%
May increase value of my work	28%	32%
To boost my reputation	27%	36%

Base: Share works online
U.S. Content Creators: n=824
CCFF: n =3230

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Content Types and Sharing Works Online

- Like U.S. Content Creators, 1 in 4 CCFF are concerned with untoward financial gain, 1 in 5 with objectionable purposes

Q: Do you have any concerns about sharing your works online?

Concern	U.S. Content Creators	CCFF
Someone could financially gain from my work without sharing profits with me	25%	27%
My works could be used for objectionable purposes	20%	20%
Public sharing is a violation of my privacy	15%	4%
It takes too much time/effort to share my works online	14%	4%
Someone may disapprove of my works	14%	7%
My competitors might find out what I am producing	13%	6%
I don't know how to share my works online	12%	1%
It may cause the value of my other works to decline	11%	3%
The overall market for the kinds of works I produce could decline	10%	3%

CCFF are even *less* concerned with other potential drawbacks of sharing online

■ U.S. Content Creators

■ CCFF

Base: All Respondents
U.S. Content Creators (n=1000)
CCFF (n=3337)

Revenues and Licensing of Works

- Like U.S. Content Creators, the vast majority of works created by CCFF *do not* generate revenues

Q: Thinking of all the works you create as 100%, approximately what percent of these works generate revenue -- that is, what percent of your works earn you money

■ Average percent of works that do not generate revenue

■ Average percent of works that generate revenue

Base: All Respondents
U.S. Content Creators (n=1000)
CCFF (n=3337)

Revenues and Licensing of Works
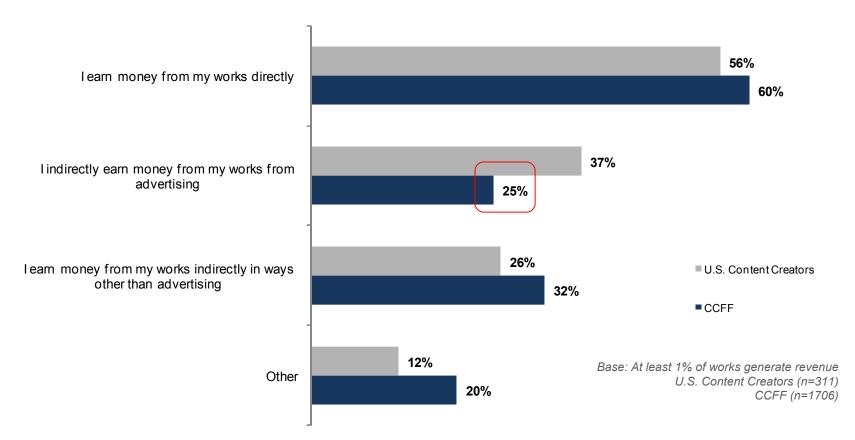
- CCFF are less likely to earn money indirectly from *advertising*

Q: You indicated that some or all of your works generate revenue. How do you earn money from these works?

Category	U.S. Content Creators	CCFF
I earn money from my works directly	56%	60%
I indirectly earn money from my works from advertising	37%	25%
I earn money from my works indirectly in ways other than advertising	26%	32%
Other	12%	20%

■ U.S. Content Creators
■ CCFF

Base: At least 1% of works generate revenue
U.S. Content Creators (n=311)
CCFF (n=1706)

Revenues and Licensing of Works

- ## CCFF earn more on average than U.S. Content Creators

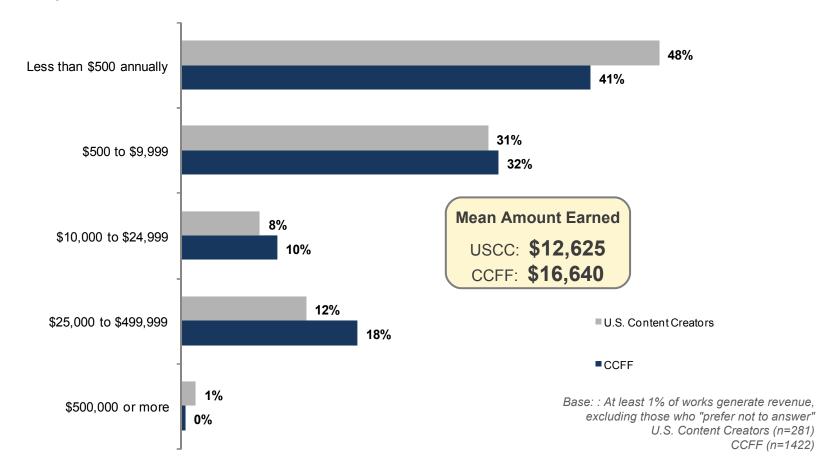Q: Approximately how much money do you earn from your works on an annual basis, whether directly, indirectly or a combination of both?

Mean Amount Earned

USCC: **$12,625**
CCFF: **$16,640**

■ U.S. Content Creators

■ CCFF

Base: : At least 1% of works generate revenue,
excluding those who "prefer not to answer"
U.S. Content Creators (n=281)
CCFF (n=1422)

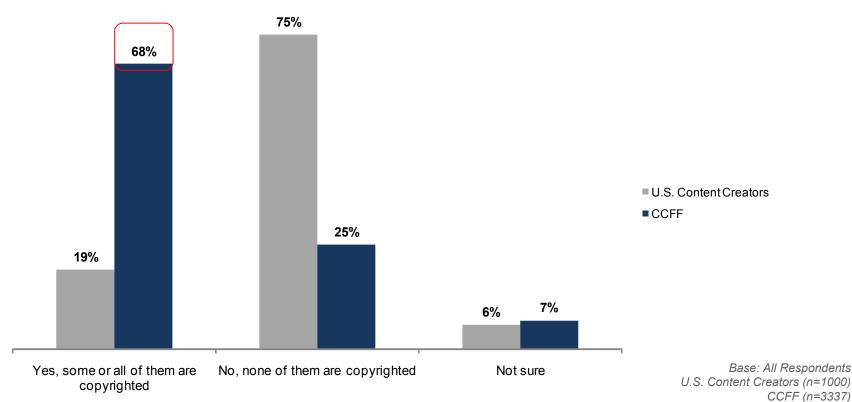- CCFF is much more likely to say some or all of their works are copyrighted

Q: Are any of the works you created in the last 12 months copyrighted?

Legend:
- ■ U.S. Content Creators
- ■ CCFF

Data:
- Yes, some or all of them are copyrighted: 19% (U.S. Content Creators), 68% (CCFF)
- No, none of them are copyrighted: 75% (U.S. Content Creators), 25% (CCFF)
- Not sure: 6% (U.S. Content Creators), 7% (CCFF)
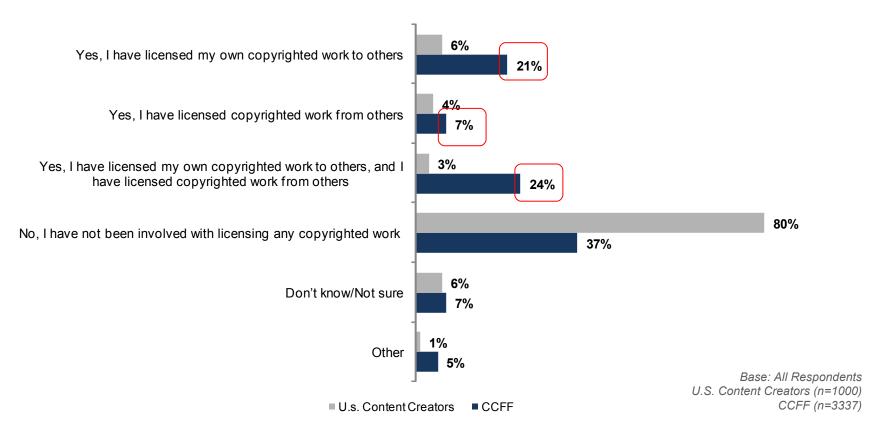
Revenues and Licensing of Works

- CCFF are more likely to have licensed their own copyrighted works and/or to have licensed works from others

Q: Have you ever been involved with licensing copyrighted works?

Response	U.S. Content Creators	CCFF
Yes, I have licensed my own copyrighted work to others	6%	21%
Yes, I have licensed copyrighted work from others	4%	7%
Yes, I have licensed my own copyrighted work to others, and I have licensed copyrighted work from others	3%	24%
No, I have not been involved with licensing any copyrighted work	80%	37%
Don't know/Not sure	6%	7%
Other	1%	5%

■ U.s. Content Creators ■ CCFF

Base: All Respondents
U.S. Content Creators (n=1000)
CCFF (n=3337)

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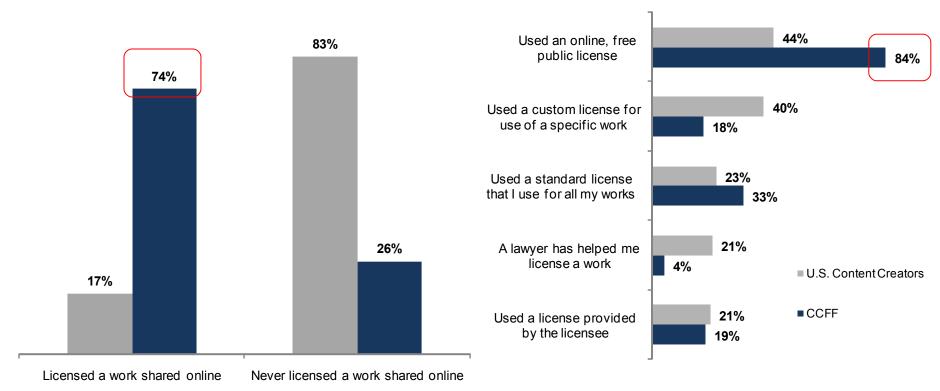
60

Revenues and Licensing of Works

- Not surprisingly, CCFF are much more likely to license the works they share online, and to use online, free public licenses

Q: Do you ever license the works that you share online? If so, how do you license these works?

Licensed a work shared online — 17% (U.S. Content Creators), **74%** (CCFF)

Never licensed a work shared online — 83% (U.S. Content Creators), 26% (CCFF)

■ U.S. Content Creators ■ CCFF

Used an online, free public license — 44% (U.S. Content Creators), **84%** (CCFF)

Used a custom license for use of a specific work — 40% (U.S. Content Creators), 18% (CCFF)

Used a standard license that I use for all my works — 23% (U.S. Content Creators), 33% (CCFF)

A lawyer has helped me license a work — 21% (U.S. Content Creators), 4% (CCFF)

Used a license provided by the licensee — 21% (U.S. Content Creators), 19% (CCFF)

■ U.S. Content Creators
■ CCFF

Base: Share works online
U.S. Content Creators: n=824
CCFF: n =3230

Base: Licensed a work shared online
U.S. Content Creators (n=140)
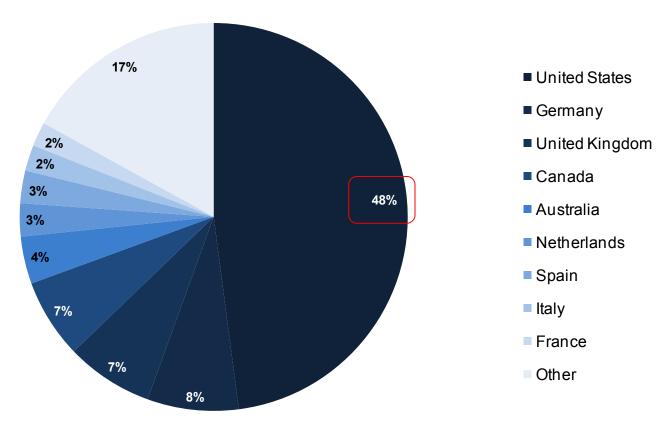*CCFF (n=2388)*

Appendix Part 2

Use of CC-NC Licenses Among CCFF

Use of CC-NC Licenses Among CCFF

- Almost half of the CCFF sample are from the United States

Q: Please select your legal jurisdiction.

Pie chart slices:
- United States: 48%
- 17%
- 2%
- 2%
- 3%
- 3%
- 4%
- 7%
- 7%
- 8%

Legend:
- United States
- Germany
- United Kingdom
- Canada
- Australia
- Netherlands
- Spain
- Italy
- France
- Other

Base: All Respondents
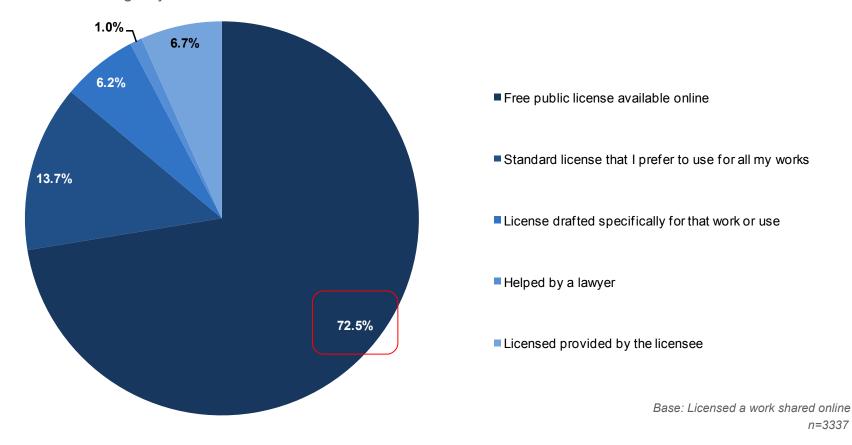*n=3337*

Use of CC-NC Licenses Among CCFF

- 72% have used free public licenses available online

Q: Thinking of all the works that you have shared online and licensed as 100%, what percent have you licensed in each of the following ways?

■ Free public license available online

■ Standard license that I prefer to use for all my works

■ License drafted specifically for that work or use

■ Helped by a lawyer

■ Licensed provided by the licensee

Base: Licensed a work shared online
n=3337

Interim Report: Profile, Attitudes and Behaviors of Content Creators in the U.S. May 2009
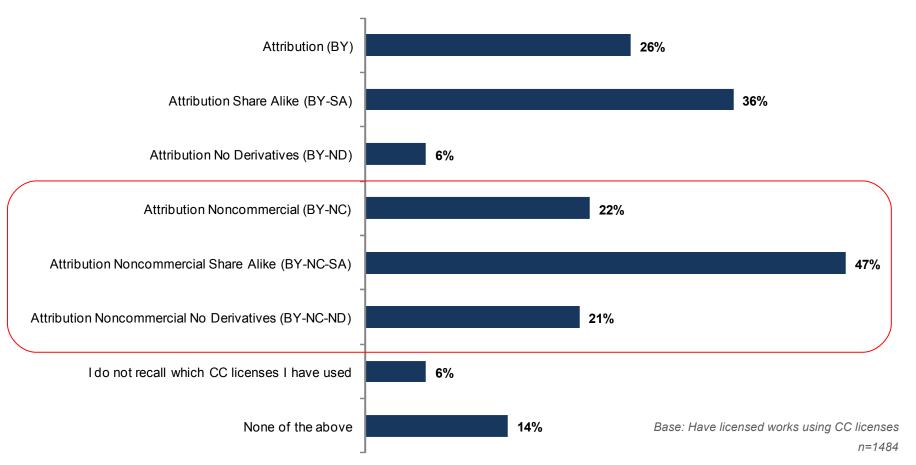
Use of CC-NC Licenses Among CCFF

- ## BY-NC-SA is the most popular of the CC-NC licenses

Q: Which, if any, of the following Creative Commons licenses have you used to license your work?

License	Percentage
Attribution (BY)	26%
Attribution Share Alike (BY-SA)	36%
Attribution No Derivatives (BY-ND)	6%
Attribution Noncommercial (BY-NC)	22%
Attribution Noncommercial Share Alike (BY-NC-SA)	47%
Attribution Noncommercial No Derivatives (BY-NC-ND)	21%
I do not recall which CC licenses I have used	6%
None of the above	14%

Base: Have licensed works using CC licenses
n=1484

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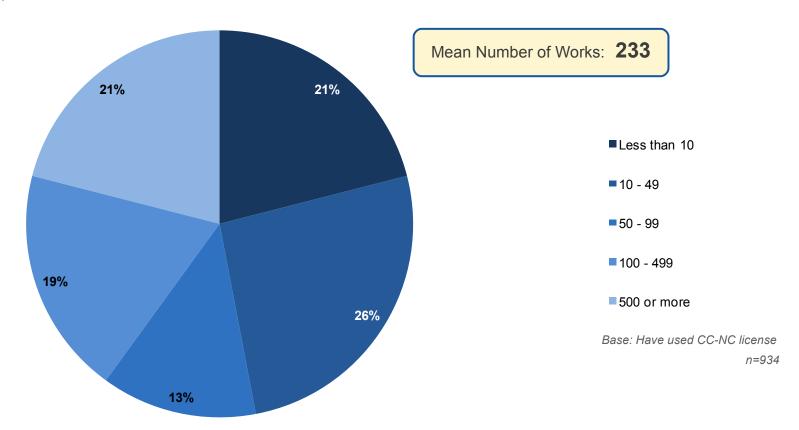
Use of CC-NC Licenses Among CCFF

- CCFF have licensed an average of 233 works using the NC license term

Q: Approximately how many works have you licensed using the Creative Commons Noncommercial or NC license term?

Mean Number of Works: **233**

- Less than 10
- 10 - 49
- 50 - 99
- 100 - 499
- 500 or more

21%

21%

26%

13%

19%

Base: Have used CC-NC license

n=934

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Use of CC-NC Licenses Among CCFF

- Exactly half of CCFF say they have been contacted by a licensee to see if a use would be acceptable

Q: Have you ever been contacted by someone who wanted to know if a certain use of one of your CC-NC-licensed works would be acceptable to you?

- ■ Yes, I have been contacted to see if a use would be acceptable
- ■ No, I have never been contacted
- ■ Don't know/not sure

Base: Have used CC-NC license

n=934