An Open Society
MyData 2016

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Founder, 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
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

<table>
<thead>
<tr>
<th>Freedoms</th>
<th>Open Data</th>
<th>MyData</th>
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<tbody>
<tr>
<td>Use</td>
<td><strong>Public</strong> Data</td>
<td><strong>Personal</strong> Data</td>
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<tr>
<td>Build on</td>
<td>Freedom for <em>anyone</em></td>
<td>Freedom for <em>me</em></td>
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<tr>
<td>Share</td>
<td>Freedom for <em>anyone</em></td>
<td>Freedom for <em>me</em></td>
</tr>
<tr>
<td></td>
<td>We <em>all</em> own <em>all</em> of it</td>
<td>We <em>all</em> own <em>our</em> part</td>
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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

Citizens / Consumers -> Funding Pool

Funding Pool -> Remuneration rights
Funding Pool -> Up-front
Funding Pool -> Other

Up-front -> expert selection
Remuneration rights -> demand based
Other -> expert selection

Innovators / Creators
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

Funding Pool £600m

- Up-front
- X-factor
- Remuneration rights

- Artists
- Backers
- Users

£600m = Total Rev ($1.4bn) * Proportion actually funding creation (70%)
90p per month = charge per internet or mobile plan (or per adult)
Est gains to UK = £billions (2-5x revenues)

Pharmaceuticals

Citizens / Consumers → Funding Pool e.g. 0.5% GDP

Funding Pool → Remuneration rights

Remuneration rights → demand based

Up-front → expert selection

Researchers & Innovators

Prize

VCs etc
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

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