

The new RTHK Monopoly: Building our digital Cultural Archive on open copyright*

*An Individual's Submission to the Panel on Information Technology and Broadcasting:
Future Operation of RTHK and the new RTHK Charter
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Moving Forward...

- Not delighted but accept outcomes of the process
- Some questions untenable without specifics
 - c.f. www.icann.org
- Here to discuss specifics with respect to
 - copyright of works funded by the public purse
 - specifically the new RTHK 'programming'
 - access to it.

We must recognise

- We have decided to perpetuate the **monopoly** in Public Service Broadcasting in the name of progress
- and that we are dealing with our shared cultural heritage : largely locked away
 - 58,000 hours (Audio)
 - 19,000 hours (Video) circa 2005 - analog vs digital?
- Will we need to pay for it twice?
- Will we repeat the same mistake for digital media?

The RTHK 'Monopoly' in Public Service Broadcasting

- Who cares if it is 'open'?
- c.f. Public Libraries, Public Parks
- good thing: stability, predictability or
- lack of innovation, responsiveness to society
- What is the equivalent of 'openness' in public service broadcasting?
- 'Open Copyright'
- Who has access to the material?
- How may I use it? Free or how much?

Proposed that we Begin with the End in Mind

- The creation of an *open archive* of original content administered by the new RTHK
 - its own works and works contributed by others
- Open to access, adapt and build upon - 'Free'
- new RTHK copyright and legal standards:
 - adopt 'open' copyright approach to licencing and use of the archive
 - where open means: where some but not all rights are reserved by default

Importance of Open Technical Standards

- Already recognised important by the Government
- OGCIO - Technical Standards and Frameworks
- Fostering competition and innovation
- Need Open Technical Standard for Copyright

I believe

- Now that it is confirmed that RTHK shall remain a Government department, I believe that there should be a throughout review of the copyright licencing terms of the new RTHK such that we do not repeat the problem with access to new digital creative works, and
- For works funded by the Public Purse, the HK Government should adopt an internationally recognised open technical standard for copyright material discovery and exchange e.g. schemes such as CreativeCommon(CC)'s RDFa

I believe

- That how RTHK handles the copyright and performance rights of its work will be its key differentiator.
- HK has an opportunity to lead the world here
 - In conjunction with its other initiatives such as CreateHK (<http://www.createhk.gov.hk>)
 - and the West Kowloon Cultural District
- Remember: It's a software issue.

Thank You!