

# Creative Commons metrics

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2002

Most licensed works  
referenced on the web...

...search for “Creative  
Commons”

2003

Most licensed works on  
the web link to license  
used...

...search for backlinks

`link:http://creativecommons.org/licenses/by/1.0/`

2004

Daily collection of link  
counts from AlltheWeb  
and Yahoo!

(Google's link: query  
support is poor)

2005

Yahoo! Search for CC  
launches in Spring

Google's launches in fall

2006

Collect daily data from  
Yahoo! and Google CC  
API queries

Search engine metrics:  
good

Fairly easy

Web scale (hard to  
overstate)

# Search metrics: bad

## Estimates

*Volatile* (estimation  
algorithm, index, dist.)

Fraction of web (e.g.,  
Flickr)

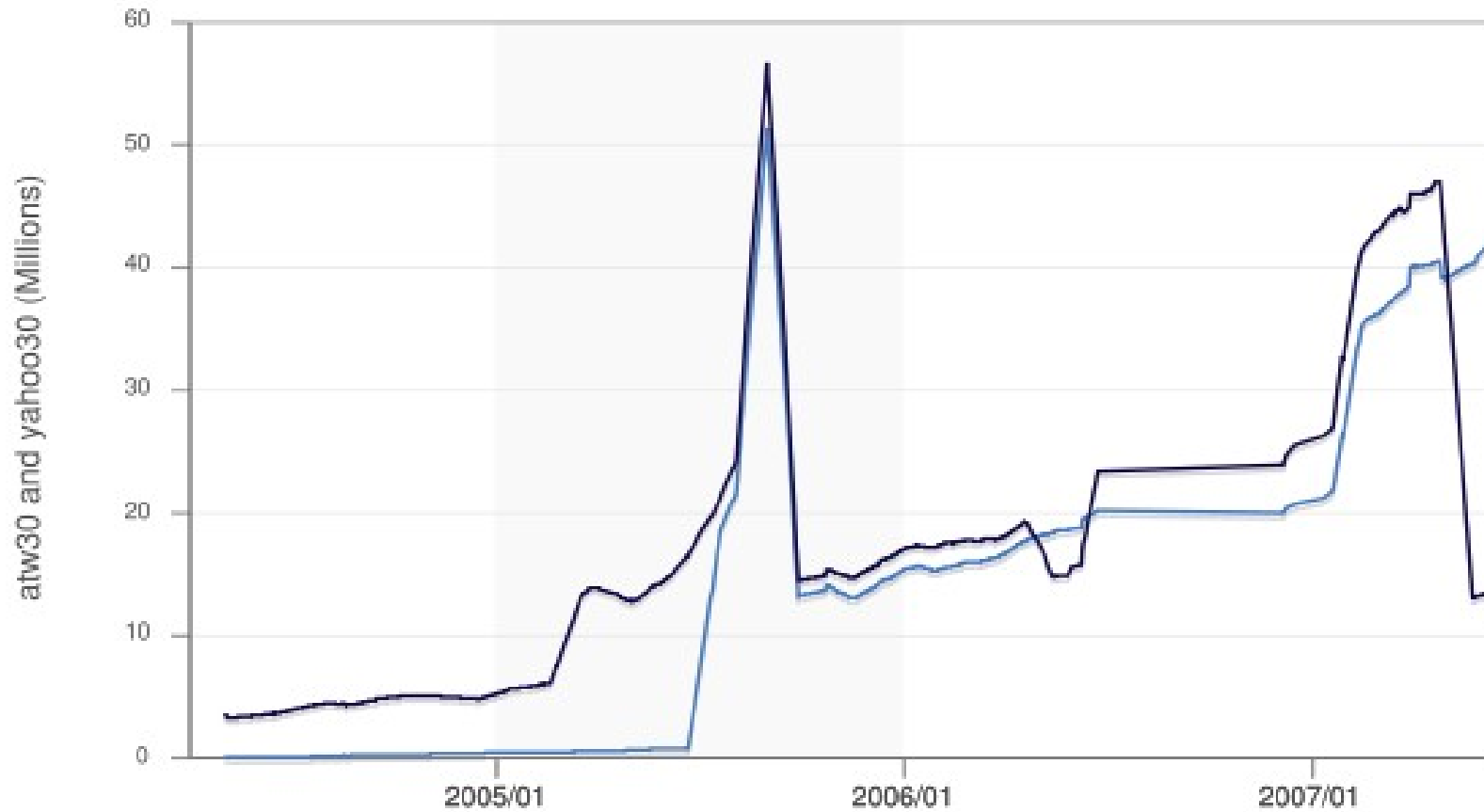
Hard to make sense of



# Search metrics: bad (2)

Limited by search engine  
query support

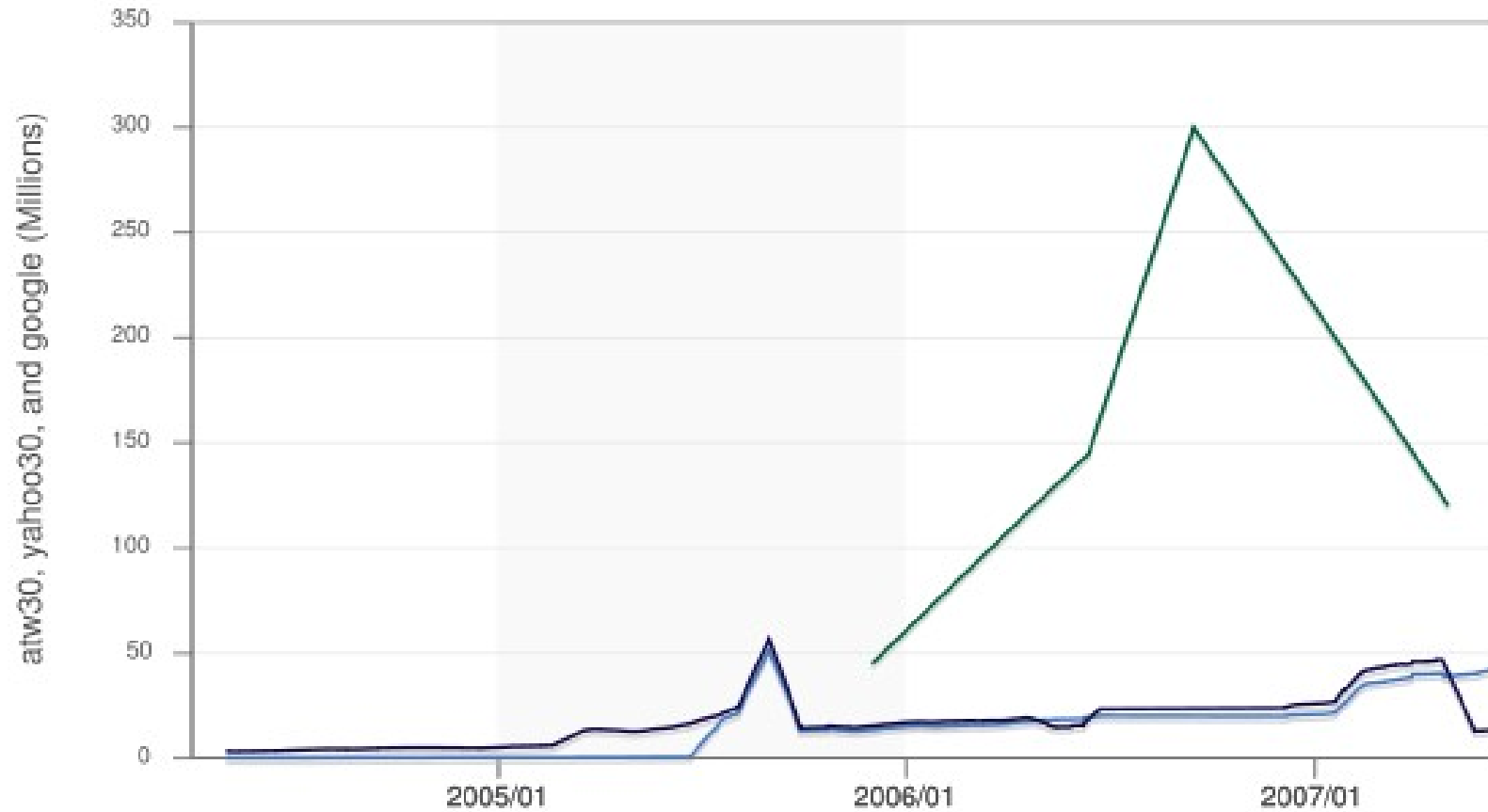
# Yahoo!/AlltheWeb 30 day averages



# AlltheWeb by jurisdiction

unported	37189180	mx	55210
es	2260538	se	39230
it	1120530	hr	39038
kr	807950	at	37076
de	777300	hu	35461
fr	718600	za	32303
jp	401509	bg	29244
ca	315850	scotland	26168
tw	313299	pt	22430
us	290910	my	21163
uk	200450	pe	19724
nl	163527	il	17894
br	123988	co	17101
be	96539	dk	12365
cn	91510	fi	8553
pl	74857	si	6927
au	59398	in	4773
cl	59262	ch	1824
ar	55600	mt	193

# Yahoo!/AlltheWeb 30 + Google/CC



# Trend?

## Up, but how?

# Baseline numbers from top content curators

Flickr

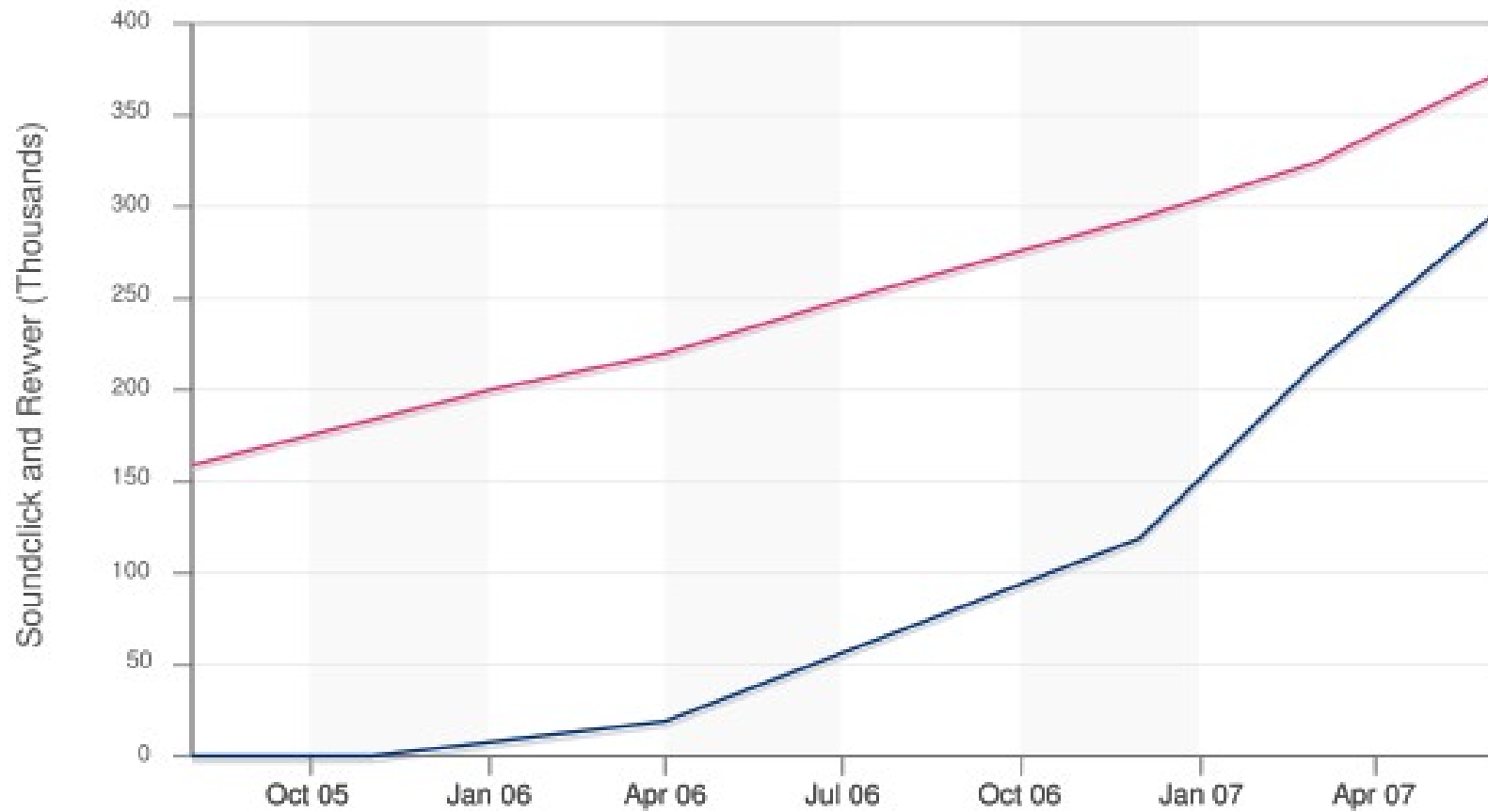
Soundclick

Revver

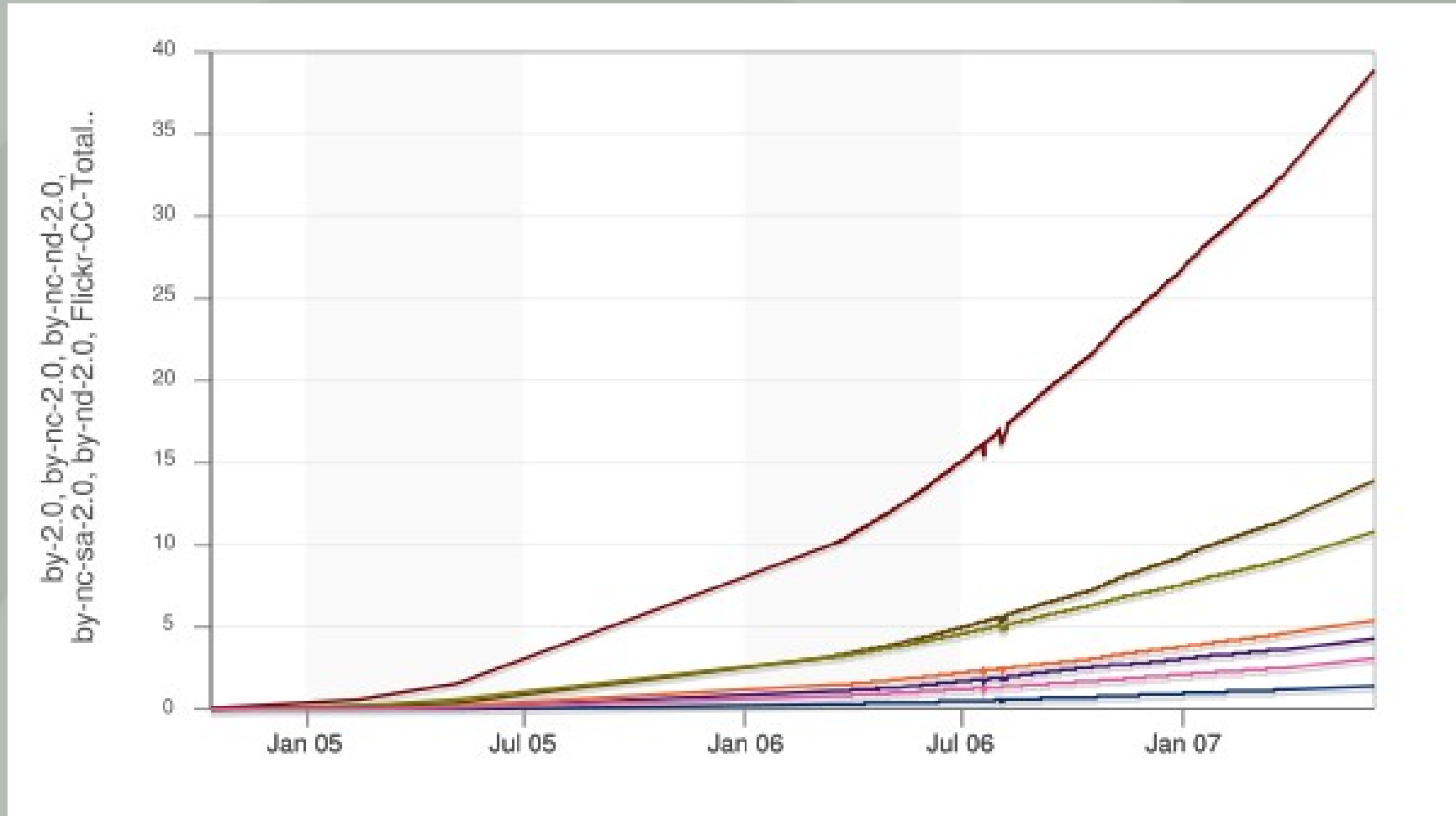
Jamendo

*many* more...

# Music & Video

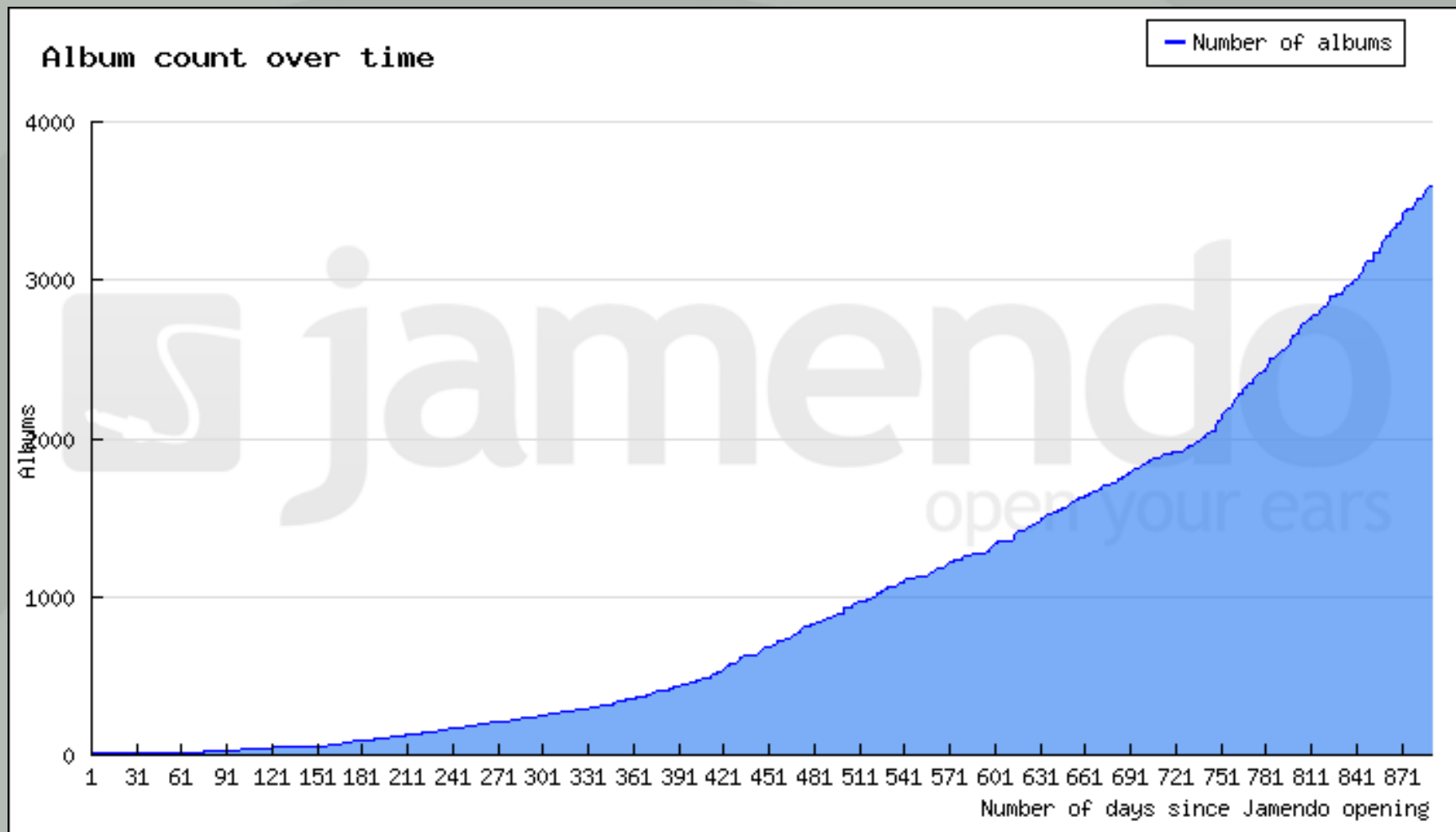


# Photography

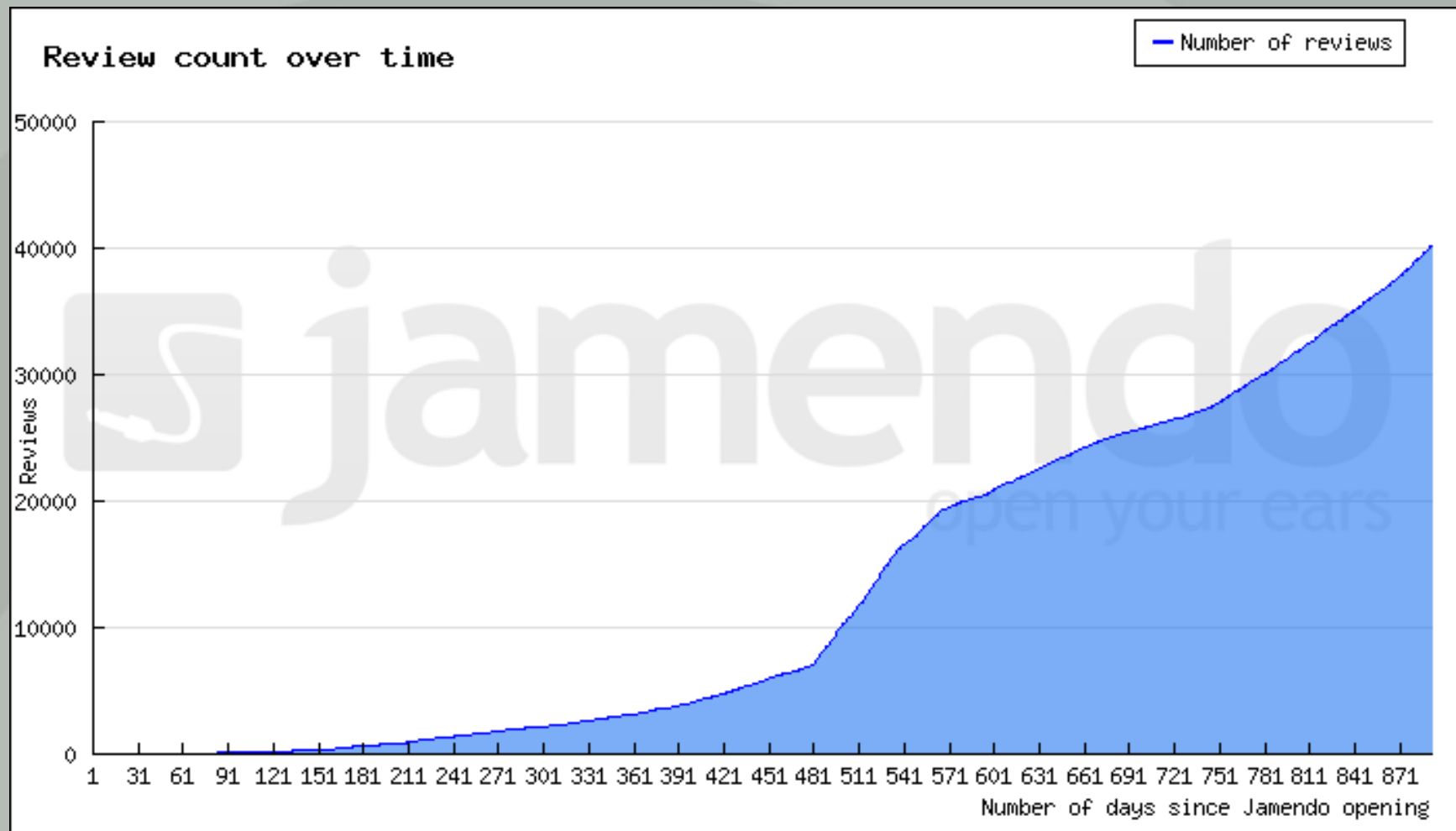




# Jamendo creators



# Jamendo fans



# Exponential growth?

Conjecture:

Linear growth at content curators

Linear growth *of* content curators

# New pools ~2007

eyeVio (video, Sony)

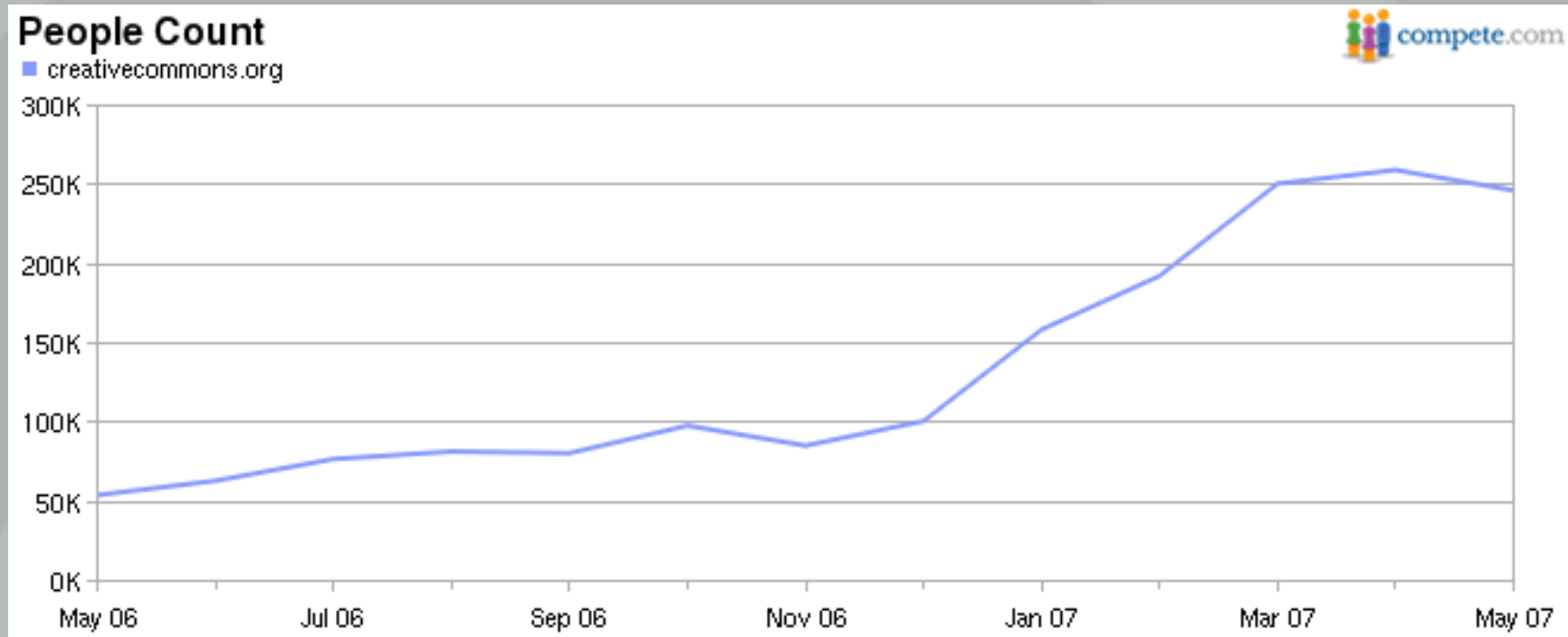
Jamglue, Splice, Kompoz  
(music)

SlideShare (presentations)

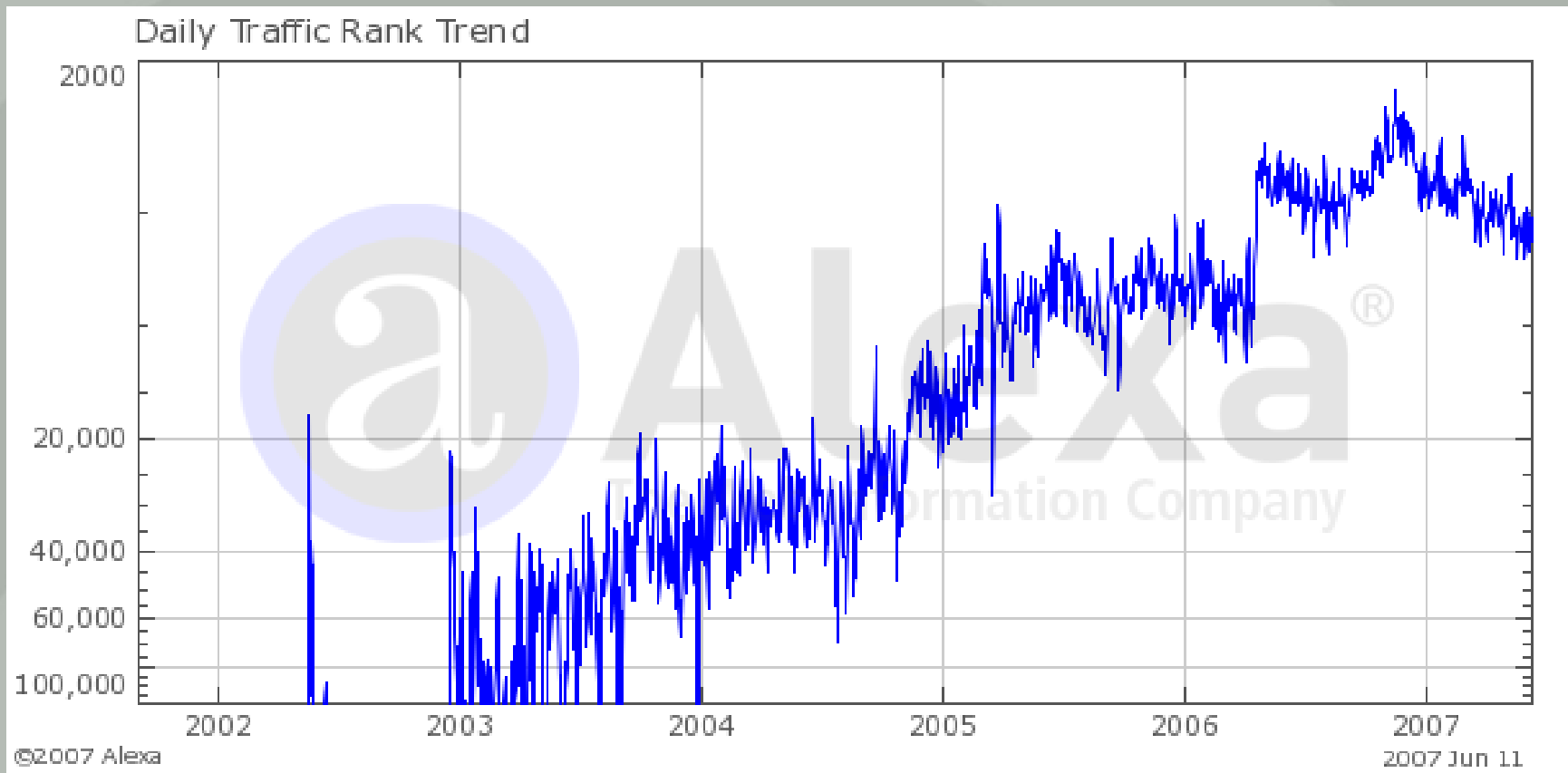
Swivel (graphs)

*many* more...

# Indirect metric: web traffic



# Web traffic: Alexa



# Traffic by jurisdiction (Alexa)

Users:

U.S. (25.6%)

Germany (7.9%)

U.K. (6.1%)

Spain (5.3%)

Italy (4.6%)

Canada (3.4%)

Japan (3.2%)

Rank:

Italy (1402)

South Africa (1469)

Spain (1491)

Germany (1757)

Switzerland (1778)

Bulgaria (2786)

Croatia (2837)

# Next challenges

Characterize licensed  
content, creators, users

Measure reuse

Qualitative measures  
(e.g., awards)

Secondary impacts



# Mike's mistakes

Not inviting outside  
analysis

Not giving metrics enough  
cycles

# How you can help

Notify of new curators

Help get data from  
curators

Code, research, analysis

# How you can help (2)

Evangelize CC (successes will eventually be reflected in numbers)

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## presentation license



<http://creativecommons.org/licenses/by/3.0/>