3.0 > 2.0

Deploying the Semantic Web with ccREL and RDFa
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Why Machines?

Programs should be able to answer simple questions about licensed works.

- What is the work's license?
- Allows commercial use?
- Are derivative works allowed?
- How do we attribute the work?
Semantic Web
(down with silos!)
RDF
(subject, predicate, object)
http://creativecommons.org/

Creative Commons
RDF

- Subject and Predicate are URIs
- Object is a URI or Literal
Previous Recommendation
Pervasive Problems

- Opaque to parsers
- Opaque to humans
- Easy to screw up
- Overly verbose
CC Rights Expression Language
“Compared to the previous recommendation, ccREL is intended to be both easier for content creators and publishers to provide, and more convenient for user communities and tool builders to consume, extend, and redistribute.”
Easier to Publish
Principles for HTML Encoding

- independence + extensibility
- Don't Repeat Yourself (DRY)
- Visual Locality
- Remix Friendliness
Microformats
75%?

- Adding Semantics – good
- Extensibility
- Process requires existing practices
  - which we don't necessarily have
RDFa
RDFa

- Builds on [X]HTML
- Uses a few attributes (rel, rev, about, href, property, resource) to encode RDF triples in [X]HTML
- Extensible for emerging applications
rel="license"
Principles for Free-Floating Content

- Consistency
- Publisher Accountability
- Simplicity
XMP
Easier to Consume and Extend
9 days till we're 5

December 6, 2007 3:08 PM

By Tama Lever at Flickr, (cc) by

Tama's is the latest winning Flickr photo in the CC Flickr contest. It nicely captures my obsessive focus these next 9 days.

We turn 5 on the 15th. We've got a long way to go to meet our target for the year. Ordinarily we'd have till the end of the year.
ccREL: The Vocabulary
License Properties

- permits
- requires
- prohibits
- jurisdiction
- deprecation date
- legal code URL
Work Properties

- title (Dublin Core)
- license
- attribution name and URL
- source work
- CC+ (more permissions)
Applications of ccREL
(and RDF, and the Semantic Web, and RDFa)
CC+

- Where do I go for more permissions?
- CC license + Another Agreement
- In production, with dynamic deeds at CC
- Capable of extension to support complex endpoints
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CC0

• A “universal” Public Domain waiver
• Currently in community discussion
• To be followed by improved “assertion” tools
  – Communicate provenance information
  – Machine readable metadata to answer simple cases of “why is this in the Public Domain?”
Nathan R. Yergler
Chief Technology Officer
Creative Commons
nathan@creativecommons.org

http://wiki.creativecommons.org/OpenWeb_2008 *

* which utilizes Semantic MediaWiki, another way to build the Semantic Web without knowing it