



CC+ Technical Implementation for the World Wide Web

<http://creativecommons.org/project/ccplus>

Creative Commons provides free copyright licenses with which authors and creators can mark their creativity with the freedom they intend it to carry. In this document, we describe the implementation of a technology we've developed to enable a simple click-through to rights or opportunities beyond those offered in the CC license. See this document's non-technical companion, *Commerce with Creative Works using CC+* for a conceptual description of this approach.

Overview

The round-trip implementation consists of two operations:

1. **Publishing** a creative work along with a Creative Commons license plus (+) a "more permissions" link on a web page.
2. **Reading** the more permissions link.

The first operation will be implemented by a publisher, typically with software running on a web server. The second operation will be implemented by a client, typically a web browser or web service, like one that does web mashups.

An application developer only needs to implement the operations in scope of the aforementioned client and/or server application developed.

Publishing

CC license

Making a notice that a creative work on the web has been Creative Commons licensed is done with a textual and/or graphical notice visible on a web page with a link to the license used marked-up in the underlying html. For example:

```
' My Song' is licensed under <a rel="license" href="http://creativecommons.org/licenses/by-sa/3.0/">CC BY-SA</a>.
```

More permissions link

Adding a more permissions link simply consists of linking to a page where more permissions for a work are available and annotating that link. For example:

```
' My Song' is licensed under <a rel="license" href="http://creativecommons.org/licenses/by-sa/3.0/">CC BY-SA</a>. For other permissions <a xmlns:cc="http://creativecommons.org/ns#" rel="cc:morePermissions" href="http://example.com/store/mysong">click here</a>.
```

Using RDFa¹, the cc: namespace definition could be included in any parent element. Together the namespace and rel attribute of the second link denote the predicate of <http://creativecommons.org/ns#morePermissions> with the current document as the subject and <http://example.com/store/mysong> as the object.

Simply put, more permissions for the web page at hand may be found at <http://example.com/store/mysong>.

Reading

Both the CC license and more permission links may be extracted from a web page with an RDFa parser.

What a client does with the links once read is highly application-specific. Typically, the CC license and more permissions options will be brought to the attention of the user. Examples of this include:

1. Creative Commons' MozCC² for Mozilla Firefox displays indicator icons in the browser's status bar.
2. A bookmarklet could highlight relevant links on a page.
3. Creative Commons license deeds³ add notice of more permissions availability based on annotations found on the referring page.
4. An industry or site-specific client could auto-discover additional services available at the more permissions link.

[1] <http://rdfa.info>

[2] <http://wiki.creativecommons.org/MozCC>

[3] See <http://labs.creativecommons.org/metadata> for live examples.

More Information

Please visit <http://creativecommons.org/project/ccplus>. For further discussion, please contact us at <http://creativecommons.org/contact>.



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