

# Selfness-Copyfight

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From Censorship to New Business Models

## Hackers On Planet Earth 6

Hotel Pennsylvania, New York

July 22nd, 2006



Jorge Cortell [FallenAngel] & Alvaro Gonzalez [AndOr]

# Who's that guy talking?

## ACADEMIC PROFILE

**University of Oxford** - Diploma in Computing.

**Harvard University** - Individual courses in: Technologies and Politics of Control, Metaphysics Philosophy, Citizenship Theories and Justice, and Neurobiology.

**Kellogg C. College** - ASc. Business Management

[**Wall Street Journal Award** (Student Achievement)]

... and other courses and degrees from 6 universities.

## PROFESSIONAL PROFILE

Founder of **Onezero software**, **Kaneron Systems**, director of **Presval**, member of the Board of **MUSICQUARIUM**, and IT consultant.

Regular columnist in **Personal Computer & Internet Magazine**.

EX-lecturer in Intellectual Property and eCommerce for the Master Degree in Multimedia Applications, **Polytechnic University of Valencia** (Spain).

# Officially in the USA I'm...

Since the USA DoJ has DECLARED WAR ON IP  
INFRINGEMENT...

## I'm an official WAR ENEMY of the USA...

(just like several hundred million people in the world, including  
several million in the USA... and most of you).



John Ashcroft: *[response to IP infringement]*  
**"must be as forceful and aggressive and  
successful as our response to terrorism and  
violent crime and drugs and corruption has  
been."**



# But to Wikipedia I'm all bout...



## navigation

- Main Page
- Community Portal
- Featured articles
- Current events
- Recent changes
- Random article
- Help
- Contact Wikipedia
- Donations

## search

## toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link
- Cite this article

[article](#)[discussion](#)[edit this page](#)[history](#)

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## Jorge Cortell

From Wikipedia, the free encyclopedia

**Jorge Cortell** is an activist well known for his strong opposition to *Intellectual Property*.

He used to be a lecturer teaching a class, master's degree level, on Intellectual Property at the **Universitat Politècnica de Valencia**. On 2005-05-04 he was forced to resign as a lecturer, after a very critical speech on Intellectual Property. The dean tried to censor the speech without luck (it was finally given at the university cafeteria); months after that, the dean admitted he was pressured by the Spanish Recording Industry Association (*Promusicae*) in a quote to the national newspaper *El País*, and also by the MPAA as appeared in another newspaper.

Currently, he gives speeches against intellectual property on a regular basis.



Jorge Cortell, giving a speech.

### Contents [hide]

- 1 Work on activism
  - 1.1 Speeches
    - 1.1.1 in English
    - 1.1.2 in Spanish
- 2 External links
  - 2.1 English
  - 2.2 Spanish

## Work on activism

[\[edit\]](#)

Jorge Cortell, ex-lecturer at Polytechnic University of Valencia (Spain) - 2006 <http://jorge.cortell.net>





# They TRIED to CENSOR me by threatening and extorting the Dean



“Dos horas después, -cuenta Cortell- siguieron dando clase y que debía que comunicación le regalaba como San salido en la revista de la Universidad

...reprochaba que yo como el vicerrector de ... Pero si hasta he

Fuentes en contacto con Pedro Farré, de la SGAE, confirmaron a Periodista Digital que tanto ellos como la Motion Picture Association (MPA) y Promusicae contactaron con el rector advirtiéndole que “esa conferencia era reprochable desde el punto de vista moral, y podría ser hasta ilegal, como apología del delito”. Cortell está convencido de que lo que hicieron en esa llamada fue amenazar al rector con una inspección a la Universidad para ver si trabaja con algún software sin licencia.



Pedro Farré.

Jorge Cortell, ex-lecturer at Polytechnic University of Valencia (Spain) - 2006 <http://jorge.cortell.net>



# And the world found out

### Uutiset

#### P2P-verkkojen puolesta luennoinut opettaja pakotettiin eroamaan

Antaa @ 20.5.2005 18:15

Valencian teknillisen yliopiston opettaja **Jorge Cortell** lupautui toukokuun alussa luennoimaan P2P-verkkojen eduista ja laillista käyttötavoista. Cortell ilmoitti suunnittelemastaan luennoista ja sen tarkoituksista yliopistolle, poliisille ja maan levyteollisuuden etujärjestölle. Pian Cortell sai huomata, että yliopisto paitsi esti häntä pitämästä luentoa, myös tehtävistään.



Tapaus on saanut paljon huomiota osaksi tapahtumien etenemistä [blogissaan](#), jonka englanniksi.

Cortell ilmoitti luennoistaan niin monelle eri teknikkokolalla on myös laillisia käyttötarkoituksia tekijänoikeusjärjestö [SGAE](#) oli juuri saillittomia.

## Slashdot

News for Nerds. Stuff that matters.



로그인 | [P2P의 합법적用途について](#) | [RSS](#)

Slashdot.com

### Teacher Fired for P2P Lecture

Posted by Zank on Fri May 20, '05 12:28 PM from the talking-is-bad dept.

An anonymous reader writes

"A teacher at the Polytechnic University of Valencia, Spain, was forced to resign after a talk about P2P networks. You can read his side of the story on [blog](#)."

From the article:

"The day before the conference, the Dean (pressured by the Spanish Recording Industry Association Promusicae) found out later, and he recognized himself in a quote from the national newspaper El Pais, and even the Motion Picture Association of America, as another newspaper quote to stop it by denying permission to use the scheduled lecture. So I scheduled a second one, and that was denied again. And a third time. Finally I gave the conference on the university cafeteria, for 5 hours, in front of 150 people."

Commentary on this story at [BoingBoing](#) as well.

## boingboing

A DIRECTORY OF WONDERFUL THINGS

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## Tversover

Høivstuderet røveri og utstudert arroganse fra Espen Andersen

# the INQUIRER

News, reviews, facts and friction

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A DIRECTORY OF WONDERFUL HOTELS



Moober's  
presents  
OL-RKOLL

Friday, May 20, 2005

Spanish copyright society I just got an email from m academic in Spain, whom I this year.

Jorge teaches "Intellectual benefits of P2P and talk at Spain. He proposed to den copyrighted works from P collecting society, the nation them know what he was u

They responded by leaning Jorge booked another ven his talk to the cafeteria, ar house.

On May 4, the Dean order his resignation, which he i injury by issuing a statem university (U), in a surreal, s...mas jorge g...e nas taught n University for five years).

This is a shameful act of censorship and a betrayal of the academic freedom. It's a national shame that Spain's power societies can simply order the termination of any university

May 20, 2005

### SPANSK FORELESER

Oppdatering 23 aug 2005: holdt vann, og at denne sa Men andre ord, jeg skulle l

Man skal alltid være litt fo men i saken om Jorge Cort foreleser ved Polytechnic U bruk av fiddelingsnetverk. forstår spansk, men han e

BoingBoing. Cortell ser ik blitt sensurert.

SOFTWARE  
MEMORY  
MOBILEPHONES  
GEEKS  
GRAPHICS  
SERVERS  
CHANNEL  
SET TOP BOXES  
CONSOLES  
GUTTER WATCH  
EMISSON GOALS  
ABOUT US  
MESSAGE BOARD

### Professor claims he was fired for supporting P2P

Hits out at recording industry

By Nick Farrell, lunes 23 mayo 2005, 07:52

A PROFESSOR at a Spanish University claims he was fired for conducting a lecture in favour of the legal use of P2P.

Jorge Cortell, who was invited to give a conference about the legality of P2P networks, says that the Spanish Recording Industry Association, leaned on the Design Engineering Superior College.

He said they threatened the school with software audits, if the lecture was not called off. The conference date had to be changed because the University kept finding other uses for the room where it was being held. Cortell eventually held the conference in a University café and was promptly fired, he says.

The University had a novel approach to dealing with the media attention in the case. It just denied that he had ever worked at the University, which meant that those people who had been attending his lectures for five years must have had a bit of a shock.

Although most of his comments are in Spanish, he has written his side of the story here in [English](#), if you look at the 20 May, 2005.

There is an English blog penned by one of his supporters [here](#). There is also a picture of the lecture that got him fired. [u](#)

## EL PAIS

edición impresa Ciberpaís

Edición del jueves, 12 de mayo de 2005

ELPAIS.es - el archivo - Hemeroteca - Edición impresa - Ciberpaís

INFORMACIÓN RELACIONADA

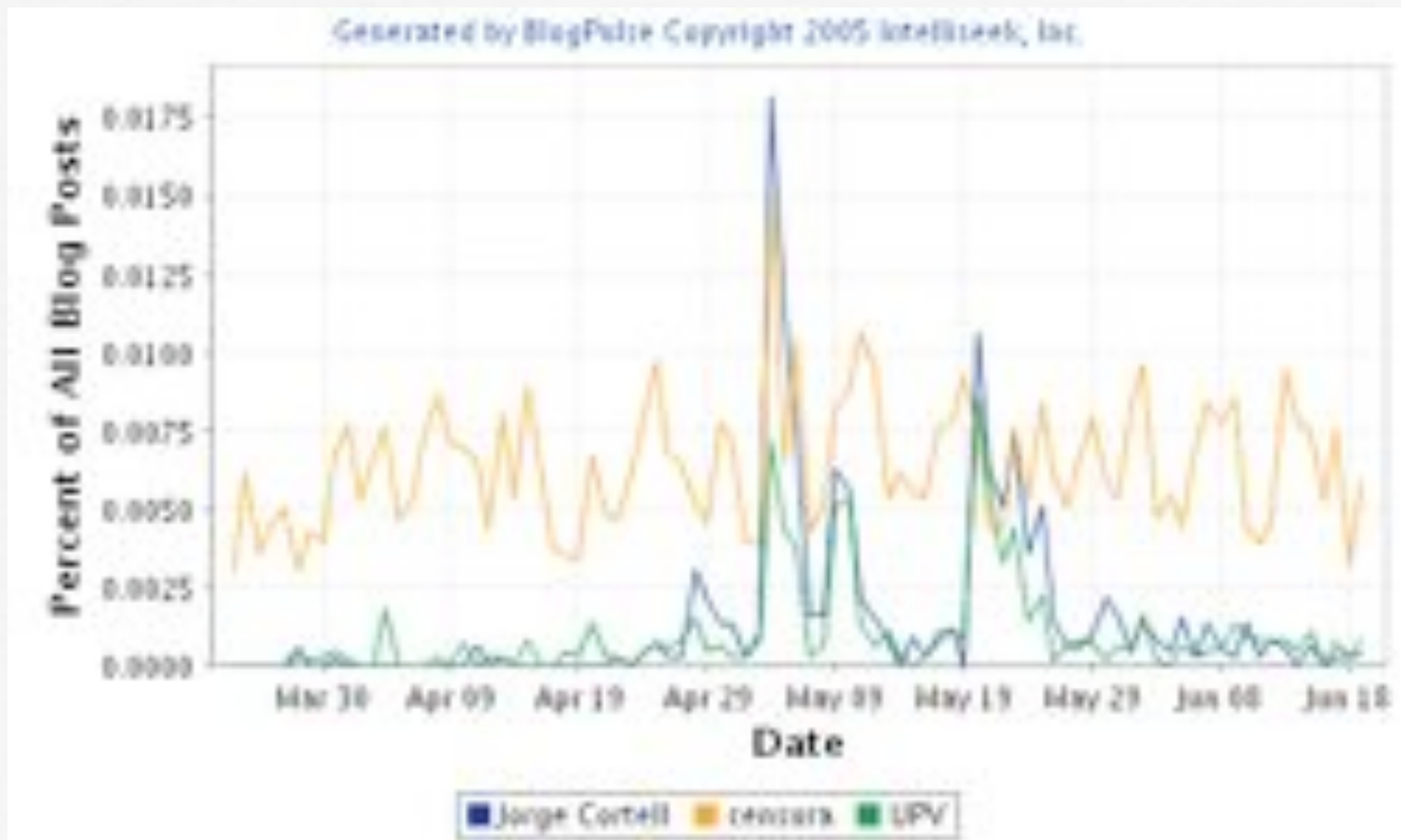
### EDUCACIÓN

#### Conflicto en la UPV con un profesor por el uso de las redes P2P

ADOLFO ESTALELLA  
EL PAÍS - 12-05-2005

La Universidad Politécnica de Valencia (UPV) ha forzado la dimisión de un profesor de uno de sus máster que defiende que es legal intercambiar en redes P2P obras protegidas por derechos de autor. La semana pasada Jorge Cortell pronunció una conferencia titulada *Descargar música es legal y bueno*. Tras la conferencia Cortell recibió la llamada del director del máster donde imparte clases, Fernando Brusola, en

# Wrong decision = BAD publicity



Jorge Cortell, ex-lecturer at Polytechnic University of Valencia (Spain) - 2006 <http://jorge.cortell.net>



# Forced to resign + Media manipulation attempt + Personal attacks + Threats

TODAS mis cosas se encuentran en el [Dominio Público](#). NASE TI QUE QUIERES C

[Home](#) > [Denuncias](#) > La UPV pone en la "lista negra" a los medios que hablen conmigo y amenaza acciones legales

## La UPV pone en la "lista negra" a los medios que hablen conmigo y amenaza acciones legales

Date Created: 23 May, 2005, 10:28 AM

Me enteré ayer, pero para darles un periodo de tiempo razonable (por si era un calentón, subida de tono momentánea de la que uno se arrepiente, o cualquier otro tipo de enajenación mental transitoria), he decidido esperar hasta hoy para publicarlo.

Según me ha contado un periodista de la cadena radiofónica Cope (no menciono su nombre porque no le he pedido permiso para hacerlo, pero si me lo dá lo publico para que se pueda verificar está), la responsable del gabinete de prensa de la UPV llamó a la emisora (creo que el viernes pasado, aunque me lo dijeron el lunes) al enterarse que me hicieron una entrevista, y les ha solicitado que le envíe una copia de la misma (no hace falta, [pau](#) tiene mi Copia Privada) "por si se derivan responsabilidades legales". Además, en una conversación subida de tono, se amenazó a la Cope de no convocarles a las ruedas de prensa o permitirles la entrada a la Universidad.

Parece ser que no es la primera vez que esto ocurre, ya que según cuenta el diario [20 Minutos](#) (por cierto, visionario medio de comunicación que publica sus contenidos y archivo bajo licencia Creative Commons libremente y gratis en la web, lo cual no parece haber perjudicado sus ventas), a ellos se les ha [tratado](#) de igual modo.

**GU** universidad  
30 mayo 2006

Jorge Cortell, conferenciante en la upm

## Un profesor del máster multimedia de la UPV se enfrenta al canon de la SGAE

Jorge Cortell, quien ha desafiado a la SGAE descargando archivos P2P públicamente, dice ser víctima **de una campaña de acoso y derribo**

**"La copia no puede ser ilegal"**

Jorge Cortell sigue dando conferencias en las universidades españolas, en las que pretende mostrar los beneficios de los programas de descarga. Asimismo, mantiene un particular cruzado (aunque no es solitario) contra los numerosos cánones que la SGAE impone a cualquiera que quiera ejercer su derecho a una copia privada de un original de su propiedad. Hace poco, disertando en la UPM, decía: "Si descargo una canción legalmente de Internet, me cobrará 20 céntimos, me cobrará un canon por la grabadora y por el CD original, y si imprimo la carátula me cobrará canon por la impresora, esto es una barbaridad". Y puso ejemplos de otros países: "En Finlandia, los taxistas pagan 20 euros al año por poner música en el taxi, y los guarderías otros 20 al año, por cantar 'Cumpleaños Feliz al niño feliz'". Son ideas, compartidas por muchos usuarios de este tipo de programas de descarga, que consideran abusivos los precios de los discos y películas, los están trayendo problemas. Asegura que, tras anunciar su intención de conferenciar en la UPV con "conciencia y obligación social". En su opinión, debido a las presiones "está la SGAE, que ahora quiere poner canon a los discos duros. Son un oligopolio, pero no se dan cuenta de que deben buscar nuevas formas de negocio".

**"El futuro es el Peer 2 Peer, y no pueden pararlo. Pueden adaptarlo"**

de ser cierto es que la actual situación es algo paradójica. En nuestro país, al contrario que en otros como EE.UU., la copia privada es legal, y se cobra un canon en los supports vírgenes en previsión de la posibilidad de hacer copias. Sin embargo, las copias que realizamos de otros porque (nuestras fotos o trabajos) están sujetos al mismo canon, lo que es injusto. La jurisprudencia al respecto es compleja, y según Cortell "no puede que cambie, y no nos permitas la copia privada. El problema es que las cifras de ventas musicales no se han visto alteradas, no se dan cuenta de que estos programas son la mejor promoción. Las ventas caen cuando suben los precios, no por los descargas. No harán el progreso".

La UPV no quiere alimentar la polémica. El director del máster en el que Cortell da clase, Fernando Brusola, no ha querido hacer declaraciones, remitidos al Servicio de Comunicación de la Universidad. Desde allí insisten en dejar clara tres puntos: que Jorge Cortell no es profesor de la UPV, que entre sus actividades previstas en la semana cultural no figura ninguna conferencia de Cortell y que no les consta ninguna petición de inscripción de conferencia con Cortell como conferenciante. En cuanto a las alusiones a presiones recibidas por el profesor para que dimitiese, aseguran que el máster en el que da clase, pese a haber dimitido (según Cortell, hasta que excusaron su ausencia), es totalmente autónomo, por lo que no tienen potestad para contratarlo o despedirlo. Cortell, por contra, afirma que hubo dos llamadas del rector de la UPV "sugiriendo a Brusola que no contacte conmigo. Para no poner a Brusola en su apuro, por algo que es su ajena, dimité".

Jorge Cortell, ex-lecturer at Polytechnic University of Valencia (Spain) - 2006 <http://jorge.cortell.net>

# WHY?





# Info = Power

***Egyptian monks***

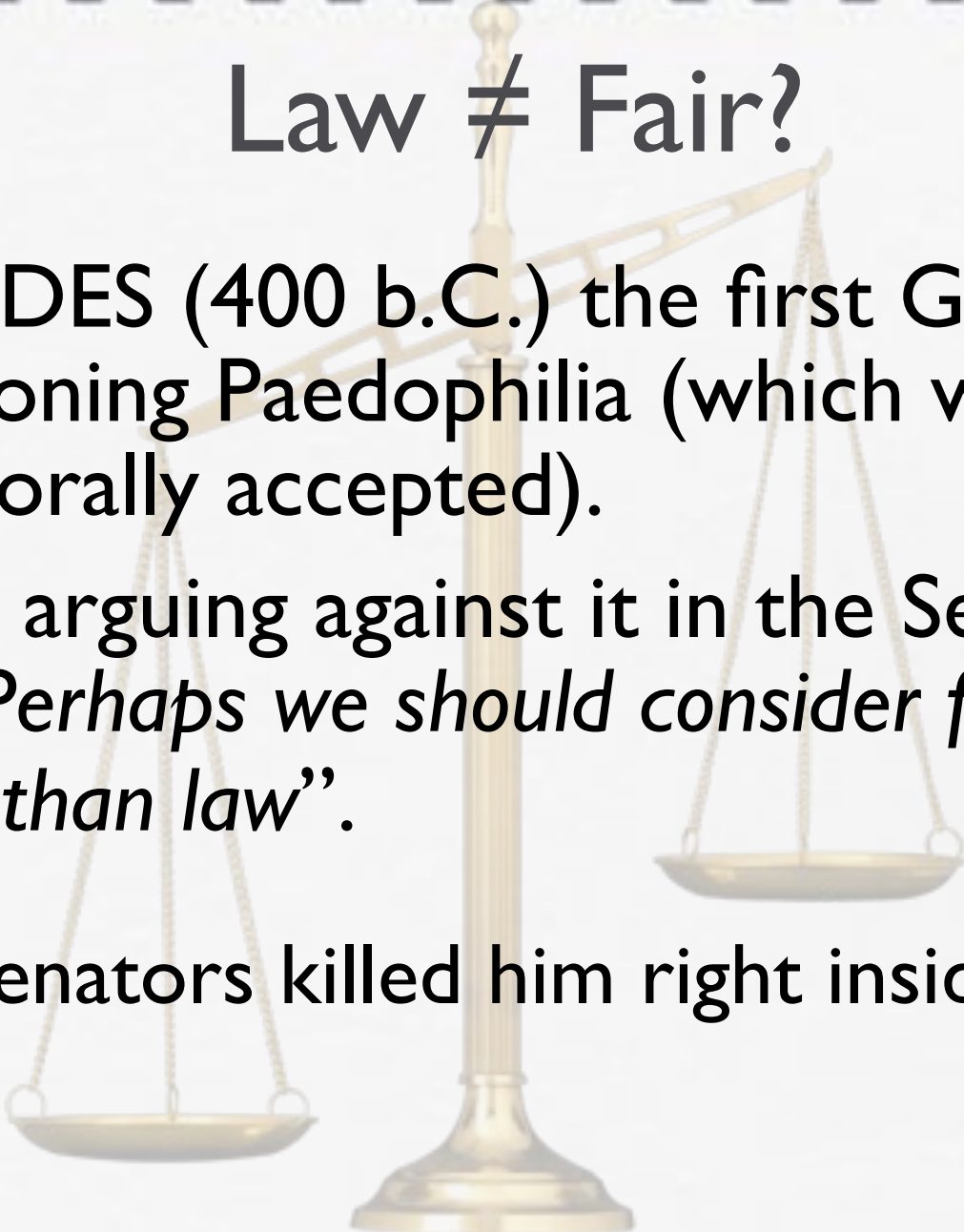
***Moses***

***Medieval church ...***

**XVII century printing press** creates the problem of the anonymous distribution of dissident opinions -> So printing presses are outlawed in France. In 1662 the Stationers' Company (monopoly on the use of printing presses) is created in the U.K. In 1710 the Anne's Statute is created (© = right protecting the editor, not the author), the first *copyright law*.

**The origins of © are to legalise censorship and info. monopoly**

# Law ≠ Fair?



PLENIDES (400 b.C.) the first Greek questioning Paedophilia (which was legal and morally accepted).

When arguing against it in the Senate, he said: *“Perhaps we should consider fairness rather than law”*.

The other senators killed him right inside the Senate



# What IS Intellectual Property?

(conceptually, not what the law says)

INTELLECTUAL	PROPERTY
From the <b>Intellect</b> (creativity & originality, personal...no need for “new”)	<b>Antagonism</b> (if I have your car, you don't)
<b>Communicated</b> ("fixed" or expressed in a way others can access)	<b>Excludable</b> (if you lock your car, I can't get in; delimits)

# Time for a change?

- ❑ 500 years ago the Pope was selling “salvation certificates” (at a time when Earth was believed to be flat).
- ❑ 1619-1865 **slaves (human beings)** were being **sold** in the USA (it even happens today in other parts of the world).
- ❑ 100 years ago doctors prescribed cocaine to treat mental illnesses.
- ❑ 10 years ago anyone could buy an automatic assault weapon in the USA (ooops, it’s legal again).
- ❑ **Today** it is a custom in many parts of the world to **sell women** (arranged marriages).
  
- ❑ Hopefully soon, we will look back and wonder how did we ever think it was right to sell culture and limit access to it by law.



# Paradigm Change

## DIGITALIZATION (atoms to bits)

- ❑ Exact copies = **no antagonism**
- ❑ Freedom of expression = **not excludable**
- ❑ Very low cost (both unit and initial) of reproduction & distribution ...
- ❑ End of *first sale* doctrine?

*“If you have an apple, and I have an apple, and we exchange apples, then we both still have one apple each. But if you have an idea and I have an idea, and we exchange ideas, then we both have two ideas.”*

**George Bernard Shaw.**  
**(1856-1950) Literature Nobel Price 1925.**



# 10 Fallacies in the protectionist discourse logic

- 1.- **MYTH:** *If we don't protect investment in creation, creating will disappear.*  
**REALITY:** For centuries (and even today in some countries) there was no law protection for authors, and that did not stop them (Gaudi, Cervantes ...).
- 2.- **MYTH:** *If we don't guarantee monetary gain, authors will cease creating.*  
**REALITY:** The real artist will not cease creating because "there is no money to be made" - although we all like cash ;-)- (Van Gogh, "garage bands" ...)
- 3.- **MYTH:** *"Piracy" affects the author.*  
**REALITY:** Unauthorised commerce of intellectual works hurts distributors (record labels, publishing houses, etc) and the state (less taxes to be collected). Not authors (see articles by: Ignacio Escolar, Courtney Love, etc).
- 4.- **MYTH:** *The only way to make money in the "content industry" is through the distribution of the physical "container" (selling CDs, DVDs, books, etc).*  
**REALITY:** There are many alternative / additional business models (concerts, broadcasting, sponsoring, merchandising, etc) which are greatly promoted by free distribution.
- 5.- **MYTH:** *Creating requires large investments that must be protected.*  
**REALITY:** Many cultural /artistic works were almost "home made" (1st Moby, 1st Elvis, Picasso, "Bowling for Columbine", "The Blair Witch Project" ...).

# 10 Fallacies in the protectionist discourse logic

- 6.- **MYTH:** *Collecting societies and tax for private copy are needed to defend the author's rights.*  
**REALITY:** For centuries (and even today in many countries) collecting societies did not exist, yet artists did not feel “unprotected” (Miguel Angel, Dalí, Mozart ...). And the tax is extremely unfair and based in a wrong concept (“all private copies mean lost revenue”).
- 7.- **MYTH:** *If commercialization ceases or is reduced, many people will lose their jobs.*  
**REALITY:** Fear for the future (as when the video was introduced) is absurd. Look at many current examples of free (and expanding content): web, royalty free photos, blogs, limitless private copy, etc.
- 8.- **MYTH:** *Law reflects people's wishes.*  
**REALITY:** Law is the result of special interest pressure groups; international treaties lobbied by the most powerful countries thinking about their short-term interest only; a media-manipulated public opinion; uninformed, pressured or good-willed (but wrong) politicians; lack of pressure and organisation by citizen groups, etc...
- 9.- **MYTH:** *IP laws and patents foment invention and R+D.*  
**REALITY:** There are many studies (see references) that prove that, what current laws do, is to SLOW DOWN invention and R+D, and allow artificial oligopolies to exist by establishing entry barriers to their protected industries and manipulating prices.
- 10.- **MYTH:** *To criticise IP laws, record labels, or collecting societies, is to attack culture / artists.*  
**REALITY:** The biggest criticism comes from artists and from experts in the field (the ones who should know best). And, criticism and debate are needed in an open and free society, and must be protected.

# What do you mean “charging for ideas”?



The green little martian said.

- “Do you charge when you say ‘good morning’ then?  
How about when you tell your doctor where it hurts?  
And when you debate with your neighbour the upcoming elections?  
Or when you bake cookies for your son’s Basketball game?”
- “Of course not” - you replied all surprised
- “But aren’t you ‘investing’ time, and expressing your ideas and using your imagination ... just like when you write a book or a song? And it even benefits someone else!”
- ... - for a moment you don’t know what to say, and all of the sudden you reply - “You just gave me a great idea martian!”



# Another point of view: **SELFNESS**

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first introduced by the Spanish philosopher Xavier Zubiri  
(regarding the Human Being and Soul):

- We say “my son”, yet it is not MY property (can’t sell him, exchange him, kill him ...). That’s because MY son is actually “his”. He only belongs to himself, but it is part of a community (family, society, etc).

Intellectual works, as expression of a creation, perhaps should be treated the same way: once created and expressed, should not “belong” to anyone, but be part of the community and benefit all of us.

**Licenses=Agreements=Contracts**

Ask/Grant permission=Beg=

**NOT FREE**

CENSORSHIP



**SELFNESS**

) S (

*"We all agree that property is a good idea,  
but it's very strange to suggest that ideas should be property"*

*"Nature obviously wants ideas to be free!"*

*"It doesn't matter how many people share it, an idea does not "wear out" "*

*"Inventions can not be property either"*

*"Other countries don't have these laws (Patents) yet their inventions are  
as good as ours".*

Letter from Thomas Jefferson (3rd US President) to Issac McPherson, August 13, 1813



# CURRENT SITUATION



# I assume you already know

## © SUCKS

In case you don't, go read Lawrence Lessig's *Free Culture*, Courtney Love's *Courtney Love Does the Math*, and inform yourself about DRM; Mickey Mouse legislation and Disney's plagiarism of *Tezuka's Emperor of the Jungle*; P2P; Music and Movie production and distribution concentration, and media concentration; Harvard Business School associate professor Felix Oberholzer and University of North Carolina, Chapel Hill associate professor Koleman Strumpf's study *The Effect of File Sharing on Record Sales*; USA forcing their laws and views onto WIPO, WTO and FTA's while avoiding debate at home; *Nosferatu*; *Extraordinary Machine*; *The Grey Album*; Mike Batt; RIAA; *Happy Birthday*; ASCAP and Summer Camps; Finland's Taxis and kindergardens...

There are hours of audio and video, and dozens of PDFs (some in English) about this on my website: <http://www.cortell.net/conferencias-antiores/>

BUT don't trust me. Search, browse, read, and inform yourself. From ALL (not only "both") sides of the issue. And then make up your mind. And then DO SOMETHING.

Jorge Cortell, ex-lecturer at Polytechnic University of Valencia (Spain) - 2006 <http://jorge.cortell.net>

# VIABLE AND SUSTAINABLE ALTERNATIVES





# Wrong “solutions”

- ❑ Royalties such as for Private Copy (blank VHS, CDs, DVDs, etc ... and soon Hard Disks, Libraries, etc): taxing everyone for the wrong purpose and not accounting for the distribution of the money collected. And Collecting Societies: monopolistic (that's why the UK © Tribunal was created). Also sentenced by the European Commission (anti-competition).
- ❑ Legal prosecution for the mere **possession** of technologies (P2P, DeCSS, etc): **technology is NEVER the problem. Only its use may be.**
- ❑ More strict laws: would eventually lead to less freedom, more control, monopolies ... going back in time!

*“Copyright should not be allowed to last a day longer  
than what is needed to compensate authors enough  
to keep them in business”*

*Thomas Babington Macaulay, 1841*

*During the debate in the Commons Chamber to extend © from 28 to 60 years.*

# The author: compensation/incentive

There are 3 basic and valid models to compensate authors:



**Voluntary** (author gains recognition, popularity, satisfaction, personal development, etc, but NOT money).



Work “**for hire**” or made-to-order. The client “pays and buys” the work.



**Speculation** in the free and wild open market, paying by “copy” or unit.

And a model existing only in the IP world:



Licensing / Royalties ... does it make sense?



# Free Code = Revolution

Proving that strict control is not needed in order to safeguard creation, let's see examples of Free / Open Code (concept created in 1984 by Richard Stallman, MIT, now at the Free Software Foundation) -see also the movie "Revolution OS"-:

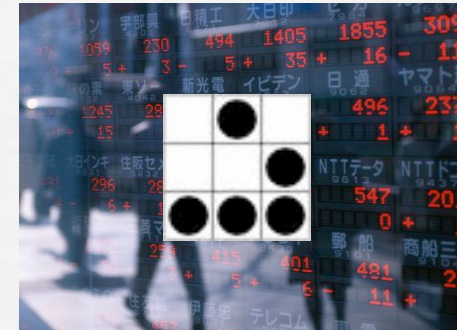
- ❑ **Software:** A whole OS, like GNU/LINUX, and other world leading software like: php, SendMail, Apache, OpenSSH; and others like GIMP, Mozilla, Open Office, Compiere ERP+CRM, FreeCraft, Cg Language (Nvidia), Helix (Real), etc... 1.000.000 programmers!
- ❑ **Books** (Free Distribution: *Free For All, Free Culture, or Down and Out in the Magic Kingdom*).
- ❑ **Content** (PLOS; Open Code: Wikipedia and Nupedia; Free Distribution: The WEB/blogs, OpenCourseWare from MIT, or the BBC archive; Royalty-free images).
- ❑ **Music** (Open Code: openmusicregistry.org; Free Distribution: pitchforkmedia.com, magnatune.com, epitonic.com, garageband.com, luma.com, fatwreck.com, subpop.com, spawnerrecords.com, fivetrees.com, polyvinylrecords.com ...).
- ❑ **Industrial Products** (like OpenCola or hacking-couture.com).
- ❑ **Research** (like project "Alliance for Cellular Signaling" from Nobel Laureates Alfred Gillman + 500 other researchers -sponsored by Merck, Aventis, Novartis, J&J & Elli Lilly-, PubMedCentral and the NHI's GenBank, the on-line public domain model for cellular reproduction by Roger Brent & Larry Lok, or Ensembl -"human genome project"-).

# Alternatives to © and Pat. (most efficient “protection”)

- ❑ **FIRST TO MARKET**
- ❑ **BRAND RECOGNITION**
- ❑ **KNOW-HOW**
- ❑ **INNOVATION**
- ❑ **SERVICE AND “WORK FOR HIRE”**
- ❑ **MARKET THE AUTHOR (NOT THE WORK)**

# HACKING\_BUSINESS

- Research
- Discover vulnerabilities
- Develop exploits
- MAKE MONEY
- PROVE YOUR POINT
- GIVE THE MONEY BACK TO THE COMMUNITY  
(or most, at least)





# MY Business (putting my money where my mouth is)



k a n t e r o n  
s y s t e m s

FREE SOFTWARE

**Music**  **Quarium**

FREE MUSIC (for the “consumer”)

NEXT Free patent-free science research (“applied”)



Free publications (more to come)

# How do I imagine the future?

- ALL CULTURE is freely available to all of us.
- The market for artists and authors has expanded greatly (works for hire, personalization, public performances, merchandising, sponsorships ...). Welcome to the **Economy of Attention**.
- People are not spoon-fed industrial-mass-media-marketing-oriented music, movies, or books anymore. People get used to creating themselves and sharing (**Meritocracy**).
- **Artificial scarcity** of talent disappears (**Logic of Abundance**). People get used to searching, finding, choosing, and enjoying. More diversity means more richness. “Consumers” become “Producers” and “Distributors”. And we all participate directly (**Netocracy**: contextopedia vs wikipedia).
- The benefits can be felt from the classroom to the lab, including the living-room.
- Jack Valenti has to find another job (oops, he already did), and Britney Spears has to settle for flying First Class instead of a Private Jet. Oh, well, I am sure she will be a good sport about it and feel good about a more free and culturally rich society... and too bad if she doesn't.

# What CAN be done?: ACTIVISM (liberate culture)

- 1 - Gather objective information
- 2 - Share that information
- 3 - Debate
- 4 - ACT!

- CREATE your own music, films, books, etc, and distribute them ... for free? (you would not be the first one to make money like that). That's what I do.
- Distribute info on webs, blogs, lists, forums, SMSs, and even email signatures.
- Create associations / lobbying groups / political parties that defend your rights.
- Collect signatures.
- CD/Book Crossing.
- Boycott those who try to impose DRM or more strict laws.
- Write emails / faxes / letters to politicians and artists and let them know your views.
- Express your views publicly (posters, T-Shirts, etc). Contact the media.
- Propose new ideas.

5 - If the law is unfair, does not represent the People's will, does not look after the Public/Common Good, and serves/perpetuates oligopolies... **challenge, protest, debate, propose alternatives, boycott, demonstrate, resist, disobey, fight, overthrow!**



# *F\*cked by royalties...*

- Computer shops
- Blank media manufacturers
- Final users of blank media
- Independent radio stations
- Owners of ANY public place with ANY kind of broadcasted music, that is, pubs, discos, bars, hotels, offices



# *Who benefits?*

- *???* CREATORS ???
- Just a bunch of them...



# *Spanish Copy ¿right? Activists*

- Pressure Groups: CompartirEsBueno, PutaSGAE, Rompamos El Silencio, Sin Canon, Todos Contra El Canon, APEMIT...
- Hacklabs : Cielito Lindo (Madrid), Metabolik (Bilbao), Kaslab (Madrid), Malahack (Malaga), Kernel Panic (Barcelona)...





# *Partido Pirata*

## *Pirate Party*



- Intellectual Property Law Modification
  - Internet Services Law Modification
  - Blank Media Royalties Cancellation
  - No Software Patents
  - Open Formats for Government
  - Privacy Rights
  - Easy Internet Access For Everyone
  - Net Neutrality
- 
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# *CompartirEsBueno.net*

## *SharingIsGood*

- 'Intellectual Property' is a contradiction
- Creativity is supported sharing
- Sharing culture is a right
- Sharing is legit and legal
- But sharing begins to be prosecuted...



# *CompartirEsBueno.net*



Computer shops accepted to be sued !!!

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# *APEMIT*

- Little and medium sized computer and new technologies enterprises association
  - Defending the small computer related enterprises
  - Promoting new technologies and computers
  - Continuous learning and experience sharing
  - Defending new tech and computers users and consumers
  - Non profit association
- 
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# *Todos Contra El Canon*

## *Everybody Against Royalties*

- No royalties on blank media, just in original recorded media
  - Royalties proportional to the pricing
  - Royalties detailed to the consumer
  - No double, triple or more pays on multiple devices
  - Exempt nonprofit orgs, and companies and professionals using no copyrighted works
  - Collecting done by government
- 
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# *Rompamos el silencio*

## *Let's break the silence*

- Education and anticlericalism
  - Free culture
  - Social control and antimilitarism
  - Gender, feminism and anti-patriarchate
  - Globalization
  - City planning and life
  - Migrations
  - Squatting
  - Anti-fascism
  - Minors, repression and social exclusion
- 
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# *Rompamos El Silencio*





# *Rompamos El Silencio*



# *Rompamos El Silencio*



# *Rompamos El Silencio*





# *Rompamos El Silencio*





*"I may not share your ideas,  
but I will defend with my life  
your right to express them"*

**Voltaire**

# LICENSE :-)

Being coherent with my own beliefs, this work is made available under PUBLIC DOMAIN (wish SELFNESS was already commonplace).

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Go to

*STW. Information wants to be free.*

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