# Transcript – [Creative Commons Video](https://creativecommons.org/about/videos/creative-commons-kiwi/)

Our world’s exploded with digital opportunities. Now, we can communicate, share, and work together using the exceptional distribution network that is the Internet. Information and content can fly between us in exciting new ways. But it’s important to know that when something is created, say a photo, a document, or a music track, it’s automatically protected by copyright. Copyright enables people to say who can share and reuse their creations. You must always obtain someone’s permission before sharing or reusing their work even when it’s posted online.

But what if a creator wants everyone to use their work without the hassle of granting permission over and over? This is where creative commons can help. Creative commons provides licensing tools that are free to use. You can apply a license to your work which refines your copyright and streamlines how you give permission.

Zach here downloads a photo called C C Kiwi that he wants to use in his science project. He can do this without asking Kiri, the photographer, first. Because she’s already given permission with a creative commons license. Kiri’s license is legally robust but easy for Zach to understand. She has told the world, including Zach, that they can use CC Kiwi as long as they acknowledge er as the original photographer.

There are more rules that Kiri could have included. Creative Commons licenses are made up of license elements. You can think of them as rules and each have their own special symbol. A symbol of a person with a circle around it and BY written below it means attribution. It means that Zach must acknowledge Kiri when he publishes his science project containing her photo. The dollar sign with a circle and a line through it with NC written below stands for non-commercial. It means no one else can but Kiri is permitted to make money from CC Kiwi. Tim wants to print the photo onto T-shirts and distribute them to friends. He can do this but he must not sell them. A circle around an equal sign and ND written below means no derivatives. And it means that Kiri hasn’t given permission to change her photo. Kate can use CC Kiwi on her design blog but will need to ask permission Kiri before retouching or mixing up the image. A circle around an arrow shaped like a backward C with SA written below means share alike. It means new creations that use CC Kiwi need to carry the same license. Jack incorporates his own remix of CC Kiwi in his video installation, but he must share the work under the same terms that Kiri has. Each creative commons license gives permission to share and includes the attribution rule. So people who find your creative commons licensed work are automatically allowed to share it but are required to acknowledge you, if they do.

The other three license elements are optional and you can choose which ones to add, if any.

Here are the six combinations that make up creative commons licenses. The difference between them is how many rules apply when someone wishes to use your work. [Drawing of a continuum arrow – box with the word freedom in the middle and arrows on each end pointing left and right. On the left end of the continuum is the least amount of freedom and as you go right, you obtain the most freedom.] The attribution license allows reusers the most freedom and the attribution non-commercial, no derivatives license allows the least freedom. The attribution license and the attribution share alike licenses are sometimes referred to as free cultural works approved licenses.

[Picture of three boxes: Box 1 with attribution, non-commercial, and no derivative licenses; Box 2 with attribution, non-commercial, and share alike licenses; and Box 3 with attribution and non-commercial licenses]. These three licenses restrict commercial use of a work.

[Pointing to two boxes: Box 1 with attribution, non-commercial, and no derivatives licenses; Box 2 with attribution and no derivatives licenses] And these two licenses do not give permission for adapting or remixing.

[Pointing to two boxes: Box 1 with attribution, non-commercial, and share alike licenses; Box 2 with attribution and share alike licenses] These two licenses require new works to be licensed under the same terms.

To choose and apply one of these licenses and to view their terms in more detail, visit us at creativecommons.org.nz or you can answer some questions to help you decide which license best suits your needs at creativecommons.org/choose. There are some good ways to find other people’s Creative Commons licensed work online. [Hand writing out: search.creativecommons.org]

You can use a search filter by going to the Creative Commons website. Or why not try the Jamendo website for music [Hand writing Jamendo open your ears], flickr for images [Hand writing flickr], or DigitalNZ A-Tihi O Aoteroa] , or DigitalNZ for New Zealand content.

Using Creative Commons licenses could help your creations reach more people. Maybe you want to connect with others across the globe and take turns at improving a report. Or maybe you just want to have fun remixing someone else’s work. Whatever reason you have to share your work you’ll find there are scientists, educators, companies, and public agencies who are using Creative Commons. By opening up permission just imagine how much we can achieve. Collaborating on what we hold in common, being open about big decisions, and finding solutions in the spaces between us. Let’s work together, confidently and legally.

To find out more about Creative Commons in New Zealand, visit us at creativecommons.org.nz. A project of the Royal Society of New Zealand.

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