

# OurMedia and the New Networks of Participatory Communications

# Problems with Citizenship

- who is or isn't a citizen?
  - citizenship is based on membership of a nation-state and carries with it certain rights
- What if you are not a citizen?
- new networks of production stretch beyond national boundaries to create new communities
- how useful is the ideas of citizen within this globalised context?

# What is our media and what is their media?

- who are we/they?
- what is, or should be the differences?

Access is no longer the issue  
– content and control is

# Free Beer

- Web 2.0
  - has existed and been possible for years
    - indymedia/active 1998/99, wikis 1995
- marketing campaign for web businesses
- exploded because a business model was developed for user generated content
  - advertising next to free content

## Problems

- licensing - terrible terms and conditions
- content hoarding
  - not remixable, only streams at low resolution
- closed software platforms
- no bittorrent or p2p downloads
  - still broadcast model in many ways
- limited or no revenue sharing
  - who is making media and who is making millions?

## Communities for Sale

- how safe is your content/space when it can just be sold?
- security – IP logging, take down notices etc.
  - Murdoch owns Myspace/Google in China
- the new corporate media?

## Resistance?

- how to deal with our limited capacity to talk back, remix, control our content or the control the platform?
- content strike?
- shift/create to new spaces?



- bring together free software developers and video activists to explore ways of collaborating
- 40 people from 25 different projects from Korea, Australia, Argentina, the US, Malaysia and a range of European countries
- 4 days in Rome, June 06
- Re:Transmission, London, October 06



## Free Media Principles

- transparent and democratic editorial processes
- use of free software to run the website with the code available for others to make improvements to
- use of free software codecs
- revenue sharing if the initiative is a for-profit entity
- ability to add open content licenses
- ability to download, redistribute, screen and remix works
- ability to share via open source protocols such as p2p networks
- a guarantee not to sell you and the community to the highest bidder

## Transmission projects

- a wiki based common documentation repository
- closer collaboration on CMSs
- a global database of video screening organisations
- collaborative subtitles and translation tools
- facilitate the uptake of free software codecs
- creating a common meta-data standard to allow greater sharing of content

## Political Aims and Objectives

- Participatory media + participatory democracy
- moving from broadcast/representative politics to many2many politics
- change in power/social relations



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