### The future of creativity

why openness matters

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Principle 6: "The effectiveness of the Internet as a public resource depends upon interoperability (protocols, data formats, content), innovation and decentralized participation worldwide."





The internet doesn't seem open anymore.





European Commissionner for the Digital Single Market Andrus Ansip (L) and Commissioner for Digital Economy and Society Guenther Oettinger I Emmanuel Dunand/AFP via Getty Images

#### The Commission's grand digital disappointment

The vision for a digital single market is now cracked and smudged.

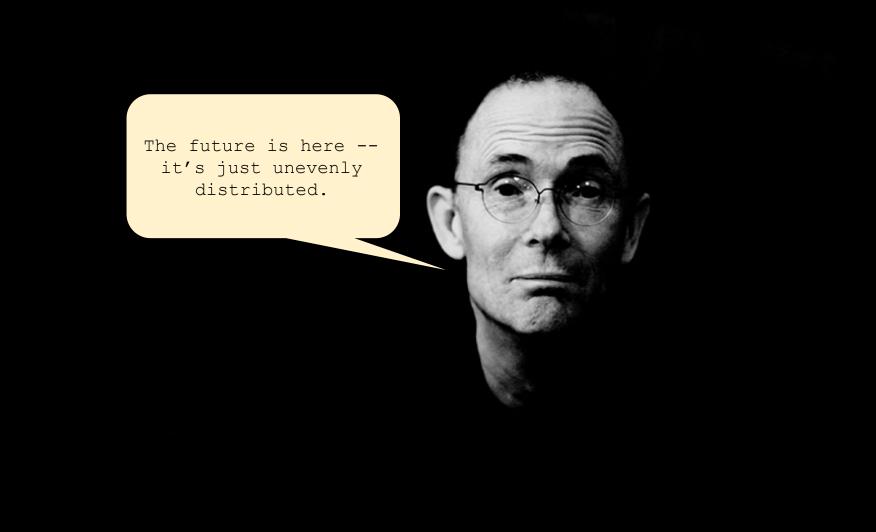
By CHRIS SPILLANE | 9/16/16, 6:00 AM CET | Updated 9/17/16, 3:37 PM CET

STRASBOURG — The European Commission's grand plans this week were supposed to prepare the Continent for a glorious era where cars drive themselves, robots do the heavy lifting and humans relax by watching their favorite entertainment anytime, anywhere.

## How will this affect the online ecosystem?



Fewer open platforms
Less competition
More barriers for creators



# What should the future of creativity look like?

Foster a thriving and diverse ecosystem.



Laws shouldn't entrench major industry players.



Preserve oppenness = preserve opportunity



Actually reform copyright. Harmonisation & exceptions are key!



We can't take openness for granted anymore. We have to build it back in.



#### Thank you!

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