

ASIA AND THE COMMONS

Licence: Various Creative Commons licences

Media: Video

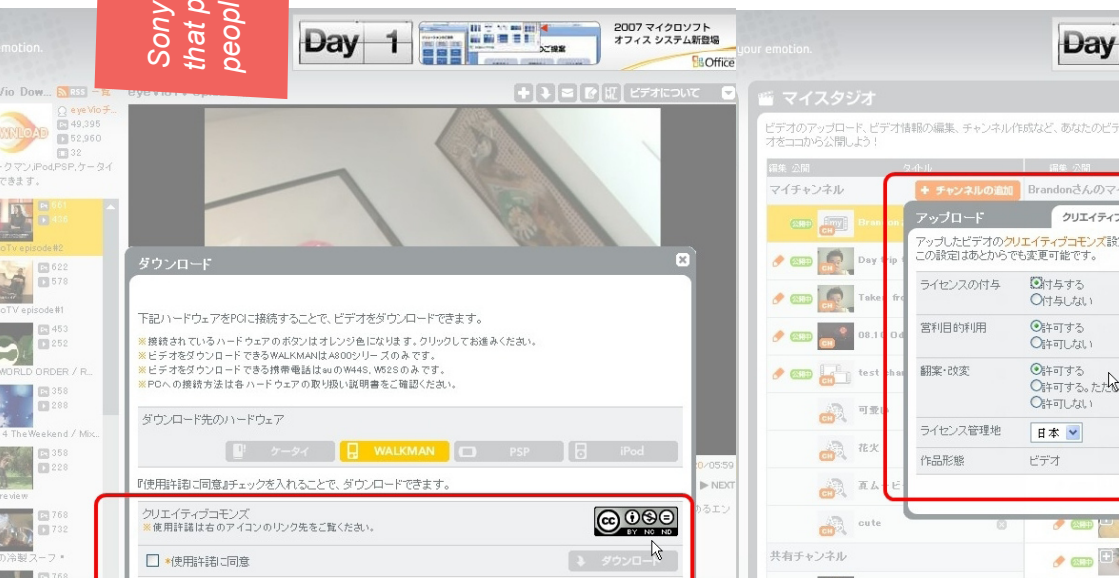
Location: Japan

SONY
EYEVIO
Sony's eyeVio is an Internet and mobile service in Japan that provides a high quality video-sharing platform for people to share videos with family and friends.

<http://eyevio.jp>

OVERVIEW

Sony eyeVio is an Internet and mobile service in Japan that offers high quality videos for friends and families to upload and share. Described by Sony CEO Sir Howard Stringer as a primary element in the company's 'quiet software revolution' (www.dtg.org.uk/news/news.php?id=2402), eyeVio strategically complements existing Sony Group assets and businesses. Launched on 29 April 2007 as a Japanese-language video-sharing platform, the eyeVio site makes use of DHTML, AJAX, and a selection of web 2.0 techniques, with content divided into recommended videos and channels. A key feature of eyeVio is the ability to connect directly with Sony hardware devices, such as mobile phones, the PSP and Sony video Walkmen. Highlighting interoperability, users are able to upload files in a wide variety of formats, and are able to specify who can view their content, and how long a video will remain available on the service.



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Unlike most video-sharing sites such as YouTube, which relies on a policy of 'wait-and-see,' eyeVio's staff monitor and review every upload to the site and delete any material they consider to be in breach of copyright laws. This is a significant selling point for businesses in assuring the legitimacy of the content, thereby minimising their exposure to risk.

LICENCE USAGE

eyeVio's approach to let users directly apply the six Creative Commons licences to their videos makes transferring videos between multiple devices a worry-free experience. Currently almost 100% of downloadable videos on eyeVio use Creative Commons licences: the site now requires a video creator to apply Creative Commons licences before allowing download functionalities.

MOTIVATIONS

Integrating Creative Commons into eyeVio has helped solve the copyright management issue faced by many user-generated content services. Creative Commons provides eyeVio with a tool to give media consumers the freedom to take content across devices while maintaining the rights for media producers to keep control of their creations.

