



# ROSECODE

## Introducing the Open Franchise for Creators

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**Linuxfest Northwest**

**Bellingham, WA**

**April 29, 2018**



The background image is a detailed, high-angle view of a futuristic city at night. The city is filled with illuminated skyscrapers and streets. In the center, a large, colorful, abstract structure resembling a giant, multi-colored flame or a massive, glowing 'E' shape rises from the city. This structure is composed of various colors including red, orange, yellow, green, and blue. To the left, a bright green and yellow light source, possibly a rocket or a large fire, emits a thick plume of white smoke. Several bright, colorful lines (red, green, blue) streak across the sky, suggesting high-speed travel or data transmission. The overall atmosphere is one of intense, futuristic energy.

# What is ROSECODE?



“An interactive cyberpunk thriller...”



**IT'S THE ECONOMY**

**STUPID**



# More Story? Or more Economics?

**Vote!**

<https://twitter.com/rosecode8410>



**ROSECODE** @rosecode8410 · 4h

So for this talk I'm giving Sunday... [linuxfestnorthwest.org/conferences/lf...](https://linuxfestnorthwest.org/conferences/lf...) do you want to hear more about:

- ☐ ROSECODE (the story) or
- ☒ OFC (the economic model)

[Vote](#) 4 votes • 3 days left





# What is ROSECODE?



The year is 2267. The setting is Neo Seattle, a dazzling, futuristic city built a few miles inland from the site of the tragic Seattle earthquake and (mostly) extinct volcano. Genetic engineering, hormone therapy, and neural implants are used to engineer social control.

The most common neural implant is known as The Chip. It is an artificial symbiote embedded into the brainstem of children before Age Six. Once pairing has occurred, The Chip typically cannot be safely removed or swapped out.

# What is ROSECODE?



The Chip may give its host special abilities, such as the ability to interface directly with electronic equipment and data systems, or it may function as a glorified cell phone—providing navigation and schedule assistance, and managing interpersonal communications. Everyone believes the Chip to some degree allows the authorities to read human thoughts.

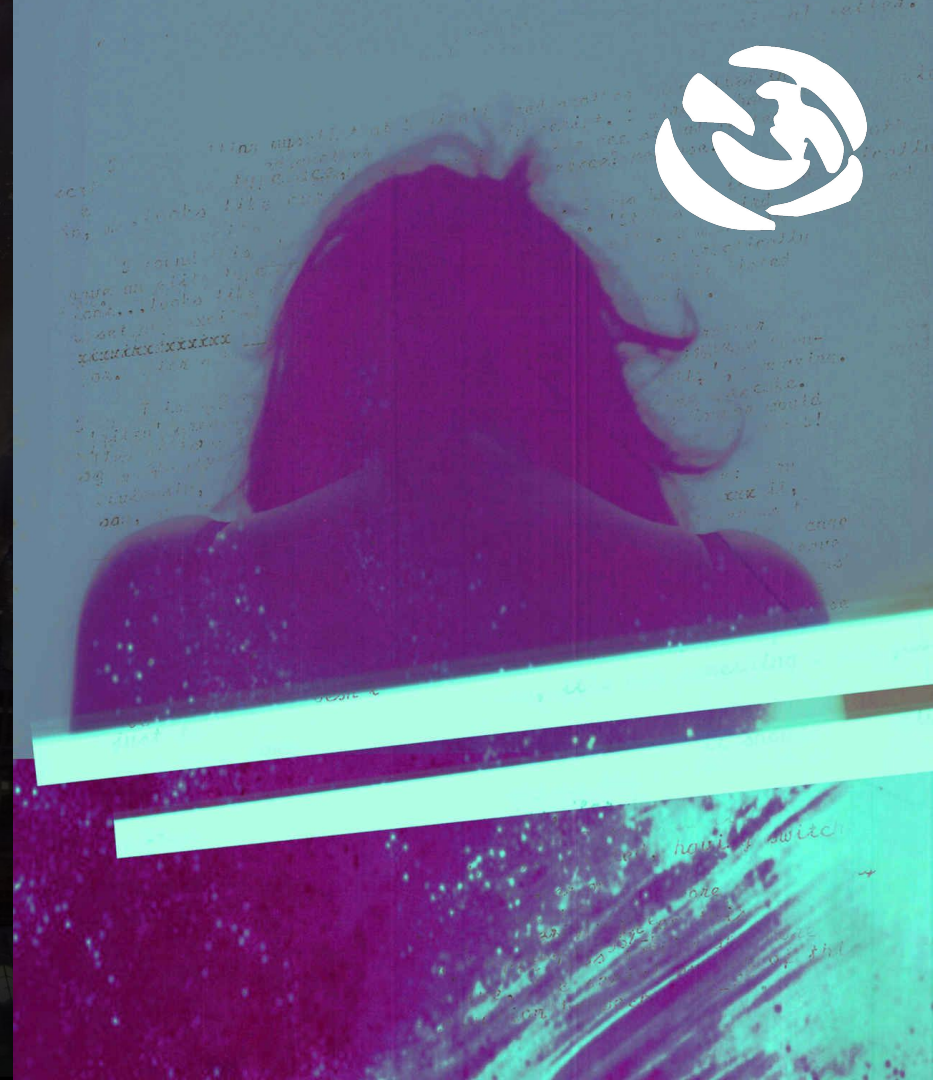
As a result, revolution seems impossible, even though many feel they are suffocating in this safe and comfortable world...



# What is ROSECODE?

The year is 2185. The setting is  
Newport, New Jersey.

Tim decides to stay up late on a  
work night. He is playing a game...



# What is ROSECODE?



The year is 2022.

Old friends meet for drinks. The conversation turns to a film project, canceled under mysterious circumstances...







Gallery



Illustration credit: Null NZA, [thegraphicmedia.com](http://thegraphicmedia.com)







Illustration credit: Null NZA, [thegraphicmedia.com](http://thegraphicmedia.com)



















# What is this CODE of which you speak?

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c-1.3,2.2-1.9,5.8-3.7,6.5c-15.7,6.2-31.3,12.5-47.4,17.4c-19.2,5.9-38.8,10.5-58.3,15.5C337.8,393.8,331.5,394.7,328,395.4z"/>
```

# What is ROSECODE?



- Dystopian future.
- But it has funny bits!
- One universe, multiple storylines.
- Inspired by *Black Mirror*'s anthology approach.
- Mildly NSFW. Some graphic language and written descriptions of scenes including violence and nudity.
- Art by Null NZA and Red Sticks.
- <https://github.com/BlackCatProductions/rosecode>



# What else?



ROSECODE is an Open Franchise for Creators (OFC).







# Introducing the OFC

## Open Franchise for Creators

“A legal and economic framework enabling creators from different disciplines to work together on shared projects in the commons.”

**ROSECODE** is one example of an OFC.

But probably not the first...



# Other Examples of the Open Franchise Model



- SCP <http://www.scp-wiki.net/>
- CreepyPasta [sort of]
- ...
- Sherlock Holmes
- Wizard of Oz
- Dracula
- Shakespeare
- Fairy Tales (Grimm and Hans Christian Andersen)
- The Bible
- World Mythologies



*Notice anything missing?*



# What About Fandom?

**A common mythos.**

**A shared fictional universe.**

Star Wars, Star Trek, DC, Marvel®, Dr. Who,  
Blade Runner, Battlestar Galactica...



While all of these qualify as franchises, with large and vibrant fan communities, none qualify as open. **A giant corporation can sue you for your choice of Halloween costume.** You can attend conventions or write fan fiction, but in the end your work belongs to someone else.

If you remix or reinterpret copyrighted material, you risk legal consequences.



We don't think of this as censorship, but it is.



Also, Chucky in the *Ready Player One* movie.



What was ***that*** about?



# Keep 'Em Separated?

- Huge shortage of UX and design talent in the FOSS world
- Yet few constructive opportunities to engage
- Groups like <http://opensource.design.net/> do good work, but face structural challenges
- Designers tend to be brought in late in the development process, for cosmetic rather than functional tasks (logos, color schemes)
- **What if creatives and programmers had places where they could form organic collaborations early in a project's life cycle?**





# A Better Model



“By giving away much of their work through free software and share-alike licenses, the software industry **created a store of capital that fostered further innovation.**”

- The Linux Foundation estimates the value of the Linux Fedora Distribution, conservatively, at \$10.8 billion.
- Total market value of cryptocurrency over \$400 billion (4/24/2018)
- More than 75 million websites hosted on open source platforms.
- It's impossible to imagine today's tech economy without FOSS.



# Doesn't Creative Commons Solve This Problem?



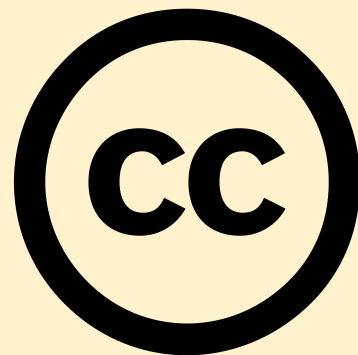
**CC is great. But existing licenses are designed for individuals, not groups.**

The most popular forms of media today (games, video, comics) almost always require collaboration between multiple creative and technical disciplines.

Book authors almost always lose creative control of their stories when the rights are sold for film and television.

Disjoint between FOSS license structure for software and content makes commercial and large-scale collaborations harder.

*Why not a repo for artists?*





# Our Workaround: **A Tiered License Structure**

Project Milestones:

- **Complete the ROSECODE story in novel form**, available as a Creative Commons licensed e-book.
- **Release the ROSECODE story in game form**, under a Creative Commons license permitting future non-commercial derivative works.
- **Release the ROSECODE story in movie form under a Creative Commons license perpetually permitting commercial and non-commercial derivative works in any medium.** This means that after the work is licensed, a major studio could produce a movie based on ROSECODE without asking permission. So could you.

Current website content is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.



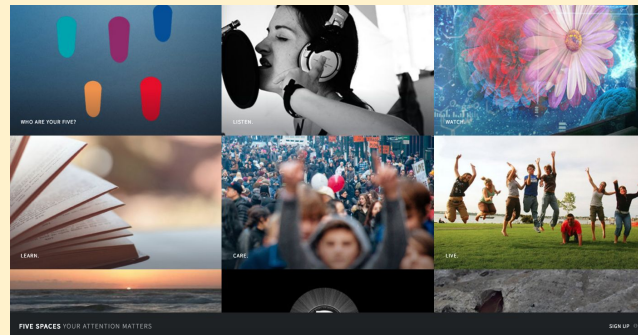


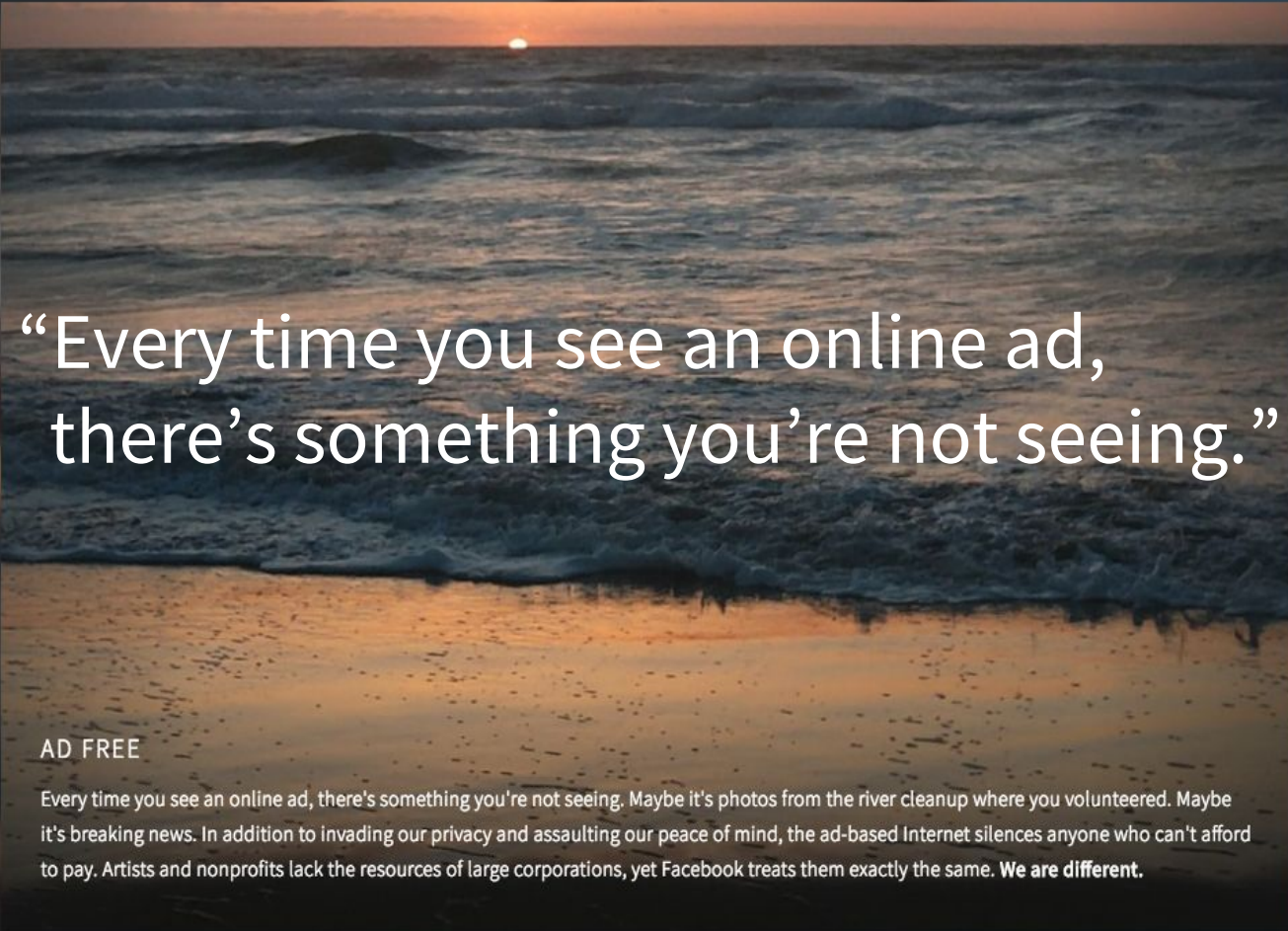
# How to Support Libre Culture

*“Information wants to be free, but artists still want to get paid.”*

- **Crowdfunding, Patreon**
- **ICO and Token Sales.** *Paging the SEC...*
- **Client-side mining [XMR/Monero]**
  - ASIC-resistant mining algorithms can run on a regular PC.
  - Revenues comparable to online advertising.
  - ‘Bot resistant.

## ***A New Hope?***





“Every time you see an online ad,  
there’s something you’re not seeing.”

#### AD FREE

Every time you see an online ad, there's something you're not seeing. Maybe it's photos from the river cleanup where you volunteered. Maybe it's breaking news. In addition to invading our privacy and assaulting our peace of mind, the ad-based Internet silences anyone who can't afford to pay. Artists and nonprofits lack the resources of large corporations, yet Facebook treats them exactly the same. **We are different.**





Help us create a shared universe.

<https://github.com/BlackCatProductions/rosecode>

# Q&A



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