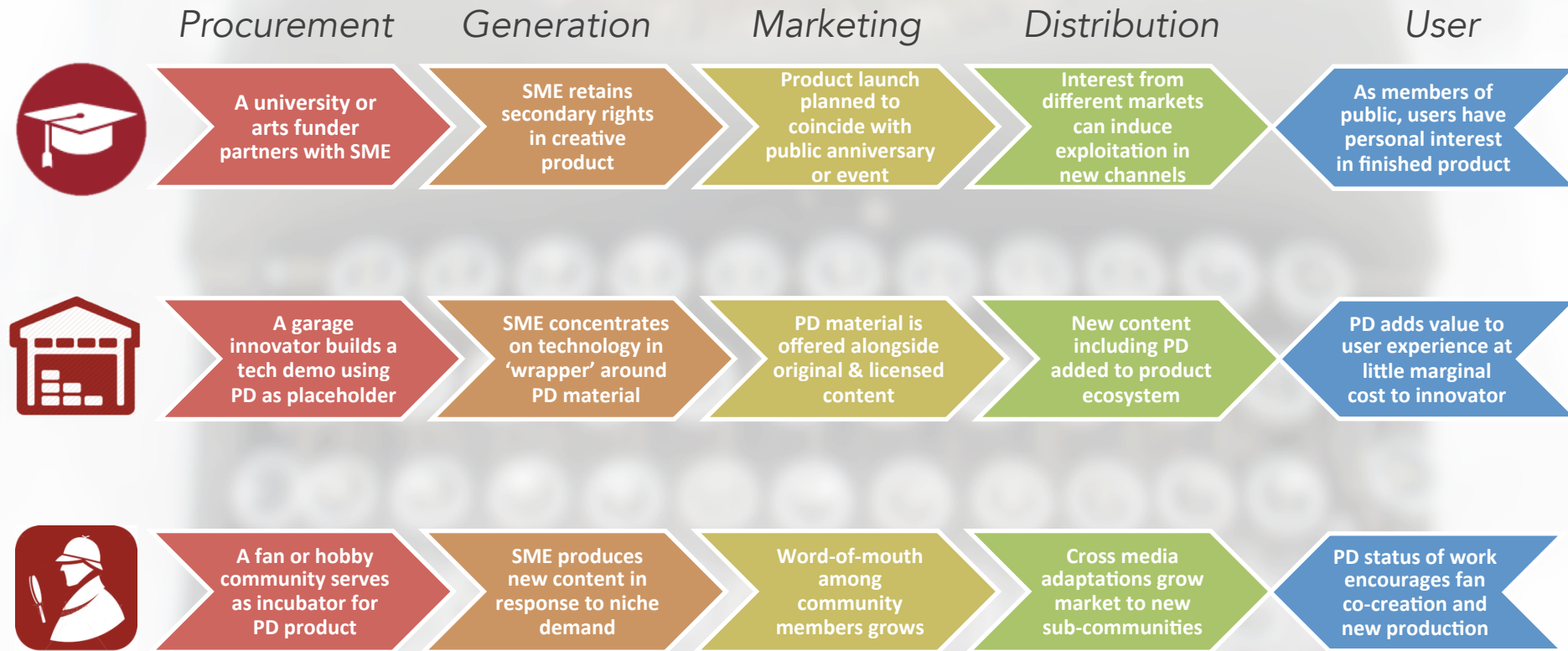


# The Public Domain Value Chain: 3 Models of Exploitation



Valuing the Public Domain (ESRC ES/K008137/1) is a knowledge exchange partnership with CREATE, University of Glasgow and the Intellectual Property Office. Project objectives: 1) map the size of the public domain and frequency of its use; 2) analyse the role of public domain works in value creation for UK firms; 3) help UK media companies to develop business models that benefit from the public domain. This poster presents findings gathered from interviews with 21 UK media SMEs that have used public domain materials. **Primary investigators: Kris Erickson & Martin Kretschmer.**