



Adding value with open content

Maarten Kuiper
www.maartenkuiper.nl

completely open

completely closed

everyone has access

accessibility

limited access

available in computer readable format

machine readability

available in formats not easily retrieved and processed by computers

unlimited rights to re-use and redistribute data

reusability

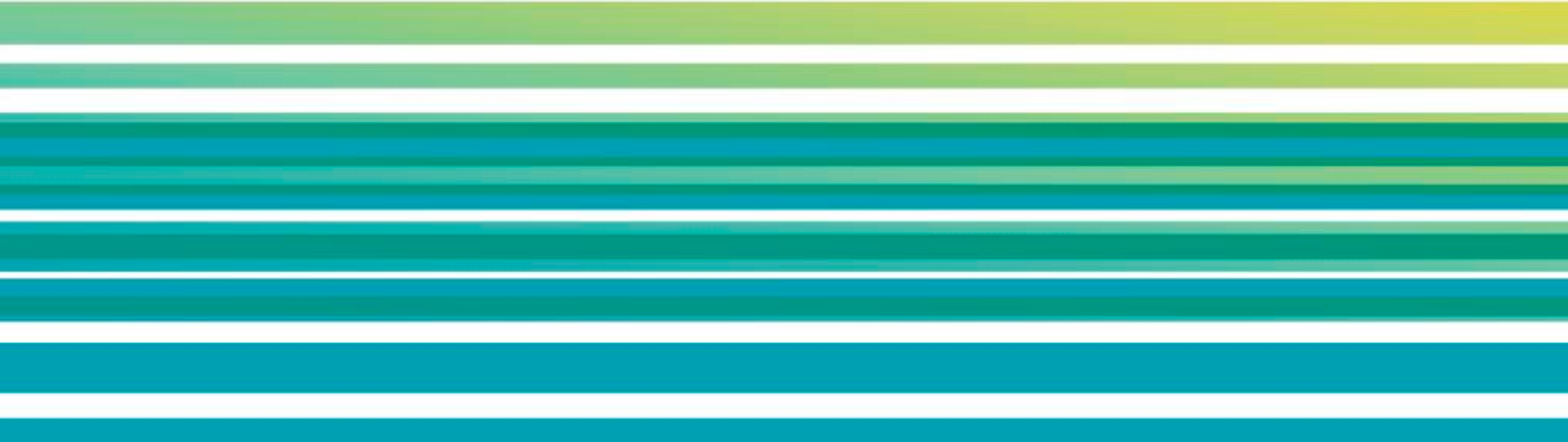
re-use, republishing, or distribution of data is forbidden

no cost to obtain

costs

offered only at a significant fee

content can be free and still have value



```

#0220  IFE      LENGTH+1;CPHINTX /MEDIUM/ >
#0240  IFE      LENGTH+2;CPHINTX /BIG/ >
#0260  IFE      STRING+CPHINTX /NO $$/ >
#0280  IFE      STRING+CPHINTX /$$ $$/ >
#0300  IFN
#0320  >
#0340  SU0TTL  VERSION 1.1 -- MORE FEATURES TO COME
#0360  CURRMENT *
#0380
#0400  -----
#0420  COPYRIGHT 1975 BY BILL GATES AND PAUL ALLEN
#0440  -----
#0460
#0480  WRITTEN ORIGINALLY ON THE PDP-10 AT HARVARD FROM
#0500  FEBRUARY 9 TO APRIL 27
#0520
#0540  PAUL ALLEN WROTE THE NON-RUNTIME STUFF.
#0560  BILL GATES WROTE THE RUNTIME STUFF.
#0580  MONTE DAVIDOFF WROTE THE MATH PACKAGE.
#0600
#0620  THINGS TO DO:
#0640  SYNTAX PROBLEMS (OR)
#0641  NICE ERRORS
#0642  ALLOW *H AND *C IN LIST COMMAND
#0643  TAPE I/O
#0644  BUFFER I/O
#0650  USR ??
#0652  ELSE
#0660  USEB DEFINED FUNCTIONS(MULTI+ARG, MULTI+LINE, STRINGS)
#0680  MAKE STACK HOJNARY STUEF EXACT
#0700  (FOOT 24 EIN 14)

```

February 3, 1976

An Open Letter to Hobbyists

To me, the most critical thing in the hobby market right now is the lack of good software courses, books and software itself. Without good software and an owner who understands programming, a hobby computer is wasted. Will quality software be written for the hobby market?

Almost a year ago, Paul Allen and myself, expecting the hobby market to expand, hired Monte Davidoff and developed Altair BASIC. Though the initial work took only two months, the three of us have spent most of the last year documenting, improving and adding features to BASIC. Now we have 4K, 8K, EXTENDED, ROM and DISK BASIC. The value of the computer time we have used exceeds \$40,000.

The feedback we have gotten from the hundreds of people who say they are using BASIC has all been positive. Two surprising things are apparent, however. 1) Most of these "users" never bought BASIC (less than 10% of all Altair owners have bought BASIC), and 2) The amount of royalties we have received from sales to hobbyists makes the time spent of Altair BASIC worth less than \$2 an hour.

Why is this? As the majority of hobbyists must be aware, most of you steal your software. Hardware must be paid for, but software is something to share. Who cares if the people who worked on it get paid?

Is this fair? One thing you don't do by stealing software is get back at MITS for some problem you may have had. MITS doesn't make money selling software. The royalty paid to us, the manual, the tape and the overhead make it a break-even operation. One thing you do do is prevent good software from being written. Who can afford to do professional work for nothing? What hobbyist can put 3-man years into programming, finding all bugs, documenting his product and distribute for free? The fact is, no one besides us has invested a lot of money in hobby software. We have written 6800 BASIC, and are writing 8080 APL and 6800 APL, but there is very little incentive to make this software available to hobbyists. Most directly, the thing you do is theft.

What about the guys who re-sell Altair BASIC, aren't they making money on hobby software? Yes, but those who have been reported to us may lose in the end. They are the ones who give hobbyists a bad name, and should be kicked out of any club meeting they show up at.

I would appreciate letters from any one who wants to pay up, or has a suggestion or comment. Just write me at 1180 Alvarado SE, #114, Albuquerque, New Mexico, 87108. Nothing would please me more than being able to hire ten programmers and deluge the hobby market with good software.

Bill Gates

Bill Gates
General Partner, Micro-Soft

“Who can afford to do professional work for nothing?”



“Linux is a cancer”



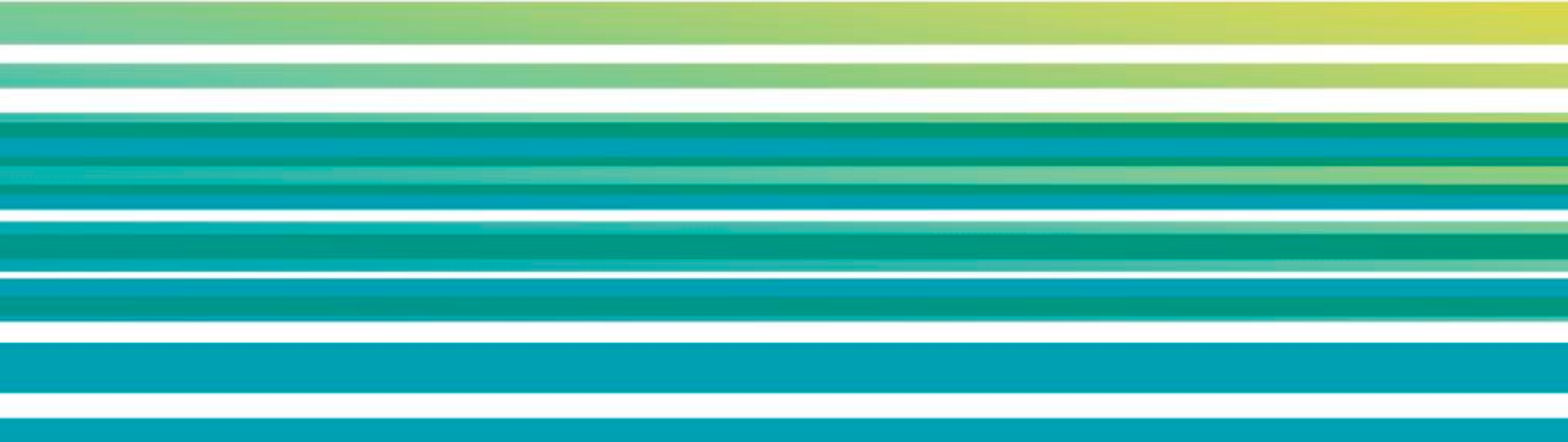
“Microsoft LOVES Linux”



“...information wants to be expensive, because it’s so valuable...”

“...information wants to be free, because the cost of getting it out is getting lower and lower...”

open content can break down silos





Metrics Overview

March 29, 2014

to

April 27, 2014

Update

\$250.7K ^ 8.7%
PREVIOUS 30 DAYS

Monthly Recurring Revenue

\$303.1K ^ 2.4%
PREVIOUS 30 DAYS

Net Revenue

\$11,311 v 12.4%
PREVIOUS 30 DAYS

Fees

\$1,579 v 48.4%
PREVIOUS 30 DAYS

Other Revenue

\$11 ^ 2.7%
PREVIOUS 30 DAYS

Average Revenue Per User

\$3.008M ^ 8.7%
PREVIOUS 30 DAYS

Annual Run Rate

Live Stream

Note: The transactions you see throughout the dashboard are real, but we've used fake customer names to keep them private.

FAILED Krustycyco \$10 payment failed. 4 minutes ago

CHARGE \$10 from Intitech 7 minutes ago

CHARGE \$10 from General Services Corporation 12 minutes ago

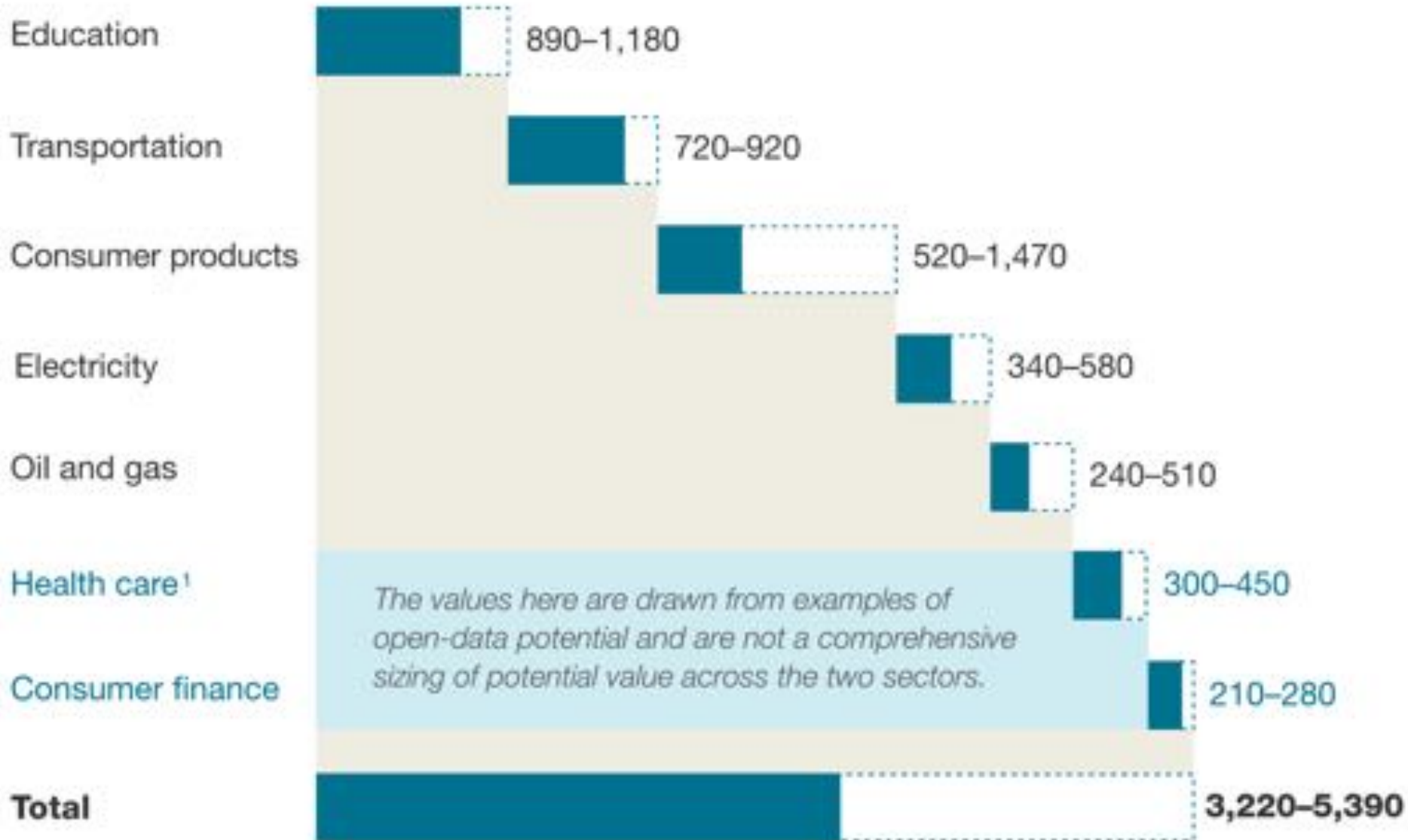
CHARGE \$50 from Wayne Enterprises 16 minutes ago

FAILED Thrift Bank \$10 payment failed. 18 minutes ago

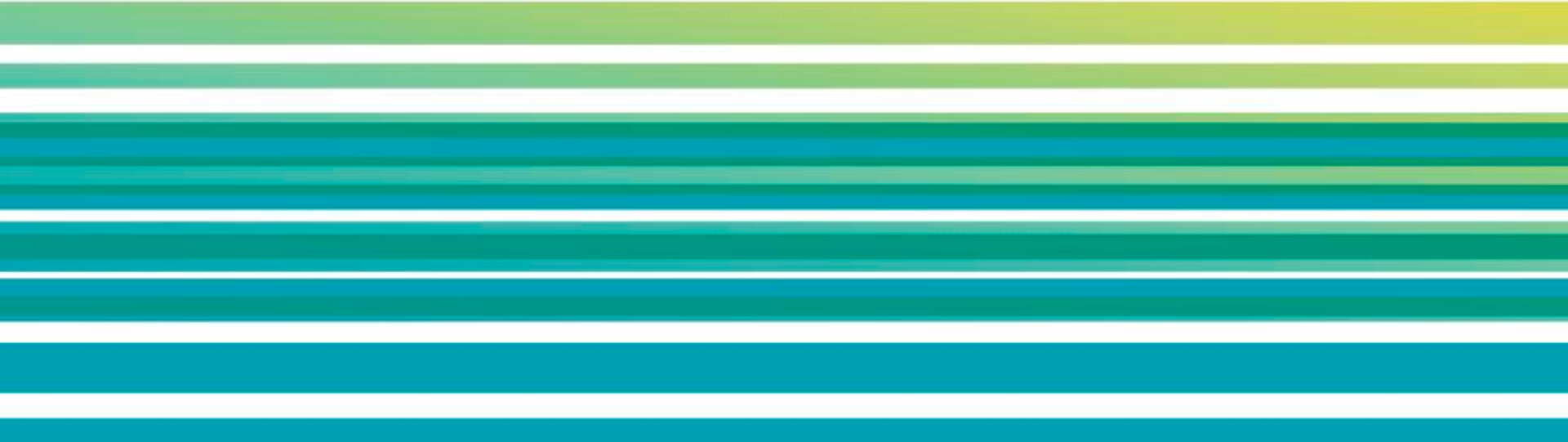
CHARGE \$10 from Primattech 22 minutes ago

FAILED Axis Chemical Co. \$10 payment failed. 24 minutes ago

Potential value in open data, \$ billion



other people can make your content more valuable



6345262

8001

Type the text

[Privacy & Terms](#)



stop spam.
read books.

CAPTCHA

completely automated public Turingtest to tell computers and humans apart







6345262

8001

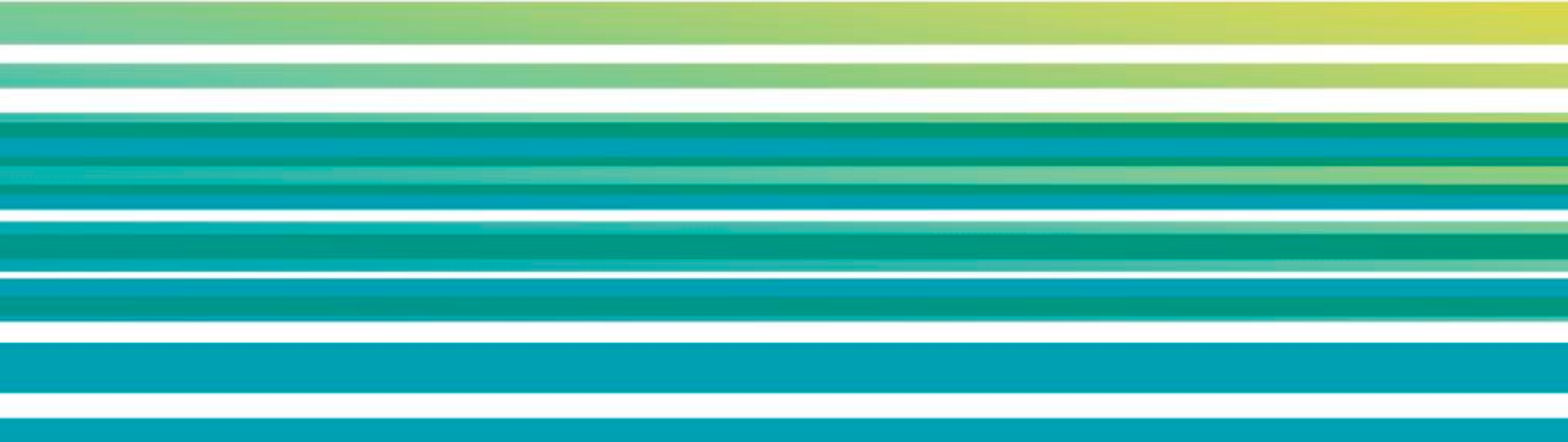
Type the text

[Privacy & Terms](#)




stop spam.
read books.

unbundling content can attract new users



blende Tijdlijn Kosten Alerts 3:14 PM Bezoek het artikel 'Zit Alexander Kijppling met sunglasses heeft...' [Nu lezen](#)

DE GROENE AMSTERDAMMER



'Niet bang zijn hè!'
door Theodor Holman

Zeven jaar na de dood van Theo van Gogh stond Hans Teeuwen eindelijk weer op het Nederlandse podium, met Spikspilinter. Op de snijtafel lagen niet meer zijn eigen angsten, maar die van deze tijd. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacrima odio sem.

Maaike Timmerman 14m
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

nrc-next

Leegstand // Een campus tegen de zee van lege kantoren


Studenten een huis, verhuurders hun geld: op lege kantoorterreinen komen campussen Ook in Diemen-Zuid zijn er grootse plannen Het blijkt vooral lastig om deze campussen een beetje te laten bruisen

Lieve Nijboer

Hedy Ruijter heeft zojuist haar handtekening gezet. Zij mag zich vanaf september huurder noemen van een appartement van 27 vierkante meter op de achtste verdieping van een voormalig kantoorkolos in Diemen-Zuid. Duis mollis, est non

Maaike Timmerman 14m

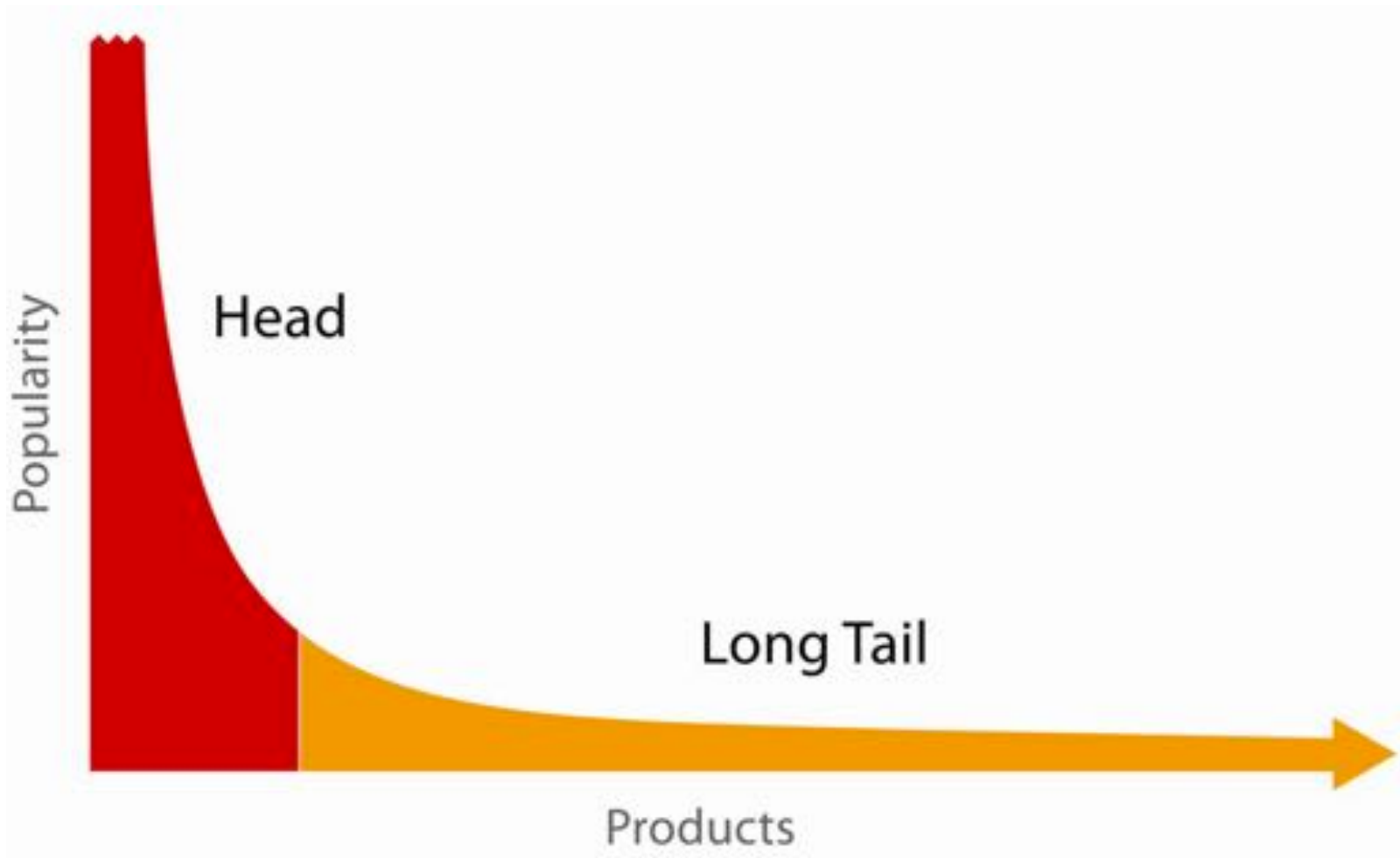
ELSEVIER



Als het maar stil gebeurt

RIJSSEN, woensdag
Hij geeft het grif toe. Ze zien er allemaal hetzelfde uit. Hooguit een ander kleurtje, een andere lengte. Maar voor de rest zijn alle timmermanspotloden identiek. Toch krijgt Erik van de Riet (51) uit het Twentse Rijssen er telkens weer een blik van.

Maaike Timmerman 14m
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi feugiat cursus lectus nec tempus.



we all benefit from valuable content





information wants to be free

open content can break down silos

other people can make your content more valuable

unbundling content can attract new users

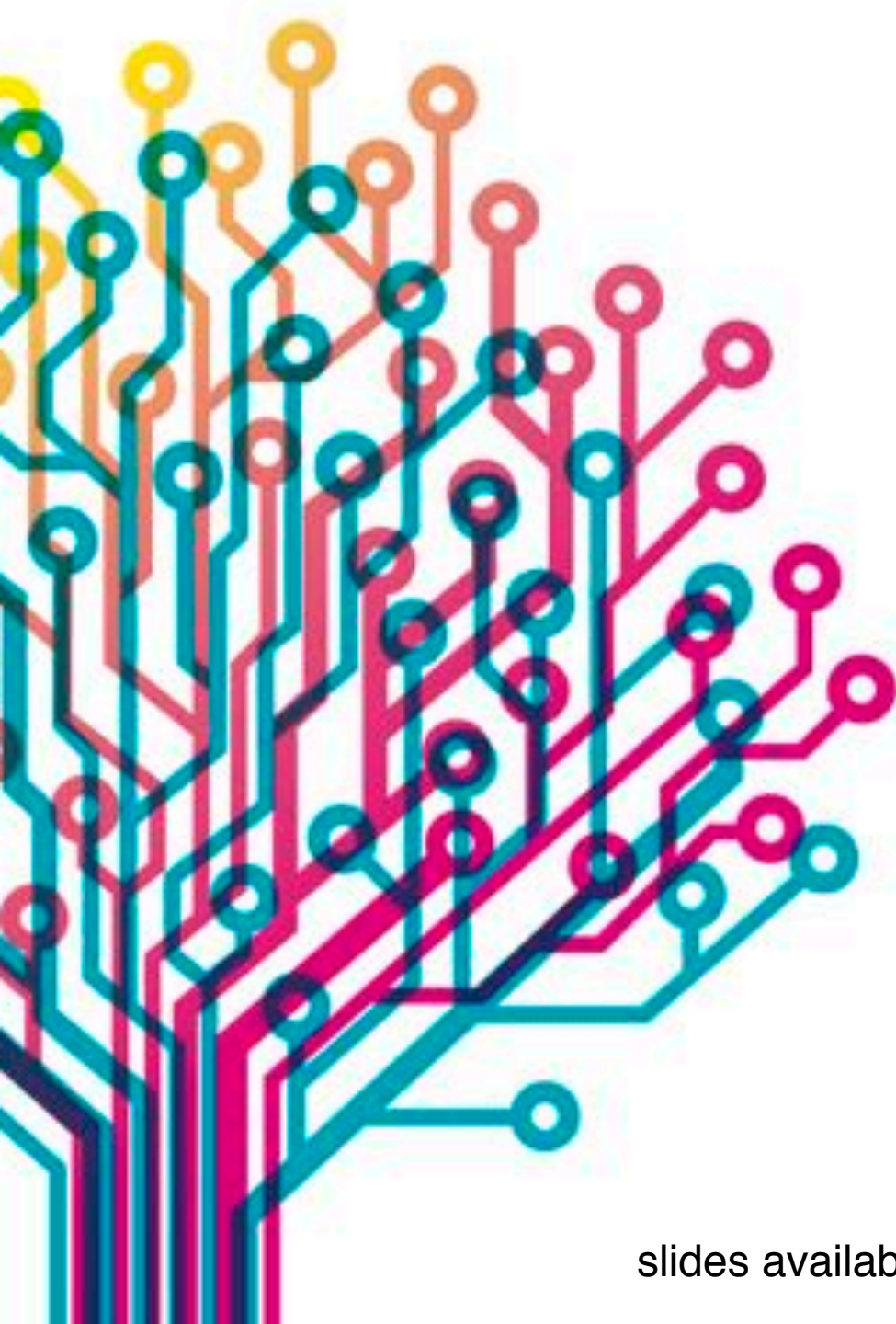
we all benefit from valuable content





good karma

Thank you



slides available for download on www.maartenkuiper.nl