

Authoritative producers	Authoritative producers who incorporate VGI	Emerging VGI-based businesses	Amateur VGI
<ul style="list-style-type: none"> *Authoritative by operation of law *Use of trademarks to indicate source/quality *Licences control use/attribution *Comprehensive IP rights *Privacy obligations (public or private sector) 	<ul style="list-style-type: none"> *Quality control mechanisms to preserve value of TMs *Civil liability more likely due to trust/reliance *Commercial nature of operations imposes privacy obligations *Comprehensive IP rights 	<ul style="list-style-type: none"> *Branding and TMs increase need for quality control *Commercial activity means greater risks of liability *Privacy/data protection laws apply *IP rights may not be comprehensive (base layer, past user contributions) *Potential liability for copyright infringement 	<ul style="list-style-type: none"> *No TMs, no brand to protect *Low risk of civil liability (except defamation) *Non-commercial means no data protection issues *No comprehensive IP rights; likely inattention to IP issues *Liability for copyright infringement is unlikely (UGC exception?)