Publishing and Alternative Licensing Models

South Africa

An Action Research Project

Funded by

I D R C

International Development Research Center, Canada

PALM asks…

Can flexible licensing
increase access to learning materials
in a sustainable manner?

PALM wants to…

Find examples & support experimentation

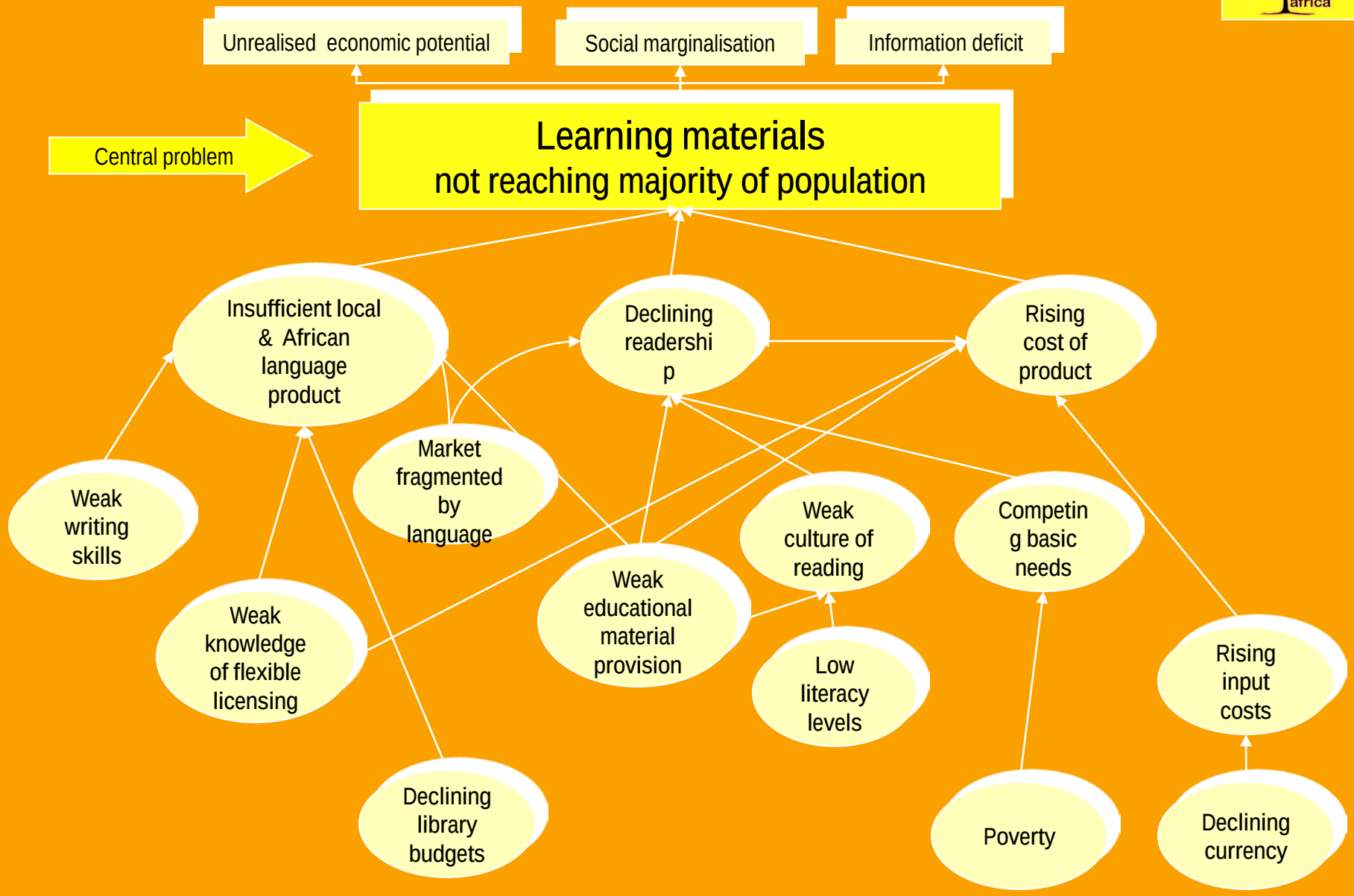
- Engage with South African publishers willing to explore new models
- Provide a two day training opportunity
- Develop pilot projects
- Provide technical support for projects
- Access to experts and the experiences of others

Books are a wonderful thing

But there’s one small problem…

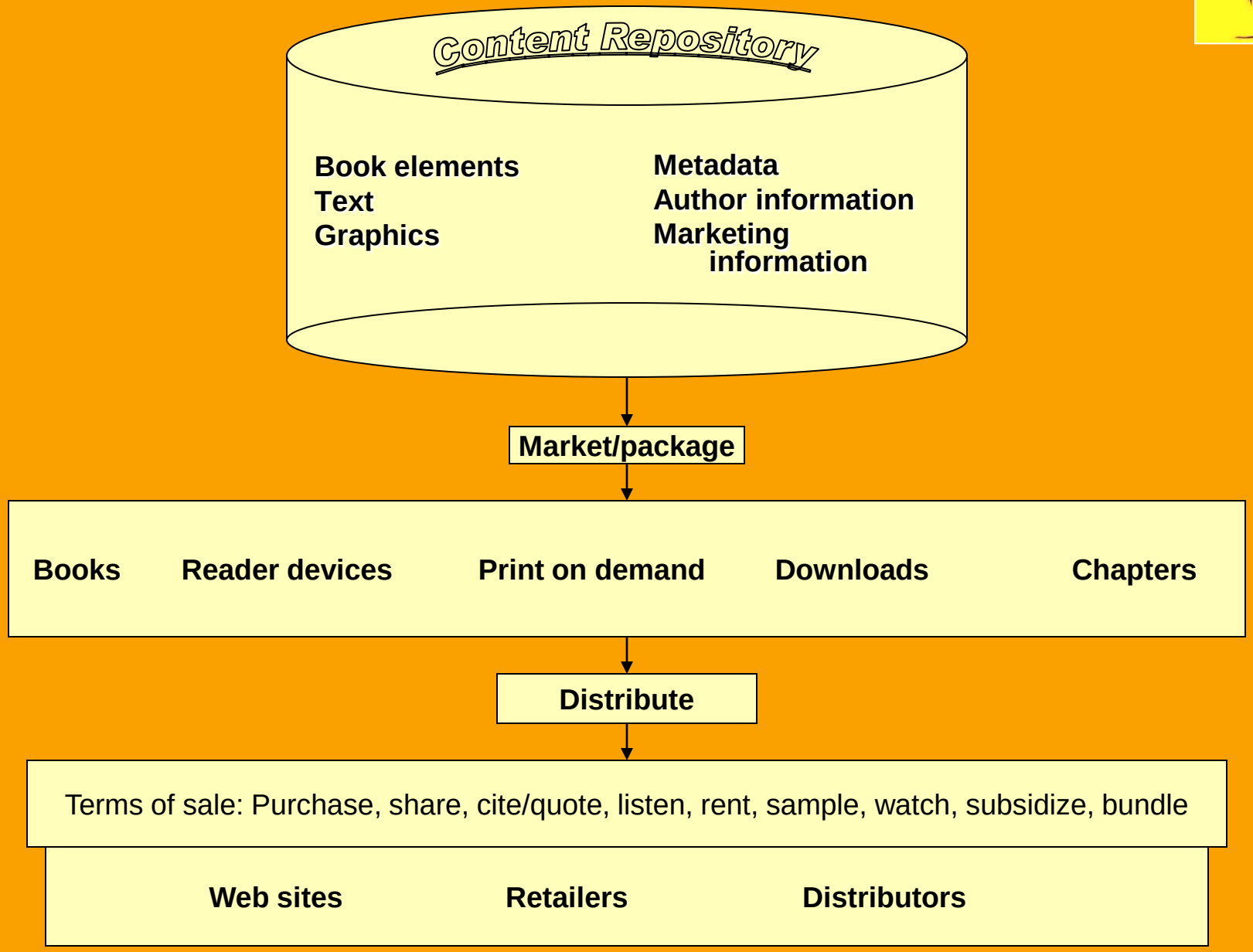
Learning materials are not reaching enough people

The Problem: Causes and Effects



Print
and digital are
not mutually
exclusive

Digital Multi-Channel Publishing



Source: Eve Gray and Associates

Access to digital technology is improving

- Governments are investing
- Bandwidth and technology prices falling
- Mobile / handheld devices widespread
- Young people embracing new technologies – developing new literacies

New types of digital publishing emerging

- Newspapers online
  - The Times
- User- and network-generated content
  - personal & development websites / “wiki’s”
  - blogs, Facebook
- Digital educational products
  - supplementary materials
  - issue-focused
- Publishing for handheld devices

Author to Reader

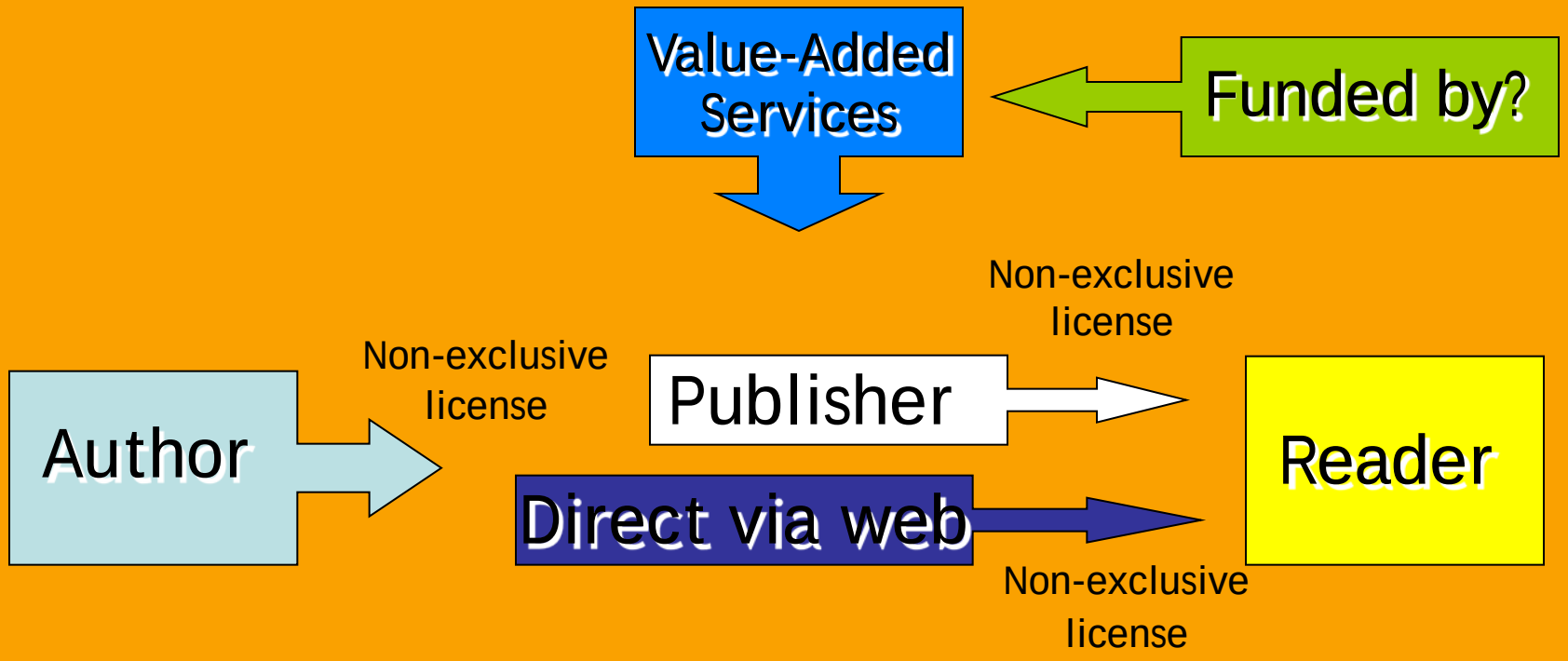
Today

Author → Exclusive license → Publisher → Exclusive license → Reader

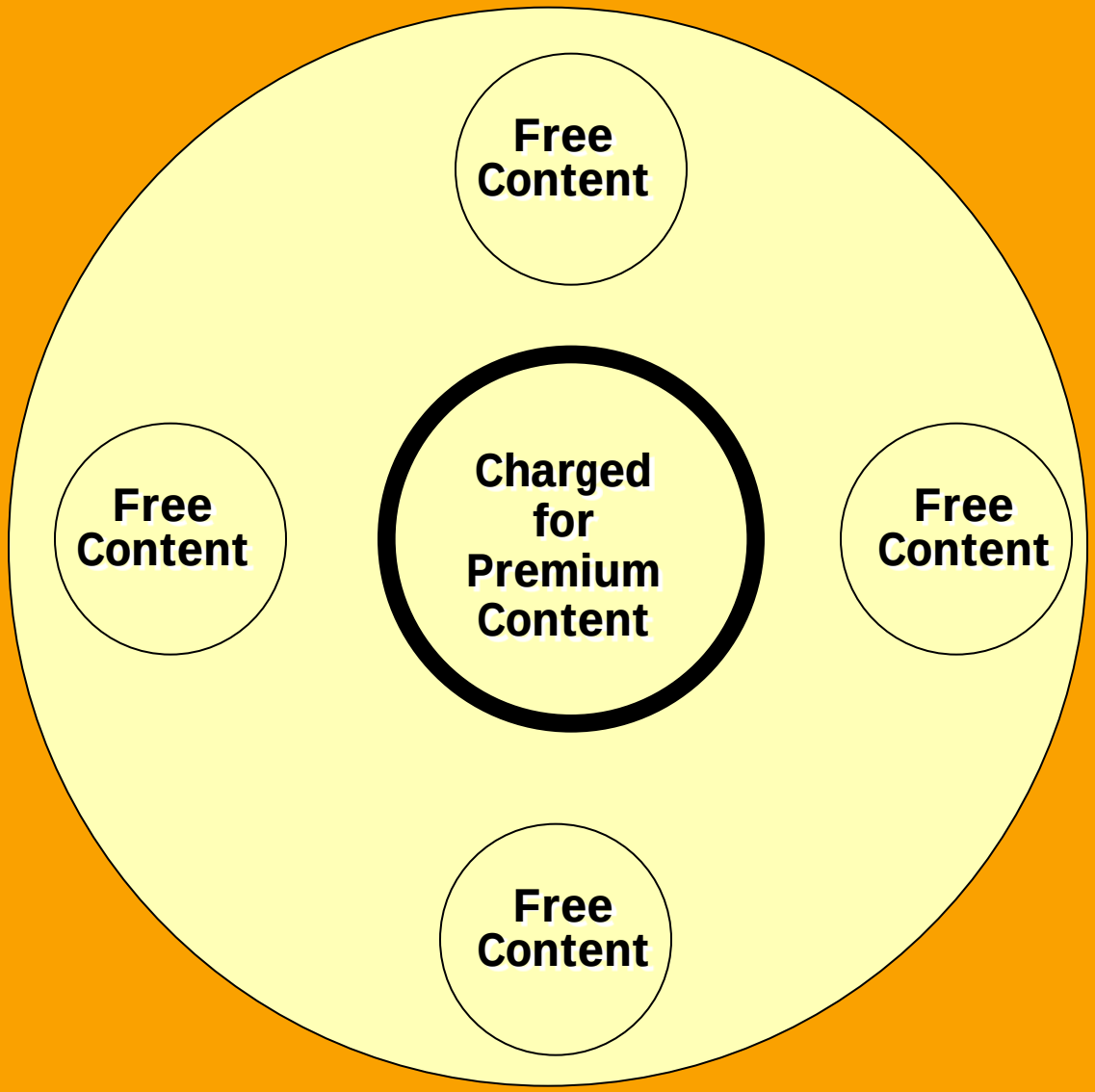
Tomorrow

Author → Non-exclusive license → Publisher → Non-exclusive license → Reader

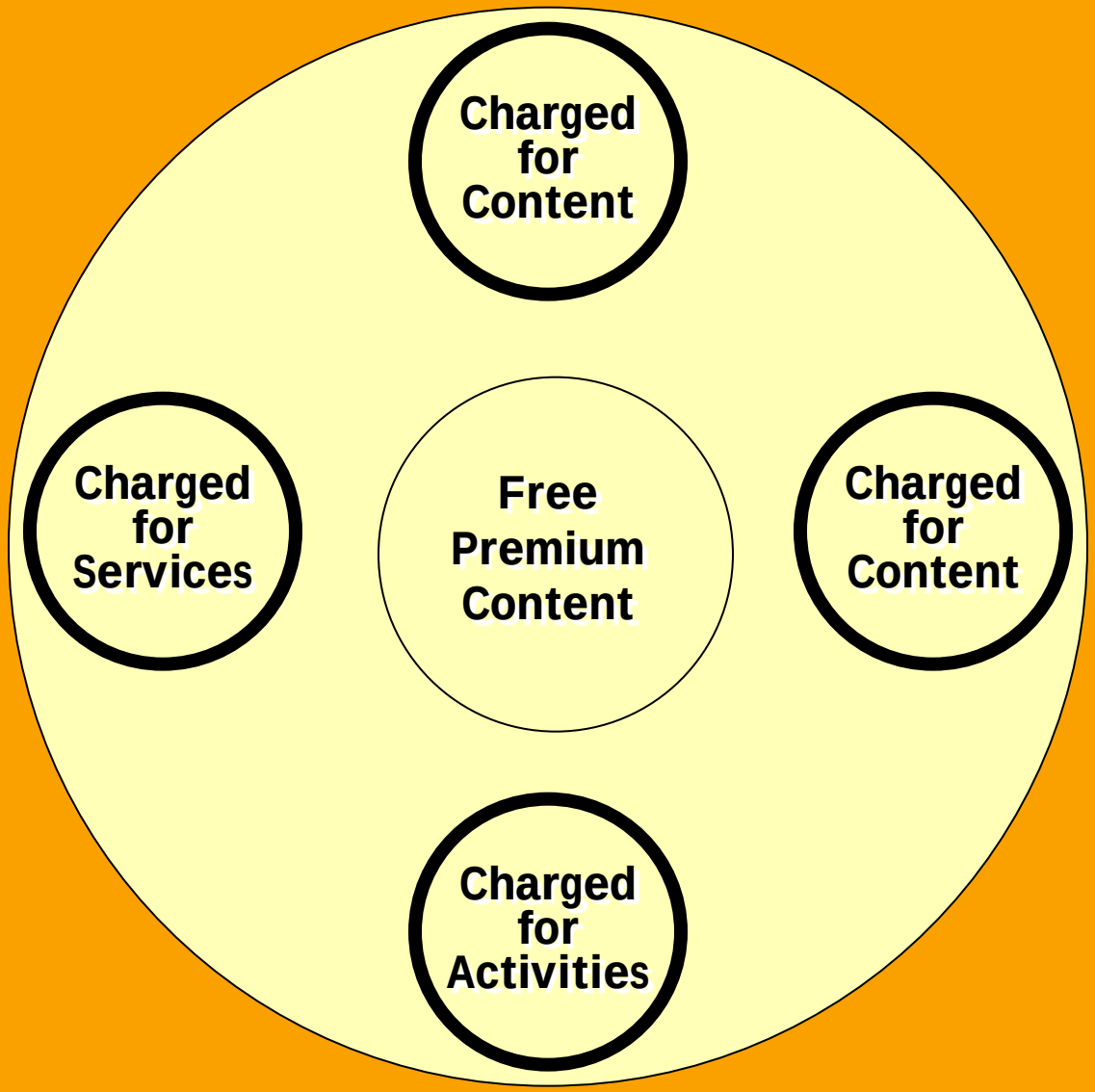
Tomorrow . . .


Value-Added Services
Funded by?
Non-exclusive license
Non-exclusive license
Author
Publisher
Reader
Direct via web
Non-exclusive license

Existing model



One New model



Possible Future

What do Flexible Licensing Models Offer?

- Permission in advance for content to be used more broadly than usually permitted under default copyright law
- Allows rights-holders to control copyright
- Enables the emergence of new business model

New Marketing Opportunities

- Provide more exposure in hard-to-reach parts of the world
- Provide additional revenue streams to publishers and authors
- Build relationships on which non-FL titles may be sold
- Provide a way of tracking usage
- Searchable
- Can reduce transaction costs for translations and chunk sales
- Extend the life of the backlist (the ‘long tail’)
- New business development opportunities

Benefits for Transitional / "Developing" / "Small" Countries

- Local materials can be showcased on the Web
- More materials available for non-commercial use
- New materials can be accessed and assessed for both commercial and non-commercial purposes
- Local materials can be mixed and matched with other content
- Can enhance global communication

Analysis and Trends

Conventional Book Publishing Industry	Developmental and Cross-Media Publishers
• Adopted digital origination • Largely delivering in print • Limited by online access • Conventional licensing • Limited exploration of new business models • Most movement in scholarly and academic • Coming under pressure from digital publishing	• Content largely donor-funded • Not concerned to exploit intellectual property - haphazard licensing regimes • Less limited by conventional paradigms & practices • Users participate in content creation

A Few

Exceptions & Examples

Conventional Book Publishing Industry	Developmental and cross-media publishers
• Human Sciences Research Council: dual channel distribution (free ebooks)	• Jive Media: science education comics • Child Health • SAQA-NQF Gateway • “Counter culture”

HSRC Press Dual Publishing

- Academic research material can be accessed both in print and online
- Printed copies of HSRC publications available in bookstores, libraries and via online bookshops
- Online versions can be downloaded free via the HSRC Press website
- www.hsrcpress.ac.za the first fully-functional Open Access publishing website in southern Africa

HSRC Press Dual Publishing Policy

HSRC PRESS

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HSRC Human Sciences Research Council

Opening access to quality social science in Africa

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BROWSE BY CATEGORY

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- Arts & Culture
- Corporate Information
- Development Studies
- Disability Studies
- Dispute Resolution
- Economics & Labour Market Studies
- Education
- Environmental Studies
- Gender Studies
- Geography, Urban Planning & Demography
- History
- Human Resource Development

HSRC Press :: Media Studies :: Advertising In The News

Advertising in the News
Paid-for content and the South African print media

Adrian Hadland, Lesley Cowling, Bate Felix Tabi Tabe

Format	210mm x 280mm
Pages	76
ISBN 10	0-7969-2183-0
ISBN 13	978-0-7969-2183-3
Publish Year	2007

Price: R 90.00

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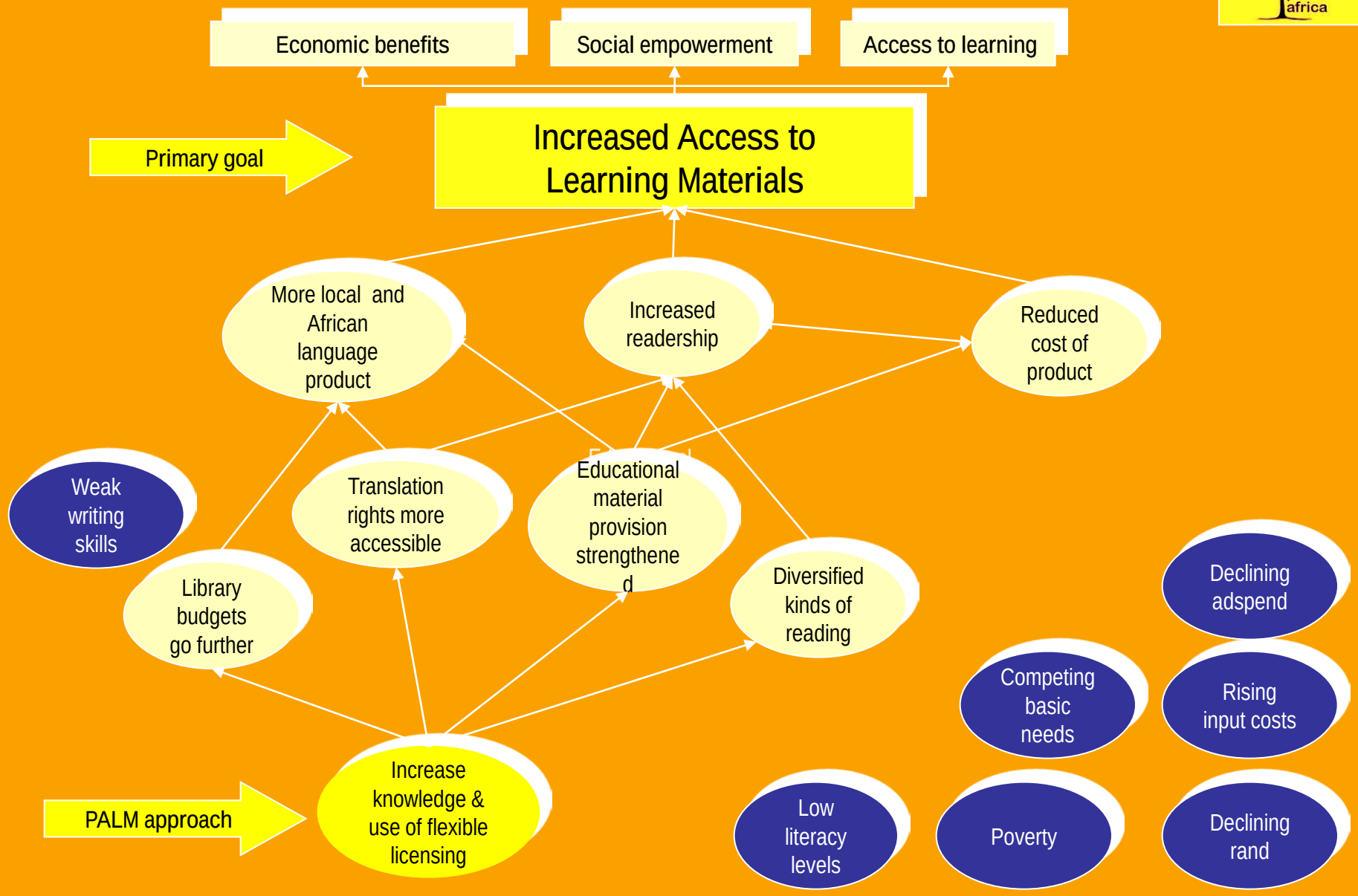
ASTRONOMY IN AFRICA

Jive Media

AFRICAN ORIGINS

Palm Hypothesis and Goal



Next steps

- Further stakeholder consultation
- Demonstration project selection
- Publisher workshop
- Publishing demonstration projects

	Creation	Publishing & Distribution	Audience & Access
Academic & Tertiary			
Development			
Counter-Culture			