



early  
literacy  
resource  
network

# Pragmatic Approaches to Open Licensing

Is revenue generation possible?

Lisbeth Levey

2 September  
2018

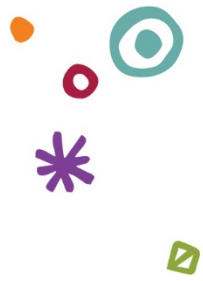
# The Shift from closed to open

- “Traditional business models start with exclusivity, denying access to a good until money is paid. There is no impact without first a financial transaction.”
- “Open business models start with inclusivity, participation, and universal access. Impact is enabled up front and revenue generation follows.”

Paul Stacey, *What is an open business model and how can you generate revenue?*

# A few revenue generation examples

- Online free, print for a fee
- Voluntarism
- Content as a service
- Value-added services
- Advertising

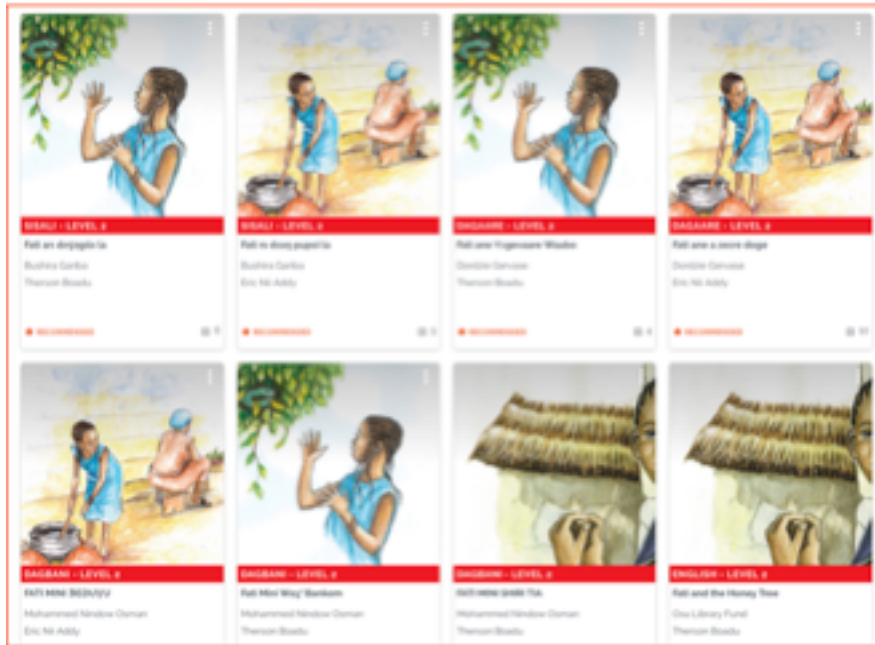
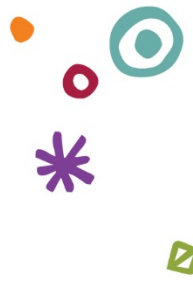




## Online free, print for a fee: \* the StoryWeaver Model

- Suzanne Singh, chair of Pratham Books and founder of StoryWeaver believes print book sales do well even when online is free.
- In 2017, *Fat King Thin Dog* read 20,414 times on StoryWeaver. 12, 011 of the print book sold.
- Are similar models possible in Africa?

# Online free, print for a fee: Sub-Saharan Publishers



- Three Fati stories mounted on StoryWeaver.
- Four languages: English, Dagbani, Sisaali, and Dagaare.
- Print versions will be sold from SSP website.



# SSP profile on StoryWeaver



[Home](#) →

## Sub-Saharan Publishers

Sub-Saharan Publishers, founded by Akoss Ofori-Mensah in 1992, is an indigenous Ghanaian publishing house now specializing in African children's books, African literature, literature on the trans-Atlantic slave trade, and scholarly books. Children's books constitute about 60 percent of the Sub-Saharan Publishers' portfolio, of which several have won awards and have been translated into both African and European languages. Ofori-Mensah's goal is to meet the needs of children and young people to have books that they can enjoy reading and to which they can relate.

Email

[akoss\\_oforimensah@yahoo.com](mailto:akoss_oforimensah@yahoo.com)

Website

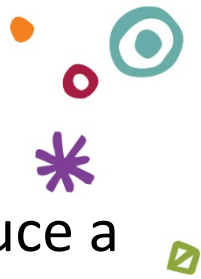
[subsaharanpublishers.com](http://subsaharanpublishers.com)

[New Arrivals \(10\)](#)

[Editor's Picks \(10\)](#)

# Content as a service

- Governments and donors contract with publishers to produce a resource.
- Donors, such as USAID, have begun to require a CC license.
- Content creation switches from 'content as a product' to 'content as a service.'
- Contractor pays a once-off fee for content development, production, translation, and other services.
- Every member of the publishing ecosystem (publishers, authors, illustrators, etc.) must understand the ramifications of content as a service and open licensing.





# Content as a service: Room to Read

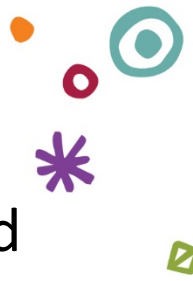


- RtR received GBA *Reach for Reading* grant to produce 20 stories in 5 SA languages.
- Each story translated to every language (20 x 5 – 100)
- Requirement: all stories published with a CC license.
- Five SA publishers collaborated.
- Mix of paid and volunteer content creators (publishers, authors, illustrators, designers, etc.)
- Stories created in 12 hours with assistance of Book Dash.



# Volunteerism

- Content creators sometimes rely on volunteers to write and illustrate stories, particularly when they are mounted online.
- This reduces costs and is an attractive model for donors.
- African Storybook and Book Dash are two African examples.
- But donor support is never guaranteed.
- Supplemental revenue streams are required to ensure sustainability.



# Value-added services

- Some organizations generate revenue by linking free content to sale of services.
- Siyavula Education in South Africa publishes textbooks in science and math with a Creative Commons license. They are free.
- Siyavula sells exam preparation and online practice programs to individuals and to schools.
- Standard Bank customers receive a 50 percent discount.
- Two major SA cellular networks do not charge customers for online Siyavula use.

# Two websites: one for sales and one for open textbooks

## SIYAVULA PRACTICE

We combined our adaptive practice technology and our complete set of South African curriculum-aligned open textbooks to create an offering for High School Mathematics, Physics and Chemistry. You can browse our online textbooks for free and sign up to practise what you've learned.

**THE LEARNER EXPERIENCE:** Personalised, mastery-based learning enabled through goal-directed practice at the appropriate level of difficulty, with immediate, detailed feedback and long term progress tracking.

**THE TEACHER EXPERIENCE:** Enhanced teaching practice with efficient and effective, technology-assisted formative assessment and monitoring of individuals and classes, enabled through accessible data analytics summarising effort, mastery, speed and problem areas.

Subscriptions to Siyavula Practice are sold directly to schools, online to individuals (such as parents) over credit card and EFT, over premium SMS and cash vouchers. For more information about pricing or to try out the practice service yourself on a trial, visit our product website.

VISIT SIYAVULA.COM

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## CREATING A LEARNING EXPERIENCE

### ENABLING DEEPER LEARNING THROUGH ADAPTIVE PRACTICE FOR MASTERY

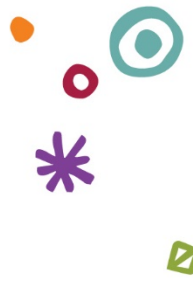


### ADAPTIVE LEARNING

We want learners to practice smarter, and not necessarily harder, as we target their unique needs and focus on their varying strengths and weaknesses. This is where **adaptive technology** can add huge value. Behind Siyavula Practice is a machine learning engine. This algorithm adapts each practice session to the needs of an

# Advertising: BookBox

- BookBox is a for-profit social enterprise.
- It uses openly licensed books to create animated books, called AniBooks.
- Narration, subtitles, and soundtrack inserted.
- AniBooks are on YouTube. Book Box receives revenue from advertising.
- AniBooks also sold on DVD and through mobile subscription services.



For more information:  
Lisbeth Levey ([levey180@gmail.com](mailto:levey180@gmail.com))



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