IFRRO Business Models Forum

Seamless Access to Content

14 March 2013, Dublin
Redefining Publishing
Reinventing RROs
makes copies on ordinary paper

Supplies cost about 1 per copy with a Xerox 914 Office Copier. No wet chemicals, nor expensive coated papers are needed, and there are no expensive adjustments. This Copier permits the copies to be used directly on ordinary paper. Xerox 914's' made of selected films.

Copies are as good as originals.

Supplies cost about 1 per copy with a Xerox 914 Office Copier. No wet chemicals, nor expensive coated papers are needed, and there are no expensive adjustments. This Copier permits the copies to be used directly on ordinary paper. Xerox 914's made of selected films.

Versatile and fast.

Copies in seconds anything written, typed, printed, stamped, or drawn. Business, industry, and governmental use it to copy letters, documents, drawings, financial statements, reports, charts, sketches, articles, advertisements, even pages in bound books.

What users like about the 914...

“Virtually endless utility.” “Saves lots of time.” If you are spending 50 or more per month for rubber copies, a Xerox 914 can be of real benefit to you. Write to XEROX INC., Dept. 3472, ROCHESTER 3, NEW YORK.

NEW XEROX 914
OFFICE COPIER

Xerox 914 ad
1961
Warehouse collection, duplication devices box 1
National Museum of American History Archives
© Smithsonian Institution
Customers demanding rights and content
New Product Challenges

- Competitive digital products
- Protecting current revenue
- Consumer willingness to pay
- Aligning with industry trends
Working With Partners
Learning Field

An Initiative of the Australian Educational Publishing Community
The Offering

- Built on existing eReading infrastructure
- Flat-rate subscription model
- No copying limits, unlimited usage
- Chapters or entire textbooks
- Digital delivery to any device
- 4 foundation publishers, 80% market share
1. **Quality Content:** All you can eat subscription access to quality publisher content

2. **Context:** Mapped to the Australian Curriculum, rated and recommended by teachers

3. **Access:** Single sign on with anywhere, anytime access

4. **Engagement:** A learning space to manage class groups

5. **Flexibility and support:** supporting choice across content, infrastructure, device & teaching styles
Demonstration
Content: All you can eat subscription access to quality publisher content
Context: Mapped to the Australian Curriculum, rated and recommended by teachers
Access: Single sign on with anywhere, anytime access
Engagement:

A learning space to manage class groups.
Benefits to RROs

• Publisher **primary** sales revenue managed through the RRO

• Industry solution to combat creative commons and open access

• Prevents disintermediation

• 100% voluntary, 100% commercial

• Precise usage data, no more surveys

• Reinvents the role of RROs
Revenue Flows

Parent
- Parent pays subscription fees directly to service
- €125-€160 per student per year

RRO + IP Share
- All revenue paid to RRO
- RRO retains 15% admin cost
- 5% IP share retained by foundation partners

Publishers
- Publishers receive payment based on usage formula
- 80% of revenue retained by publisher
Revenue Projections
We’re Looking For Partners