

**Sane Digital
Licensing in Just
Five Minutes!**



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1.

**What we now call
ebooks are relics
of the past, not
harbingers of
the future.**

2.

**Libraries are in the
business of setting
information free.**

3.

**Publishers are in the
business of making
Information Scarce.**

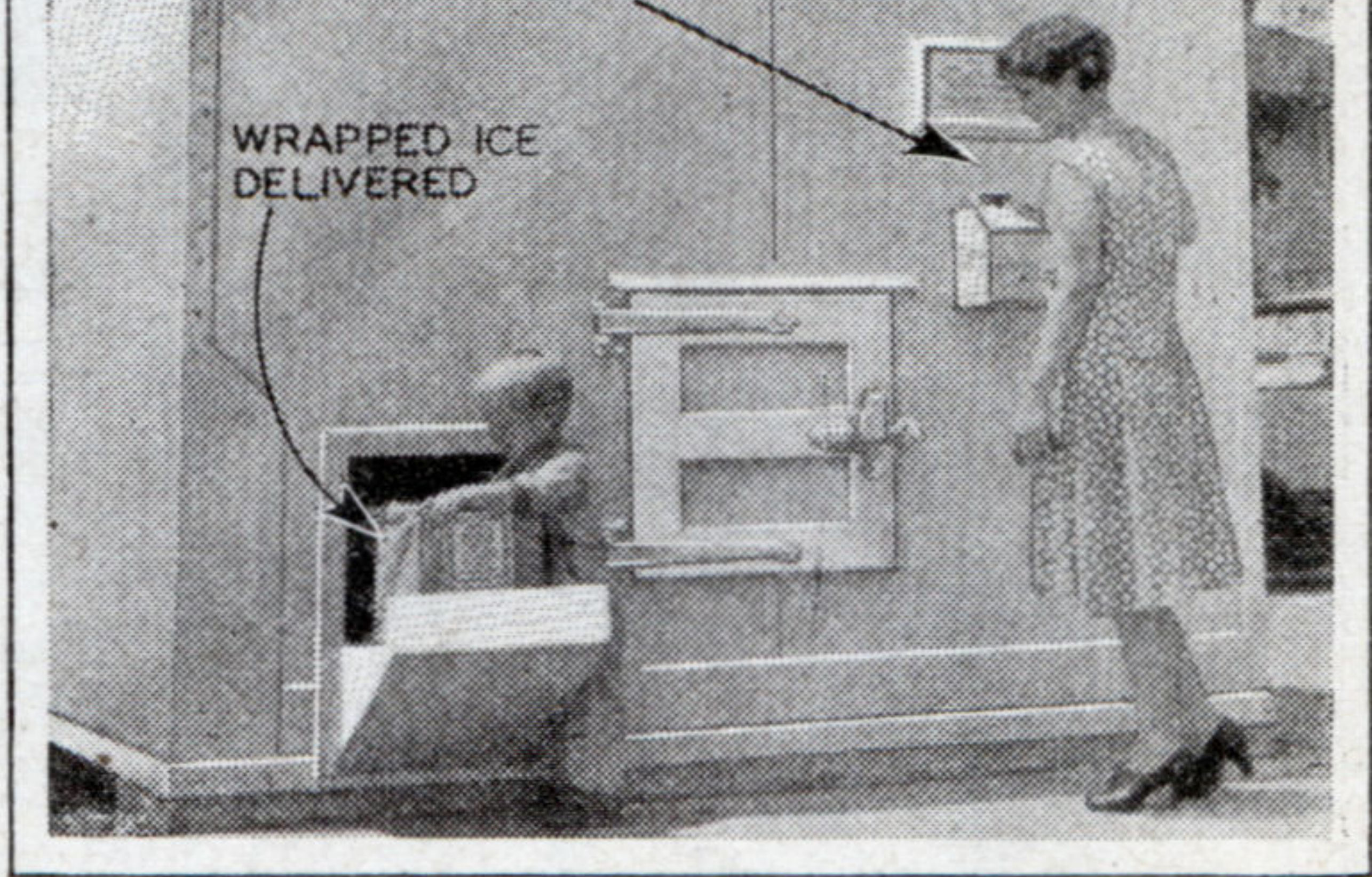
4.

**Libraries are very,
very good at getting
ripped off.**

5.

**Single-user digital
files are an idea so
insane your**

**grandchildren ARE
ALREADY LAUGHING
AT YOU ABOUT IT**



This mechanical ice man delivers a 25 lb. ready-wrapped cake of ice when coin is put in the slot.

INSANE:

- Waiting for a download
- Limits on downloads
- Paying 3x cover price for single-user items
- Paying per use
- Handing over library circulation & data to commercial intermediaries
- Encrypting library materials
- “Borrowing” patterns of bits that must be “Returned”
- Restricting or paying for content THAT IS ALREADY FREE TO EVERYONE

SANE:

- Fixed annual cost
- Unencrypted downloads on a plain ol' web server
- Unlimited downloads during the term
- NO WAITING
- New content coming under the license, or the cost decreasing at renewal
- Things you can't get anywhere else
- Downloads, not checkouts; No Returns Accepted
- ALL THE ANGUISH DISAPPEARS

RENEWABLE LIBRARY LICENSE

- Fixed Term
- Fixed Cost
- Specified set of files or releases
- No DRM or complex trust stack required
- Unlimited downloads by authenticated users
- At term, either renew, renegotiate, or remove.

WORKS FOR USERS

- Immediate, Hassle-free, Cross-platform Downloads
- No new login, software, skills, or patience required
- No due dates, no renewals, no returns, no limits
- High quality, low-hassle content, simple process
- No-fee access to new (to them) stuff right away
- Sometimes even explicit permission for derivative use

WORKS FOR LIBRARIES

- Dirt cheap to deliver
- Super-simple catalog integration
- Ability to instantly meet demand
- Predictable costs, no throttling users
- Annual opportunity to assess value
- No trust chains required
- Your users, your content, your stats

WORKS FOR CREATORS

- Easy to earn more money from a given service area than their take would otherwise provide
- No costs to them or infrastructure required
- Building a bigger audience among publishing's best customers
- Results in appreciative fans
- Novelty increases exposure
- Mo' eyeballs, mo' money

WORKS FOR PUBLISHERS?

- YES! If they can stop looking at library revenue as cannibalizing other sales
- Premium licensing merits premium pricing
- Builds on established business models that thrive in the library marketplace
- No infrastructure or tech capability required
- Works great for publishers who aren't obsessed with trying to put the toothpaste back in the tube

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1



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Etherine

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2



8 Bit Orbit

INTROSPEKT

Genres: Electronica, Downtempo, Electronic

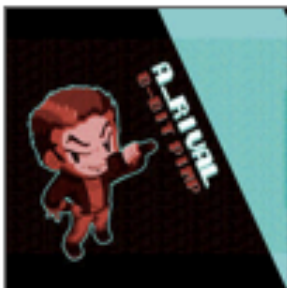
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3



8-Bit Pimp

A_Rival

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grown in detroit

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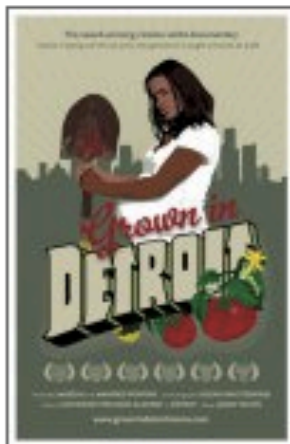
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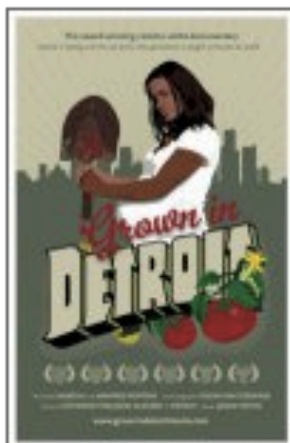
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2



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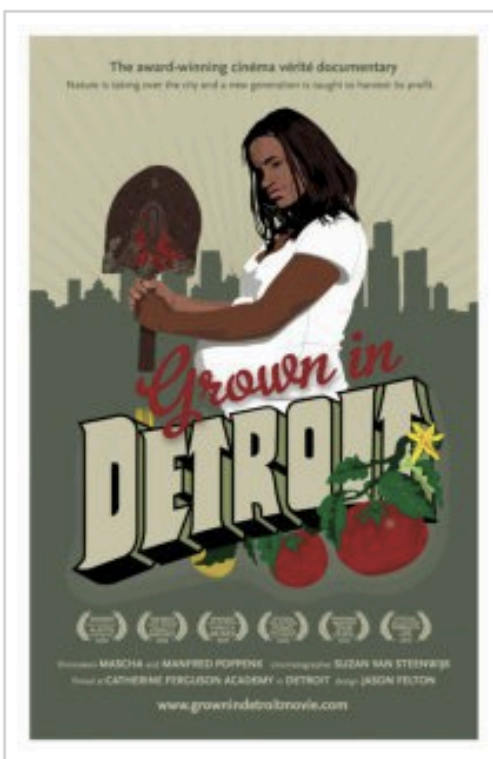
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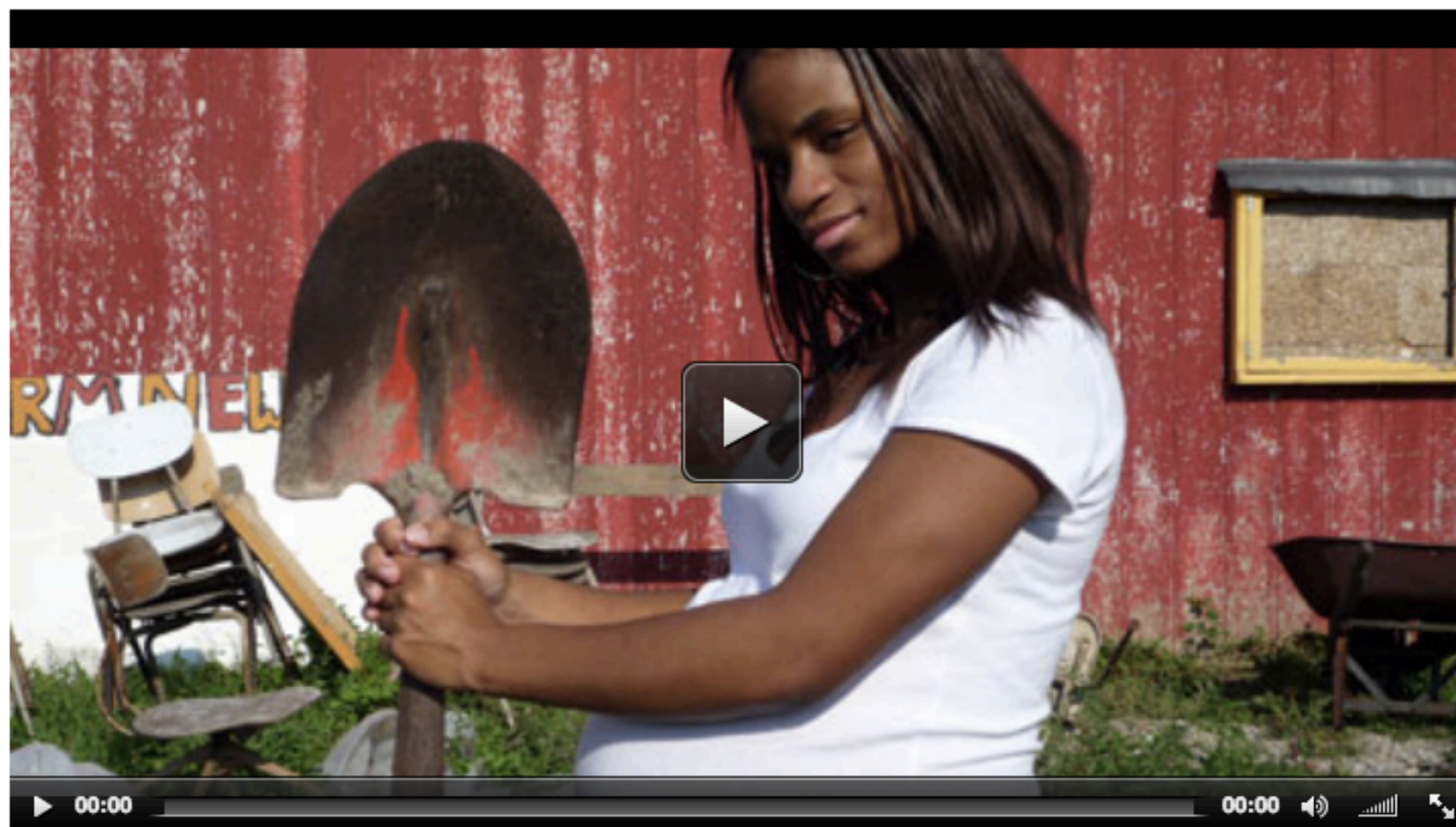
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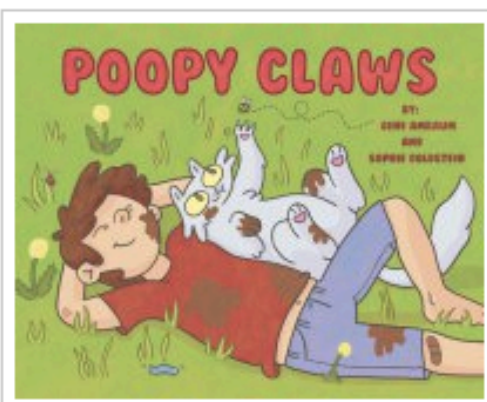
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Year Published: 2009
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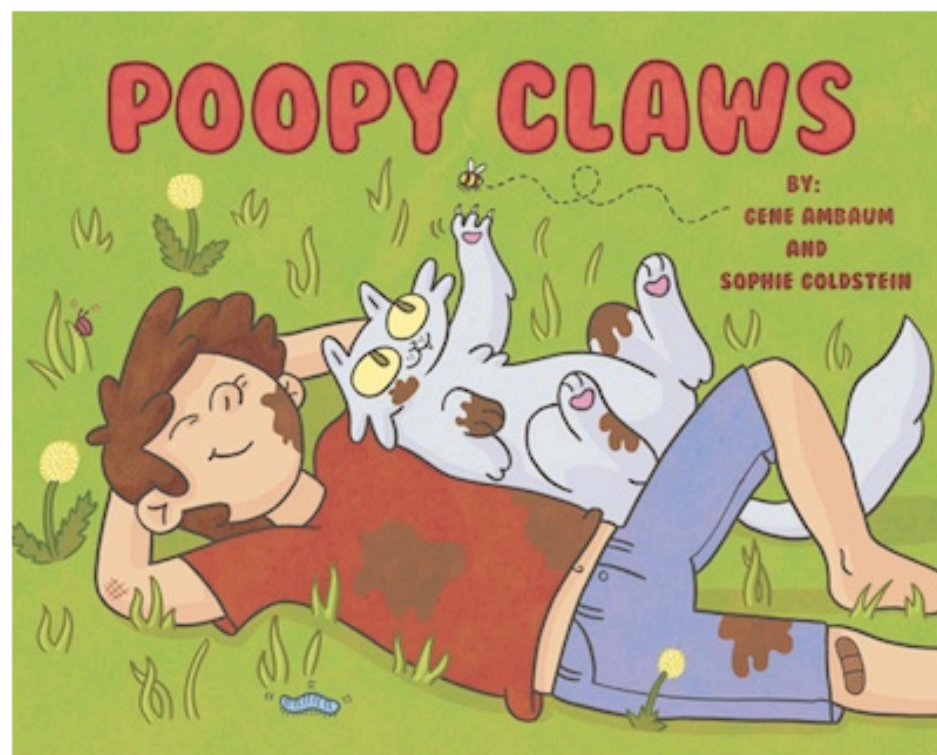
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Thanks again!
Good luck!



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