



Opportunities & Challenges Existing In Applying Open License In Scholastic Commercial Publishing

OL Webinar Series 2019

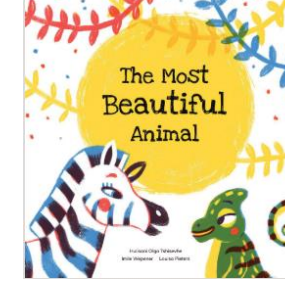
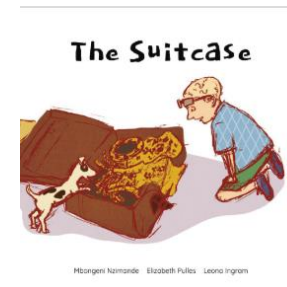
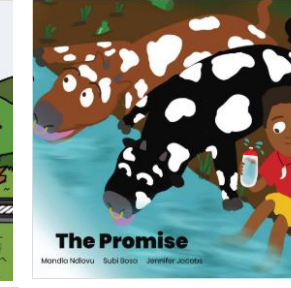
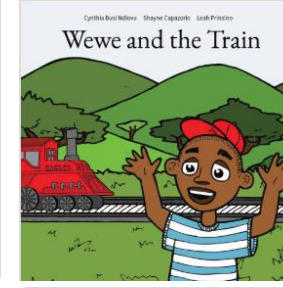
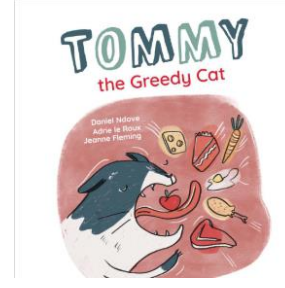
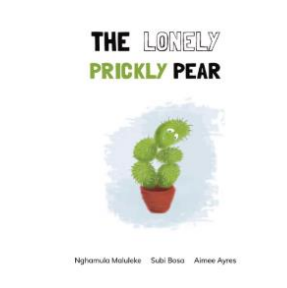
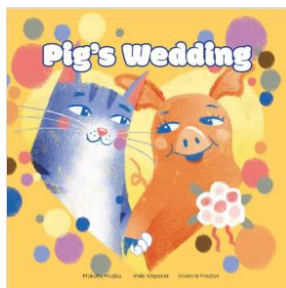
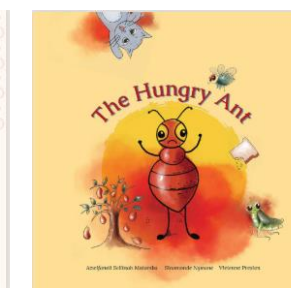
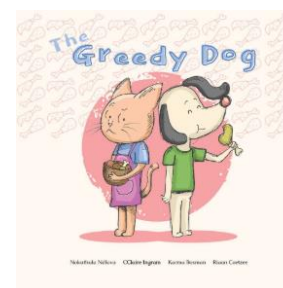
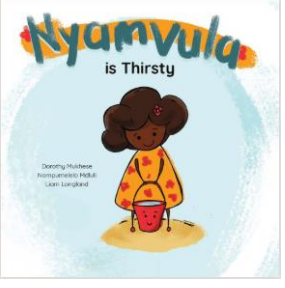
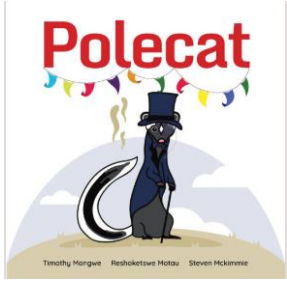
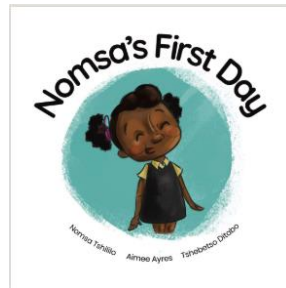
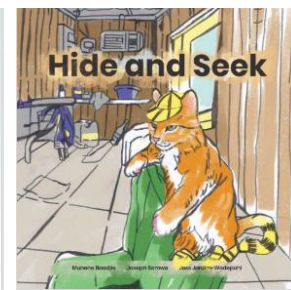
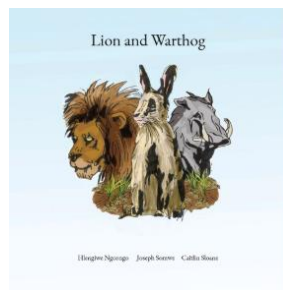
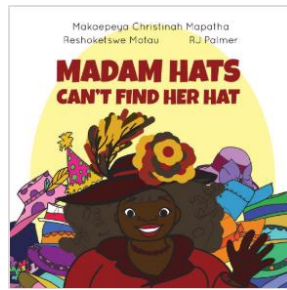
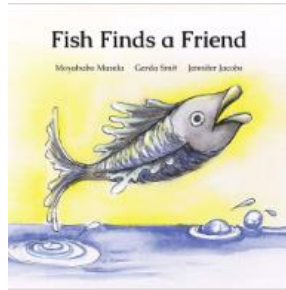


Abantwana Publishing



Educating the children of our nation

WELCOME ONE AND ALL





**“To The World You Are Someone But
To Someone You The World”**

Mr. Siphephelo Zuma
Abantwana Publishing Pty Ltd

Abantwana Publishing



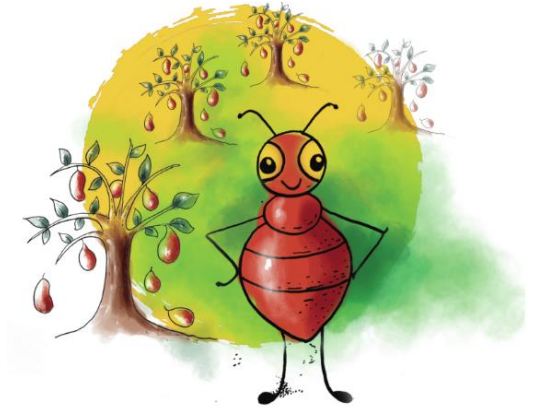
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Content

- Situation of Open License in Commercial Publishing within S.A
- Opportunities for making profits with Open License
- Current Challenges & Recommendations



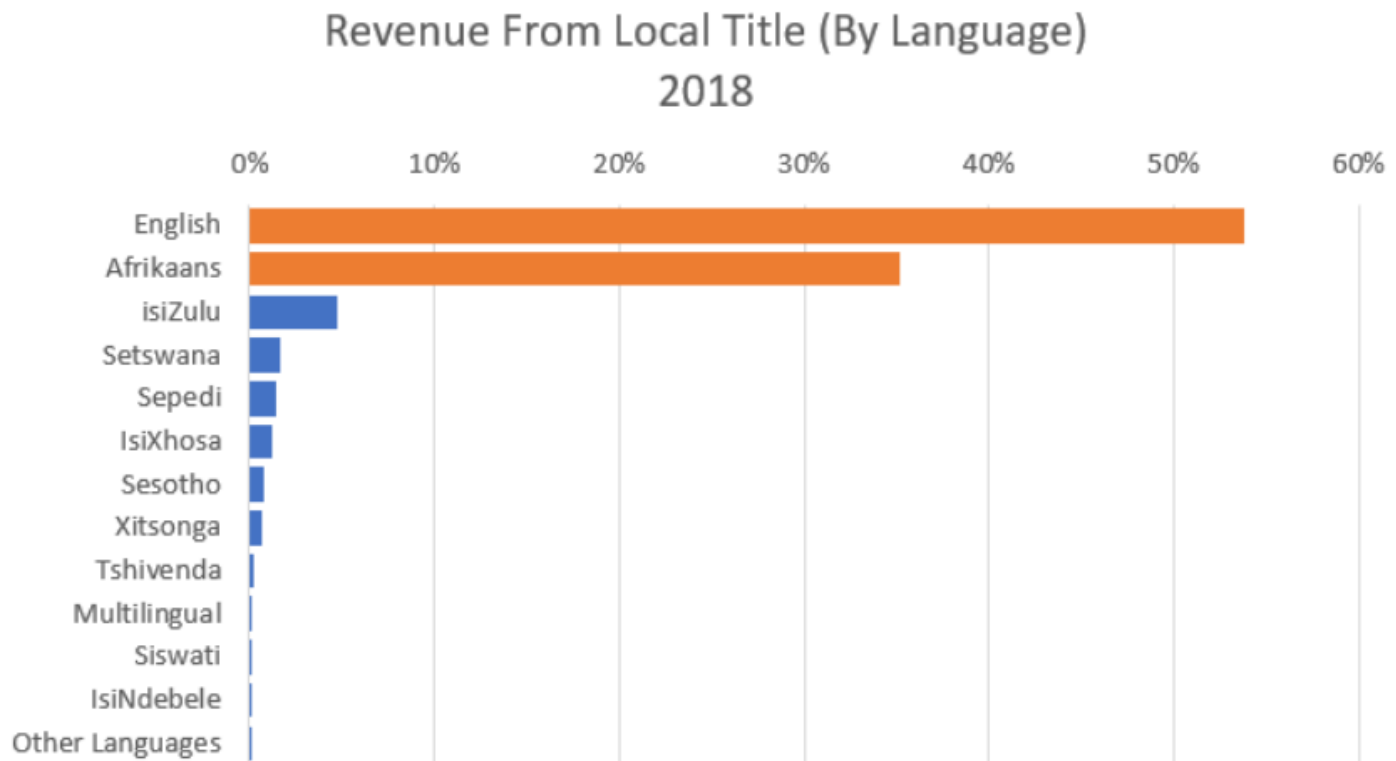
Making Money...



- What role does OL play in scholastic commercial publishing?



- Current Situation Commercial Publishing in South Africa



Publishing Markets

- Department of Basic education
 - Caters for learners: 12 months – Grade 12
(Crèches, ECD centers, Primary Schools, High School)
 - 60% allocated budget is LTSM
 - 12% Teacher Training & Bursaries
 - 38% Infrastructure
- Department of Higher Education, Science & Technology
 - Caters for learners: Undergraduates, Post Graduates
(CLC, TVET, Universities, Learning Institutions)
 - 40% allocated budget is LTSM
 - 22% Teacher Training & Bursaries
 - 38% Infrastructure



Publishing Markets

- Department of Sports & Recreation / Department of Social Development
 - Caters for Recreational needs
(School Libraries & Public Libraries)
 - 12% allocation
- Other markets
 - NGO
 - International Grants & funding
 - Tenders
 - Private Companies

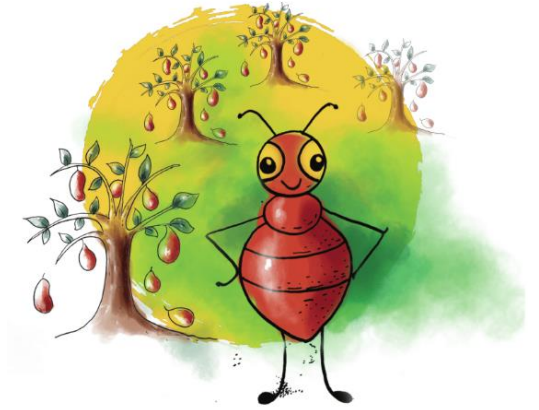


Open License Within These Markets

- Department of Basic education
 - 100% allocated budget is LTSM
 - 75% Traditional Publishing model
 - 25% ITC Schools
 - 10% E-Content Model
 - Only 9% spent on Open License In South Africa
 1. Planned Construction of a Basic Education Website Platform
 2. Department has developed Curriculum Material under OL focused on Mathematics, Literacy & Life Orientation Grade R – 6



Making Money...



- Is there a possibility of making profit with OL in South Africa?



Open License

The copyright holder still owns the work; they grant a license to the public to share, remix, and/or commercialize their work.

These rights are the traditional publishing model's profit sources.



Abantwana Publishing **in Practice**

We decided on **CC-BY** for a few reasons.

- Most funders prefer **CC-BY** (most flexible license for users).
 - Other publishers will be able to use my titles after development.
- Abantwana wouldn't have the means to litigate a license violation.

To get there, we had to:

- To gain huge amount of training on open licensing from Room To Read.

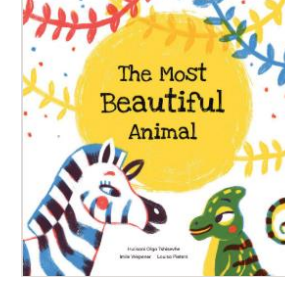
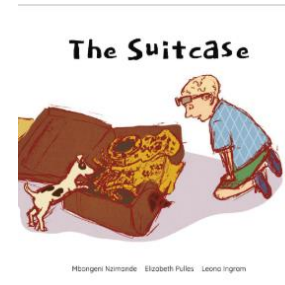
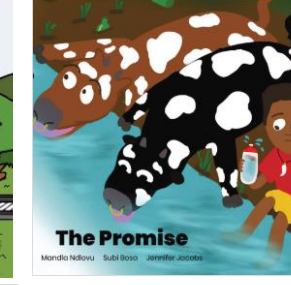
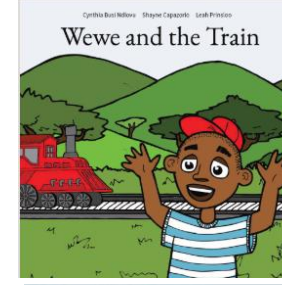
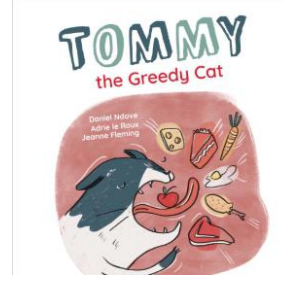
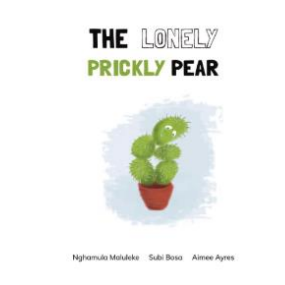
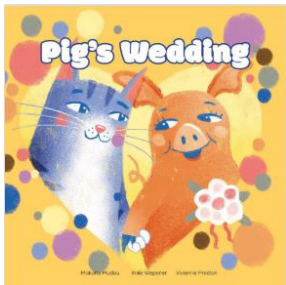
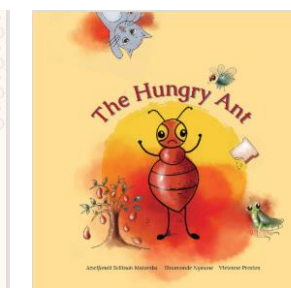
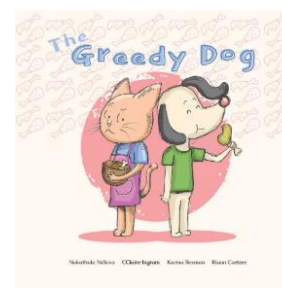
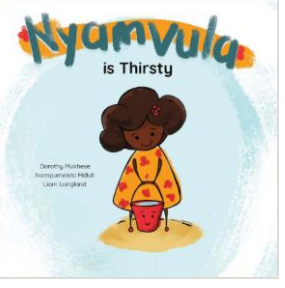
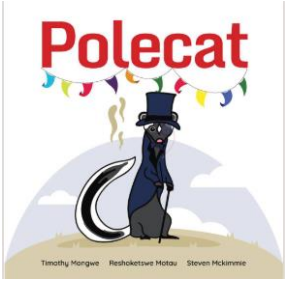
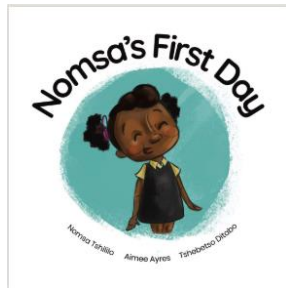
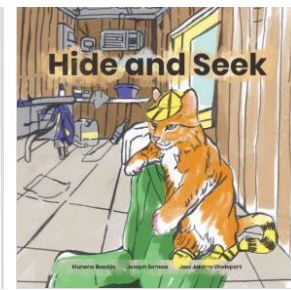
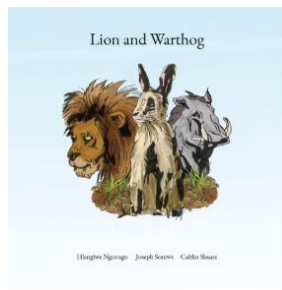
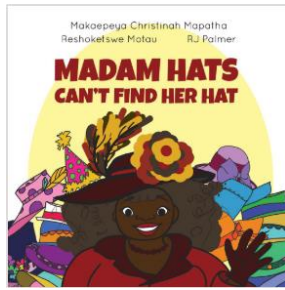


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SOME TITLES CREATED IN VARIES LANGUAGES



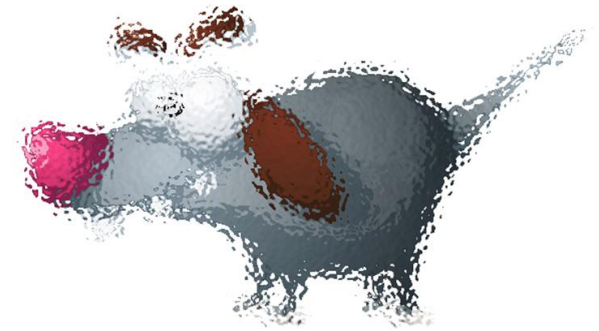
Making Profits In These Markets

- Department of Basic education
 - We had to align all titles to various curriculums:
(Cambridge, Montessori, CAPS, SPC)
 - Submit to Province & National catalogues for titles to be approved
 - To create Foundation Phase kits which consisted of:
(Activity Books, Readers, Posters & Educational Toys)
- Department of Sports & Recreation
 - Submit all titles for provincial catalogues stating different publishers
- Department of Higher Education, Science & Technology
 - Partner with training service provider Early Childhood Development
 - Supply training and start – of kits to newly accredited educators
(Activity Books, Readers, Classroom Resources, Lesson Plans)



Challenges & Recommendations

- What is open licensing?
- How do we talk to publishers about open licensing?
- What are the current challenges & Recommendations?



Publishers: *Challenges*

- *South Africa publishing has limited exposure of OL*
- *Training of publishers to understand the legal components of OL*
- *Authors, illustrators, editors new model change*
- *Marketing of titles under modern advertisement mediums*
- *Finding new avenues of market*

Publishers: Recommendations

- *Create partnerships with other OL publishers*
- *Strong relationship with printing companies*
- *Online e-learning platform to sell titles at cheaper prices*
- *Look for links between OL and traditional traditional publishing model*
- *Seek different grants and funding under OL*





Thank you!

Credits:
Room To Read
REACH Foundation
Global Reading Network
PASA
USAID



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Thank you!

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Global Reading Network
PASA
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