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

OL Webinar Series 2019
WELCOME ONE AND ALL
“To The World You Are Someone But To Someone You The World”

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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

Revenue From Local Title (By Language) 2018

- English: 55%
- Afrikaans: 45%
- isiZulu: 5%
- Setswana: 1%
- Sepedi: 1%
- isiXhosa: 1%
- Sesotho: 1%
- Xitsonga: 1%
- Tshivenda: 1%
- Multilingual: 0%
- Siswati: 0%
- IsiNdebele: 0%
- Other Languages: 0%
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.
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.
SOME TITLES CREATED IN VARIOUS 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 it?
- 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!

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REACH Foundation
Global Reading Network
PASA
USAID
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