

# Expanding The Value of Digital Publishing

*Think “PayPal™” for digital media*

SavoirSoft's micro-licensing, digital fingerprinting platform makes distributing digital works-of-art to immense numbers of consumers safe, simple, and lucrative.

## Promises & Challenges

The Internet is an excellent sales and distribution channel for valuable digital works – *pictures, videos, music, and text-based intellectual property*. But controls over I.P. rights, copyright compliance, and content management pose serious challenges in our Internet-connected world.

On one hand, digital distribution promises new revenue and market opportunities by satisfying the desire of millions around the world who digitally consume such works-of-art. However, technologies that easily replicate protected materials also make it simple to duplicate and transmit perfect copies of most any work-of-art, data, or information existing in digital form.

As a result; artists, authors, and creators of all kinds of digital works face daunting obstacles tapping into the immense potential of the Internet. Expertise in copyright and I.P. licensing conventions, with all their complexities, is required to develop the systems that can monetize and protect digital works. Consequently, creators use content aggregators, copyright clearance centers, and streaming services – *digital gatekeepers* – to reach their patrons at the expense of their own business independence.

## History... ..Then & Now...

Apple exploited these challenging dilemmas years ago when they created their iPod and iTunes Store. They innovated the business model of the music industry; providing musicians, composers, and consumers with products and services that were not available at the time.

Apple established an entirely new music distribution platform. Their platform institutionalized music licensing agreements, it branded a compelling and personalizable web-site, it simplified the way music was purchased, and made its distribution more cost effective.

With its iPod and iTunes Store, Apple carved out a mostly virgin market so fast that it was able to wrest control of a digital-music distribution ecosystem and thereby dictate what musicians, composers, and record labels could do.

Sensing similar opportunities today; digital gatekeepers are rapidly colonizing their own publishing ecosystems without regard to the creators and consumers of the digital works-of-art they look to exploit.

Their closed systems enable them to leverage the complex nature of I.P. law, empowering them to constrain access to, and regulate use of, digital works-of-art. And their interests lie not for the benefit of artists, authors, and their patrons; but in the sale of on-line ads, personal information, your works and their computing devices.

## New Publishing Opportunities

Imagine how the lives of the composers, authors, artists, playwrights, journalists, and musicians would be better if these controlled systems were open and decentralized.

Such is the unlimited potential of using a micro-licensing, open-publishing platform. Your works-of-art are more easily discovered when freed from digital gatekeepers.

Pictures, video and music not only benefit; but novels, short-stories, text-books, scholastic journals, magazines, newspapers, screen-plays, and sheet-music can securely and more effectively monetize the Internet's immense networking capabilities and massive distribution capacity.

Open-publishing together with micro-licensing:

1. Provide computing device parity and access to all current AND future devices for maximum consumer coverage via open, ubiquitous computing formats.
2. Ensure the creators of digital works-of-art retain their business control against the influence of device manufacturers and digital content aggregators.
3. Enable multiple pricing models for the same work, thereby generating additional and potentially recurring revenues from “content-as-a-service” offerings not possible with the use of today's ePublishing methods.

SavoirSoft helps creators grow their success.

Ready to leverage micro-licensing for your publishing success? Learn more:

[savoirstoft.com/How\\_It\\_Works.html](http://savoirstoft.com/How_It_Works.html)

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