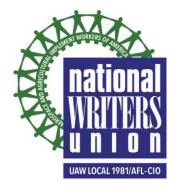
How writers monetize words:

The marketplaces for writing in digital formats

Edward Hasbrouck National Writers Union (NWU.org)

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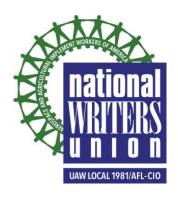
There is no "typical" writer.

- Most working writers aren't making a living from our writing.
- Most writers have multiple income streams, often from different business models.
- Different writers prioritize different ways of monetizing our work.



Four dimensions of monetization:

- 1. Business models
- 2. Revenue sources
- 3. Digital publication formats
- 4. Frontlist vs. backlist



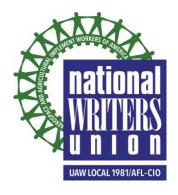
1st Dimension: Business Models

- 1. Employment (inc. creation of works for hire)
- 2. Independent contracting (can be similar to employment in some ways, but is not subject to work-for-hire laws or employment rights including wage and hour laws, unemployment compensation, and collective bargaining)
- 3. Freelancing (licensing to third-party publishers)
- 4. Self-publishing



2nd Dimension: Revenue Sources

- 1. Wages and wage-like contracting fees
- 2. Sales (including de facto sales through all-rights contracts)
- 3. Licensing
- 4. Advertising
- 5. Subscriptions and memberships

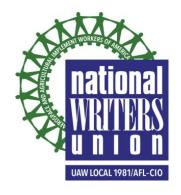


3rd Dimension: Publication formats

- 1. Web content (Web sites, blogs, etc.)
- 2. Apps
- 3. E-books and other downloads
- 4. E-mail (newsletters, etc.)
- 5. Movies, videos, electronic games, and virtual reality experiences (e.g. use of a work of fiction as the basis for plot, characters, dialogue, etc.)

4th Dimension: Frontlist vs. Backlist

- 1. Creating new works (frontlist)
- 2. Generating revenue from rights to older works (personal backlist)



Many marketplaces for digital text:

- Each of these four dimensions of monetization is independent of the others.
- These modes of monetization are also independent of the genre of writing (poetry, journalism, fiction, instructional materials, etc.).
- A work can be monetized in multiple ways at the same time, and in different ways at different times – or in only one way.

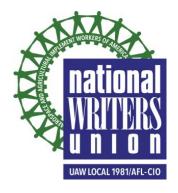
200 Ways to make a Living as a Writer in the Digital Age:

- 4 business models
- x 5 revenue sources
- x 5 digital publication formats
- x 2 types of works: new works and old works
- = 200 modes of monetization of digital text



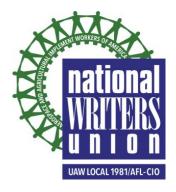
Practical implications of the diversity of marketplaces for digital text:

- Statistics, industry analysis, and business plans
- Procedures (copyright registration, identifiers, cataloguing and indexing, etc.)



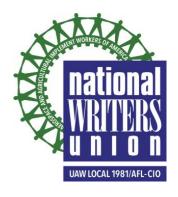
Policy implications of the diversity of marketplaces for digital text:

- "Fair Use" and other exceptions and limitations (example: "Controlled Digital Lending")
- "Market Failure" vs. market choice (example: "Orphan Works")



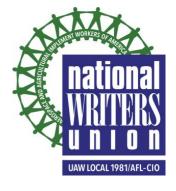
Trends in monetization of text (obvious):

- Print → digital
- 3rd-party publishers → self-publishing
- Traditional "publishers" → new intermediaries



Trends in monetization of text (less obvious):

- Frontlist → Backlist (inc. "re-mix" of own work)
- Long-form → short-form & "granular" text
- Fixed "editions" → dynamic publication
- Geographic segmentation → time-limited licensing (issues for "caching" and archiving)



National Writers Union (NWU)

UAW Local 1981, AFL-CIO https://nwu.org

Edward Hasbrouck
Co-Chair, NWU Book Division
+1-415-824-0214
edward@hasbrouck.org

