



Digital Scholarly Editions
Initial Training Network

Grant Agreement No:
317436

Misha Broughton

Crowdfunding the Digital Scholarly Edition: Webcomics, Tip Jars, and a Bowl of Potato Salad

Cologne, March 2016



Tip Jars and Taters Salad

Twitter: @mishaoutloud
Hashtag: #dixit2

Cologne, March 2016



Digital Scholarly Editing has a money mismatch.

- We create editions using grants, over the limited time of the grant.
- When the grant runs out, how do we pay for the hosting costs, migration, upgrades, etc?
- And that's assuming you can even GET a grant...
- As a field, we're dedicated to removing barriers to our scholarships, but we still want to GET PAID.
- How do we monetize "free?"

Webcomics!

(and Novelists)

(and Fan Fiction Writers)

(and Musicians)

(and Animators)

(and Game Designers)

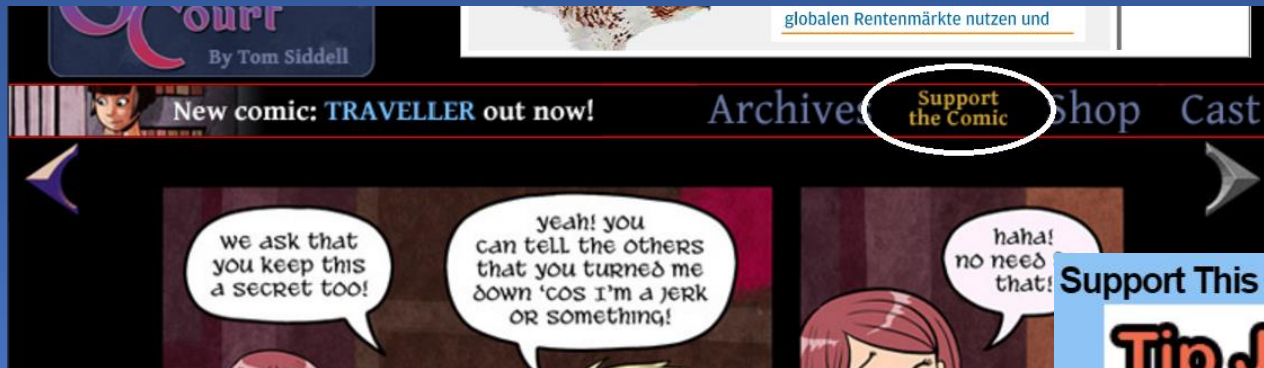
(and Illustrators)

(and Filmmakers)

The Next 15 Minutes: A User's Guide.

- How did these creators manage monetizing “Free?”
 - A *FAR* from Comprehensive List.
- What do all of these approaches have in common?
 - What magic ingredients do they all share?
- Is this approach appropriate for funding DSEs?
 - (Cool story, but what's in it for me?)

Approach 1: Ye Olde Tip Jar



Tip Jar

If you like this blog, leave a tip!



OR FEEL FREE TO DROP
A FEW BUCKS IN THE



Approach 1.2: The Fund Drive



day job. So I blew up in a rant on the front page. Amongst my furious, blind ragings, I dared my readers to put their money where there mouth is and give me a salary so I could just stay home and work on the comic full time. My reasoning was more to shut people up. Instead, I

Approach 1.3: Pay-What-You-Want

ubuntu 

Show Ubuntu some love

Or, alternatively, help out in the bug tracker ;)

Make the desktop more amazing	\$ <input type="text" value="2"/>
Performance optimisation for games and apps	\$ <input type="text" value="2"/>
Improve hardware support on more PCs	\$ <input type="text" value="2"/>
Phone and tablet versions of Ubuntu	\$ <input type="text" value="2"/>
Community participation in Ubuntu development	\$ <input type="text" value="2"/>
Better coordination with Debian and upstreams	\$ <input type="text" value="2"/>
Better support for flavours like Kubuntu, Xubuntu, Lubuntu	\$ <input type="text" value="2"/>
Tip to Canonical – they help make it happen	\$ <input type="text" value="2"/>



The same price as
Peace, Love and
Linux t-shirt
\$20

SOFT **Contribution**
www.softpedia.com
\$

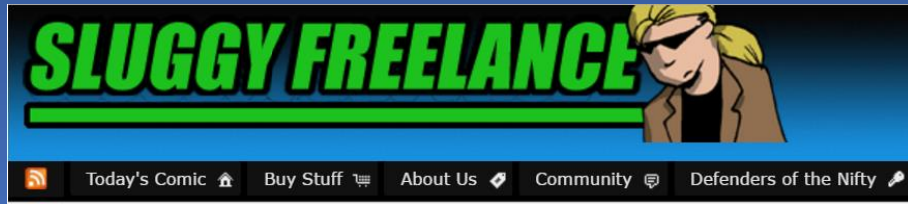
[Not now, take me to the download >](#)

[Pay with PayPal](#)



However, in all cases, leaving “let fans pay more if they want” checked is key: fans pay more than the minimum a whopping 40% of the time, driving up the average price paid by nearly 50% (in fact, every day, we see überfans paying \$50, \$100, \$200 for albums priced far lower)

Approach 2: Membership & Patreon



S M
B C

SATURDAY MORNING
BREAKFAST CEREAL
BY ZACH WEINER



Zach Weinersmith

Facebook Twitter

3,331
patrons

\$6,808
per month of comics

QC



Jeph Jacques

Twitter

3,510
patrons

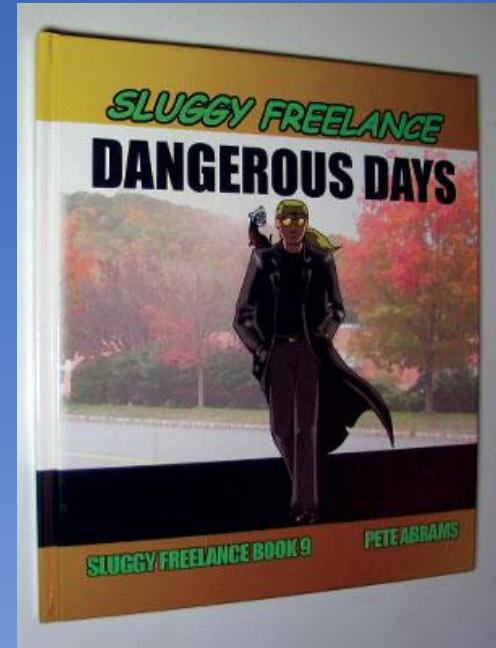
\$7,704
per month

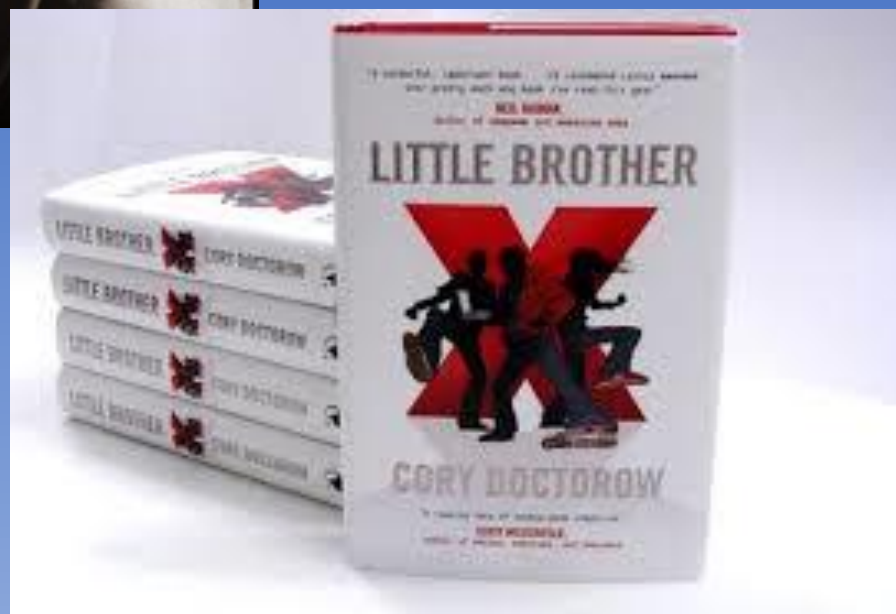
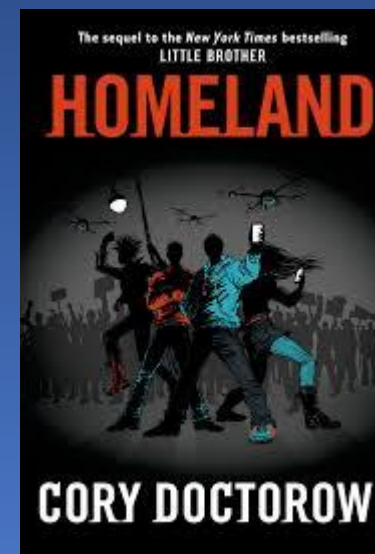
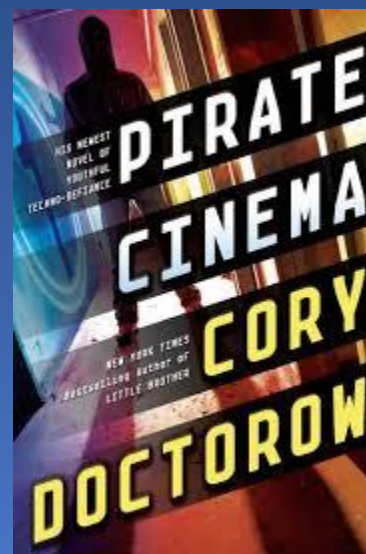
Approach 3: Merch!

Souvenirs:



Dead Tree Editions:





Approach 4: Delivery on Payment!





I'm making potato salad.

[Follow me on Twitter!](#)

Created by

Zack Danger Brown



August 2, 2014

Successfully raised \$55,493 USD with 6,911 backers



February 20, 2015

Successfully raised \$8,782,572 USD with 219,382 backers

The Next 15 Minutes: A User's Guide.

- How did these creators manage monetizing “Free?”
 - A *FAR* from Comprehensive List.
- What do all of these approaches have in common?
 - What magic ingredients do they all share?
- Is this approach appropriate for funding DSEs?
 - (Cool story, but what's in it for me?)

What do these approaches have in common?

- They are brand driven.
 - The product – and the creator – build that brand.
- They are participatory.
 - What supporters pay for is a chance to belong.
- They are *extremely* “lossy.”
 - Webcomic creators estimate 1-3% donate.
 - But the sheer economy of scale makes it worthwhile.

The Next 15 Minutes: A User's Guide.

- How did these creators manage monetizing “Free?”
 - A *FAR* from Comprehensive List.
- What do all of these approaches have in common?
 - What magic ingredients do they all share?
- Is this approach appropriate for funding DSEs?
 - (Cool story, but what's in it for me?)

Well, *is* it appropriate?

No.

What do these approaches have in common?

- They are brand driven.
 - The product – and the creator – build that brand.
- They are participatory.
 - What supporters pay for is a chance to belong.
- They are *extremely* “lossy.”
 - Webcomic creators estimate 1-3% donate.

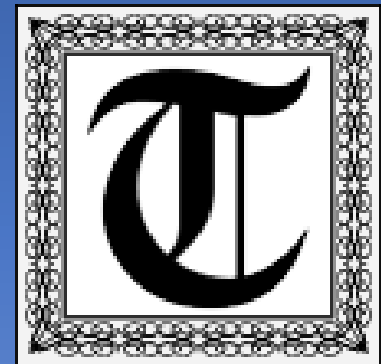
Well, *is* it appropriate?

No.

(Probably not.)

(At least not now.)

But... we can crowd *source*?



Letters of 1916

A Year in the Life



How *could* it be appropriate?

- We need to make fans out of readers/users.
 - Enthusiasm is contagious; stop inoculating people.
- We need to ask.
 - No supporting bullet. It really is that simple.
- We need to better understand – and respect – the work of publishers.
 - They did/do more than just print books.

Tip Jars and Taters Salad

Twitter: @mishaoutloud

Hashtag: #dixit2

E-mail: wbrought@uni-koeln.de

Cologne, March 2016

