



# The technology behind revenue models of the future

Allen Press Emerging Trends Seminar  
April 14, 2011 - Washington DC

My Twitter Handle is @jwonder

Form Follows Function: Letting Users Design The New Architecture

James T. Wonder  
American Institute of Physics  
wonder@aip.org

# Agenda

- Who are the players, where are we now?
- Current platforms and services
- New subscription models
- The future?
- Conclusion

# What Publishers want



A simple, easy way to sell and distribute content

Get the information to the consumer as quickly and as easily as possible

To provide their content is as many formats as possible to serve the customer

# What Device Manufacturers want



You to use their device, not others

A closed app/device ecosystem

# What Content Resellers want



A closed content ecosystem

Come to them for everything

# Competing Needs and Wants

We are at cross-purposes

We Have Device proliferation and no  
sharing

Users really just want to purchase once  
and read everywhere!

# Current Platforms

eReaders (Kindle, Nook, etc)

Closed ecosystem, closed device support

iOS devices (iPhone, iPad)

Closed ecosystem

Mediocre support for published content

Others

No reason to think they will not follow suit



The web is open!  
All devices have a  
browser!  
Is this our way out?

# New Purchasing models



GoogleOnePass

# Yawn!



# Google OnePass

Basically an eCommerce system for subscriptions

Supposedly cross platform

Web based?

Single sign-on across devices

10% of purchase price goes to Google

Provides customer information to publisher

# Apple Subscriptions



# Yawn!



# Apple Subscriptions

Just another app store purchase facet

Could have done this years ago with consumable products, if they let you!

30% off the top

Limited customer information!



New York Times  
“Pay Wall”

# Eek!



# NYT “Pay Wall”

Doesn't really work!

Cookies based, remove your NYT cookies  
to get more

Also including referrer, okay, its a bit  
“neat” from a technical POV

# New York Times Guilt?



# Guilt as a model?

Is this a way to make more than casual users feel “bad” and pay for content?

Can guilt be a business model?

Are they so rooted in “subscription models” that they can’t think otherwise?

Does my mother work at the NY Times?



# New Subscription Models



What has the iStore taught us?

How can we use micropayments?

Easy access to information

The 5 second society

The models works due to immediate ROI

# Pay Walls

We hate anything in-between ourselves  
and our content!

Complication is not welcome!

# What has eCommerce taught publishers?

**Does:** convenience + location + availability = good product

How many people here use Amazon one  
click ordering?



The Future?

# My Requirements as a consumer

Single sign-on is a must!

Seamless access to my content, from my  
iPad, to my Kindle to my browser

I don't care where I am, what I am doing, if  
I have a device with me, I want my stuff

# Hurdles that need to be overcome

Closed ecosystems need to be opened

Sharing between devices needs to be open

Standards need to be adhered to

# Conclusion

We are still in “early times” for eSubscriptions even though we have been doing it for a while

Competing interests make this harder than it needs to be

Users don't know what they want

Publishers are either following existing models or hesitant to try new ones

# Conclusion

Try something and see how it works!

If it fails, try something else!

Do not be afraid to Experiment!!!!

Anyone who has never made a mistake  
has never tried anything new.

-- Albert Einstein

The person who doesn't make mistakes is unlikely to make anything.

-- Paul Arden

I haven't failed. I've had 10,000 ideas that didn't work.

-- Benjamin Franklin

Success is going from failure to failure  
with no loss of enthusiasm.

-- Winston Churchill

# Discussion



# Thank you!

Form Follows Function: Letting Users Design The New Architecture

James T. Wonder  
American Institute of Physics  
wonder@aip.org