

where every printed copy of the same work is likely to be the same quality, so it is harder to differentiate one publishing service from another. On the other hand, for items like furniture or electronics, the provider of the physical goods can compete with other providers of the same works based on quality, service, or other traditional business principles.

MARKET-BASED

Charging for the in-person version

As anyone who has ever gone to a concert will tell you, experiencing creativity in person is a completely different experience from consuming a digital copy on your own. Far from acting as a substitute for face-to-face interaction, CC-licensed content can actually create demand for the in-person version of experience. You can see this effect when people go view original art in person or pay to attend a talk or training course.

MARKET-BASED

Selling merchandise

In many cases, people who like your work will pay for products demonstrating a connection to your work. As a child of the 1980s, I can personally attest to the power of a good concert T-shirt. This can also be an important revenue stream for museums and galleries.

Sometimes the way to find a market-based revenue stream is by providing value to people *other* than those who consume your CC-licensed content. In these revenue streams, the free content is being subsidized by an entirely different category of people or businesses. Often, those people or businesses are paying to access your main audience. The fact that the content is free increases the size of the audience, which in turn makes the offer more valuable to the paying customers. This is a variation of a traditional business model built on free called *multi-sided platforms*.³⁶ Access to your audience isn't the only thing people are

willing to pay for—there are other services you can provide as well.

MARKET-BASED

Charging advertisers or sponsors

The traditional model of subsidizing free content is advertising. In this version of multi-sided platforms, advertisers pay for the opportunity to reach the set of eyeballs the content creators provide in the form of their audience.³⁷ The Internet has made this model more difficult because the number of potential channels available to reach those eyeballs has become essentially infinite.³⁸ Nonetheless, it remains a viable revenue stream for many content creators, including those who are **Made with Creative Commons**. Often, instead of paying to display advertising, the advertiser pays to be an official sponsor of particular content or projects, or of the overall endeavor.

MARKET-BASED

Charging your content creators

Another type of multisided platform is where the content creators themselves pay to be featured on the platform. Obviously, this revenue stream is only available to those who rely on work created, at least in part, by others. The most well-known version of this model is the “author-processing charge” of open-access journals like those published by the Public Library of Science, but there are other variations. The Conversation is primarily funded by a university-membership model, where universities pay to have their faculties participate as writers of the content on the Conversation website.

MARKET-BASED

Charging a transaction fee

This is a version of a traditional business model based on brokering transactions between parties.³⁹ Curation is an important element of this model. Platforms like the Noun Project add value by wading through CC-licensed content to curate a high-quality set and then derive revenue when creators of that content make