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2-for-1 Masquarade

Open Source Code is **consumed like a public good**, because when viewed as a static commodity, the cost of additional users is nearly zero, but **Open Source code is *produced* like a commons**, where a maintainer's attention is the limited resource.

Maintainers … must avoid **Extractive Contributions.**

Curators *Help moderate the public spaces for a creator, filtering out extractive requests and only surfacing the things that most require a creator's attention*

Chapter 5

Marginal Cost

"*We tend to assume that content doesn't incur significant* **Marginal Costs** *thanks to* ***platforms*** *that now absorb most of the* **Distribution Costs** *for creators.*

However, it is the **MAINTAINANCE** *of content thatincurs* **Hidden Costs** *with time and use..*

Chapter 5, pg 212

Two Sided Market

Paying subscribers subsidize all content for non-paying readers under the assumption of sense of *membership/identify v.s. direct content sale.*

e.g. Charging 100,000 readers $.10 v.s
Charge 1,000 Most dedicated $10/yr

Freemium Model

Creator gives away same content for free (gratis) but restricts other content to those with paid subscriptions. Helps creators grow reputation via **Public Network Effects.**

Chapter 5, Pg 221

One-way Mirror Pattern

Anybody can consume content but interactions with the creator are limited.

Non-Fungible Contribution

Specialized work that is not easily distributed.

Further Reading

1000 True Fans by Kevin Kelley
Coase's Theory of the Firm
Coase's Penguin, Benkler
Success of Open Source, Weber

Chapter 5, pg 225