

## Two Key Models in Publishing

	<i>Self-publishing</i>	<i>Trade-publishing</i>
<i>What it means</i>	Content owner publishes book independently ('self-publisher').	Content owner collaborates with a trade publisher* on mutually agreed upon terms.
<i>Copyright</i>	The self-publisher holds copyright. In post-humous works, the estate holds the copyright. In certain cases, copyright may be assigned to an organisation.	Content owner holds copyright. But there are cases that copyright is being assigned to an organisation
<i>Distribution</i>	<p>The self-publisher engages book retailers (e.g. SKS) to help in sale of books.</p> <p>Can also approach trade publishers who may be keen to add book into their product line.</p> <p>Either case, proceeds are shared in a pre-agreed ratio.</p>	The trade publisher undertakes distribution and marketing. Pays royalty on sales to copyright owner.
<i>Facilitation of works</i>	<p>Self-publisher procures the necessary publishing services.</p> <p>e.g. engage trade publishers or design houses in book design/layout and printing.</p>	Trade publisher undertakes all work and production costs.
		<p><i>*Trade publisher – a company that produces books for sale in mass/specialty markets. Examples of Christian trade publishers in Singapore include Armour Publishing, Graceworks, S'pore Bible Society.</i></p>

References on Copyright Laws:

[Copyright Law in Singapore: Your Rights and What It Protects | SingaporeLegalAdvice.com](https://sso.agc.gov.sg/Act/CA1987)

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