



Model	Description	Success factors	Costs to implement	Risks
Subscription	Access to at least part of content is restricted to subscribers	<ul style="list-style-type: none"> Meets needs of core audience that is significant in size Users willing to pay for content because of uniqueness, timeliness, authenticity, features, or other characteristic Resource adds value through aggregation that is difficult to replicate Users can afford to pay 	<ul style="list-style-type: none"> Access controls Billing/invoicing Sales function Subscriber retention Marketing (though this is necessary for any resource, closed or open) 	<ul style="list-style-type: none"> Limits potential usage and impact
Pay-per-use	Users can 'cherry pick' specific pieces of content or access resource for a short period of time	<ul style="list-style-type: none"> Users are willing to pay for discrete pieces of content Getting pricing right Search engine indexing Existence of large secondary audience 	<ul style="list-style-type: none"> Access controls Online transactions Marketing 	<ul style="list-style-type: none"> Creating barrier to usage Cannibalising subscribers
Contributor pays	Content contributors pay to have their works or collections published online	<ul style="list-style-type: none"> Service offers benefits such as brand, audience, exposure, connection to related content Low cost 	<ul style="list-style-type: none"> Sales function (to content contributors) May need to cover costs of reviewing content that is turned away Tools for ingesting content 	<ul style="list-style-type: none"> As audience grows, costs increase rather than revenues (at least in short term) Difficult to build in funds for long-term costs such as preservation and migration
Host institution support	University provides funds and in-kind contributions to support the project	<ul style="list-style-type: none"> Alignment with goals and mission of institution 	<ul style="list-style-type: none"> Time to build relationships and make case for funding Political capital? 	<ul style="list-style-type: none"> University priorities may change Budgets can get cut
Corporate sponsorship	Non-profit website offers placement for corporate sponsor logo or other marketing feature in exchange for cash or in-kind contribution	<ul style="list-style-type: none"> Understanding interests of potential partners OAR has assets (audience, brand) that are valuable to partner Selecting partners with strong mission, audience, and/or product fit Clear communication of goals and expectations Structure allows flexibility to change terms as environment evolves 	<ul style="list-style-type: none"> Business development time Legal costs of negotiating contracts 	<ul style="list-style-type: none"> Can be complicated and time consuming to create and implement Any negative perceptions of the corporation can have repercussions for the non-profit

Users Pay

Indirect Beneficiaries Pay



Model	Description	Success factors	Costs to implement	Risks
Advertising	<ul style="list-style-type: none"> Display ads are placed on pages throughout a website, in order to convey branding message or promote a product Search ads placed on the site generate revenue for the site publisher when a viewer clicks on them 	<ul style="list-style-type: none"> High traffic and intensity of usage by audience desirable to advertisers Ability to provide data about audience Organisations interested in the site's audience have money to spend on advertising Willingness of the community/authors to allow ads on the site 	<ul style="list-style-type: none"> Sales function for ad space (or revenue share to ad network) Ad server (though some are available at no cost) Materials to communicate ad rates, demographics and ad sizes to potential advertisers 	<ul style="list-style-type: none"> Direct ad sales can be time-consuming Too little traffic to generate meaningful revenue stream Reducing user trust
Philanthropic funding	<ul style="list-style-type: none"> Can be from individuals, foundations, or government agencies Can be start-up investment in new project, unrestricted operating grants, or restricted to specific programs 	<ul style="list-style-type: none"> Project mission is aligned with mission of granting agencies/individuals Ability to make a persuasive case that this project is the best use of resources towards advancing that mission 	<ul style="list-style-type: none"> Development capacity Reporting on grants (can be very time consuming!) 	<ul style="list-style-type: none"> Funding agency priorities change
Content licensing	<ul style="list-style-type: none"> Granting one or more outside organisations permission and responsibility for distributing content Sharing in the revenue in the form of royalties 	<ul style="list-style-type: none"> Content of interest to one or more distributors Ability to negotiate favourable licence terms 	<ul style="list-style-type: none"> Legal costs 	<ul style="list-style-type: none"> Limiting future options of what can be done with the content Channel conflict (if content is distributed through multiple channels)

Indirect Beneficiaries Pay