



early
literacy
resource
network



Open Licensing and Publishing in Africa

What is open licensing and why is it topical to authors,
publishers and illustrators?

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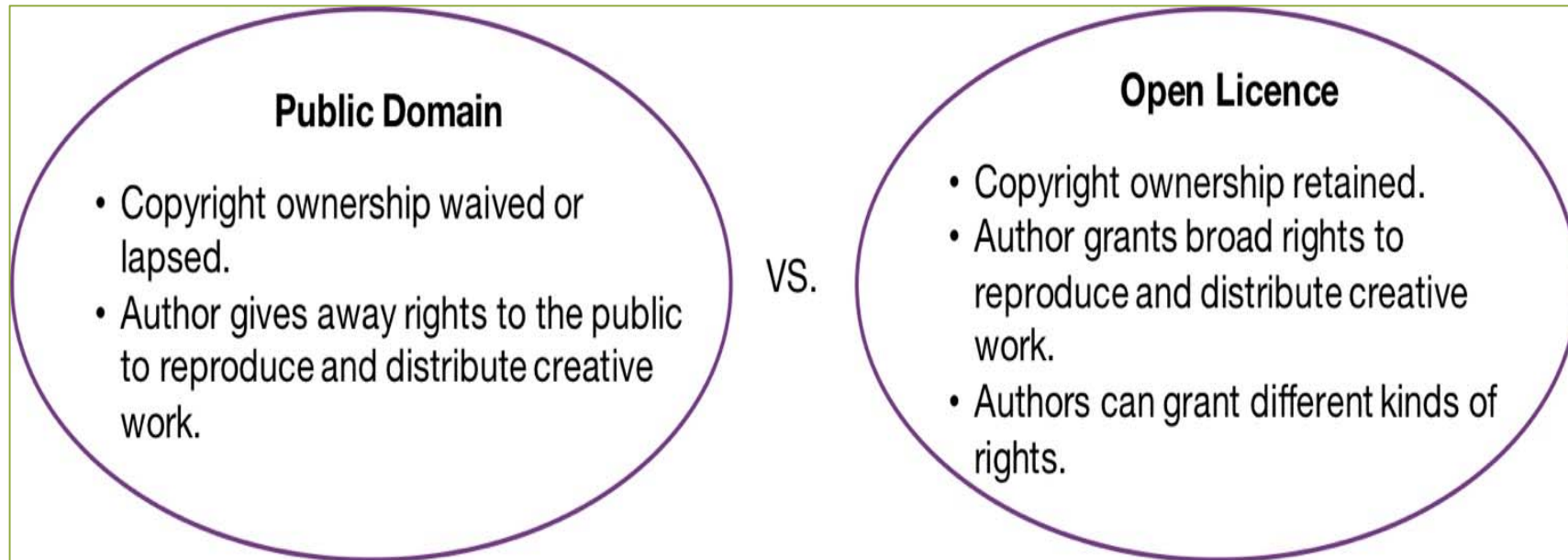
More local language books in the hands of more children

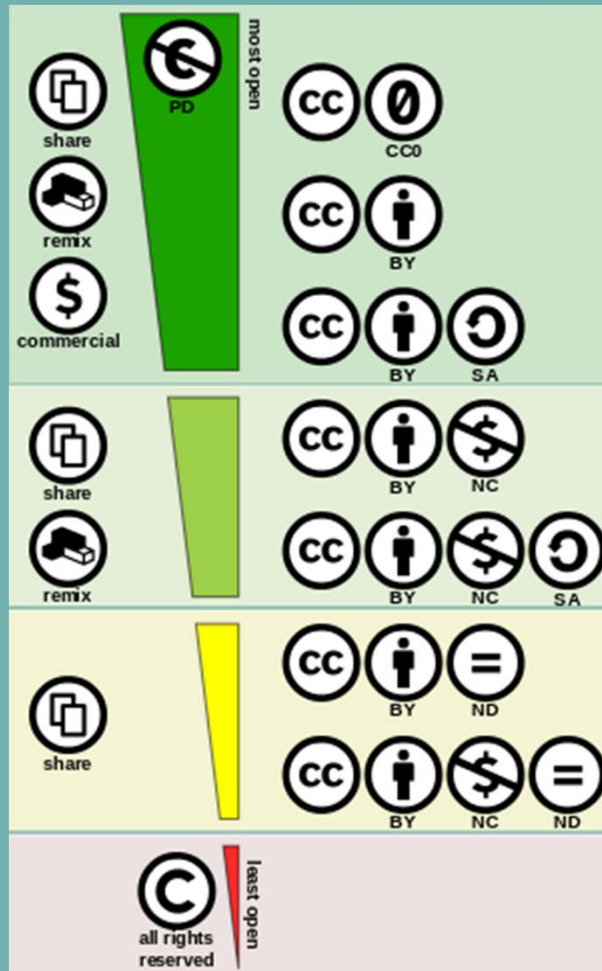


What is open licensing?

- Open licensing and digitization are not synonymous.
- An open licence specifies what can and cannot be done with a work.
- It permits reproduction, adaptation, and distribution without requesting permission from the author or publisher.
- Open licences substitute ‘all rights reserved’ with ‘some rights reserved’.
- All open licences require attribution of author, illustrator, publisher.
- In publishing and education, Creative Commons licences are the most typical and standardized form of open licensing.

Public domain vs open licensing





Types of CC licences

Creative Commons licences permit the copyright owner to determine the extent to which others are legally allowed to reuse material.

All open licences require acknowledgement of copyright holders.

- To share resources in different media – video, text, images.
- Many organizations share resources and reports under Creative Commons licences.
- Some musicians, artists, and other kinds of content creators share content under open licences, hoping that it will open new revenue streams.
- Open licensing is now used very widely all kinds of educational purposes – from early childhood literacy to university level.

What is open licensing used for?

Why use open licensing?

- Some donors and governments require content to be produced under open licences.
- Openly licensed content can bring publishers more visibility, a wider audience and a new revenue stream for print.
- Openly licensed digital content complements print, but does not replace it.
- Content that is more freely available can help mitigate against a lack of reading materials.

- Open licensing is part of a wider process of content digitization.
- Open licences emerged to expand the concept of copyright.
- Most openly licensed resources are available digitally.
- Open licensing can bring greater visibility and a wider audience.

Why does open licensing matter to publishers?



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Sub-Saharan Publishers

Sub-Saharan Publishers, founded by Akoss Ofori-Mensah in 1992, is an indigenous Ghanaian publishing house now specializing in African children's books, African literature, literature on the trans-Atlantic slave trade, and scholarly books. Children's books constitute about 60 percent of the Sub-Saharan Publishers' portfolio, of which several have won awards and have been translated into both African and European languages. Ofori-Mensah's goal is to meet the needs of children and young people to have books that they can enjoy reading and to which they can relate.

Email

akoss_oforimensah@yahoo.com

Website

subsaharanpublishers.com

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[Lists \(0\)](#)

[Media Mentions \(0\)](#)

SISALI - LEVEL 2
Fati an dɔnjoglu la
Bushira Gariba
Therson Boadu
RECOMMENDED 4

SISALI - LEVEL 2
Fati nt dɔsɔj pupoi la
Bushira Gariba
Eric Nii Addy
RECOMMENDED 5

DAGAARE - LEVEL 2
Fati ane Yɔgevaare Waabo
Dordzie Gervase
Therson Boadu
RECOMMENDED 4

DAGAARE - LEVEL 2
Fati ane a zecre doge
Dordzie Gervase
Eric Nii Addy
RECOMMENDED 10

DAGBANI - LEVEL 2
FATI MINI ʒIɛDUYɔ
Mohammed Nindow Osman
Eric Nii Addy
RECOMMENDED 10

DAGBANI - LEVEL 2
Fati Mini Way' Bankom
Mohammed Nindow Osman
Therson Boadu
RECOMMENDED 3

Why does open licensing matter to authors and illustrators?

- Some open licences allow a content creator to reuse or sell their work.
- Illustrations/content can be adapted by others.
- The extent of the licence depends on the contract signed by the content creator, and on what assets are required to be shared per that licence.
- Online books may have a different format, and images may be low-res or cropped.
- Open licensing may create exposure for authors and illustrator.



Open Licencing Made Plain A Primer on Concepts, Challenges, and Opportunities for African Publishers

Neil Butcher, Lisbeth Levey, and Kirsty von Gogh

Towards revenue models that incorporate open licensing?

- Long-term sustainability requires publishers to understand how paradigms are shifting and to innovate accordingly.
- Almost all models depend on donor funding, while some also rely to a lesser extent on some degree of voluntarism.
- Some models show promise, including those that combine ‘content-as-a-service’ with other income streams, such as sale of printed, openly licensed books, teacher training services, research and evaluation services.
- Diversification of funding may enable specialized teams of publishing experts to remain sustainable.
- All business models based on open licensing are in their infancy, so it is too soon to determine what will work most successfully.

Access to resources

Neil Butcher & Associates has set up a website: the Early Literacy Resource Network (<http://www.earlyliteracynetwork.org>) to share information on:

- Open licensing
- National language and book policies
- Teaching literacy
- Access and distribution
- Key players in early literacy



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