

# Unglue.it week 3:

ebooks beyond pretend-it's-print pay-per-copy

Eric Hellman

Gluejar, Inc.

IDPF 2012

# Once upon a time...

Books hadn't been invented.

But an inventor named Kindle Radio invented a device he modestly called the "radio".

Kindle had a brilliant plan.



He made recordings of famous storytellers.

<http://www.pangaea-arts.com/kamishibai/>



Each radio was fitted with a coin slot.

[http://radioattic.com/item\\_sold.htm?radio=1070043](http://radioattic.com/item_sold.htm?radio=1070043)





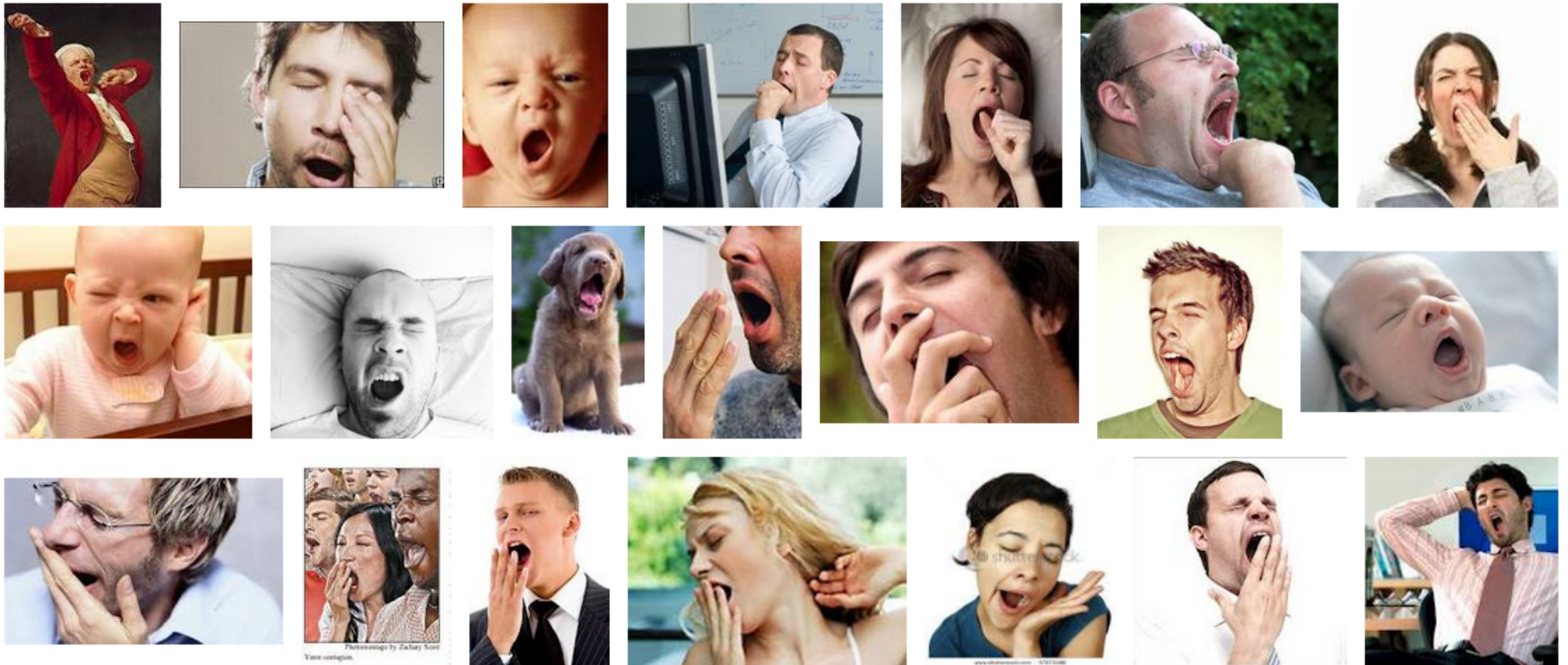
If you put in a quarter, you could hear the story.

Storytellers thought Kindle was crazy.



“People fill our hats with money when we tell them stories they like. Why do we need these radios to do it for us?”

Storylisteners thought Kindle was crazy.



“You want us to put a quarter in before we’ve heard the story? What if it’s boring?”



Even his employees thought Kindle was crazy.



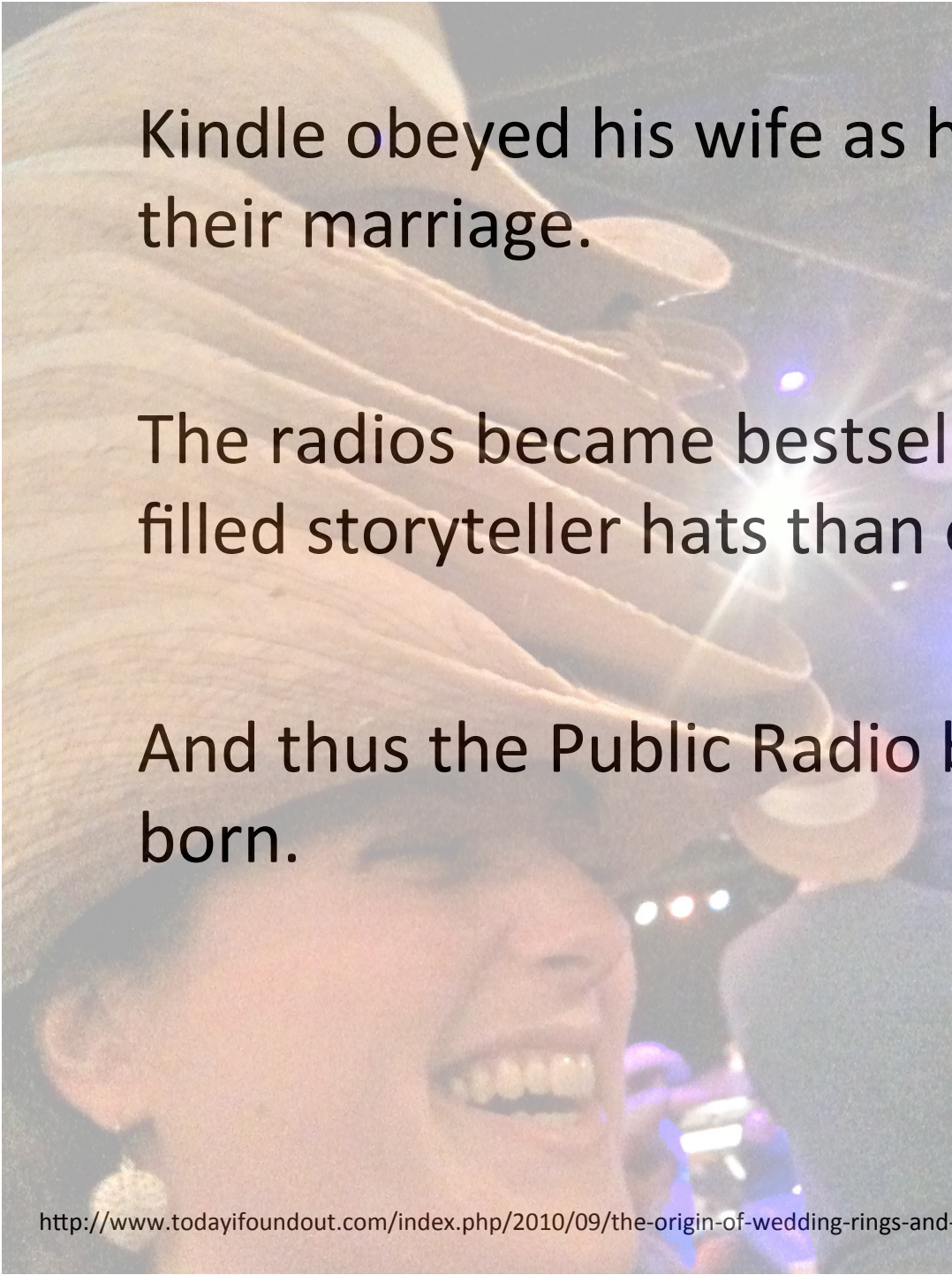
“You want us to go into people’s houses to empty coins from the radios?”

<http://pennies.com/wheatpennies+bonus.htm>



Kindle's wife, Public, was having none of it

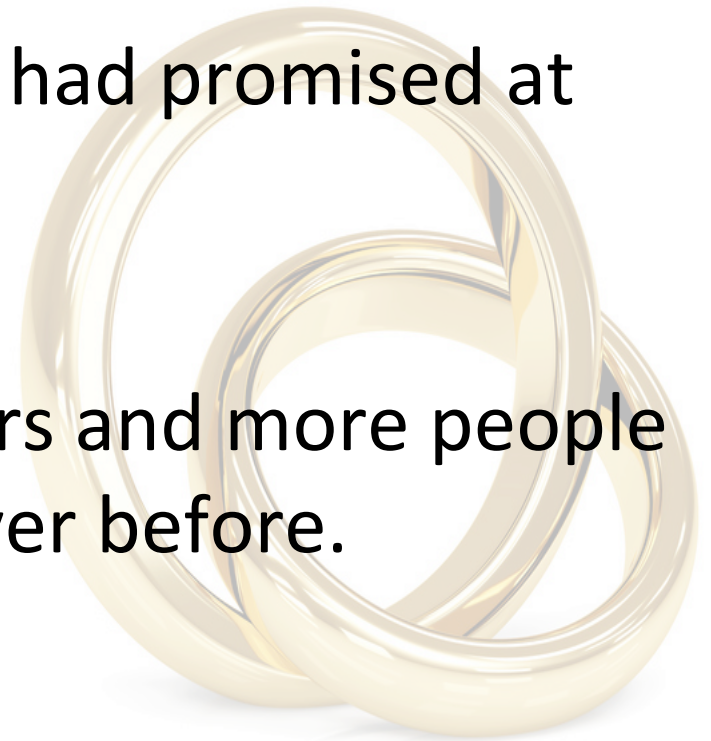
“Forget the coin slot”, she told Kindle. “Sell the radios, make the signal free, and people will figure out smarter ways to put quarters in the storyteller's hats.”



Kindle obeyed his wife as he had promised at their marriage.

The radios became bestsellers and more people filled storyteller hats than ever before.

And thus the Public Radio business model was born.







# NPR funding model

- Digital = no cost to serve additional user
- Get fixed cost + profit, then give ebook away
- Let readers choose which books to support
- Run a pledge drive for *every* book
- Other trailblazers:

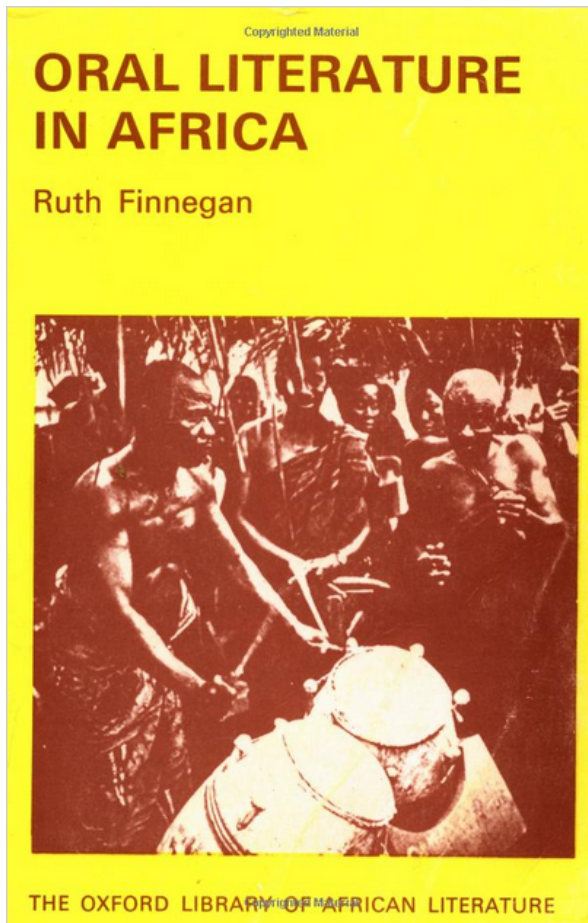
**KICKSTARTER**

The Nature Conservancy   
Protecting nature. Preserving life.™





# how it works



Originally published  
by Oxford University Press  
in 1970

Out of print

An academic classic





Not available as ebook

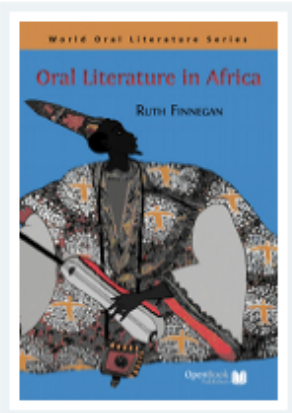
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**Ending in 24 days**

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## Oral Literature In Africa

Ruth H. Finnegan  
 1970

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113 Ungluers have pledged \$2,600 toward a \$7,500 goal **34%**

Remove This





Campaign	Comments (1)	Ungluers (119)	Rights
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"Besides being a goldmine for scholars, [Oral Literature in Africa] is a delight for the general reader... The people and animals and spirits of Africa live, laugh, weep and quarrel between the covers of this book." — Journal of African and Asian Studies

First published in 1970 by Oxford University Press, this classic study has been hailed as "the single most authoritative work on oral literature". It traces the history of story-telling in Africa, and brings to life the diverse forms of creativity across the African continent. Author Ruth Finnegan is thought to have "almost single-handedly created the field of ethnography of language" with this book, and it continues to be a go-to text for anyone studying African culture.

However, despite its enormous scope and popularity, Finnegan's book is now out of print. It is particularly hard to find in Africa, where its original retail price was beyond the budget of most university libraries. The non-profit organization **Open Book Publishers** is endeavoring to make this definitive book freely available to African students and scholars — and indeed to any interested readers around the world. The Unglued Ebook will be particularly

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Rights holders set a funding target

## Oral Literature In Africa

Ruth H. Finnegan  
1970

Support

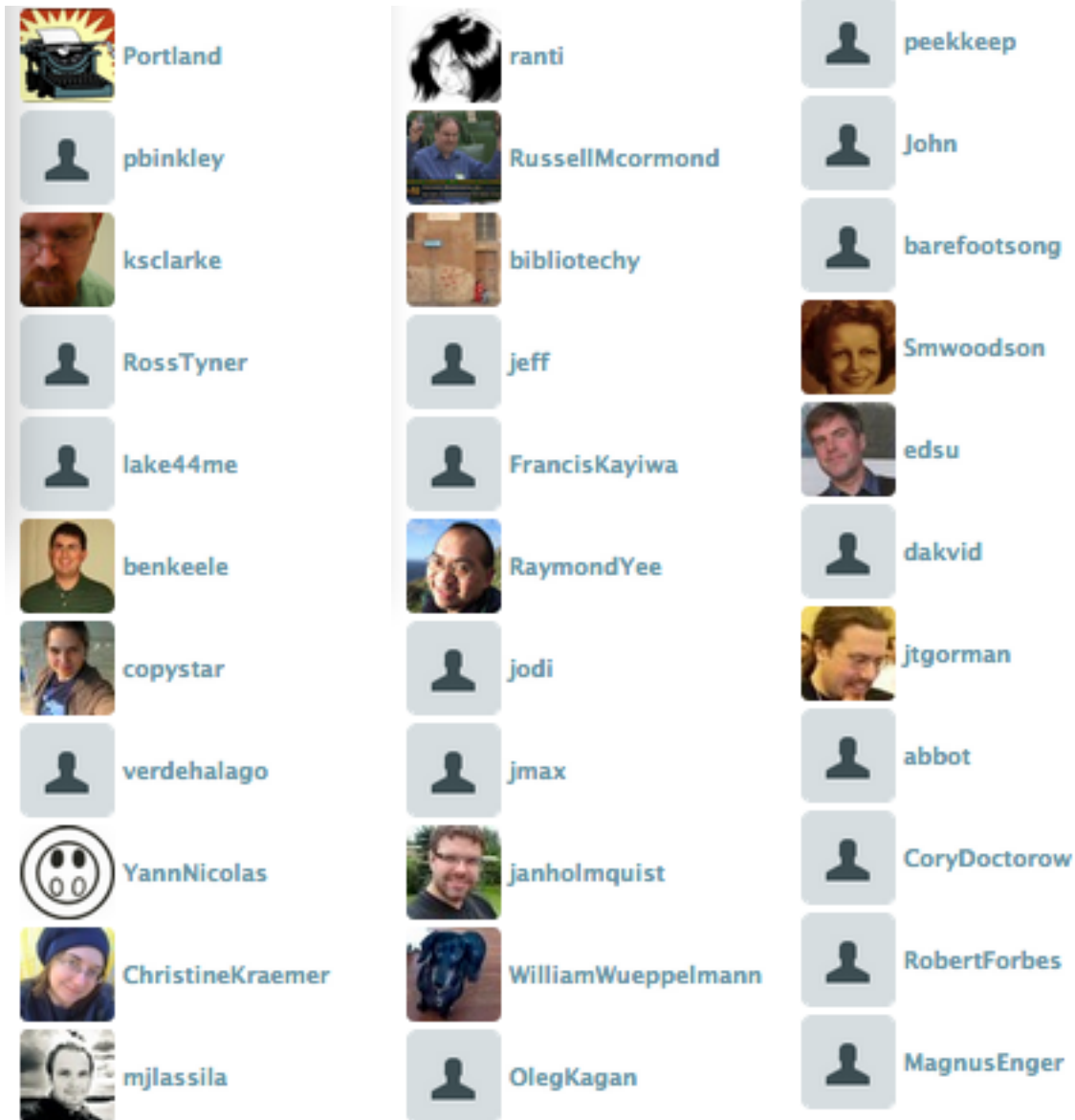
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113 Ungluers have pledged \$2,600  
toward a \$7,500 goal

34% A progress bar icon consisting of a stack of books, with the first two books highlighted in orange to represent 34% completion.

# People who think the book is worthy pledge their support!





When the campaign is successful....







**Remix**  
Lawrence Lessig  
2008

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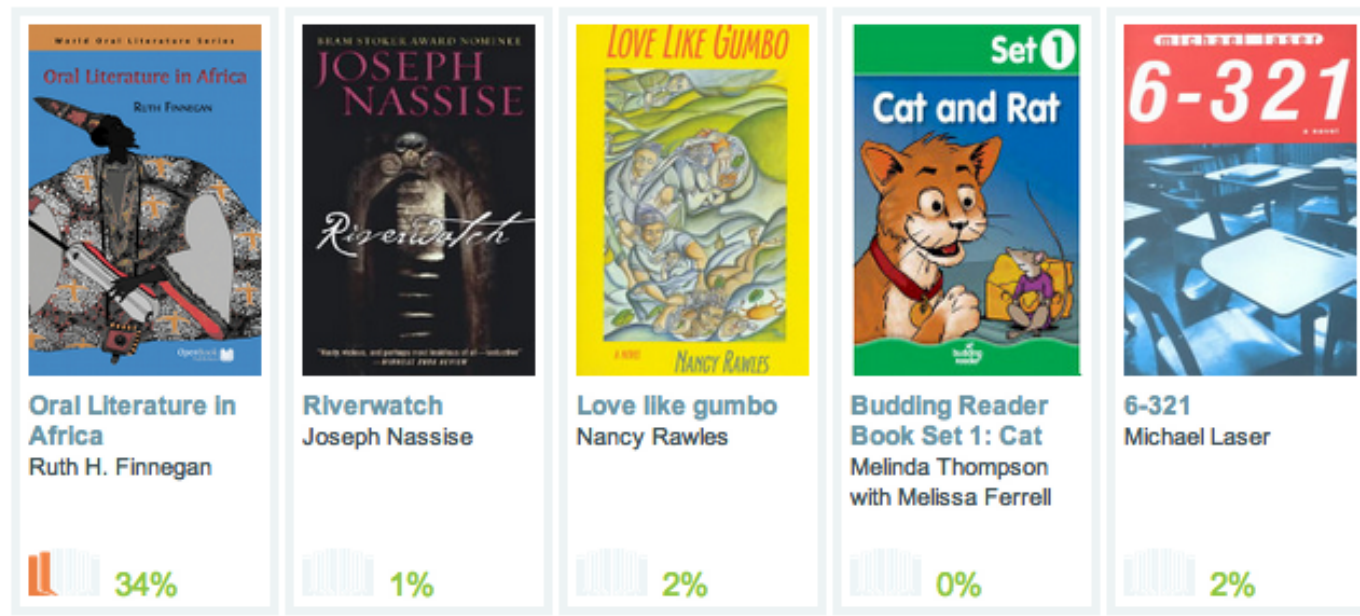
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# What have we learned so far?

- Launched on May 17
- 10,000 visitors
- 1000 ungluers
- \$5000 pledged



# What have we learned so far?

- Remix
- Russians
- Archivists



# What have we learned so far?

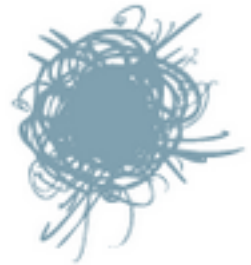
- Remix



In this early stage, people actually care about licenses!

# What have we learned so far?

- Russians



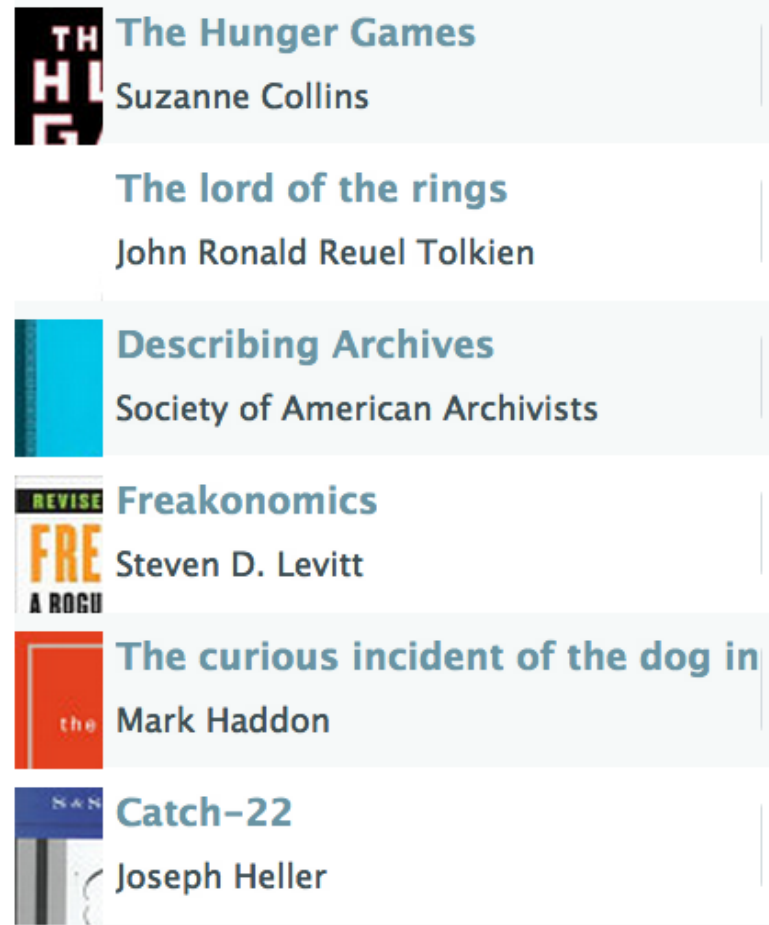
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Стартап Unglue.it освобождает книги от коп  
помощью краудфандинга

# What have we learned so far?

- Archivists

Unglue.it  
most popular list:



# Conclusions

- We need a lot of help to make this work
- Breaking the shackles of the pretend-it's-print pay-per-copy business model can serve new markets and new applications.

# This is the End

Email: [eric@gluejar.com](mailto:eric@gluejar.com)

My Blog: <http://go-to-hellman.blogspot.com/>

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Please...