



Market Model Task Force

Preliminary Recommendations

At this time, these are intended for review and discussion.

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Task Force Three Members (Market Model)

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The work of the Commission and of the Market model is intended to encompass all published materials, not just textbooks. There is a broad range of materials used in higher education today, which includes traditional books, digital eBooks, journals, online journals, databases, learning and testing software, distance learning materials, etc.

TERMS

Higher Education Publisher: any company or organization or individual or group of individuals that delivers digital or print content for use in higher education, e.g. Publishers, Professors, OER developers.

Digital publications: Publications that are created with the purpose of being used on hand-held reading systems, cell phones, computers or other systems for the presentation of the information to the reader.

Non-digital publications: Publications that exist only in print or PDF forms. High resolution PDF is used to produce print publications and is not intended for direct consumer use.

Recommendations

MM01: We want to recommend incentives that would assist in fulfilling the various recommendations. For example, use of Federal discretionary award process to support the development of production flow models for the creation of accessible materials by higher education publishers

MM02: We want to recommend that higher education publishers must be required to distribute accessible versions of their digital publications directly into the market, i.e. they have produced the accessible digital version in their normal production process or they have entered into a relationship with a third party to make their digital publications accessible prior to general distribution to their outlets.

MM03: We want to recommend that higher education institutions must only purchase digital publications that are accessible

MM04: We want to recommend that software used in higher education must be accessible to persons with disabilities that use Assistive Technology” AT. This accessible software would include educational support software and applications embedded into digital books.

MM05: We want to recommend that authoring tool software developers must produce their products so that their output will deliver accessible digital publications

MM06: We want to recommend that government and higher education institutions must only purchase authoring tools that produce accessible digital publications. If open source tools are used, then these tools must also produce accessible digital publications.

Derivative Works Recommendations

It is expected that it will not be possible to make all types of digital publications fully accessible to all persons with disabilities. A derivative version will be needed in many instances. These works could include: audio narration, extremely detailed descriptions of graphical content, tactile graphics supports, language simplification, and learning supports. While targeted towards persons with disabilities, we may find that these derivative works appeal to a broader range of people and should be available for purchase by anybody.

Non-digital publications are prime candidates for creation as a derivative work.

MM07: We want to recommend a pilot project that would systematically make licenses available for the creation of derivative versions of published materials for sale into the general market. This would be a voluntary licensing approach that would include, if available, the provision of the accessible digital production files that would be used as the starting point for the production of the derivative work.

MM08: We want to recommend that the outcomes of the licensing pilot be analyzed to ensure that the market has met the need for derivative works. If it is found that publishers refuse to license for derivative works, then a statutory licensing approach should be put in place.