**So My Wish for the Crew at Reallusion is:**

*A new PUBLIC Marketplace for Reallusion producers* where - instead of selling assets to each other - where schools and public libraries from any country/language can download our fictional and non-fictional iClone/Crazytalk videos with/without sample Q&A sheets as paid/free teaching resources for their students/members.

I'd also suggest that this new marketplace should be indexed into 3 easy sub-groups, one each for the 3 internationally accepted age categories for literary development:

i) 0-8, aka child-care and Kindergarten to junior school

ii) 8-12, aka middle grades

iii) 12 to YA, aka junior & senior high

(Each age group has their own restrictions on length and appropriate language, but that's a topic for a separate discussion/blog, where we can invite educational specialists from each country to help advise us.)

**WHY is this New Public Marketplace a Valuable Idea?:**

Because there are up to 7 Main Ways for digital storytellers to increase their incomes, and they work in most countries, as far as I know, as follows:

**<u>1) Nearly all schools & public libraries have annual budgets to buy new resources.</u>**

* If we had a central website which we could all help to advertise, then we would be able to attract clients for each other from all over the world, where the target age groups have already grown up with computer-game style animation, so they already love it, even if it's a bit glitchy/amateur or only semi-pro... (in fact, some schools prefer it to look basic enough that their students could make one just like it as a class project).

*There are many thousands of schools in every country, so the cost per video could be kept as low as a dollar each, or offer bulk deals - or even for free - and still be profitable by the other methods below.

* We could use the existing teacher-librarian networks in each country to advertise our central marketplace, without directly competing with the existing authors, illustrators and oral storytellers who already use these networks... Instead, we could fill a niche which they are hungry for somebody to fill. And trust me, librarians are *amazing*... coz once you tell one of them about a fun, new educational resource, it seems like it is only days before they *all* know.

* Curriculums are tight, so topics that are most popular are the ones where a video can be shown in 15 minutes or less, which also allows up to 10 minutes Q&A time before they have to move onto the next subject... although longer sessions can also become a special school event, or serialised over several lessons.

* School budgets are also tight, so they always go for the free videos first, which can still earn incomes for their creators as promo material via the other ways, as follows:

## 2) Guest speaking/teaching Fees at Literary Festivals

These are hosted and paid by Schools and Public Libraries in your own state/country, but sometimes also with invitations/opportunities from other countries. And these are much easier to get into than comic-cons or other types of film/animation industry events.

* Guest-speaking fees for digital storytellers, authors, illustrators and oral story-tellers at these events can often pay between $300 to $1000 per day (including typical travelling expenses), and also depending on how many students/public visitors come to your sessions...

E.G: Here is a list of pay rates for many types of appearances in Australia, which are also comparable to USA and UK rates for guest-speakers who are cross-platform storytellers: https://www.asauthors.org/rates-and-conditions

* The money for these payments usually comes from 3 main sources; arts grants, industry grants and school budgets, so even if you do a few free events for poorer schools, this will help light the match under your local teacher-librarian network who will help to spread the word about your work.

* If applicable, then additional costs, such as hotel accommodation, meals and travel expenses can also be paid on top of the normal guest-speaking appearance fees, depending on the budget and size of the school/library literary festival. e.g. some school festivals are so huuuuuuge, they invite many dozens of guest-speakers and pay for it by inviting many hundreds of busloads of students from surrounding districts to week-long events. In some cases, they can be just as big or bigger than comic-cons.

* Annual deadlines for contacting these schools/library festivals each year are easy to find by googling in your own state, but as we each find them for our local areas, it would be great if we could collaborate to build a calendar for all events internationally, so we can also plan our tax deductible "working holidays" in ways that also help each other, because let's face it... the big event hosts often want more than one of us on a guest panel in each session, and sometimes bunking with a local friend can help if the festival can't cough up the total bill for travelling expenses... so it can be profitable to know another Reallusionist nearby who you can trust to be batting for the same team, and who can scratch your back in the same way, when it happens to them.

*The creators of iClone/Crazytalk AND the animators who regularly make tutorials for the rest of us would also be eligible for such guest-speaking appearances at literary festivals, in addition to all of the usual comic cons etc where they currently go.

* Many schools are also hungry for local animators to provide guest-teaching animation/illustration workshops to their students, and/or story writing lessons.

*HANDY TIP:* No, you don't need to be a registered teacher in order to be a guest teacher or guest speaker in most countries. BUT when providing any guest-speaking or guest-teaching services to students who are minors, then the digital story-teller often needs to have a police check to ensure they're not convicted of any crimes that are harmful to children, and the details vary depending on the regulations in that particular

state/territory, but that's also easy to handle, and can be discussed later, if this idea for a central public marketplace can go ahead.


### 3) ELR and PLR

These acronyms stand for Education Lending Rights and Public Lending Rights... and they mean that creators of digital stories (aka animations) can be paid by the state/regional governing body for libraries, and the amount depends on when/how often your work is downloaded/borrowed via an Education Library and/or a Public Library. And also depends on if you're registered in your state as a creator/illustrator/publisher of resource materials. And registration is supposed to be free. Why? Because it's supposed to be a fair compensation for having a title in a library, and thereby losing sales through normal markets.

* These payments are available in many countries - 29 at last count, but in previous years it's been as high as 59 countries - and in some countries they can be paid to creators who are non-citizens as well as citizens... but strangely, the USA is one country who doesn't pay them, last I knew, even though American citizens can be eligible to earn ELR & PLR in other countries; e.g. Denmark don't care where you live, so long as your title/resource material is in Danish. Finland don't care if you're an ex-pat. Meanwhile, Germany, Austria and the Netherlands will pay to anybody, provided your work is in their library (and they can find you to pay you).

* You can only be eligible for an ELR/PLR payment IF you are registered as a Creator/Publisher with the ELR/PLR governing body in your state/country (or in the countries which also pay non-citizens).

* To be eligible for ELR & PLR, you normally need to be entitled to royalties from your work, but since self-published books and e-books are now eligible in many countries, you just have to tick the box that says you pay yourself regularly from the sales of your work - even if it's only once a year.

* The ELR & PLR Payments are annual, take up to 2 years before your first payment, and although the payment rate is only a few cents per copy, it can add up over a few years. E.g. in Australia, where you have to be an Aussie citizen to be eligible, they are paid in June, and just as an example, most of the digital copies of my books (audio-only) get paid between $300 and a thousand bucks per year, per title... which is not much in the grand scheme of finances, but it's always welcome pocket money when it lands in my account, free of GST and fees.

*If you sell a book version of your animation, and if both are available to the library, then they can count as two titles, depending on your country.

*ELR & PLR can also be payable on DVD's that are created POD (Published on Demand), so this would include any animations that you make for free via Amazon's creator's website, called Createspace ... which will pay cash sales *monthly* to any creators in any almost country...

Handy tip: if you are in a country where the tick-boxes tell you that you must have an American Bank Account & Drivers Licence before any payments can be made to you, then you can get around this legally by:

a) opening a pre-paid credit card with Payoneer.com who transfer the money to your account in your own country as often as you like... and

b) register with the American IRS, using their form called W8-BEN, which they will happily help you to fill out over the phone - which takes roughly 40 minutes - provided you can stay awake long enough to make their time zone. haha

## 4) CAL PAYMENTS

Acronym stands for Copyright Agency Limited, and payments depend on which country you're in, how many times your work has been copied for educational or news article purposes, and if you're registered for CAL.

*Registration is supposed to be free in every country. The way I understand it, the administration bodies in each country deduct their staff wages and other operational expenses from the bank interest that is earned on the money during the year, before the money is split up and sent to all of the relevant creators.

* You only need to register once, in your own country, but each of the main creators for a project are eligible to register.

* Your blog posts & magazine articles can be eligible for CAL, if they are printed and circulated to students.

* Your Q&A sheets (if you have any available as a download with your video) can be eligible for CAL for each year that they are used as educational resources - which is how you can make pocket money from them, even if you initially provide them for free as part of an introductory offer.

*The payment is tiny - only a fraction of a cent per copy, but it adds up if you have a class paying to photocopy the material from your original download for use in more than one year - and it's always much less than it really should be, because not every school is diligent about reporting how many photocopies they make of copyrighted materials.

## 5) Youtube Advertising

Yes, this is something we can already do ourselves, but wouldn't it be so much better if schools could come to our central marketplace by the class full, and visit as many of our producers as they can, while surfing the net for lessons?

**6) Vimeo Tip Jars** - by offering our animations for free via a pro Vimeo account with a Tip jar, then schools with bigger budgets can happily donate more to the creators who provide more resource materials, longer animations, or higher quality products.

## 7) Support materials

Teachers love educational resources that come in easy-to-use packages. So the more things you can make to support your videos, the more they are attracted to them. e.g. Paperback or hardcover books can be made using screenshots from your animations, uploaded for free to Amazon via Createspace, sold as DVD's, ebooks or audiobooks, at

no cots to you as the producer BUT, any and all income from sales in each relevant country can be sent to you monthly...

**Handy tip:** via the free website Createspace.com it is possible to register to sell in every country where Amazon exists, simply by ticking the box for each country, and registering for tax in that country, if applicable.

EXAMPLES:

*We already have many iCloners with suitable work; e.g. Mark's smallWstudio's mini series about [Young Tesla](#) and [The Odyssey](#) by Step Animations... and if there's any part that differs from history/literary legends, then these can simply be *featured* in free hand-outs or Q&A sheets as if they were deliberately made part of the animation. E.g. In the animation about Young Tesla, which machine(s) did not really exist during Tesla's lifetime? Answer: hmmm... a time machine?

*Perhaps some iCloners could produce their resources to be downloadable in more than one language? Maybe we have members who are multi-lingual who could help translate and share the income?

But even if BOTH the video AND the Sample Q&A Sheets are free, you can still make money on the festival circuit, as described above.

### 8) Collaboration for promotional opportunities

If any of our animators are interested in finding popular/award winning authors who would permit adaptation of their short stories for free as part of co-promotional opportunities, then a central public marketplace would also help to serve as a doorway for matching up interested parties, and as an author with many other popular author friends in many countries already, I'd be glad to help promote it amongst our social and professional membership pages.

### HITCHES, SNAGS & TRICKY BITS

For iClone Animators, and digital storytellers generally, the snag for earning money from the education market is that it can't be done via Amazon directly, in most cases, because many schools and libraries have policies that prohibit them from purchasing any POD Books, DVD's or other resources from Amazon.

**So this is where a central marketplace for iclone and crazytalk producers could provide us with a unique new shop-front, with all the usual Reallusion purchasing methods - like paypal and EFT - but do it publicly, so anybody can purchase from anywhere in the world.**

Sorry if this post turned into War n Peace, but I honestly did try to stick to the main dot points, so I'd very keen to know if anybody else might be interested in such an idea...?