E-commerce for Galleries, Archives and Commercial Libraries
iBase Professional Digital Asset Management

1 Revenue from digital assets

Realising revenue from digital assets isn't limited to just pictures and videos of course, all kinds of file types can be stored and offered for sale on a public facing digital asset management system or library. For example –

- Pictures and videos – of course!
- Audio files – speech as well as music.
- PDFs.
- Word.
- Excel.
- PowerPoint.
- Books in digital format.
- Database files.
- Etc… iBase digital asset management and commercial digital library system supports all file types.

2 Licencing models

There are two basic licence models for digital assets - rights-managed and royalty-free.

2.1 Royalty free

Royalty-free simply means that a fixed price is charged for the image, video or document irrespective of what it's going to be used for.

2.2 Rights-managed

Rights-managed essentially means charging according to what the item is going to be used for, whereabouts, and for how long. For example, a full front inside page for one issue of a magazine with a circulation of 50,000 will cost more than a quarter page in the same magazine, or a whole page in a publication with a smaller circulation.

On an iBase system a simple royalty-free or one tier rights-managed pricing model is as easily implemented as a full-blown BAPLA licensing structure, which allows you to tailor your commercial offering to suit your customers.

You may want to offer partial or complete discounts for personal or educational use and this too is supported by iBase digital asset management ecommerce features.

3 Key points for commercial sites

To make the most of your presence on the web you need –

- A really good-looking shop window – your website.
- Excellent browse, search and preview features.

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- Supporting information about each item, including price details.
- Zoom for images, with watermarks if required.
- Streaming for video and audio clips.
- Page by page presentation of multi-page items.
- A clear statement of who and where you are.
- Easy to find and read terms and conditions.
- A straightforward means of receiving payments – more on this below.

iBase digital asset management and commercial digital library systems provide all of these, with unique and individual site design.

4   Example of an iBase client's site with e-commerce

Click the image to visit Edinburgh's Capital Collections

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5   Not just digital items, but a shop window too

What can be easily overlooked is the opportunity to offer physical items for sale on a digital library, a more obvious example is a print of a photograph, or not quite so obvious a print of a 19th Century corset pattern which our client Leicestershire County Council offers on their iBase site at http://imageleicestershire.org.uk/

While we wouldn't suggest that iBase is a fully-fledged retail online shopping system, it does nevertheless have all of the features required, including gallery and item presentation, details and prices fields, self-registration, ordering, a shopping cart and online payment.

6   Orders, payments and fulfilment

iBase supports payment via PayPal out of the box, as well as the ability to invoice trusted customers or allow them to run up an account. In addition, any credit card authorisation site such as WorldPay, NETBANX, Secure Trading, or other major payment processing companies can be used.

There are several ways in which customer orders and payments might be handled.

For digital files

- Online payment and an automatic download link sent to the client.
- Online payment then sales department authorisation for a download link to be sent to the client.
- Online payment and the order details sent to a sales department for fulfilment.
- Online order with the details sent to a sales department for 'manual' billing and fulfilment.

For physical items

- Online payment and the order details sent to a sales department for fulfilment.
- Online order with the details sent to a sales department for 'manual' billing and fulfilment.

iBase digital asset management and commercial digital library systems support all of these options, get in touch with us to find out more.

Contact us by email or phone for more information or to request a free system.

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