

# Total Content-Related Cost (TCRC) in Publishing

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# Content-Related Costs

- What are **Content-Related Costs**?
  - Direct Content-Related Costs
    - What is visible
      - Images
      - Graphics
      - Texts
  - Indirect Content-Related Costs
    - What is invisible
      - Related costs of photo productions
      - Purchased images which are **not** published
      - Produced images which are **not** published

# Acronyms

- CA
  - **Core Asset**
    - Digital asset management system
- DMS
  - **Digital Markup System**
    - Application of digital asset management to royalty processing in publishing
- TCRC
  - **Total Content-Related Cost**
    - Accounting concept in publishing

# TCRC – Motivation

- What is our goal with DMS?
  - Register individual content items and associated royalty agreements
    - Preferably before publication
    - Potentially after publication
    - Images, graphics, texts
  - Track costs when assets are
    - Produced (in house or external)
    - Purchased (payment on supply)
    - Published (payment on publication)
  - Calculate „Total Content-Related Cost“ TCRC
    - From **direct** content-related costs
    - Including **indirect** content-related costs

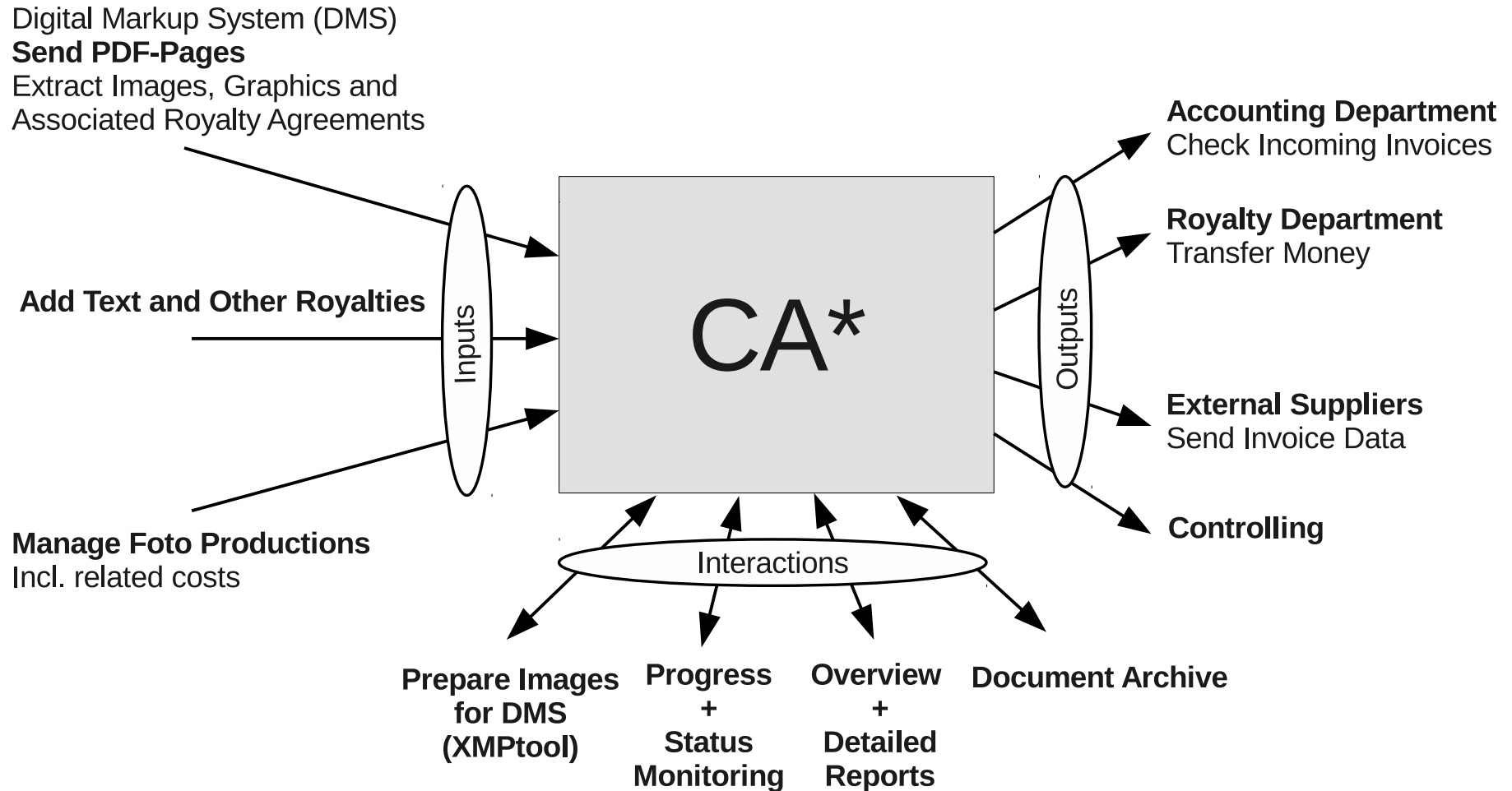
# TCRC – Functionality I

- How does it work?
  - Register costs of
    - Image, graphics publications
    - Purchased image packages
    - Purchased royalty free images
      - Repurposing from archive (or „editorial desktop“) free of charge
    - Foto Productions
      - Including related costs
    - Royalties
      - Image, Text
    - Image publications from „One-Off Suppliers“
      - Example: Reader’s photos

# TCRC – Functionality II

- How does it work?
  - Reporting
    - By issue / time period / supplier
    - Expected invoice items per supplier
      - Invoice verification
    - Used by suppliers for invoicing
      - In effect as a purchase order
    - Text / Image royalties per recipient
    - Indirect costs
    - Controlling and statistic

# Total Content Related Cost (TCRC) in Publishing



\* Core Asset: Digital Asset + Workflow Management System

# Benefits

- In-time recording of **Total Content-Related Cost**
- TCRC linked to digital documents (assets, pages, issues)
- Simplified invoice verification and settlement
- Unified workflow across editorial offices
- Flexible interfaces for accounting and controlling
- Toolkit for controlling and re-purposing
  
- Last but not least:
  - Sidestep: **Content-Related Profits?**
  - Advertisements
  - Advertorials
  - Use same / similar technology as for costs
    - XMP marking of simple / complex content objects!