

Specification of Competency Standards
for the Printing & Publishing Industry
Unit of Competency

Functional Area - 電子出版

Title	Understand business models of e-publishing
Code	106341L6
Range	Business model of e-publishing is still in a state with rapid changes, and the sources of the changes are technology-led new human-machine interfaces and the reader groups' interactive participation. An e-publishing's business model has to evolve with these changes. In the face of ever-changing business models, understanding the supporting factors of the different business models will help outline a pathway amidst the changes.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the rapidly changing situation of e-publishing's business model.</p> <ul style="list-style-type: none"> • Master the similarities and variations of the business models between e-publishing and traditional print publishing. • Master the group behaviours of reader groups of e-bookshop, and the consequential characteristics of business model adapted to these group behaviours. • Understand how self-publishing liberates the leading roles of publishers and editors in commissioning and planning of books, and instead a standard approach is used. • Understand the new reading time spans defined by e-publishing readers, such as lengthened report of news and ultra-short novels. • Understand the power and resources of the proactive participation of e-publishing readers in the publishing process, such as the new business models of allowing readers to vote on the storyline development and crowd-funded publishing, etc. • Understand the multi-dimensional media consumption of the e-publishing readers from text reading to watching short video, movie, video episode, animation, listening to music, participating in game and social media. <p>2. Analyze the factors for determining any other rooms for changes, and the new business model of transmedia storytelling that is orchestrated across various media in a campaign over a long period of time.</p> <p>3. Based on the above competencies, understand the various change factors that caused the formation of different e-publishing business models. In face of ever-changing business models, be able to find a path amidst the changes.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to describe the different business models of e-publishing. • Be able to approximately trace the path of changes of these business models.
Remark	