

# RDB Rechtsdatenbank

MANZ 

---

Peter Guggenberger  
Head of Sales & Logistics

Dienstag, 21. Juli 2015

---

---

# RDB Rechtsdatenbank

- » MANZ – Publishing House and Bookseller
- » RDB Rechtsdatenbank
  - > Business Models

## MANZ'sche Verlags- u. Universitätsbuchhandlung GmbH

» Founded in 1849

» Bookseller

» Kohlmarkt 16  
1010 Vienna



» Publishing House

» Literature for professionals  
» Covering law and taxes

» Our Customers

» B2B market -> lawyers, notaries,  
judges, all public institutions, etc.  
» Students



## RDB Rechtsdatenbank – Business Models

### » Online Database (Version 1)

- > For professionals working in the legal community
- > Company founded in 1982 – Database live since 1984
- > Primary Content
  - Austrian law
  - Jurisdiction (case law)
  - Published by MANZ for the Austrian government
  - Full Text -> free of charge to all users (including unregistered)
- > Secondary Content
  - Magazines
- > Pricing - Paywall
  - High Monthly connection fee (Dial in)
  - Plus low Document Price

## RDB Rechtsdatenbank – Business Models

### » Primary Content – free Access via Internet

- > 1997 - Decision by Austrian government
  - Free Access to the content via Internet
  - Public Portal – RIS
  - Austrian law
  - Jurisdiction (case law)
  - Licences for reuse of the content available

### » Effects for RDB

- > Lawsuit against the Austrian government
  - Case has been suspended
  - Decision was to accept
  
- > We didn't change the business model
  - Customers were still paying for accessing the primary content within the RDB
  - No real commercial effects

## RDB Rechtsdatenbank – Business Models

### » Online Database (Version 2)

- > 2002 – Launch of a new web-based platform
  - New features
  - New Search engine
  - Introducing linking techniques
  - Etc.
- > Primary Content
  - Austrian law
  - Jurisdiction (case law)
  - Published by MANZ for the Austrian government
  - Full Text -> free of charge to all users (including unregistered)
- > Secondary Content
  - Magazines
  - Books since 2006
  - Scientific text
  - Forms

## RDB Rechtsdatenbank – Business Models

### » Online Database (Version 2)

#### > 2002 - Change in Pricing

- Paywall
- Introduction of Pay per View price models
- Document Price only for all types of documents – no monthly subscription
- Impact -> Loss of 20% of the revenue

#### > 2003 Adjusting Pricing Models

- Still Paywall
- Introduction of a monthly Minimum fee
- Pay per View (Document)

#### > 2007 Introduction of Subscription Pricing Models

- Additional to the Pay per View models
- Still Paywall
- Full Access to all the content for fixed monthly Subscriptionfee
- No pay per view (Document)

## RDB Rechtsdatenbank- Business Model

### » Online Database (Version 3)

- > Dec 2014 - Launch of new web-based platform
  - New features
  - New Search engine (open source)
  - Introduction of backlinks from primary to secondary content
  - No Paywall
- > Primary Content
  - Austrian law
  - Jurisdiction (case law)
  - Published by the Austrian government
- > Secondary Content
  - Magazines
  - Books (commentaries)
  - Scientific text
  - Forms
  - ~ 400 different sources from more than 30 publishers



## RDB Rechtsdatenbank – Business Models

### » Online Database (Version 3)

#### > 2015 – Changing Business Model

- Freemium
- Free Search for all types of users in Primary & Secondary Content
- The complete Content is visible to the outside world including Google
- Elimination of all existing Pay per View pricing models
- Primary Content -> full text free of charge to all type of users (including unregistered)
- Secondary Content -> preview text free of charge for all typ of users
- Secondary Content -> full text access on individual monthly subscriptions
  
- Impact -> revenue increases!

## RDB Rechtsdatenbank – Business Models

„I don't know if we have the best practice but it works in our environment and it helps us to manage the transition from print to digital/online.“

Key for our success - know your customer needs and deliver trustable products.

Thank you for your attention!

<https://rdb.manz.at>

MANZ 

*MANZ'sche Verlags- und Universitätsbuchhandlung GmbH*

*Kohlmarkt 16 · 1014 Wien [www.manz.at](http://www.manz.at) TEL +43 1 531 61 100 FAX +43 1 531 61 455 E-MAIL [bestellen@manz.at](mailto:bestellen@manz.at)*

*Handelsgericht Wien FN 124 181w UID ATU37181900 DVR-NR. 0066516*