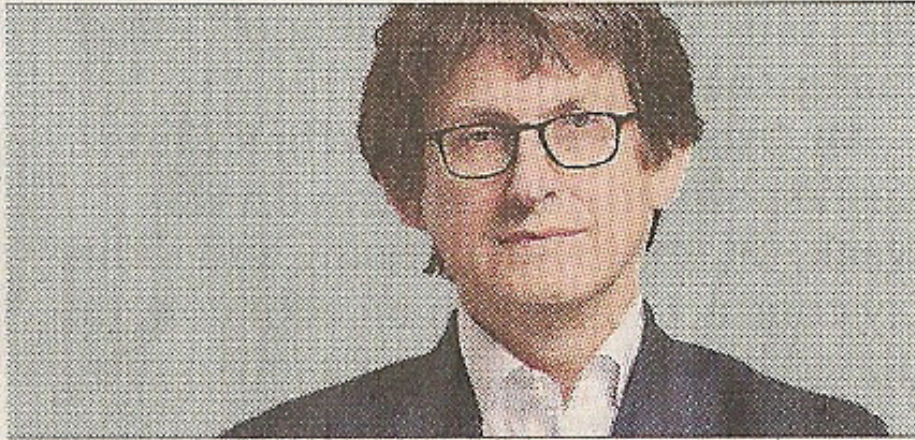


Many a mickle maks a muckle

Business models for
(commercial) dictionary publishers

Michael Rundell, Macmillan Dictionaries and
Lexicography MasterClass



As the church and City back away from forced evictions, the Bishop of London tells **Alan Rusbridger** he wants to engage with protesters

The Rt Rev Richard John Carew Chartres exuded an aura of benign ecclesiastical calm last night having performed the most dramatic reverse ferret in modern church history.

What?!

Open Dictionary



The screenshot shows a web browser window with the address bar containing the URL www.macmillandictionary.com/open-dictionary/latestEntries.htm. The page title is "Open Dictionary" in a large, elegant serif font. Below the title, there is a section titled "Most recent entries" with a button labeled "Add a word" and a link labeled "Browse all entries". The main entry is for the word "reverse ferret", which is listed as a NOUN. The definition states: "a technical term used in journalism: a situation where a newspaper editor makes a dramatic change in the paper's editorial line on something. Wikipedia provides a good explanation." A quote from *The Guardian* is provided: "Last night, the Bishop of London 'performed the most dramatic reverse ferret in modern church history'." (The Guardian, 1st November 2011). At the bottom, the submission information is displayed: "Submitted by: Michael Rundell from United Kingdom on 03/11/2011 09:46:00".

www.macmillandictionary.com/open-dictionary/latestEntries.htm

Open Dictionary

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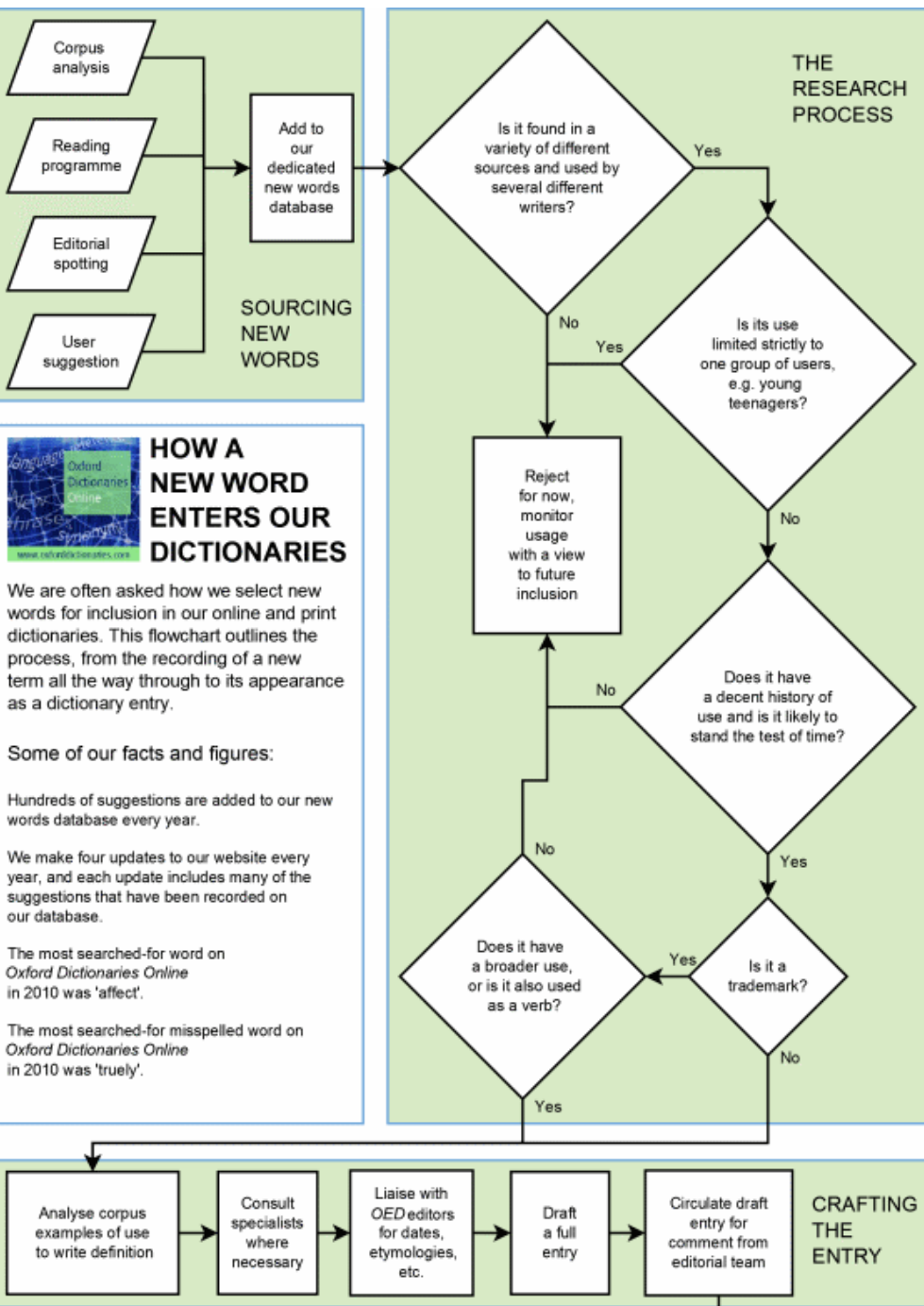
reverse ferret

NOUN

a technical term used in journalism: a situation where a newspaper editor makes a dramatic change in the paper's editorial line on something. Wikipedia provides a good explanation.

Last night, the Bishop of London "performed the most dramatic reverse ferret in modern church history". (The Guardian, 1st November 2011)

Submitted by: Michael Rundell from United Kingdom on 03/11/2011 09:46:00



Dictionary as gatekeeper

...if it's not in "the dictionary", is it a real word?

<http://oxforddictionaries.com/page/newwordinfographic/how-a-new-word-enters-an-oxford-dictionary>

Dictionary as repository of useless words

The new Chambers rides to the rescue of pundigrion
Robert McCrum, *Observer* 4 September 2011

Chambers includes an entertaining "word lovers' miscellany", with a thrilling list of more than 100 two-letter words for word games. ... This new miscellany also includes lists of "words to cherish" ("arctophile", "roscid"); "words with pleasing sounds" ("mumpsimus", "tosticated", "williwaw"); "super-slang words" ("skank", "scrote", "cum-savvy", "meemies", "tweedler"); "extinct words" ("bejade", "giglet", "pundigrion")

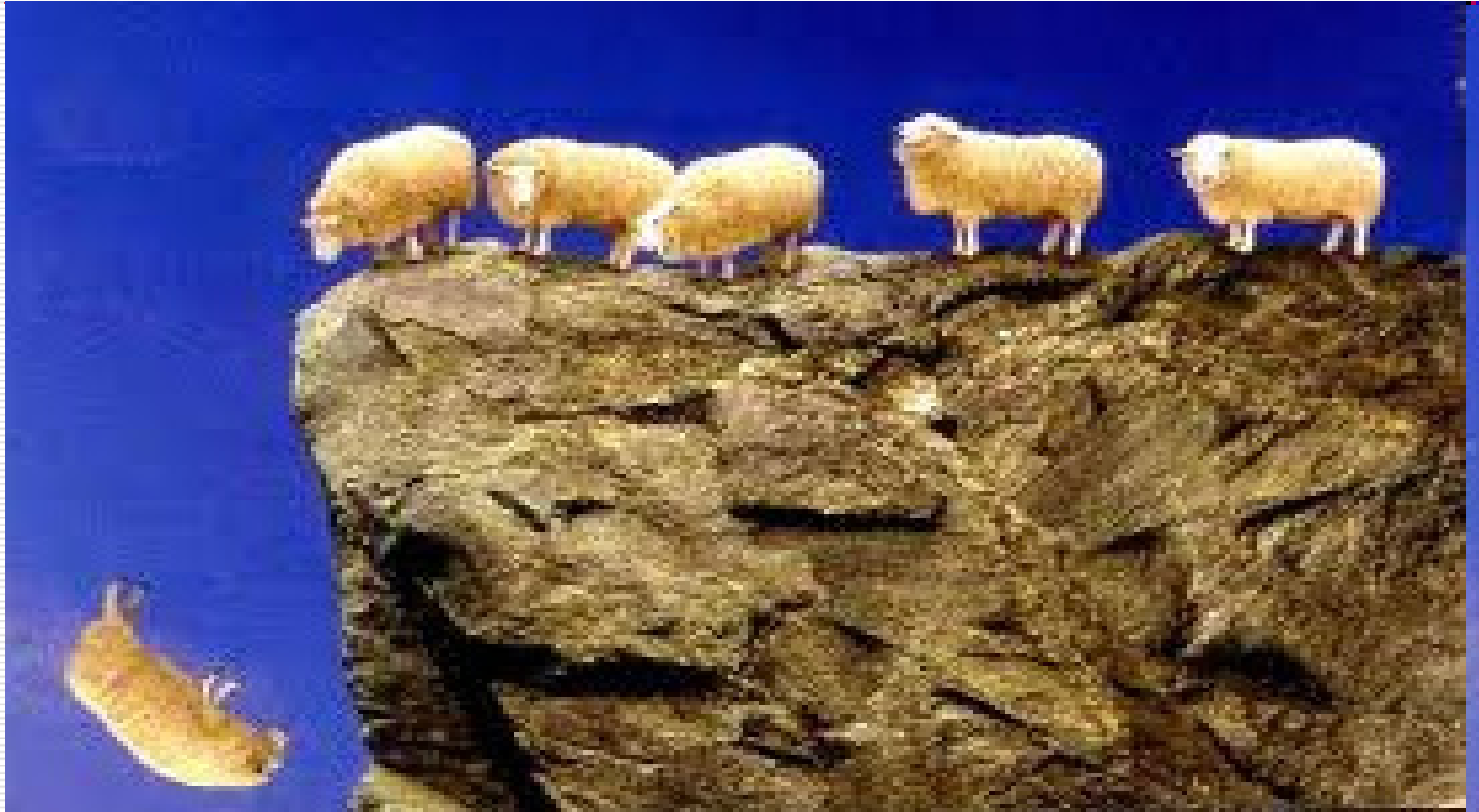
Dictionary as pleasing artefact

I must confess I still get a psychic satisfaction from fumbling with a balky dust jacket wrapped around a real 'live' book, while taking in that distinctive new-book fragrance, and experiencing the subtle, yet futile resistance of the book spine, on its very first opening.

Review of AHD 5th Edition

http://weblogs.baltimoresun.com/news/mcintyre/blog/2011/09/infatuated_with_a_book.html

Old business model: revenue from books



Emerging business model(s)

- Can we charge the user?
 - **No**
 - Exceptions: OED, FT, Nature, Macquarie ...)
 - moral: specialise!
 - General language data (like general news):
no one will pay: get used to it
-

If free to user, where does revenue come from?

UGC and SEO

- UGC (and crowd-sourcing): “reverse ferret”, Wordnik’s user-generated lists, social media, blog comments ...
- SEO: traffic, site authority
- hence: ad revenue

It’s complicated: lots of trial and error, tradeoffs, moving targets

- <http://www.bbc.co.uk/news/technology-15590285>
-



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MACMILLAN DICTIONARY

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opportunist - definition

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NOUN [COUNTABLE] SHOWING DISAPPROVAL [Pronunciation](#)
 /,ɒpə(r)'tjuːnɪst/ [Word Forms](#)

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someone who takes every opportunity to gain an advantage and is willing to behave in an unfair way

[Thesaurus entry for this meaning of opportunist](#)

DERIVED WORD

opportunist [Pronunciation](#) ADJECTIVE

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opportunist

noun UK US /,ɒp.ə'tjuː.nɪst/ (US) /,ɑː.pə'tuː-/ [C] USUALLY DISAPPROVING

Definition



someone who tries to get power or an advantage in every situation

He was portrayed as a ruthless opportunist who exploited the publicity at every opportunity.

(Definition of opportunist noun from the Cambridge Advanced Learner's Dictionary & Thesaurus © Cambridge University Press)



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NEW “opportunist” in other dictionaries

[in Turkish](#)

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[Learner's](#)

More Results for “opportunist”

All

opportunist *adjective*

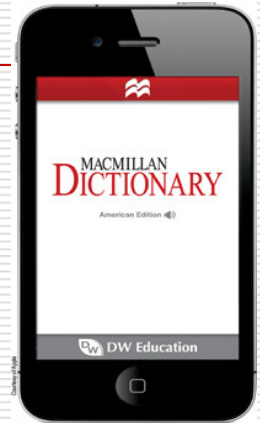
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Revenue sources (contd)

- Apps
- Licensing deals, e.g.
 - plugins on other sites (e.g. DNA)
 - pre-installed on mobile devices, e-readers
- Other sources not yet imagined





You are here: [HOME](#) > [SCI/TECH](#) > Report

Asteroid to fly by Earth on early Tuesday, but no danger

Published: Thursday, Nov 3, 2011, 18:56 IST
Place: Kolkata | Agency: PTI

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An asteroid, bigger than an aircraft carrier, will have a date with Earth early on Tuesday but to the relief of the planet's inhabitants it poses no danger.

'Asteroid 2005 YU55', a rock measuring 400 metres in length and 55 million tonne will fly by at its closest distance to the Earth at around 3.25 lakh km, smaller than the Earth-Moon average distance of 3.84 lakh km.

Definition

Although classified as a potentially hazardous object, Asteroid 2005 YU55 poses no threat to the Earth in at least the next 100 years according to scientists from all over the world, Director of MP Birla Planetarium D P Duari said.



Related links

- [Giant asteroid to narrowly miss Earth on November 8](#)
- [NASA to lead global asteroid protection plan](#)
- [Icebergs bombed by asteroids 600 million years ago created early life](#)

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a hundred thousand

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But is it still a dictionary?

- ❑ ‘Enhanced dictionaries’: as before, but richer data, links to corpora, web examples, etc.
 - ❑ Dictionaries embedded in other resources
 - ❑ Customized to what the user needs to do, e.g.
 - text remediation environments
 - automatic translation services
 - specialised or technical services (LSPs, EAP)
 - even books! (but niche – cf. music on vinyl, analog photography)
-

A more fragmented landscape

□ From:

- single object (printed book)
- single revenue stream

□ To:

- more specialised products: different functions for different users/different uses
 - multiple revenue sources: many a mickle maks a muckle
-