



Pricing Models to Change

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A new study released by [Macrovision Corporation](#) finds that US software publishers and enterprise software buyers have differing expectations regarding the future of subscription and licensing models.

For example, one-half of publishers surveyed expect to offer a subscription-based pricing scheme by 2006, a jump over the one-third who currently offer such a scheme as their primary pricing model. Buyers, however, are more comfortable with the prevalent perpetual pricing model by a margin of two-to-one. At the present time, 67% of enterprises use perpetual pricing models.

Another gap in expectations are the metrics used for licensing models. Currently, the most popular models are "concurrent users" and "per seat" schemes, and more than 70% of enterprise executives favor them over newer metrics. Many publishers, however, plan to offer pricing based on metrics like "time used," "number of uses" and various financial-based metrics, and will likely try to entice their customers towards making a switch.

Both parties desire more advanced security measures such as online verification and network licensing. Publishers prefer these technologies because they allow for more efficient enforcement of licenses, but enterprise executives also prefer these newer models. As publishers begin to sell the pricing and technology changes to their clients, security seems like the easiest first step.

Macromedia Corporation sponsored the study in conjunction with the [Software & Information Industry Association](#) (SIIA) and the [Centralized Electronic Licensing User Group](#) (CELUG). They surveyed about 500 software industry executives and their corporate customers in September 2004.

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