



How the new business models in the digital age have evolved

Javier Celaya, José Antonio Vázquez, María Jesús Rojas, Elisa Yuste, Maribel Riaza

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This second edition of *New Business Models in the Digital Age* is full of updated, need-to-know information for anyone interested in this topic. Due to the outstanding reception the original report had in 2014, having been downloaded over 5,000 times, and because of all of the available new data and important developments, it was necessary to expand the report after just a year to include all of the changes that have taken place since then. Some of the biggest news in this year's edition comes from the world of micropayments, namely the new and hotly debated "pay what you read" business model. The newest changes in subscription models, which are having a hard time taking hold in the book sector, are also discussed as is the surge in the number of new crowdfunding projects that have led to the consolidation of this business trend in the last year alone.

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