Digital Solutions for BOOK PUBLISHERS

LibreDigital

libredigital.com

"We can argue about speed and direction but there's not much doubt that the world of books is undergoing its most profound structural shift since Gutenberg."

— JOHN MAKINSON, CEO AND CHAIRMAN, PENGUIN GROUP
THE WALL STREET JOURNAL, FEBRUARY 8, 2010

THE DIGITAL PUBLISHING REVOLUTION IS ON.

The once linear book industry supply chain is now a tangled web of relationships with multiple, occasionally competing business models in place.

The very meanings of "book" and "content" are evolving. New generations of e-reader devices and tablet computers are driving drastic changes in the way content is written, organized, displayed, marketed and sold. Surging demand for digital content has created something of an arms race in both open and proprietary formats and distribution methods. Management of rights and permissions is becoming exponentially more confusing. And nobody knows what's next.

THE MOST CHALLENGING PART?
This is only the first wave of a digital revolution.

The result of this revolution is complexity. Complexity that has made printing on paper and stocking on bookshelves seem easy by comparison. Complexity that, if not managed correctly, will lead to the shackles of increased risk, higher costs, lower margins, uneven quality and lower consumer satisfaction.

Author → **Publisher** → **Distributor** → **Wholesaler** → **Retailer** → **Consumer**

2000

THE NEW ECOSYSTEM OF BOOK PUBLISHING REQUIRES A MORE HOLISTIC APPROACH TO CONTENT DISTRIBUTION

2010

Author **Publisher** **Distributor** **Wholesaler** **Retailers** **Devices** **Consumer**

So what's the *right* digital strategy?

Truth be told, it's a trick question. After all, how does one strategize around a moving target? LibreDigital understands completely—we have been in the business of managing the complexity of the digital publishing revolution for over a decade.

In that time, LibreDigital has worked with some of the world's largest newspaper publishers to free their content for viewing online. We took what we learned from optimizing newspaper content—some of the most complex information to transform for e-readers—and applied that knowledge to help book publishers free their content, too. LibreDigital quickly became an expert at transforming content from virtually any source into all popular digital formats. And then, we built tight partnerships with the world's leading device manufacturers to ensure that our clients' books would be optimized for both current and next-generation devices.

"We direct all devices and reading systems providers to work directly with them for secure content delivery wherever Times readers are."

–The New York Times

THE BOOK PUBLISHER'S CHALLENGE

Book publishers see what is happening in their industry and understand the necessity of taking control of their digital strategy. But it doesn't make that shift any easier. As a trusted partner to the world's leading book publishers, LibreDigital understands the concerns.

How do book publishers manage the transition to digital?

Change can be disruptive. The transition to digital involves modifications to current business and operational processes, and the added technical complexity that comes with supporting a multitude of devices and formats.

If it's digitized, will they come?

Of course, simply having optimized digital content isn't valuable unless it's available to consumers. That's why LibreDigital partnered with the world's leading distributors and online book retailers to ensure widespread distribution.

LibreDigital also realized long ago that distribution means nothing unless consumers know that content exists. So we built integrated solutions that help them discover, sample and promote digital books—and drive them to purchase.

LibreDigital has tackled optimization, marketing and distribution of content right where the complexity lies—turning a headache for publishers into a one-stop shop for simplifying the entire process. It's this holistic approach that makes LibreDigital more than a vendor. In fact, for six of the 10 top book publishers in the U.S., we are a trusted partner and guide.

Any content. Any format. Any device. Any distribution point. Any fulfillment method. Combined with versatile marketing processes that can target any market. It doesn't get any simpler than that.

"We chose LibreDigital as the 'best of breed' strategic partner for all digital services."

–Baker & Taylor

## How do publishing companies maintain control?

In a complex, rapidly changing environment, maintaining control and visibility is paramount. Companies must address rights and permissions, digital rights management (DRM) and multiple distribution paths, while protecting corporate branding and obtaining up-to-date reporting throughout the content transformation and distribution process.

How does this change the marketing challenge?

Meeting and increasing consumer demand for digital content in the face of changing consumer trends is unchartered territory for almost all publishers—and yet absolutely crucial for survival.

LibreDigital in Action

LibreDigital takes the digital burden off of publishers, leaving them with nothing but managing opportunity. With optimized digital content at the core of everything we do, our solutions for book publishers simplify the transition to digital, freeing content while allowing publishers to retain control over the process. LibreDigital also offers effective methods for marketing titles, and provides visibility into the process from start to finish. In short, we bring quality digital content from publishers closer to their consumers because, in the end, it's still about driving sales of books.

LIBRE**MARKET**

PUBLISHERS   **CONTENT**   **CONSUMERS**

LIBRE**PUBLISH**

LIBRE**ACCESS**
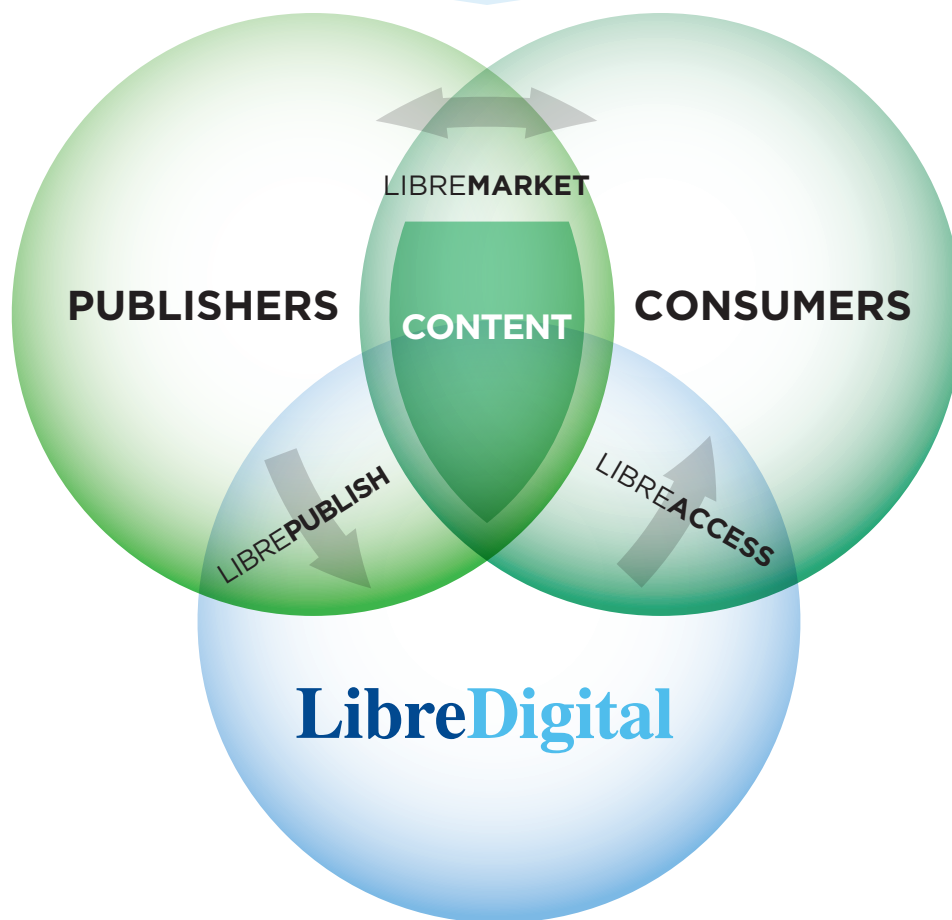
LibreDigital

LibreDigital connects publishers to consumers through optimization, marketing and fulfillment solutions that harness the power of digital content at their core.

"LibreDigital delivers a true-to-print experience on the Sony Reader."
–Sony

LIBRE**PUBLISH**™

LibrePublish is a suite of software and services leading publishers use to transform, control, optimize and deliver digital content. This solution minimizes the complexity of the digital publishing and distribution process. With LibrePublish, publishers can:

▸ Transform their content into a range of common digital formats, while preserving the fidelity of their titles.

▸ Rapidly expand digital sales channels for their content and associated metadata to the largest global online book retailers and distributors.

▸ Control distribution rights and permissions of their content at a granular level.

▸ Ensure that their content is optimized for the ever-increasing number of e-reading devices, as well as future devices, formats and interactive options.

LibrePublish digitally transforms over one million pages a month and distributes them to dozens of online retailers and distributors. In fact, LibreDigital manages over 50 terabytes of data and delivers two million titles each quarter.

> *"We are the largest eBook distributor in Europe in great part due to LibreDigital's end-to-end solution."*
> –eHarlequin.com

LIBRE**MARKET**™

LibreMarket empowers publishers with the tools they need to market their titles online and drive sales. And for good reason. According to a 2008 study by Bowker®, 21 percent of book buyers became aware of a book through online marketing, compared to 16 percent of buyers reporting they learned of a book through traditional offline marketing.

> *"LibreDigital helped us lead the industry in powering online marketing for print and digital."*
> –HarperCollins Publishers

Reading a portion of a book is a key driver in consumer willingness to purchase. To that end, LibreMarket includes three inter-related components that enable consumers to sample, share and buy digital content. With LibreMarket, publishers can:

▸ Forge stronger relationships with their readers by leveraging the reach of the Internet.

▸ Drive sales of their titles by allowing consumers to sample controlled portions of content.

▸ Enable avid readers to share their interest in titles with their personal networks.

▸ Provide links to purchase content throughout the online marketing experience.

LIBRE**MARKET** *BROWSE*

LibreMarket Browse enables consumers to view book content online in a familiar browser-based reading application, with the search, zoom and other interactivity features consumers expect. Many have seen Browse in action already—to date, consumers have read over half a billion pages through it.

> *"LibreDigital was our platform to quickly and securely engage hundreds of thousands of* Twilight *series readers online."*
>
> –Hachette Book Group

The LibreMarket Browse viewer can be wrapped in parent branding or by imprint to support publisher marketing programs. It offers publishers methods of configuration and control like no other product on the market. Best of all, a convenient "buy now" link drives consumers to purchase the book right away from a site the publisher directs them to—including the publisher's own website.

LIBRE**MARKET** *PROMOTE*

With LibreMarket Promote, avid readers can market titles on a publisher's behalf by way of online social networks, blogs or their own websites through "widgets," or snippets of code that they can easily embed on a webpage. Publishers control what Promote displays—book covers, descriptions, and links for consumers to preview the book (using LibreMarket Browse), buy the book, share it with friends, or learn more. LibreMarket Promote can be implemented or changed quickly using a graphical design tool. And since all Promote code is controlled from a central source, publishers can update everything linked to their titles across the Internet in real-time.

LIBRE**MARKET** *CONNECT*

LibreMarket Connect allows publishers to offer downloadable samples—such as "e-galleys"—of their digital content to consumers through publisher-branded webpages. Publishers can restrict online distribution of these DRM-protected samples by time, quantity or amount of content to support their marketing initiatives. Optional consumer registration provides valuable data about who is reading what content and enables future marketing opportunities.

LIBRE**ACCESS**™

LibreAccess provides fulfillment of digital content to consumers, optimized for whatever reading device, application or format they choose. With this solution, publishers, digital content distributors and online retailers can establish an "on-demand" direct-to-consumer fulfillment channel.

In addition, LibreAccess enables a new business model. Rather than being limited to selling and fulfilling content in a particular format for a particular device, publishers can also sell access rights to the underlying content and leave it to LibreDigital to determine how best to optimize and fulfill it. This model frees publishers from inevitable yet unpredictable evolutions of the digital ecosystem.

With LibreAccess, publishers can establish a closer relationship with consumers by owning the online sales and fulfillment experience, while offloading the challenges of storing content, managing fulfillment, or tracking content distribution. LibreAccess further simplifies the process by allowing publishers to:

► Prevent piracy by optionally DRM-wrapping certain content formats for Adobe® Digital Editions or Microsoft PlayReady®.

► Integrate the purchase experience between e-commerce systems and LibreDigital's content repository and fulfillment technology, using the LibreDigital Application Programming Interface (API).

► Establish an infrastructure that enables new business models in the future by selling flexible access rights to underlying content instead of limiting content sales to specific formats.

6 **of the 10 largest trade publishers** in the U.S. use LibreDigital

LibreDigital delivers **TWO MILLION** titles per quarter

OUR CLIENTS INCLUDE:

Bloomsbury Publishing Plc

CQ Press

Dorchester Publishing

Egmont UK

Guilford Press

Hachette Book Group USA

Harlequin Enterprises Ltd

Harlequin Mills & Boon

HarperCollins Publishers

Houghton Mifflin Harcourt

John Wiley & Sons, Inc.

Kaplan Publishing

Microsoft Press

Simon & Schuster

The New York Times and over 100 other leading newspapers and magazines.

www.libredigital.com

+1 866 981 6755

**Follow us on Twitter:
@libredigital**

*"LibreDigital powers
the largest real time
content delivery
platform on bn.com."*

–Barnes & Noble

LibreDigital

HEADQUARTERS
1835-B Kramer Lane
Suite 150
Austin, TX 78758
Phone: +1 512 334 5102
Fax: +1 512 334 5199

EUROPE
LibreDigital Ltd.
18 Soho Square
London W1D3QL
Phone: +44 (0) 207 268 3868
Fax: +44 (0) 207 025 8100