Publishing Alternatives

For Shrinking Agency Print Budgets

Migration from Print to Digital

- 97% of Federal documents are “born digital”. Many are published only to the web.
- EBook sales rose nearly 41 percent in 2011.
- eBook sales reached a global annual revenue of $3.2 billion in FY2011.
- Annual revenues from eBooks projected to grow to $9.7 billion by 2016

Sources: Bookstats Survey, Association of American Publishers and the Book Industry Study Group, 2011
Aptara’s Third eBook survey of Publishers, 2011

More Federal Agencies Inquiring About Digital

- Budget cuts are putting publishing projects on hold
- Digital viewed as less costly to produce
- White House directives to post online, instead of print
- Immediacy of information
- Ease of updating

If Going Strictly Digital -or- Strictly Print

- You run the risk of not reaching substantial portions of your target audience.
- eBooks make up less than 25% of all publications
- Print still makes up the other 75%
- Most eBook sales to date have been “trade” publications, not “academic”.

Current Trend in Publishing

- Print AND digital.

- 87% of STM (Science, Technical, Medical) publishers,
  79% of college publishers, and
  76% of corporate publishers
  provide eBooks *in addition* to print, rather than *in place* of print.

Source: Aptara's Third eBook survey of Publishers, 2011

Many of the costs of producing print and digital are similar:

Types of costs –Print

- Editorial
- Design
- Formatting
- Printing
- Warehousing
- Shipping
- Marketing and Promotion
- Customer Support

Types of costs – Digital

- Editorial
- Design
- Formatting
- Conversion
- Web Related
- Marketing and Promotion
- Customer Support

Plan Ahead to Save Money and Extend Your Reach

1. Review your project goals:

- WHO – is your target audience?
- WHAT information do you want to convey to them?
- WHY do they need to know this information?
- HOW do they like to receive their content ?
  - Print
  - eBook,
  - web
- WHERE do they go to look for your content?
  - Your web site
  - Libraries
  - Google
- WHEN do they need to receive this information?

Plan Ahead

2. Determine your publishing requirements
   - Print?
   - Digital?
   - A combination of the two?

Plan Ahead

3. Create a publication design and layout

- Cover design
  - The outside sells the inside (even thumbnails)
  - Plan for your design to be viewed on a range of devices. Make it simple, yet striking.
  - The cover defines the color palate, typography, and “look and feel” of the interior
- Text reflow
  - An eBook is a mini-website within a “wrapper”
  - Single column that reflows
  - Limited typography choices
  - Avoid embedded fonts
  - Test reflow on various devices
- Graphics
  - Graphics that were legible in a print publication may not scale downward
  - Tables that span two 8-1/2” x 11” print pages need to be re-evaluated

Plan Ahead

4. Export to eBook formats

- ePub
  - Features resizable and reflowable text
  - Standard format for tablets, computers and Android devices

- Mobipocket
  - Designed for cell phones and older model Kindles

- KF8
  - For Kindle Fire and other newer Kindles

- PDF
  - Displays “static” pages
  - Maintains format of tables and graphs
  - Use if body copy and images must always be displayed together on the same page

Plan Ahead

Test your eBook

- How does it display on different device types?
- Validate to assure compatibility with various channel databases
  - Google
  - Barnes & Noble
  - Apple
  - GPO can help with this

Things to Consider if Going it Alone

- Sales Channels
  - Each sales channel requires a contract
  - Federal agencies have significant legal limitations and restrictions
  - Sales channel contracts often take months to negotiate
  - Most sales channels are set up around a “sales” model.
  - May require some creative thinking and/or compromises.
  - Each sales channel uses different software to validate content.

Changing Technologies

- eBook technologies are evolving constantly
- Migration from PCs to eReaders to Tablets to Smartphones
- Software migrating from PDF to ePub2 to ePub 3, and from Mobi to KF8
- ePub3 may become new standard, but not there yet
- Consider using a vendor to design, convert and distribute your eBooks
- GPO can do the work for you, or can provide advice

Reaching Your Target Audience

- Many Federal agencies simply post content to their websites
- It is now necessary to get content to where people search for it
- Requires planning and foresight
  - Is your content something that a person would search for on Google?
  - Look for in a Barnes & Noble store?
  - Research in an academic library?
  - Use as course materials?

  - Is your content something people might want to buy to have their own copy?
  - Must your content always stay together in “book” format?

The Importance of Promotion

- Both print and digital content require promotional efforts
  - Press releases
  - Media appearances
  - Conferences
  - Other events
- Very strong correlation between promotion and a book's success
- Barnes & Noble and others require written promotional plans before taking on a new title
- Feature your contacts and subject matter experts!
- GPO can dovetail our promotional efforts with yours

How GPO Can Help:

- Design your content
  - In-house Creative Services Department
  - Top talent from around the country
  - Both print and digital design experience
  - Can assume much of the project management responsibilities

How GPO Can Help:

- Produce your content
  - In-house printing capabilities
  - In-house eBook conversion capabilities
  - In-house eMagazine conversion capabilities
  - Nation –wide network of print and eBook conversion vendors
  - Print On Demand/Just-in-Time Printing

How GPO Can Help:

- Disseminate your content (Paid or Free)
  - US Government Online Bookstore
  - Google Books and Google Play
  - Barnes and Noble.com
  - Apple iTunes Store
  - Ingram Digital Distribution
  - Firebrand
  - Zinio (Digital Magazines)
  - Overdrive (Public Libraries)
  - EBSCO (Academic Libraries)
  - MyiLibrary (Academic Libraries)
  - AcademicPub (College Professors)
  - OnDemand Books/Espresso Book Machine

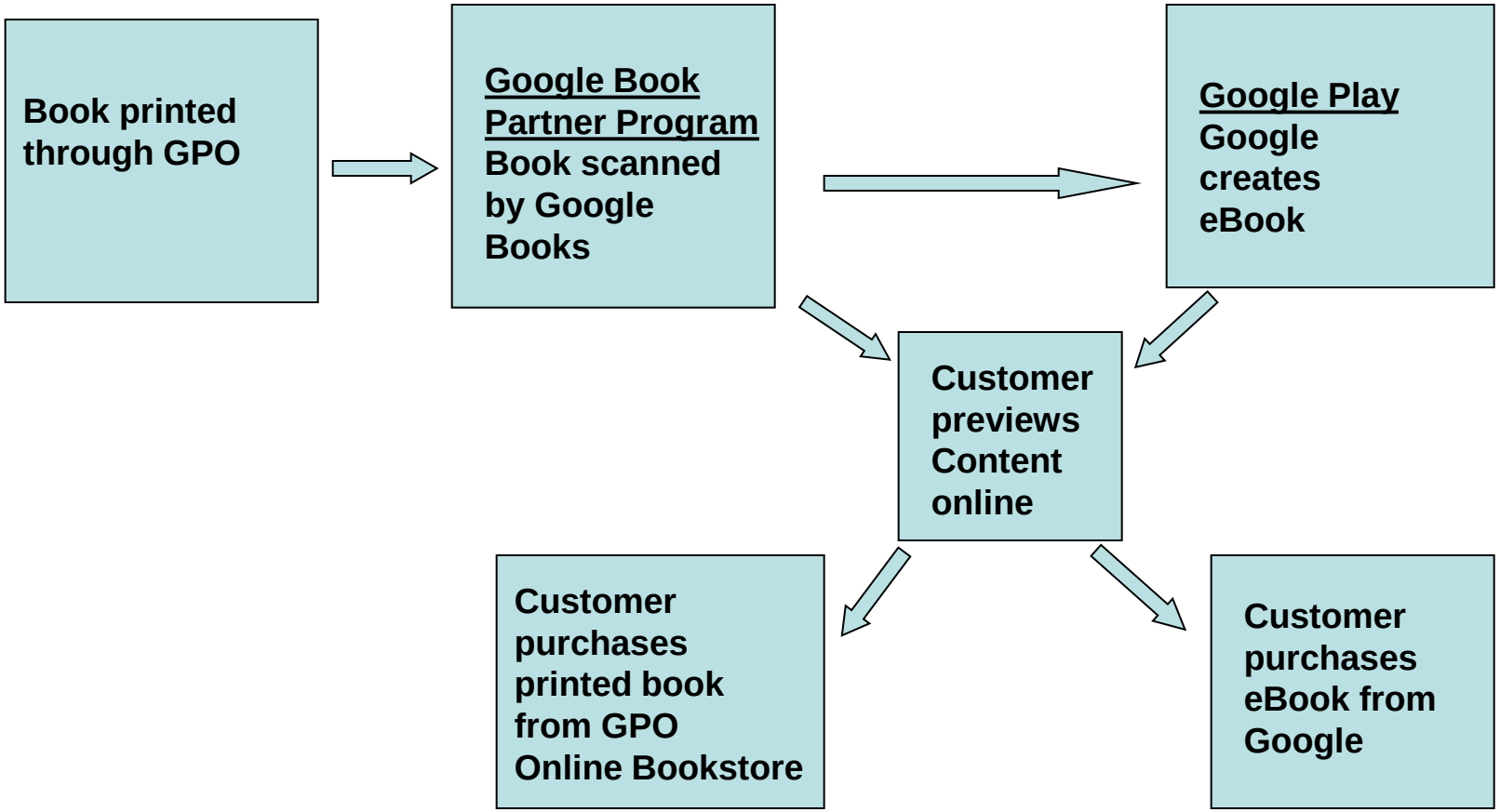
How GPO Can Help:

- Disseminate your content
  - Federal Depository Library Program
    - Preservation
    - Archiving
    - Cataloging
  - Federal Digital System

How GPO Can Help:

- Promote your content
  - GPO Online Bookstore
    - Your own “mini-bookstore”
    - Out-performs Google and Apple
  - Government Book Talk Blog
    - Over ½ million page views
  - New Titles by Topic Emails
    - Over 140,000 subscribers
    - Over 25 million bulletins delivered
  - Google Books/Google Play
    - Over 47 million page views

Work Flow – Google Play



Advantages to Google Play

- It's FREE!
- Google eBooks are Format Agnostic
- Puts your content where people normally look for it

Disadvantages to Google Play

- Having print copies in Google normally is a pre-requisite
- You don’t get a copy of the file back
- Doesn’t work with Kindle

Channels Serving Public Libraries, Academic Libraries, e-Retailers

OverDrive – Public Libraries

Ingram MyiLibrary – Academic Libraries

Ingram Digital Wholesale – eBook Retailers

Barnes & Noble.com – General Public

Apple iBook Store – General Public

Maryland's Digital eLibrary Consortium

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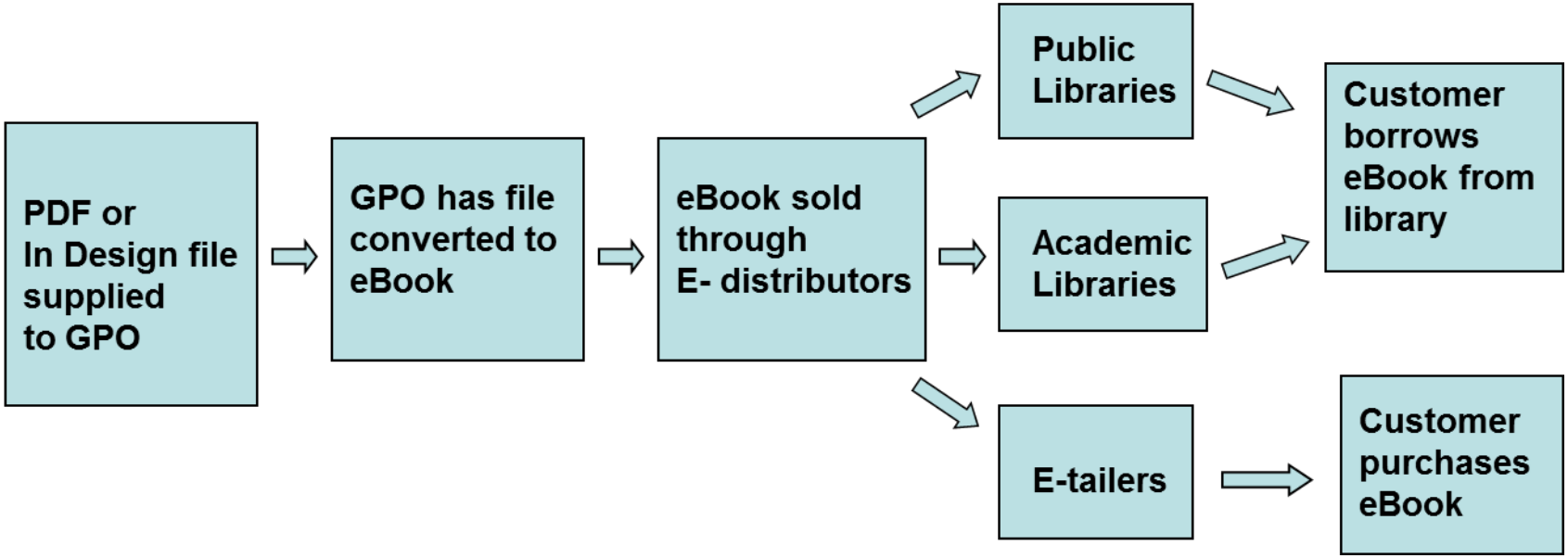
Classic Literature

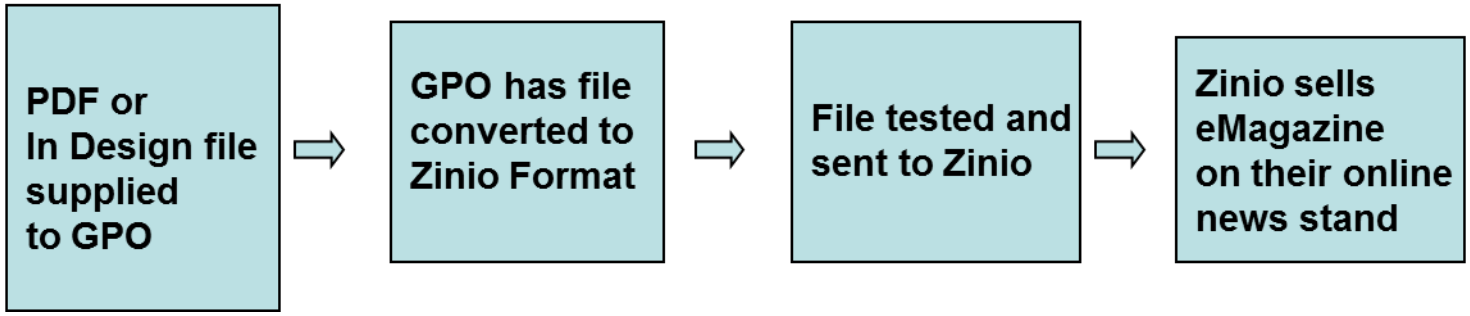
Graphic Novels

Historical Fiction

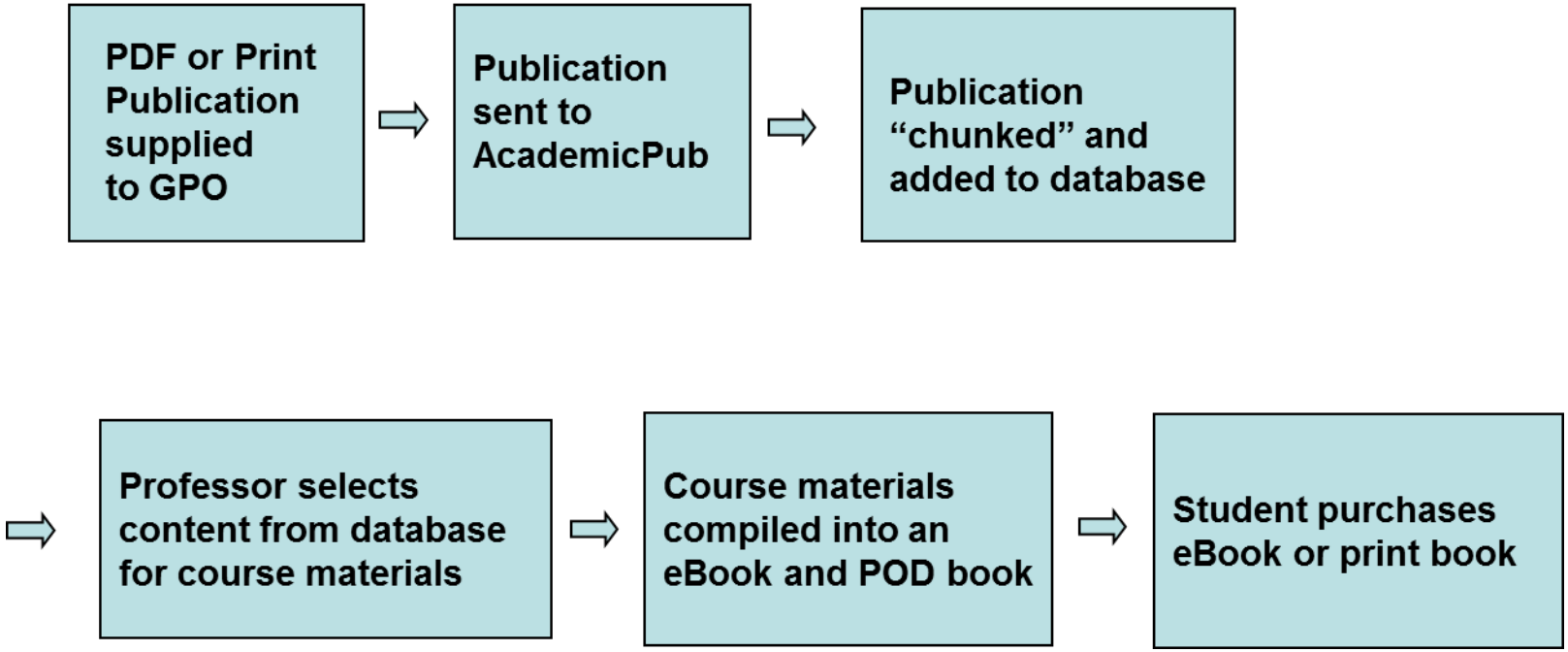
Work Flow – Public Libraries, Academic Libraries, eRetailers



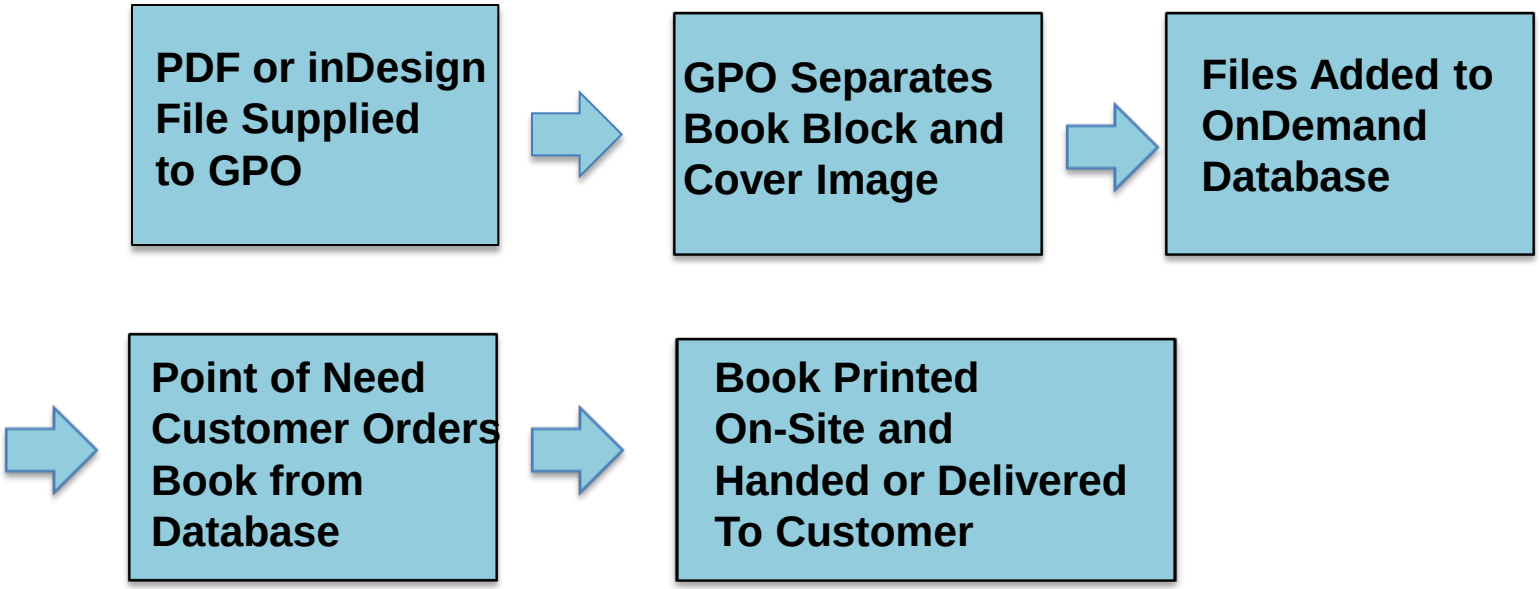
Zinio eMagazine Work Flow



AcademicPub Work Flow



OnDemand Books Work Flow



http://www.youtube.com/watch?v=XXSaq9hLqNc#action=share

Best of All:

- No RFP is required
  - Government –to-government source
  - One simple form to get started

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