Introducing Bob Kasher

1. 30 Years in Publishing
2. Worked in Digital Publishing since ‘94
3. Prior to BookMasters worked for MPS Developing Global Reader Mobile Program
4. Founder of Database Directories
   Canada’s first digital publishing house which also created Lightning Source’s first original POD publication in 1998.
5. Writer of 9 published books.
6. Publisher of Digital and Print directories and travel guides.
The Local Goes Global

Disruptive Technology 1438
The Local Goes Global

Disruptive Technology 2010
The Local Goes Global

A world full of devices
The Local Goes Global

A world full of Opportunities:

- POD Delivery
- On-line
- Mobile
- E-Education
- ESL and Language Communities
• Digital Production allows you to make print books available everywhere in real time
• Digital printing allows you to project content anywhere, anytime.
• Global distribution partners allow you to take advantage of both opportunities.
The Local Goes Global: Digital

• EPUB allows the quick dispersal of books to simultaneous markets in both original and translated languages quickly.
• For publishers this means more control, less rights licensing, greater need for international marketing.
The Local Goes Global: Digital

- The Rise of the Machines
  - Kindle
  - IPAD
  - Mobile
  - Android Pad
  - Playbook
  - Others
The Local Goes Global: Digital

- Other formats impacting on distribution
  - Flash
  - HTML 5
  - EPDF
  - PDF w/DRM
  - Enhanced E-books
The Local Goes Global: Digital

- Enhanced E-Books: A new Opportunity for publishing to gain the upper hand:
  - Rights and Permissions
  - Graphic Libraries
  - Technological Needs

http://mpslnms.macmillansolutions.com/demos/AmuseBouche/start.html
The Local Goes Global: Digital

Digital Distribution gets you into all the outlets you need internationally:

- Blio
- Kobo
- AT&T
- GOSPOKEN
- Vivo
- DNAML
- Telefónica
- Amazon
- Nook by Barnes & Noble
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Why Digital?

• Overall Market for digital has grown from under 1% of sales to over 8% in the US in 2 years.
• Publishers who have already digitalized are seeing 9-10% of sales and 15-25% of profits coming from digital.
• In Japan digital is bigger than print.
The Local Goes Global

Why Now?

• The new consumer expects multiple formats
• Digital devices are spreading internationally
• Digital Outlets are growing in numbers
• The consumer is also becoming the new reseller.
The Local Goes Global

- **Combining Print and Digital (D2P2)**
- To get your best return look to combining your digital and print production and distribution with a supplier that can deliver all four globally.
- *Niche is no longer nought.*