Keys To Optimizing Your Digital Strategy – A Long & Winding Road
What should your digital strategy be?

“It will take longer than we thought to go digital.”
Half The World Is Planning On Buying An e-Reader, According To Survey
Ebooks: the future is now
By Gary Kemble

Posted Fri Sep 17, 2010 10:03am AEST

Science fiction writers have always been on the cutting edge, and now sf publishers are scrambling to stay ahead of the ebook curve.

Tor Books senior editor Patrick Nielsen Hayden, in Melbourne earlier this month for the World Science Fiction Convention, says 10 to 12 years ago ebooks were like the old joke about Brazil: "It's the country of the future and always will be".

"We had this unbelievably bad ratio of thousands of hours of meetings to hundreds of dollars worth of sales, so a lot of the industry got kind of accustomed to ebooks as an ever-receding future," he said.

But in the past couple of years he says ebook revenue has gone from 0.5 per cent of revenue to anywhere up to 10 per cent and now in domestic airports in the US he sees as many people reading ebooks as the old-fashioned printed variety.

Stratospheric rise: Patrick Nielsen Hayden says in domestic US airports he now sees as many people reading ebooks as the old-fashioned printed variety. (AFP: Mario Tama)
FACT: 232,000,000 People Speak English in India—Second only to U.S.
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What are the keys to a successful transition?
Metadata, not ebooks, can save publishing

August 5, 2010 | 7:40 am

Posted in: Paul Biba, Tools of Change for Publishing, metadata
Tags: ebook, metadata, Nick Ruffilo, Paul Biba, TOC, Tools of change

By Paul Biba

Here’s another one from Tools of Change. It’s an important subject and I hear over and over at seminars, and read over and over in articles, that publishers are not paying enough attention to the interrelationship between metadata and digital publishing.

This is from an article by Nick Ruffilo:

Why won’t ebooks save publishing? E-books represent a format, just like hardcovers and paperbacks. Because they are a different format, they require different pricing. Things that are consumed and priced differently do open themselves up to a new market but unless that new consumption method is revolutionary, the growth (new readers) to the market cannot be large. E-readers will never be purchased by non-readers in the hopes of becoming readers (until they reach an extremely cheap price-point). The iPad is one such device that can create new readers. Its conceivable that someone who would buy an iPad and is not a book buyer, but because they
Why Metadata Matters for the Future of E-Books

By Timothy Carmody  August 3, 2010 | 1:54 pm  Categories: Future Shock, Intellectual Property, Media

The world of digital publishing can be a lot more complicated than deciding whether to buy a Kindle, Nook, or iPad. If you want to know just how complex things are getting, just ask a publisher, author, or agent about Andrew Wylie.

Along with Amazon announcing its new Kindle, the major — and I mean, epoch-making — news in digital publishing in
But it isn’t pretty…
Macmillan, one of the nation's largest publishers, said it will issue books it expects to be best sellers in an enhanced electronic-book format, starting in the first quarter of 2010.

The special editions, which will include author interviews and other material, such as reading guides, will carry a list price slightly higher than the hardcover edition. (Hardcover books typically list for at least $25, while e-book versions of best sellers can go for as little as $9.99.) The new e-books will go on sale on the same day as the hardcover. After 90 days, the special edition will
Enhanced e-book apps anticipate a new generation of e-readers

Relaxnews
Sunday, 28 March 2010

With the release of the iPad just weeks away, enhanced e-book apps are becoming a hot trend in publishing, with many major publishers announcing plans for enhanced titles. Enhanced apps make use of a wide range of tablet and smartphone technology with additional features such as audio, video, images, and other added functionality not possible on e-ink readers.

On March 16, Hachette Book Group announced that it would release an "enriched e-book version" of thriller writer David Baldacci's Deliver Us From Evil, due out April 20. The Writer's Cut E-Book will include an audio Q&A, a video of the author's office, photos of the creative process, and discarded scenes and title. Baldacci explained the publishing blog GalleyCat: "An eBook by itself is not enthralling; what's on it is. And we have the technology that allows us to do all of this. So why not use it?"

Hachette told AOL's DailyFinance about plans for more enhanced apps, including a synchronized text/audio edition of Michael Connelly's crime novel Echo Park and a stand-alone app of David Foster Wallace's thousand-page novel Infinite Jest that would allow readers to easily jump between the novel's text and its numerous footnotes.

The company Enhanced Editions is behind many of the enhanced apps making their way onto the market, among them a version of Hilary Mantel's Wolf Hall released on March 9. That app contains the full text of Mantel's novel as well as a
Publishers must ensure that they are "in control" of any agreement signed with Apple on an agency basis, if they are not to fall foul of the UK's comp...

Apple Tells Publishers What Price To Charge For iPad eBooks

Agency Model For eBook Prices Under Scrutiny In UK

Posted: 08- 6-10 11:44 AM

The so-called agency model is a "mirage" with Apple dictating to publishers what they can charge for books sold via the iBook Store on Apple's iPad, a...

Macmillan CEO Defends eBook Pricing Model, Readers And Bloggers Object

eBook Pricing Deals May Violate Antitrust Laws; CT Attorney General launches Investigation
In the Virtual Stacks, Pirated Books Find Eager Thumbs

By SANDEEP JUNNARKAR
Published: June 3, 2004

EARLY in his undergraduate years at Indiana University, Joseph Ruseswold said, he had trouble finding the required titles for a couple of his classes at the local bookstores. When he tried ordering the books online, he learned it would take too long for delivery. Having come of age in the era of Napster, Kazaa and other file-sharing networks infamous as bazaars for pirated music, he knew exactly how to obtain the books -- if not in his hands, at least for his computer's hard drive.

Over the semesters, downloading books free and reading them on his monitor became routine, he said. He learned to adjust the screen color to off-white to help reduce eyestrain and depleted his university printing allotment by running off hundreds of pages at a time.
Faber Launches 'pay-what-you-want' e-Book

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The pay-what-you-want e-book download has now closed. Many thanks to everyone who downloaded the book.

Ben Wilson

In 2007, Ben appeared as the only non-fiction writer in the Waterstone’s “25 Authors for the Future” list. He was born in 1980 and studied history at Cambridge, both as an undergraduate and postgraduate. He is the author of two critically-acclaimed books, The Laughter of Triumph: William Hone and the Fight for the Free Press (2005) and Decency and Disorder: The Age of Decadence 1789-1837.

‘Ben Wilson's book on liberty is brilliant, timely and readable.’
Tony Benn

'At present government incompetence is the main protection against excessive government intrusion into privacy and exaction of civil liberties. That is, however, no substitute for constitutional and legal safeguards.' Vince Cable, MP
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