Challenges of introducing Metabooks into new Markets

A change process for the whole industry
Agenda

1. Metadata problems before Metabooks
2. Challenges Metabooks needed to overcome
3. Status Quo and what’s next
Metadata Problems before Metabooks
Processing inefficiency

Data Exchange in XLS

Maintaining different formats

Resources requirement
Information exchange inefficiency

Peer-to-Peer Communication

Publishers

Booksellers
Prone to error

Paradox I

ISBN: 978 85 15 02826 9

Paradox II

ISBN: 978 85 15 01925 4

ISBN: 978 85 15 02826 9
Major challenges of introducing Metabooks
Market skepticism and late adopter
Chicken and Egg Problem

Booksellers

“We will join when Metabooks has enough titles.”

Publishers

“We will join when Metabooks has enough Booksellers using the data.”
Metabooks, a threat or an opportunity?

Efficiency improvement

Threat for the jobs
How much data is “enough”? 

what Booksellers wants  
what publishers can provide
Quality of existing metadata
Monetization of the platform
Status Quo and what’s next?
Metabooks in Brazil

135,000 active & 28,000 archived titles

Launched in July 2017

700 + Publishers & Imprints
50 + Retailers
10 Distributors

75% - 80% Market share
Metabooks in Mexico

- 37,000 active & 2,900 archived titles
- Launched in November 2019
- 24 Publishers and 7 Retailers
- 25 - 30% Market share
Pubnet – Automate direct ordering with EDI

Brazil

Pilot project with selected publishers and retailers initiated
Currently undergoing various tests

Mexico

Exploratory conversations with major market participants.
Product pipeline
Thank you for your attention

Wei Dai (David)
Director MVB International
w.dai@mvb-online.de
+49 69 1306 7289