

DIGITAL PUBLISHING TODAY

- A REPORT



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Digital Publishing Today – A Report

Published by



Indus Net Technologies is an innovative IT Service, managed Outsourcing & Internet strategy company, with unique combination of Creativity and Technology.

With deep industry experience of 17+ years and technological expertise across all major business functions, Indus Net Technologies helps corporations and Governments across the globe embrace the “Nexus of Forces” – Cloud/Web based custom application development, Mobility and Digital Marketing Services.

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Changes, Transformations and Transmutations

The year 2014 has seen a significant rise in eBook subscriptions. The publishing world has been quite apprehensive lately about the future of the industry. Over a couple of centuries, traditional publishing has been the only medium of educating the readers across the world mainly through books and magazines. But with the advent of internet, content reading has seen a massive shift from traditional to digital platform.

Many authors and publishing companies have argued about the future of traditional publishing. It is predicted that both print and digital publishing will co-exist and digital publishing is surely going to rule the roost. It is interesting to note that 26% readers prefer to read a tablet version of the magazine.

The gist of the argument can be surmised with the hypothesis that people will not stop reading. They will merely switch towards electronic content. And that will require changes and transformations within the publishing industry.

What are the Predictions?

Online content reading with the use of eBooks has seen a consistent rise through book reading applications like Kindle. Furthermore, digital publishing is not limited to eBooks as there are websites, blogs, social media, applications and other online platforms to share content with the consumer through various mediums like smartphones, tablets etc. For many publishers, mobile traffic ranges from 15% to 60% leaving a huge scope of expansion in the category.

- ➔ Magazine publishers are likely to release their content simultaneously through their branded mobile applications and website. Content will be available in both paid and unpaid forms.
- ➔ Traditional publishers must understand this paradigm shift in content accessibility and form relationship with their readers, the way Harvard Business Publishing has done by being customer-focused and using blogs & magazines to interact with them.
- ➔ More and more publishers will follow “print as per demand model” rather than printing in excess and forcing down the gullets of distributors.
- ➔ Print publishing is going to remain strong especially in emerging markets like China which saw a 10% rise in print publishing during the first half of this year while Brazil grew at 7.5% during third quarter of 2014.
- ➔ Hybrid self-publishing model is going to sustain and get more interesting. Here the author is not paid any advance by the publishers. Instead, author pays the publisher to seek editorial support and create a marketing plan for both online and offline book release.

“For the foreseeable future, we will operate in a hybrid print and digital world.”

–Jonathan Nowell, President, Nielsen Book

Digital Publishing and the Road Ahead

Over the years, digital publishing has grown from merely a content sharing platform to a revenue generation platform. 95% of digital publishers have adopted paid subscription strategy, targeting younger audiences and gaining significant consumer data. Referrals from social media accessed through mobiles have taken a central place for publishers whose figure stands at 51%.

Many digital publishers have adopted commercial models for creating, managing and commercializing online content which includes text, video, narrated eBooks and infographics. Even online advertising is growing in tandem with digital publishing. The innovation in content delivery with new channels and in new format is going to rise further.

Publishers are going to adopt a hybrid model of both print and digital format with the changing mix. But digital format is going to affect print format and it necessitates publishers to redesign their publishing strategy.

Copyright issues pertaining to eBooks need a profound thought so that everyone involved in creating digital content should get their dues and royalty justly. One must know the rights of eBook owners as compared to print book owners. Digital publishers need to explore the option of selling eBooks to schools and libraries that happens to be a major market across the world. Another advantage enjoyed by digital platform is that it is readily available across various mediums at anytime and from anywhere.

There are a lot of questions that await answers. For instance, the opportunities and challenges withheld by multi-platform and cross-channel world of digital publishing. What strategies need to be followed by publishers to monetize digital content which is even more prone to piracy and plagiarism? How should they build upon the strengths of both print and digital content?

“Great subscription products will drive more people to read more books in the years ahead.”

—Matt Shatz, Chief Revenue Officer, Oyster

Important Case Studies

01

According to the survey conducted by Copyright Agency in November 2012 on 90 commercial publishers with eBook as their primary product, 57% publishers were found out to be using their own website for selling the product, followed by Amazon and Apple iBooks each at 35%. It clearly shows that Australian publishers prefer to sell their eBooks directly.

02

Indus Net Technologies released its digital publishing solution, Mobileafs. Mobileafs has been responsible for filling up the gaps that digital publishers often encounter today. It helps users to convert any content form like image, video links or a PDF document into e-publications so that one can reach more global audience. Mobileafs is used by professionals for the creation of e-magazines, sales material publication, marketing collateral publication, publishing brochures, product guides, catalogs, agency content, institutional content and internal communication content. Predefined templates help even novices to create publications that are at par with those offered by venerable publishing houses.

“Digital publishing allows you to have data and content within your arm's length, quite literally. It allows you to interact with other readers or publishers instantly. A reduction in the need for postal and courier services will reduce costs. Last, but not the least, it saves our planet, being a greener alternative.”

– Abhishek Rungta, CEO, Indus Net Technologies

03

The more recent case is the success of Health Magazine in France known as Medisite turning into a digital magazine from their existing print publishing. The magazine strategically created content for its mobile readers making it an integral part of their publishing strategy. An interactive mobile application was created with the help of Aquafadas plugin to serve the readers with informative content including nutritional facts, balanced diets, celebrity interviews and other health statistics. The application is supported on both Android and iOS platform. It is going to be available as WebReader App for desktop browsers.

“Aquafadas allows us to offer our readers really fun and attractive content: videos, pop ups, horizontal and vertical reading, scanning, interactive summary...for a new and exciting reading experience.”

– Sophie Girardot, the Editor-in-Chief, Planet.fr (Headed the development of mobile section of Medisite Magazine)

04

AT Comunicacio in Spain created a multi-platform digital publishing application for Bank of Sabadell using Aquafadas Digital Publishing system. The bank wanted to ease the process of providing information on pension schemes to its customers. After successfully creating for iPad, digital content was created to be compatible with all iOS and Android platforms. Besides pension schemes, enhanced information was provided with useful pop-ups, scrollable content and HTML5 content.

“Ebooks and digital media enable execution of a variety of new business models globally, opening new channels by delivering content in innovative formats.”

– Steve Potash, CEO, OverDrive

Focus Areas: What Needs to be Done?

A

Monetizing digital content

- ➔ Digital publishers have often worried in the past about monetization. But with the growing number of digital readers, prospects of monetization look superior and it is going to take a front seat.
- ➔ Does subscription looks like the most viable option? Explore other methods of monetization.
- ➔ Interactive advertising be used beyond online banners and click through ads by exploring social media, branded polls, games and consumer surveys. By tweaking ads, color and content and A/B testing, advertisers can enhance the interaction experience of the user.
- ➔ Using native advertising to recover the cost of production, enhancing reader experience and providing more value to the reader.
- ➔ Widening the digital advertising spends in a more targeted manner.

B

Migration to digital platform

- ➔ Agile publishing model will be followed that allows the publishers to produce content including print books, eBooks, video and other content at a much faster rate with real-time feedback from consumers. This is in contrast to traditional publishing model that creates a huge time-lag, expiration of content owing to limited feedback from end-readers.
- ➔ Explore the untapped power of cloud-based platforms and integration of devices to roll out more digital content.
- ➔ Create a digital centric environment and a sustainable digital publishing model.

C

Distribution of content in a multi-platform environment

- ➔ Design mobile-friendly content with a responsive and adaptive design accessible and legible on all screen sizes.
- ➔ Develop a mobile application to serve the content to the smart readers. Take a call whether you need a native app, a web app or a hybrid app.
- ➔ Develop a distribution strategy for digital content.
- ➔ Understanding the role of content personalization is also important.

D

Quality content matters the most

- ➔ Penetration of social media enables excessive interaction among the reader community. Content needs to be highly sharable.
- ➔ Both short-form and long-form content in textual and video forms need separate attention and what effect they have on each other.
- ➔ Custom publishing which is primarily aimed to build relationship with the target audience needs more attention than ever. It includes both print and digital media.
- ➔ How to increase the reach of the content at a global level?

Keys Features of a Good Digital Publishing Platform

01 Automated Content Conversion

Cloud services like Migrate help you to automate content conversion to DITA and custom XML thereby providing better control over content quality, low operational cost and instant turnaround time. There are pre-configured conversion rules that help you to process your documents quickly. The documents can be uploaded in a variety of source format like **XML/SGML/HTML, Frame-Maker, Word, InDesign, RoboHelp** and **DocBook**.

02 Customized Controls

You can have customized controls for playback, slideshows, and gallery views by creating impressive and fully customizable image galleries. What's more, you can easily navigate to their contents using thumbnails, next/previous buttons or simply by tapping on them.

03 Full Customization

You can use a variety of pre-designed templates, use customized logos in the templates, have a background and color pattern of your choice. You can also add various functional toolbars like thumbnail, buttons, zoom, print, sound and help configuration.

04 Advertisement Plugins

Web design platforms like WordPress allow you to place and rotate ads within your digital content including blog posts, articles, news items, e-magazines etc. Automatically integrate with Google AdSense and target your ads to authors, categories, and tags. Besides that, you can view statistics on the performance of your ad.

05 Layout

Adapt your existing content for multiple devices using alternate layout and liquid layout tools. Simplified liquid page rules allow you to visually resize layouts and fit to all kinds of screen sizes and aspect ratios.

06 Full-color and Interactive Interface

The technology should allow you to deliver a full-color, interactive multimedia experience with better and larger displays that make content exploration exciting for users including books, magazines, newspapers, product catalogs etc. through clickable videos, slideshows, audio files and other interactive functionalities. Merge rich page layouts and sophisticated typography with a high level of interactivity.

07 Cross-Device/Platform Compatible

It is unfeasible to create content and applications for every platform and device. Create content in a platform and media-independent form with publishing software like Quark that allows you to automatically publish to all the required formats. You can let anyone create structured XML content in MS Word, automate the assembly of richly designed personalized content to multiple audiences and publish it on various digital devices.

08 Cross-OS/Browser Compatible

Expand your readership by creating content that can be distributed to multiple devices like **iPhone, iPad, Android** and **Windows 8.1**. Target your content to specific audience and monetize it by selling it on iStore or Google Play. Apart from that, you can have provision for uploading paid content on mobile devices whereby the users can pay and download full content. Provision to upload a small preview section for the paid content is another tactic to attract the readers.

09 Powerful PDF Handling

Customized PDF libraries for **Android, iOS** and **HTML5** give full control on the development. Android PDF solutions allow you to render, create, modify and digitally sign PDF files into Android application. The PDF library makes it possible to write PDF files directly from processing. These vector graphics files can be scaled to any size and output at very high resolutions. Furthermore, you can create fast PDF readers and advanced PDF editor for Android and iOS. You can embed entire web pages into your application. Users can effectively interact with the embedded pages just like they do in a web browser. It is fairly easy to display HTML5 animation and other rich content.

10 Fully Customizable App Section

You can arrange the content into various sections, organize orders, and define taglines for creating an app experience that suits your brand the best. With the available APIs and HTML, you can create a unique experience that reflects your brand with a customized storefront, library and buttons. A customized storefront enables you to showcase downloadable content, messages and offers in a customizable HTML format.

11 In-App Subscription Management

In-app subscription management can be done using Google Play Developer API. You can also use Developer Console for managing subscriptions. Subscription management includes setting the purchase type, configuring subscription ID, publishing state, default language, description, price and billing recurrence. In-App marketing tools facilitate social sharing, push notifications and article previews. It also enables custom promotions, coupons and offers.

12 Interactive Publications

Inspire your visitors to interact with your publications. Creating interactive publications was never so easy with tools like Publish Paper. Furthermore, they are intuitive, easy-to-use, and can be stored directly on the web servers or your computer.

13 Advanced Analytics

Analytics is required to reform the user experience with your digital content. Find out how users interact and share your content. Built-in analytics tools help you to collect and analyze data with every interaction made by the user. Collect comprehensive metrics on user behavior for shaping future content. Using tools like Adobe Analytics, you can take action by gaining insights into user interaction metrics for making informed business and editorial decisions.

14 Content scrolling

Digital publishing solutions allow you to use scrollable layers so that large content can be accommodated in small space. It also helps you to create movable layers to enable the reader to dynamically reveal or hide additional content.

What is Mobileafs and How Can It Help You?

Mobileafs is a digital publishing solution that fulfils all the criteria listed above. Being a cross-browser and cross device/platform tool, Mobileafs has the unique advantage of accessibility and compatibility. Powerful PDF handling, customizable sections and in-app subscription management help users to monetize and popularize their content and data.

It is also much easier to create interactive publications with the help of Mobileafs. Advanced analytics helps you to collect important metrics related to user behavior so that you can shape and plan future content.

Whichever digital publishing tool you may decide to use, it is increasingly becoming clear that the future is going to be hybrid. While print publishing may not vanish from the face of our planet, digital publishing will become more important than print. This trend will be fueled by a growing user-base of tablets, smartphones and eBook readers.

The fact that digital publishing is green and environmental friendly helps you to reduce your carbon footprint. If you haven't already begun to use one of the digital publishing solutions, it is probably the right time to begin.

About Indus Net

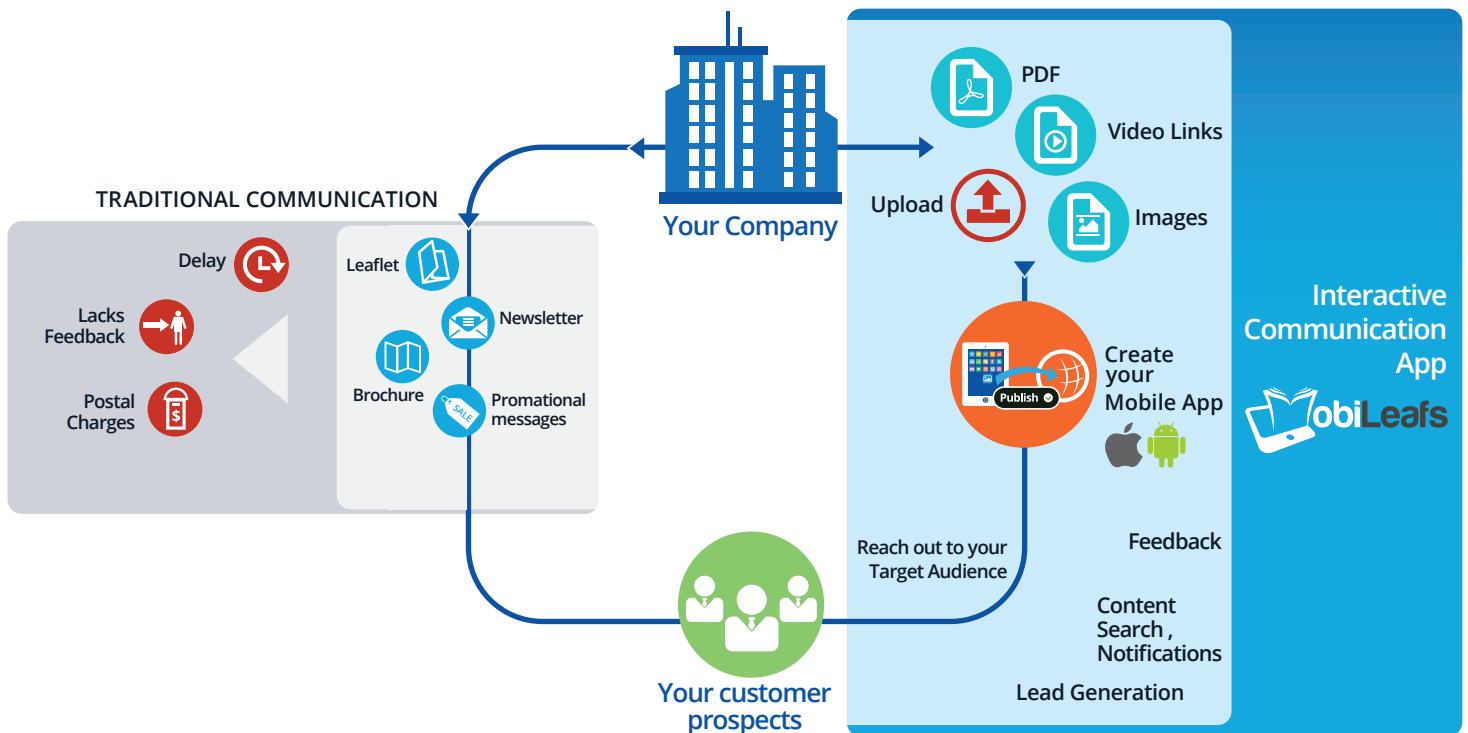
With more than 17 years of industry experience, Indus Net Technologies has continuously striven to bring the latest in web solutions. With an increasing need for digital publishing solutions, Mobileafs was created to help fill the lacunae. Our other solutions include Mobility, Digital Marketing services, Cloud/Web based Custom Application Development and IT support. With many Fortune 500 clients, we continue to bring the latest in IT, web and publishing sectors.

Digital Publishing Today – A Report



Go paperless!
Ready-to-use Mobile Catalog App for your business

Mobile catalog App with embedded marketing and feedback tool.



BUSINESS USERS



ENTERPRISES

Distribution/ Sharing of Content Materials for PR, Marketing & Sales, HR, Compliance & Legal Dept.



EDUCATION INSTITUTIONS & HR FIRMS

Distribution of Placement Brochures, Educational Materials, Policy documents, Notices, SOPs to Students/ Corporate houses.



PUBLISHING HOUSES

Publishing of e-books and Magazines, In-app purchase of Magazines, Magazine on demand.



EXPORTERS, MANUFACTURES, TRADERS

Publishing & Distribution of e-Catalog, Brochure and Product Guide for distributed customer base.



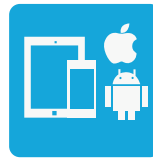
Key Features



Interactive Publications



Single Step Conversion through Backend CMS



PDF Parsing with Text search



Cross-Browser, Cross-device/platform Compatible



In-App Subscription Management



Push Notification (Daily Updates)



Lead Generation



Advanced Analytics

HOW TO GET STARTED

Contact us / Request a demo at
info@indusnet.co.uk



Get your App created
in 2 days



Publish your Branded App



<http://mobileafs.com/>

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