



What's happening in Publishing? Book's Face-2- 30/04/2014

Announcing EDUPUB Europe 2014 - June 19, Oslo | International Digital Publishing Forum

EDUPUB Europe 2014 will take place in Oslo, Norway, 19 June 2014. The meeting will provide an update on current progress of the EDUPUB initiative to advance the effective adoption and use of e-textbooks and other digital learning materials by improving interoperability, accessibility, and baseline capabilities via broad adoption of enabling technical standards. EDUPUB is an alliance of trade and standards organizations and other stakeholders working to establish a globally interoperable, accessible, open ecosystem for e-Textbooks and other Digital Learning Materials via EPUB 3, Educational Sector Standards and the Open Web Platform. The workshop is co-sponsored by IDPF and IMS Global Learning and hosted by ISO/IEC JTC 1/SC36 and Oslo and Akershus University College of Applied Sciences / LACE project. The agenda and registration details for the workshop are available at: <http://idpf.org/edupub-europe-2014>.

BISG, DAISY and IDPF Launch EPUBTest.org to Showcase Reading System Conformance Site | International Digital Publishing Forum

The new website epubtest.org has been launched in a collaboration between the Book Industry Study Group (BISG), DAISY Consortium, and the IDPF. EPUBTest.org provides a unified home for the definitive EPUB 3 Reading System Conformance Testsuite, originally developed by the IDPF, and the next generation of the BISG EPUB 3 Support Grid, which has been revamped, via a collaboration between BISG and DAISY, from an Excel spreadsheet listing high-level features into a Web-based database with fine-grained results determined objectively via the EPUB 3 Testsuite. The initial set of results showcase conformance of over two dozen different reading systems. At launch, the four highest scoring reading systems were Radium for Chrome (82% on required EPUB 3 features, 74% overall including optional features), VitalSource Bookshelf (79.5% / 61.5% for Mac version), iBooks (77.6% / 60.6% for iOS version), and Kobo iOS App (71.4% / 61%).

UK Digital Publishers Have Caught up to U.S. | Digital Book World

One great example is Penguin Random House in the UK recently launched what I see as a direct-to-consumer sales and marketing play, My Independent Bookshop. The company bills it as a discovery platform where readers can build bookshelves and share them with friends, browse, etc. When I asked

two of the executives in charge how this was different than Goodreads, they said that it was just another place for readers to share and discover books. Cleverly, My Independent Bookshop also allows readers to purchase books and ebooks and the orders get credited to local bookstores (either as determined by the user or the credit card's associated address — closest store). It's a clever way for a UK publisher with a hell of a lot of market share to use that share to prop up local bookstores while also collecting consumer data — if it works.

Smartphones used by 13% of e-book readers in Germany - Telecompaper

More than 1 in 7 (13%) e-book readers in Germany use their smartphones daily to access e-books, with 15 percent reading e-books on their smartphones several times a week, according to a survey by Aris for ICT industry group Bitkom. Overall, 6 in 10 e-book users read them on their smartphones, with 21 percent of 14-29 year old readers using their smartphones to read e-books daily, compared to 12 percent of 30-49 year olds. The survey also found that 1 in 4 (25%) e-book readers use an e-reader device, 29 percent used a tablet, 57 percent used a laptop and 24 percent used a desktop PC.

« La location de livres numériques favorise ensuite les ventes »

Henning Peters, PDG de Skoobe : Parfaitement bien. Nos deux actionnaires sont les deux plus grands éditeurs allemands, mais la majorité des ouvrages de notre catalogue ne proviennent pas d'eux. Nous sommes très ouverts et aucun des éditeurs avec lesquels nous travaillons depuis 2012 ne nous a lâché. Tels Dumont S. Fischer (qui publie notamment Alice Munro en Allemagne), Campus (numéro un de la non fiction en Allemagne)... Nous fonctionnons comme une start-up indépendante. La plateforme française Youboox compte 2500 abonnés. Et vous ? Nous ne donnons pas de chiffres précis mais en avons beaucoup beaucoup plus. Nos sommes dans les 5 premier acteurs allemands du livre numérique en chiffre d'affaires et nos actionnaires sont très satisfaits. Nous découvrons avec surprise que notre service favorise également les ventes : sur Skoobe, une personne sur cinq qui consulte un ouvrage (les premiers 10 % sont en accès libre) ou le lit en entier va ensuite l'acheter en version électronique ou papi

Content Pricing Consultant: Ebooks Should Be (Much) More Expensive | Digital Book World

“Ebooks are terribly misnamed,” said Luby. “They’re not a product. They’re a reader service.” Luby argued that the convenience that ebooks offer over their print counterparts are a great benefit that publishers and retailers should charge readers more for. “Ebooks should be more expensive than they are, more than print books — a lot more,” said Luby, adding that ebooks are relatively cheap because publishers and retailers don’t properly explain their benefits, namely, convenience. While book publishers have generally shown discomfort at low prices for ebooks, citing the high cost of acquiring and developing content and unfavorable comparisons to print book, ebook retailers, most notably

Amazon, have been largely in favor of lower prices for ebooks. In the early days of Kindle, the low cost of ebooks was cited as a reason for spending several hundreds dollars on a device to purchase them. Retailers have also of late been in a battle for market share and price is a weapon of choice for

Stephen Page: Publishers need 'permanent conversation with consumers' | The Bookseller

Page said the publishing industry had to stop looking at e-books as an outcome of print, and to look at it as a "different garden". "What we have discovered is there are a huge number of readers for whom what is in the Kindle store is hugely attractive," he said, and publishers could not "bolt" e-books on to what publishers did already. Publishers needed to think about e-books as separate products, with separate marketing and pricing. Faber was looking at "superfans" and niches, and building fan bases in the future, investing more in writers and readers and conversations with them. He said publishers needed to have a "permanent conversation" with consumers.

Nature Publishing Group sign French national license agreement with ISTEEX | STM Publishing

Nature Publishing Group (NPG) has signed a major agreement with the French national licensing programme ISTEEX, to make key scientific resources available to the French research community. More than 1.9m students, researchers and scientists at over 200 French universities and institutions will have access to the full archives of Nature from 1869 to 2012 on nature.com. The agreement will also include the archives of seven other specialised titles in immunology, biology, chemistry and neurosciences, around 400,000 articles in total. Launched in 2012, ISTEEX aims to provide online access to digital publications in all disciplines throughout the French research community on one central platform and currently holds more than 6 million articles from 2,500 journal titles.

L'offre à destination des bibliothèques arrive sur Feedbooks – Blog Feedbooks

Un nouveau projet interprofessionnel (PNB, pour Prêt Numérique en Bibliothèque) ouvre des perspectives pour le prêt de livres numériques en bibliothèque. A l'occasion de l'arrivée des premières offres éditeurs (Gallimard, Flammarion, La Martinière), Feedbooks rend public son nouveau site à destination des collectivités afin de découvrir ce catalogue: <http://collectivites.feedbooks.com>. PNB, mode d'emploi Au coeur du projet PNB, on retrouve un acteur agrégeant l'ensemble de l'offre et des commandes : Dilicom. Le principe de fonctionnement est le suivant : les distributeurs communiquent les métadonnées de leurs offres à destination de Dilicom les librairies récupèrent ces offres et les mettent à disposition des bibliothèques lorsqu'une bibliothèque valide une commande, celle-ci est envoyée à Dilicom (qui agrège les commandes) et au distributeur (qui ouvre un accès à la ressource) le portail ou SIGB de la bibliothèque récupère les commandes sur Dilicom et les met à disposition des usagers de la bibliothèque En centralisant les métadonnées et les commandes, PNB permet donc une plus grande liberté de choix du libraire et du prestataire de la bibliothèque que des modèles existants.

Aurélie Filippetti, ministre de la Culture et de la Communication, se réjouit de la décision du Conseil constitutionnel déclarant conforme à la Constitution les dispositions relatives à l'exploitation numérique des livres indisponibles du XXème siècle

La ministre de la Culture et de la Communication se félicite de cette décision qui consacre une entreprise de numérisation de grande ampleur des livres du XXème siècle, dans un souci de conservation et de valorisation du patrimoine littéraire et de respect du droit d'auteur. Le caractère innovant de ce projet, associant auteurs, éditeurs, et pouvoirs publics avait été salué dès le rapport de la mission « Acte II de l'exception culturelle à l'ère du numérique ». La décision du Conseil constitutionnel va permettre le lancement de la 1ère vague de numérisation des 60.000 titres dont la liste avait été diffusée en mars 2013.

Public Libraries: Ebook Lending Pilot Project Launching Today in UK | LJ INFOdocket

The Publishers Association (PA) and the Society of Chief Librarians (SCL) have today announced the launch of a yearlong pilot for e-lending in public libraries. The aim of the pilot is to carry out real-time, real-world research into the impact of ebook lending in public libraries on authors, publishers and on the library service so that a suitable and sustainable model for all stakeholders can be found. [Clip] William Sieghart, Author of the Sieghart Review: "The digital revolution in the UK publishing industry is going to transform the way books are borrowed, and it is vital that libraries explore how to make e-lending practical for their customers. This is an important step." Read the Complete Announcement From The Bookseller: Library visitors in the four pilot areas – Peterborough, Newcastle, Windsor and Maidenhead, and Derbyshire – will be able to access a list of over 1,000 titles not currently on offer in other authorities for e-lending. This will include new releases, which will be phased in during the pilot year. Loans will be for either seven or 21-day periods.

S&S Launches Site for Book Discovery

"While it is very easy to learn about the latest, hot new must-have books, we know from experience that many readers are more interested in what's relevant to them regardless of its moment in the publishing cycle," said Carolyn Reidy, president and CEO of Simon & Schuster. "With Off the Shelf, we aim to bring attention to books that were bestsellers you might have read or wanted to, books that you may have missed in the often overwhelming number of titles that get published every year, or simply books that have touched us as readers, left an indelible mark on us, and become friends that we revisit often. Reviews for the site will be written by S&S staffers, with occasional guest reviews, interviews, articles and reading lists from authors and editors. Off the Shelf will also include original video content, as well as media from other publishing houses.

The end of the beginning | FutureBook

After the excesses of the early years, did we all wake up in 2013 with a digital hangover? It can

sometimes feel like it. Coming off the back of three years of treble-digit e-book growth, last year's growth rate, of around 20%, was a detoxifier. In truth though, this party has barely even begun. As Amara's Law argues, we tend to overestimate the impact of digital changes in the short term, but underestimate them in the long run. My hunch is that we are now at the fulcrum of this passage, with too much debate about whether we are at a plateau or a cliff, and not enough focus on what comes next. - See more at: <http://www.futurebook.net/content/not-end#sthash.DqYmzIDo.dpuf>

BISG Digital Subscription Research

(...) The purpose of this survey is to clarify the current attitudes of book publishers and other industry stakeholders towards the growing opportunity to sell digital books through a variety of subscription models. Please keep in mind that we use the terms "subscription" and "digital books" in the broadest sense possible—encompassing everything from short term rentals of digital textbooks to access to dynamic collections of ebooks enhanced with interactive software or non-book content. Finally, while this survey has been designed specifically for book publishers, we value the participation of librarians, educators, literary agents, authors, retailers, technology service providers, and all other publishing industry professionals. Your answer will be kept anonymous. We appreciate your feedback!

Serious reading takes a hit from online scanning and skimming, researchers say - The Washington Post

Word lovers and scientists have called for a "slow reading" movement, taking a branding cue from the "slow food" movement. They are battling not just cursory sentence galloping but the constant social network and e-mail temptations that lurk on our gadgets — the bings and dings that interrupt "Call me Ishmael." Researchers are working to get a clearer sense of the differences between online and print reading — comprehension, for starters, seems better with paper — and are grappling with what these differences could mean not only for enjoying the latest Pat Conroy novel but for understanding difficult material at work and school. There is concern that young children's affinity and often mastery of their parents' devices could stunt the development of deep reading skills.

izneo blog » L'abo BD devient tout illimité !

Comment ça marche ? La lecture est illimitée, vous pouvez lire autant de BD que vous le souhaitez chaque mois. Retrouvez des centaines de BD disponibles, pour tous les âges, de tous les genres et pour tous les goûts ! Vos BD sont disponibles sur votre ordinateur via www.izneo.com, et vous pouvez ensuite les télécharger sur votre tablette pour les lire où vous voulez en toute mobilité, via à l'application izneo. Grâce à la synchronisation du compte, le lecteur retrouve les BD de l'Abo BD illimité ainsi que toute sa bibliothèque sur tous ses écrans. Ce qui est incroyable ? L'incroyable dans tout ça, c'est que l'abonnement reste au même prix, à 9,90 €/mois ! Et qu'il est toujours sans engagement : vous pouvez vous désabonner d'un clic.

Le livre numérique décolle mais reste tout petit - Loisirs, culture

« La part du numérique reste marginale si on la rapporte à l'ensemble du marché du Livre, soit 1,1%

du chiffre d'affaires total du marché. Mais il convient de nuancer ce ratio en tenant compte du fait que tous les segments de marché physiques ne trouvent pas encore leur équivalent en numérique », explique Sébastien Rouault, chef de groupe Livre chez GfK. En effet, si aujourd'hui romans et essais paraissent de plus en plus souvent en physique et en numérique de manière simultanée, cela n'est pas le cas pour les livres illustrés, pratiques ou les albums jeunesse par exemple où le passage au dématérialisé est plus complexe à mettre en place. Si l'on restreint le périmètre d'analyse à la littérature générale, le numérique représente alors 4 à 5% des ventes totales avec pour certains titres, des pics compris entre 10 et 15%. Au final, si le livre numérique ne représente qu'une fraction du marché global, c'est le seul qui connaît une forte croissance. Car au global, le livre n'est pas à la fête en France avec des ventes en recul de 2,8% en 2013 (356 millions d'exemplaires) et un chiffre d'affaires qui connaît la même évolution (-2,7%) à 3,9 Mrd€.

Economie : évolutions "très positives" pour le marché du livre numérique

(Boursier.com) — D'après une étude de GfK, le marché du livre numérique continue de connaître des évolutions "très positives". Ce marché a doublé de taille entre 2012 et 2013 avec plus de 5 millions de téléchargements payants et un chiffre d'affaires de 44 ME. Sébastien Rouault, chef de groupe Livre chez GfK précise : La part du numérique reste marginale si on la rapporte à l'ensemble du marché du Livre, soit 1,1% du chiffre d'affaires total du marché. Mais il convient de nuancer ce ratio en tenant compte du fait que tous les segments de marché physiques ne trouvent pas encore leur équivalent en numérique.

Data on Readers Still Scarce, Retailers Should Take Action | Digital Book World

Demand for such information seems to intensify in proportion to the ebook market's growth. Editors, marketers, distributors and everyone in between are under increasing pressure to base their decisions on hard data that isn't always there. Publishers' fixation on data led one executive earlier this year to compare it jokingly to "teenagers talking about how many girlfriends they have." (,,) One area it can be helpful to turn to for snapshots of readers' interests is the range of web destinations and communities that have sprung up in recent years. From authors' Facebook pages to user-driven forums to popular book blogs, readers now have more meeting places than ever before to talk about what they're reading, engage with authors and register their likes and dislikes.

Book Sales Rose 1% in 2013

In an era when industry members are as interested in what formats are selling as in what books are selling, the AAP figures show that adult e-book sales rose 3.8%, to \$1.30 billion at the publishers that report sales while hardcover sales increased 9.7%, to \$1.52 billion. Trade paperback sales fell 9.3%, to \$1.36 billion, and the mass market paperback segment sales fell 7.7%, to \$373.1 million. Downloaded audio had a good year with sales up 18.6%, to \$131.6 million, while physical audio sales were basically flat at \$78.4 million. In the children's category, the 6.6% decline was due to a 26.7%

decline in e-book sales, to \$170.5 million, and a 10.9% drop in hardcover sales, to 733.3 million. Combining the e-book sales for the adult and children's trade groups, total sales of the format fell 1.0% in 2013, to \$1.47 billion. E-books' share of the adult trade market rose to 26.6% of all sales of companies that report to AAP in that category compared to 25.9% in 2012. E-books' accounted for

London Book Fair 2014: Publishers and Internet Standards

Recently, experts working on ORCID and ISNI, both ISO-standard identifiers, spoke with one of the founders of schema.org to facilitate their use as embedded persona references, particularly through extensions such as BibExtend. That probably sounds like gobbledygook to you. You may even think it irrelevant to your day job—but you would be quite wrong. What that string of acronyms represent are ongoing efforts to incorporate author identifiers into metadata about books and other publications so they can be found more easily through search engine queries at Google, Bing, etc. Does it sound more important now? Indeed, there is a flurry of work underway in the Internet standards community that involves publishing. And yet, publishers are largely absent from most of these conversations. If you look at the membership of the most important Web standards organization, the World Wide Web Consortium (W3C), there are only two large publishers listed: Hachette and Pearson. None of the other Big Fi

London Book Fair 2014: Open Source for an Open Publishing Ecosystem: Radium.org Turns One

Last month marked the one-year anniversary of the formation of the Radium Foundation (Radium.org), an independent nonprofit launched in March 2013 with the objective of developing commercial-grade open source publishing technology software. The overall goal of Radium.org is to accelerate adoption of ePub 3, HTML5, and the Open Web Platform by the digital publishing industry to help realize the full potential of open-standards-based interoperability. More specifically, the aim is to raise the bar for ePub 3 support across the industry so that ePub maintains its position as the standard distribution format for e-books and expands its reach to include other types of digital publications.

Elsevier Embraces EPUB 3 | EPUB

Elsevier, a world-leading provider of scientific, technical and medical information products and services, today announced that new eBooks will be distributed in EPUB 3, thus becoming the first major STM publisher to commit to the latest, most advanced eBook format available. Elsevier currently publishes more than 25,000 eBooks in a variety of formats and via EPUB 3 will be able to offer multi-media and interactive experiences within eBooks as well as improve mobile usability and accessibility. Full release here. Learn more about Elsevier's experiences in moving to EPUB 3 at IDPF Digital Book 2014 (May 28-29 NYC).

New Findings From The Harris Poll: “Americans Who Read More Electronically Read More” | LJ INFOdocket

Print: The Most Popular Format (By Far) However, in terms of overall users, the hard copy format is

still king. Nearly half of Americans (46%) say they only read hard copy books, with an additional 16% saying they read more hard copy books than e-books. Seventeen percent (17%) read about the same number of hard copy and e-format books, while 15% read more and 6% read exclusively in the electronic format. About half of Americans (51%) say they read the same amount in the past six months as they did before, while nearly a quarter (23%) read less in the past six months and fewer than two in ten (17%) read more. (...) Further reinforcing the interplay between reading format and overall readership, those who read either more or exclusively e-books are more likely to indicate reading more over the past six months (29%) than those preferring hard copies (13%) or those who reading both formats equally (16%).

Samsung et Amazon Kindle l'énorme deal sur les ebooks | IDBOOX

Le second aspect de ce partenariat concerne « Samsung Book Deals ». Les possesseurs de Galaxy S5 seront les premiers à bénéficier de cette partie du partenariat. L'offre consiste à proposer aux lecteurs le téléchargement de 12 livres numériques par an gratuitement. Tous les mois, une sélection de 4 ebooks sera présentée. Il semblerait que ce deal est proposé à tous les utilisateurs de Kindle for Samsung quel que soit le pays. Un marché à conquérir pour Samsung Le géant coréen a toujours eu du mal à s'imposer dans le segment de l'industrie du livre.(...) L'entente entre deux mastodontes comme Samsung et Amazon n'est pas une première. En février, Sony et Kobo (un autre distributeur des livres et de presse numériques) annonçaient le même type d'alliance.

Hachette partners with Rail Book Club | The Bookseller

Posted: 17 Apr 2014 04:00 AM PDT

Hachette UK has formed a new partnership with @RailBookClub to help it engage with readers. @RailBookClub, advertising company JCDecaux's content-led consumer book club, invites passengers to tweet book recommendations, which are then run on JCDecaux's digital screens at train stations across the country. The book club "builds communities of readers through a shared passion for books, providing a daily source of inspiration for the rail audience". JCDecaux and Hachette UK will be working to bring live Twitter Q&As, book readings and special events to rail passengers. Damian Horner, brand development director at Hachette, said: "This kind of multi-media partnership is the future of book marketing. We are glad that Hachette is at the forefront of finding new way of engaging with readers."

Another Publisher Goes Direct-to-Consumer | Digital Book World

Brooklyn- and London-based "radical" publishing house Verso Books has launched its own e-commerce site and – innovative! – it's bundling print books with ebooks.

Read Around the World: Scribd Announces Partnership with Lonely Planet | The Scribd Blog

Calling all travelers! We've got some amazing news: Scribd is partnering with award-winning travel guide publisher Lonely Planet to offer subscribers unlimited access to hundreds of bestselling guidebooks. And, we're making their guidebooks even more reader-friendly by adding bookmarking to our mobile and web features

Amazon's core "strength" may actually be its biggest weakness | PandoDaily

And here's the not-so-happy scenario: Amazon realizes it can't keep losing money on buying customer loyalty. Amazon Prime is already driving up overall shipping costs, which will in turn add to Amazon's delivery costs, prompting higher Prime fees. If that happens, Prime looks less and less like a bargain. Shoppers find better bargains on other sites and opt for the discount over Amazon's fast shipping. In that case, revenue growth keeps slowing, while shipping and digital-content costs rise. So it's not so much that Amazon's revenue growth is slowing, it's why. If it's something Prime can reverse, Amazon's future looks bright. If not, it will mean customer loyalty may be too slippery a thing even for Amazon to grasp for long. (...) So Amazon spends and spends, but it's not enough to keep enough shoppers coming back. Buying a customer for life, if it can be done at all, is an expensive proposition. Maybe too expensive even for Amazon to afford.

Everybody Wants a Netflix for Books | The Scholarly Kitchen

So when people say they want a Netflix for books, which of these 3 services are they talking about? It's my distinct impression that most people confuse Netflix #1 with Netflix #2, and they forget about the lag time for the DVDs. They want a comprehensive and fully up-to-date library for a low monthly price. This will not happen for movies and video and it will not happen for books. (...) If the aggregation releases titles too quickly, even if the aggregation is less than comprehensive, it could interfere with other channels, which interferes with the media strategy known as "windowing," which releases properties along a planned-out timeline the better to maximize

Sony and Kobo Join Forces for Ebooks in U.S. and Canada | Digital Book World

Sony and Kobo have inked a deal that will see Sony's ebook and e-reading customers move over to the Kobo platform as early as March. Kobo will sell ebooks to Sony eReader and tablet ebook buyers. A Kobo app will come pre-loaded on select Sony tablets sold in the U.S. and Canada. With the move, Sony is retreating from its ebook business in the U.S. "Sony is withdrawing from the digital reading business in North America. We are currently reviewing how many employees will be affected and in what way," Sony spokesperson Maya Wasserman told Digital Book World. While reasons for the move are still unclear, the company is optimistic that a transition will run smoothly.