



## What's Happening in Publishing? Book's Face-4- 12/09/2014

### **More than 1,100 German authors protest Amazon's treatment of book publisher Bonnier — Tech News and Analysis**

Amazon has been delaying Bonnier book shipments (as a result of keeping fewer Bonnier titles in stock). The letter also accuses Amazon of removing Bonnier titles from "Customers Also Bought/Viewed" lists, thus harming discoverability of new authors and misleading customers. The letter is set to run in German, Austrian and Swiss publications Monday, according to the New York Times. "Discussions and demonstrations" are apparently also planned for the Frankfurt Book Fair in October. Book prices in Germany are fixed, so discounting ebooks isn't allowed. However — as in the U.S. — Amazon wants a larger commission on the Bonnier ebooks it sells. In June, the German Publishers and Booksellers Association (Börsenverein) asked German antitrust authorities to investigate the matter. In response, Amazon said at the time, "[Bonnier is] asking us to pay them significantly more when we sell a digital edition than when we sell a print edition of the same title."

### **Authors receive higher royalties on new HC website | The Bookseller**

Authors who have e-books sold through the HarperCollins website will receive a higher net royalty than if they were sold through another site, the publisher has confirmed. HarperCollins unveiled its new site last week, which features a direct-to-consumer function, allowing visitors to the site to download e-books to read through a free HarperCollins app. The publisher also plans to make print books available for sale later in the year. At the moment, people looking for print books are given links to other retailers, including Amazon, Waterstones and W H Smith. The publisher has confirmed that authors will earn more through direct e-books sales through the site. A spokesperson said: "I can confirm that authors' net royalty is higher on e-books sold through our website because we don't have to share a commission with a third party." However, HarperCollins would not say what the exact rate was.

### **Le rival de Kindle est... Français**

Le jour même où le géant Sony annonçait sa décision d'abandonner le marché des liseuses électroniques, la société parisienne Bookeen révélait la signature d'un énorme contrat avec le premier libraire brésilien, Saraiva, pour lui produire deux modèles commercialisés aux prix de 299 reais (99 euros) et de 158 euros. C'est le premier contrat important que la PME fondée en 2003 signe en dehors d'Europe. "Nous sommes ravis de collaborer avec Saraiva, le leader de la lecture au Brésil, se réjouit Michael Dahan, le co-fondateur de Bookeen. Nous avons apporté notre expérience et notre savoir-faire technologique dans le cadre de cette collaboration. La solution Saraiva est la



meilleure solution de lecture numérique sur le marché. Les clients de Saraiva pourront dès lors découvrir dans les magasins combien l'offre Saraiva Lev est compétitive."

### **Les futurs critiques littéraires sont-ils sur Youtube? - L'Express**

Ils ont une vingtaine d'années et commentent sur leur chaîne Youtube chacune de leurs lectures. Dans les pays anglo-saxons et en Espagne, les Booktubers suscitent l'intérêt des maisons d'édition. (...) A la différence de certains Youtubers qui ont bâti une carrière sur le test de jeux vidéo, l'activité de ces jeunes reste, pour l'heure, totalement bénévole... Même si les maisons d'édition commencent à s'y intéresser. Dans un entretien accordé au journal mexicain Excelsior, Myriam Vidriales, la directrice de la communication de Planeta, un des leaders de l'édition hispanophone, estime ainsi que le phénomène "a toujours eu des résultats extraordinaires" sur leurs publications, "parce que les Booktubers ont un niveau de crédibilité élevé" auprès des jeunes.

### **Publishers Turn to the Crowd to Find the Next Best Seller - NYTimes.com**

Swoon Reads, a young-adult imprint that is part of Macmillan Publishing, is upending the traditional discovery process by using crowdsourcing to select all its titles. By bringing a reality-television-style talent competition to its digital slush pile, the publisher is hoping to find potential best sellers that reflect not editors' tastes but the collective wisdom and whims of the crowd. Photo Sandy Hall's debut novel was published by Swoon Reads, which uses online crowdsourcing to decide which books to acquire. Credit Ben Solomon for The New York Times "The fans and the readers are more in touch with what can sell," said Jean Feiwel, senior vice president of the Macmillan Children's Publishing Group and publisher of Swoon Reads, who came up with the concept in 2012. "They're more at the pulse of these things than any of us can be."

### **3D-printed books make pictures real for blind children - tech - 28 August 2014 - New Scientist**

TIME to get hands-on. A new project is printing Braille picture books for visually impaired children. Each page turns the pictures from the original book into raised 3D shapes alongside traditional Braille text. "The advantage of 3D-printing is really about making one-of-a-kind objects," says Tom Yeh, who heads up the Tactile Picture Books Project at the University of Colorado at Boulder. Later this year, Yeh's group will work with the National Braille Press in Boston to offer children a copy of *Dragons Love Tacos* by Adam Rubin that has a page customised with the child's name in Braille. Over the past few months, the team has used this method to print children's classics like *Goodnight Moon* and *The Very Hungry Caterpillar*. Copies were given to children at the Anchor Center for Blind Children in Denver. In the future they hope people can print their own Braille stories on demand.



### **Japan publishers lash out at new Amazon rules - Channel NewsAsia**

Several Tokyo-based publishers said Amazon recently unveiled a four-point system that rates them based on the size of the commission they pay for selling books on the US company's vast website, among other criteria. Amazon then pushes hardest to promote books from publishers who agreed to the most favourable contract terms, which directly impacts how a book sells, they said, confirming a report by Japan's Asahi newspaper this week. "Many publishers are in talks with Amazon to renew their two-year contracts, but this time they're facing heavy demands from the company, which has grown rapidly here," one publishing source told AFP on condition of anonymity. "Some smaller publishers are facing demands to accept a surge in commission fees... or see their contract terminated. If this kind of practice continues, small Japanese publishers who have created a diverse publishing culture here will be forced to go bankrupt," he said.

### **Young Adult Best-Sellers Drive Penguin Random House Sales | Digital Book World**

Thomas Rabe, Chairman and CEO of Bertelsmann, said: "The first six months of 2014 went satisfactorily for Bertelsmann. The significant increase in revenues is a testament to the effectiveness of our strategy, and last year's big investments are paying off. In the past few months, we have made significant progress in our four strategic directions: strengthening the core, digital transformation, expanding growth platforms, and our businesses in growth regions. We are well on our way to making Bertelsmann a faster-growing, more digital and more international company long-term. In the months and years ahead, we will focus on expanding our Education business, which will become a third mainstay of revenues alongside Media and Services."