

What's happening in publishing? Book's Face -7- 16/06/2015

[California's multi-million dollar online education flop is another blow for MOOCs - hechingerreport.org](#)

"Reinvent." That was the giddy catchword of a plan by the University of California to create an all-digital "campus" that would revolutionize higher education by providing courses online for students shut out of the system's brick-and-mortar classrooms at a time of high demand but falling budgets. Three years later, the Online Instruction Pilot Project has become another expensive example of the ineffectiveness—so far, anyway—of once-vaunted plans to widen access to college degrees by making them available online, including in massive online open courses, known as MOOCs. This story also appeared in U.S. News & World Report "We spent a lot of money and got extremely little in return," said Jose Wudka, a physics professor at UC-Riverside who previously chaired the Systemwide Committee on Educational Policy of the Academic Senate, which represents faculty in the UC System.

[Young Readers Say No Thanks to Enhanced E-Reading | digitalbookworld.com](#)

How do younger readers want to read? If you go by the numbers, so-called digital natives are just about as frumpy as their analog elders. One recent survey shows U.S. readers ages 18–34 almost twice as likely to read a print book as an ebook on any device. And while Pew researchers found ebooks' popularity to be highest among the 18–29-year-old bloc in its study (37% read one in 2014), that same demographic was more likely than any of the three older age groups in Pew's sample to read a print book (79%). As Alex Segura, SVP of Publicity and Marketing at Archie Comics, put it during a talk yesterday at "Designing Books for Tomorrow's Readers," a conference hosted in New York City by Publishing Perspectives, "If the story's good, the rest will follow."

[Book Publishing's Digital Disruption Hasn't Even Started | digitalbookworld.com](#)

So what is a book? What is reading? How will the millennials and children of the future consume stories? Will they even want to? I don't think any of us know. So the publishing industry's timeline could look something like this: Whatever emerges from this next phase will surely be a complete departure from what we understand today as an industry. As start-ups and interlopers begin to grasp

both the values and deficiencies of contemporary publishing they will engineer radical change. Will it be too late in 2016 to respond? Will back-slapping turn to hair-pulling? Sinofsky signs off by noting that “timing is everything.” How are you spending your time? Are you thinking to the future? As I mentioned, very few publishers I know have devoted any significant research and development resources to digital and the real, fundamental analysis of what it will be to be a storyteller or content curator in 2020.

[Big Idea: Growing the Book Industry's Pie : Page 1 of 2 | bookbusinessmag.com](#)

There's a school of thought that contends the publishing market is a "fixed pie," in which total revenues are flat and unlikely to change. While the marketplace has reached a limit when it comes to traditional book buying, publishers can still grow the pie by capitalizing on the opportunities digital media and platforms present to package, distribute, and sell content in new ways. These opportunities include: Offering access, not just products Promoting components; and Providing content as part of workflow.

[The Pros and Cons of Single-EPUB Workflows | digitalbookworld.com](#)

Many publishers and ebook creation companies strive to create a single EPUB file they can deliver to all of the different retailers, rather than producing different files for each one. While there are pros and cons to this approach to ebook production, my own view is that the pros outweigh the cons. But first, here's a look at the more common points on both sides of the discussion.

[Wattpad : le Youtube de l'écriture ? | lafeuille.blog.lemonde.fr](#)

La publication en français de la traduction du bestseller d'Anna Todd, *After* (qui est l'un des plus gros tirages de la rentrée 2015 avec 180 000 exemplaires, rappellent *Les Inrocks*), a offert une belle visibilité au phénomène Wattpad, puisque c'est sur cette plateforme que la jeune écrivaine américaine a commencé son livre qui a été parcouru par quelques 12 millions de personnes.

[Canada : les éditeurs et la production de livres numériques - aldus2006.typepad.fr](#)

A découvrir une très complète étude de BookNet Canada sur les éditeurs et leurs publications numériques au Canada. Elle a été réalisé auprès de 70 éditeurs. Rythme de la numérisation, publication des nouveautés, personnels, modèles, etc. Un panorama très complet. Pour archive [ici](#).



[E-books overtake paper in China - Xinhua | English.news.cn](#)

BEIJING, April 20 (Xinhua) -- Digital media have overtaken books as the most read media in China, according to a national survey released on Monday. About 58.1 percent of Chinese adults read digitally in 2014, up 8 percent, while 58 percent read books, only 0.2 percent up, said an annual survey on reading habits polling about 35,500 adults in 29 provincial divisions.