

# ePublish by Rhapsody

*Christian Price - Digital Commercial Director*



# ePublish by Rhapsody:

- Introduction to Rhapsody
- Print for profit - Digital for growth
- The App publishing market
- Mobile has changed the world
- The mobile publishing opportunity
- ePublish - Content publishing platform
- Case studies

Who is Rhapsody?

# A Media Production Agency

“We help clients optimise their content and understand their audience more effectively”

An integrated Media production company that combines industry leading skills, underpinned by award winning technology, and data driven analytics that delivers client content, with measurable ROI, in print and digital media.

# About Us:

- Established over 30 years
- Based in Shoreditch, London
- 55 staff operating 24/7
- £4.2 million T/O in 2016
- Part of the Walstead Group
- Sister company to Wyndeham (Print)
- Group turnover of €500 million

# Our offering

Print

Digital

Data

Ranging across:

Consumer Publishing  
Content Publishing/Agencies  
Book Publishers  
Business to Business  
Business to Consumer  
Commercial sector



# Consumer, Books, Agency, B2B, B2C

Time Inc.



VOLUME



PUBLICIS GROUP UK

Seven.



cedar



tmw



Thames & Hudson

HELLO!



# Commercial

*Boden*

**TESCO**

solos

*Argos*

Waitrose

BRITISH AIRWAYS



Allianz

John Lewis



ORACLE®

dwell

DE BEERS  
A DIAMOND IS FOREVER



BENTLEY

*KwikFit*





**Print for profit - Digital for growth**

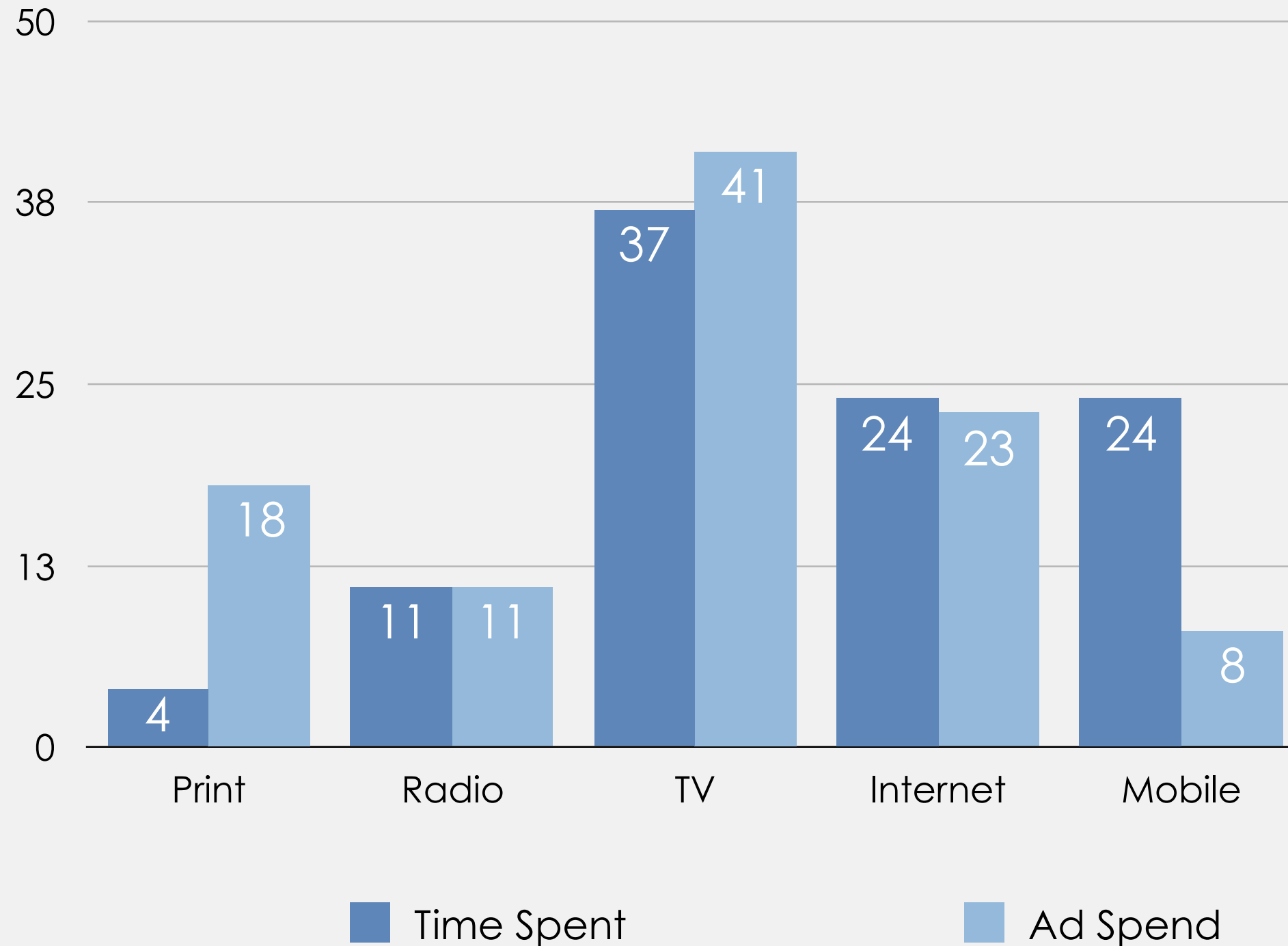






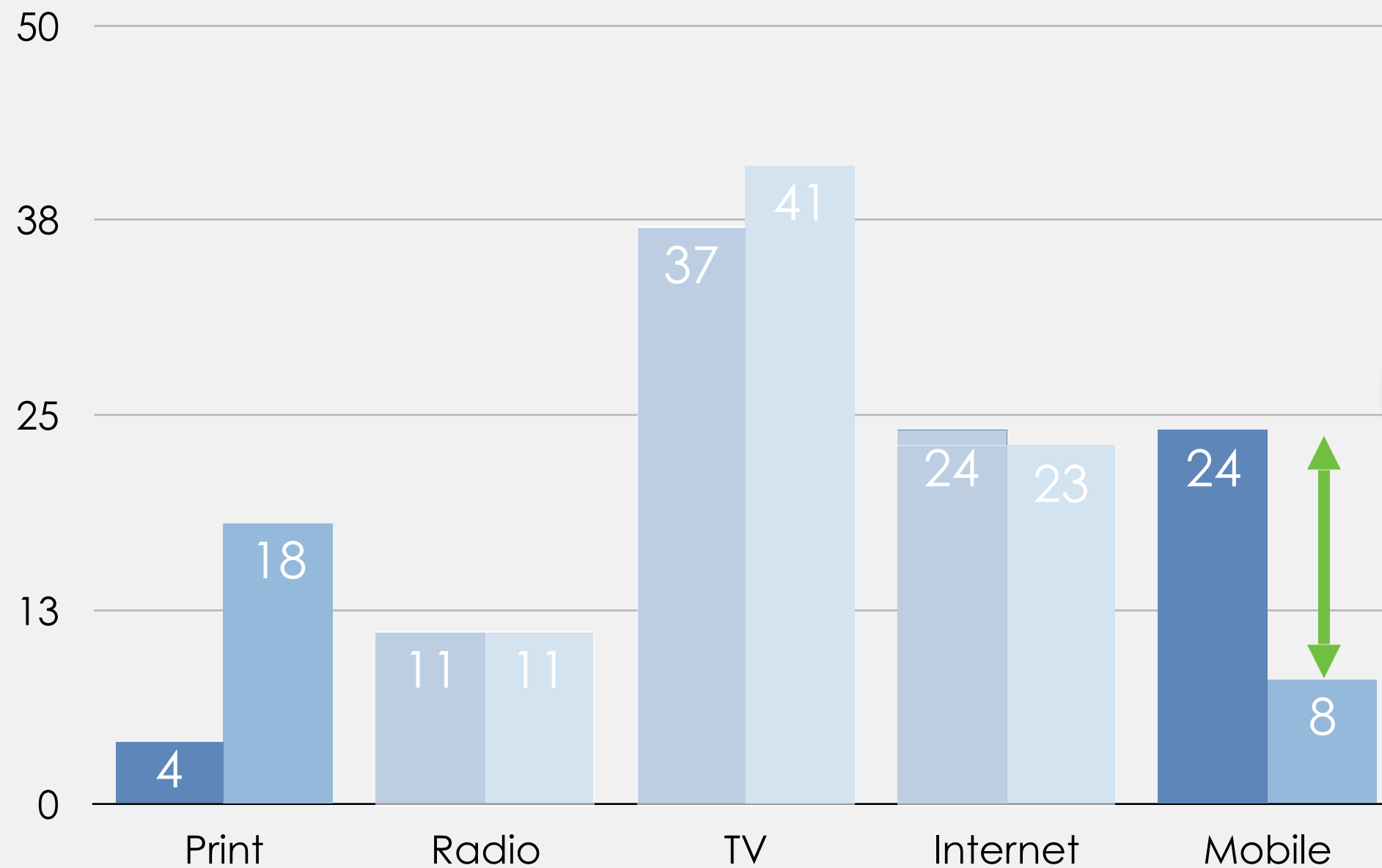
# % of Time Spent in Media Vs Ad Spend - US

(Source: Internet Trends Report 2016 KPCB)



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(Source: Internet Trends Report 2016 KPCB)



Growth!

■ Time Spent

■ Ad Spend





## What can publishers do?:

- What they've always done - create amazing content and own it!
- Deliver content to where their audience consumes it
- Ensure content is discoverable - Distributed content channels, social media
- Apple News, Google AMP, Facebook IA, Snapchat Discover, Twitter Moments
- Get people engaging with it - Editions AND Continuous, eCommerce
- Experiment: Monetise archive content, Curate, Special editions, Unbundle

## What should publishers avoid?:

- Reducing the quality of printed products
- Staying with legacy tech solutions for too long
- Bundling responsive content on top of replica (PDF) content
- Hidden costs!
- Drain on resources
- The failure to embrace change
- Over investing in mobile publishing in the short term

## ePublish:

- Content Publishing Platform
- Automated import of content from InDesign to CMS
- Bespoke authoring tools to optimise content for digital
- Deliver responsive content to mobile, tablet and desktop
- Publish apps and websites across iOS, Android and Web
- Edition based or continuous content for deeper engagement
- Dovetails with existing workflows and processes
- Mobilise your content and reach your audience everywhere



# ePublish workflow: overview

## 3 simple steps to mobilise your content

step 1



Use existing content or create from scratch

step 2



The power of automation whilst retaining creative control

step 3



Mobilise your content and reach your audience everywhere



Auto tag from InDesign document using the ePublish plugin



Flow content into editable templates



Manage content within the ePublish CMS



Use our visual layout editor to add interactive elements, galleries and videos



Publish branded apps to the App Store (iOS) and Google Play (Android)



Responsive HTML web version viewable across all screen sizes



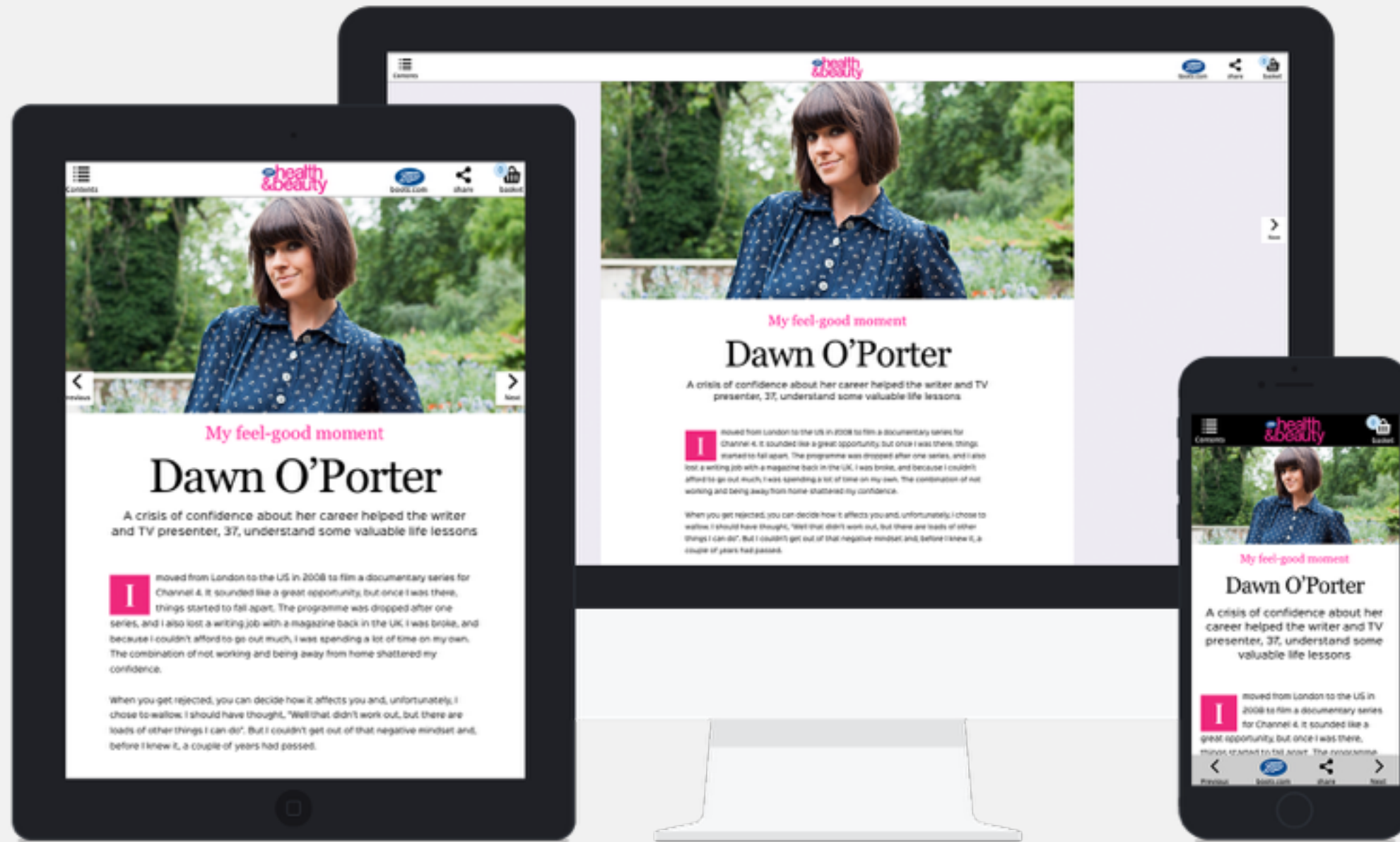
Automated delivery to CMS for authoring



Export content to web, ePublish app container or 3rd party



Publish editions and continuous feeds to increase app engagement



# Spring Shake Up!

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Find out why – and how to fix it

stripes!

Cash in Advantage Card points on nautical buys



Beauty

## Free beauty giveaway!

Win our cover model's make-up kit



Beauty

## Beauty trends alert!

Speedy nail beatorials and the new-season glow



Beauty

## Switch up your style

Readers try the catwalk 'dos



Self

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Take our keep-calm quiz

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# EL GAZETTE

EL Gazette is an international news and media company for the English Language Teaching sector. We built an app for iOS and Android and a responsive website to further the reach of their content.



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## Client

EL GAZETTE

## The challenge:

In light of research that shows how much content is consumed on mobile



"I think it's great as it is, don't change a thing"

"It has already improved very well since last year"

"I like the change in order to make it more reader friendly, it used to be really tricky to read"

"I only read the digital version and with the recent improvements to navigation, I like it as it is"

"The new app is a great improvement"

Moving to a responsive app has significantly improved reader engagement and ROI. After a single edition ELG were able to sign up a new sponsor and have posted impressive traction statistics in comparison to the previous PDF-based app:

Page views: Increased by 98%

Sessions: Increased by 58%

Number of users: Increased by 45%

23% via mobile + 1050%

Average pages per session 23 (+ 28%)

**"Working with Rhapsody has enabled us to deliver a much more engaging app experience to our audience. The ePublish platform was painless to integrate, the statistics prove the app is well received and we were delighted to quickly sign up our first sponsor."**

*Duncan Verry, Managing Director, EL Discover*

## Why should publishers do it?:

- App publishing hasn't been done right - Mobile has changed everything
- The first step to monetising mobile is delivering a strong reader experience
- App benefits: Home screen icon, Offline reading, Push notifications, Background downloads, Revenue, Analytics, Readers prefer them!
- Apps are getting better iOS9 search and deep linking, Google streaming
- To experiment affordably: Archive content, Unbundling, Continuous
- Wyndeham & Rhapsody can deliver a complete one stop solution

## Special Offer for Magazines Ireland members:

- Free demo app
- Just send us InDesign files
- Edition based and continuous feed demo
- Waive on boarding fee for all Magazines Ireland members
- First 2 months of licence fee free
- No cost or obligation demo
- Questions?



ePublish helps publishers mobilise their content and reach their audience everywhere.

To find out more, please visit [www.rhapsodymedia.co.uk](http://www.rhapsodymedia.co.uk)