



**digital publishing**

# Digital Publishing

## What do we mean by Digital Publishing?

Self contained reading system, presented on your web site

An exact replica digital version of your full publication

Intuitive reading experience

Includes page flipping, zooming and printing

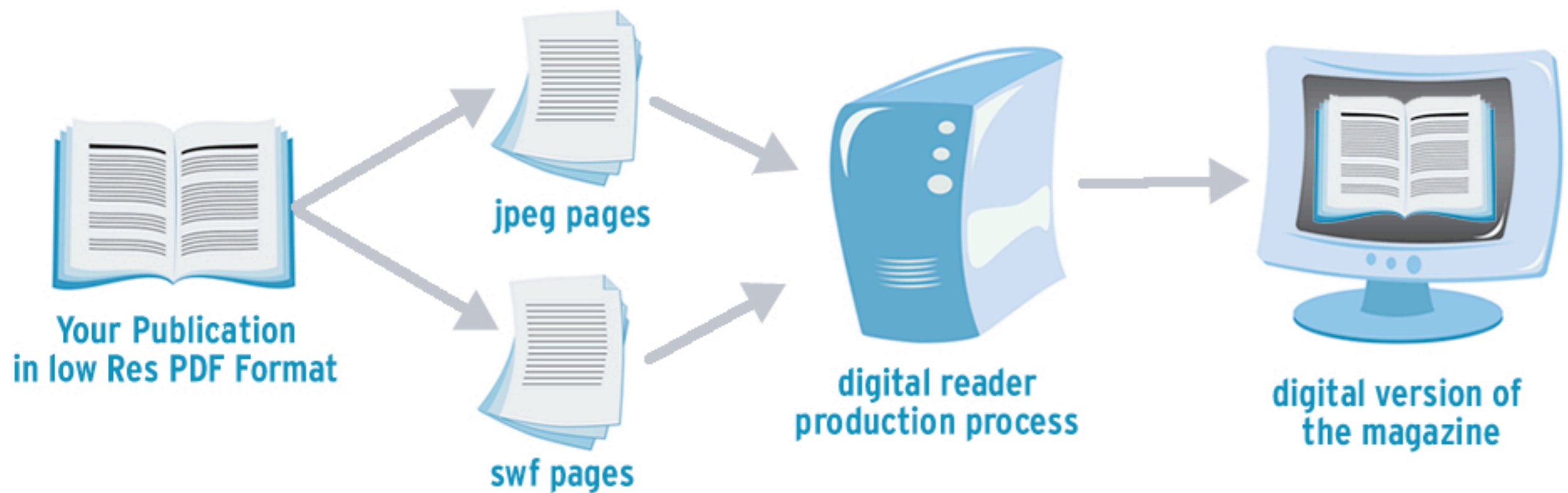
Not Just a PDF or JPEG

Application is being developed & expanded - e.g. Searching

Natural migration from traditional publishing

# Digital Publishing

What process is involved?



# Digital Publishing

## What are the benefits of Digital Publishing?

Digital version 'look & feel' is exactly the same, ads and all

No need to redesign or reengineer pages into other formats

Speed - Digital version can be published ahead of printed

No printing, postage or distribution costs

Access to overseas markets

Consumers have an expectation of being able to do everything online

Online archiving

# Digital Publishing

## Benefits to the subscriber

Instant 24/7 availability of publications

Access to archive issues (for a fee!)

Click through links

Availability of rich media (video, sound...)

Searching

Environmentally friendly

# Digital Publishing

## How can you make money from digital publishing?

Offer online subscriptions to your publication

Use online subscriptions as an add-on offering to print subscriptions

No printing or distribution costs

Potential for global distribution via the web “you’re plugged-in”

ABC accredited so potential for increase in advertising rates

Greater revenue through video adverts and links to advertisers web sites

Potential to offer digital publishing to your existing clients

Generate revenue from archived issues

# Digital Publishing

A flavour of what's happening

Industry Growth (June 04-05):

- 56% in growth in global digital titles

-138% growth in non-US digital titles

UK represents 19% of global digital market

Case Studies:

12% of free samplers became full subscribers

Digital subscriptions represent 12% of total subscriptions in the US



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