

New Product

Development:

**Using print on-demand & ebook
digital workflows to execute
publishing strategies**

Suzanne Wilson-Higgins, 13th February 2012

Where am I coming from?

UK Sales & Marketing Director, **Lion Hudson plc**
Previously

- Commercial Director, EMEA at **Lightning Source UK Ltd** and part of the Global Content Acquisition team, Ingram Content Group.
- Marketing, Publisher Relations & Product Development **BH Blackwell Ltd** Retailer/Library Supplier/Periodicals
- Heinemann Professional/ Butterworth-Heinemann/
Reed International/ **Reed-Elsevier plc**

Home Email: SuzanneOX2@gmail.com

Work email: suzanne@lionhudson.com

Publishing On-demand: just in time , not just in case

- 1. Print on-Demand**
- 2. eBooks**
- 3. Print on-Demand and eBooks:
Publishing On-Demand**

One workflow, multiple outputs

Why Print on-Demand?

- Make new titles available
- Keep conventionally printed titles in print
- Eliminate reprint decisions
- Reduce or eliminate on-hand inventory
- Export via Distributed Print/Reselling
- Publish in large print or special editions
- Custom Publishing



Images from Lightning Source UK Ltd

Who is using POD today?

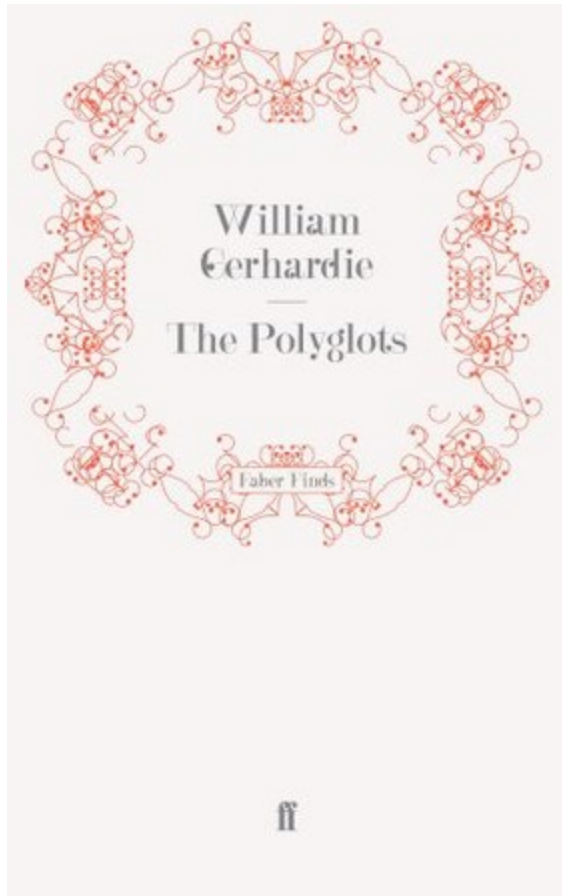
Traditional **book publishers** from all market segments: STM, Academic, Trade, Religious, Educational publishers

Traditional and new **journal publishers**:
Journal issues and open access

Non-traditional publishers:

Author Services, “Micros”, Databases,
“Aggregators” and Libraries

Printing On-Demand from scans: Traditional Trade Publisher Faber Finds - Classic Backlist Editions



Bringing Great Writing Back
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Out of copyright classic
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www.faber.co.uk/faberfinds/

Enabled by Gardner's/CPI

Printing On-Demand from scans

Specialist publisher:

British Library's 19th century Collection

Facsimile Books launched by
British Library and Amazon in 2010
POD Print release, ebooks to follow



The Works of Charles Dickens. Household Edition. [With Illustrations.]
Charles Dickens (3 May 2010)

Formats

Price

Paperback

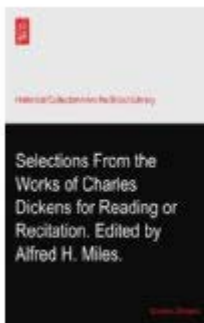
Order in the next **15 hours** to get it by Tuesday, Feb 14.

~~€12.50~~ **£11.25**

Paperback

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~~€11.25~~ **£10.13**



Selections From the Works of Charles Dickens for Reading or Recitation.
Edited by Alfred H. Miles. by Charles Dickens (3 May 2010)

Formats

Price

New

Used

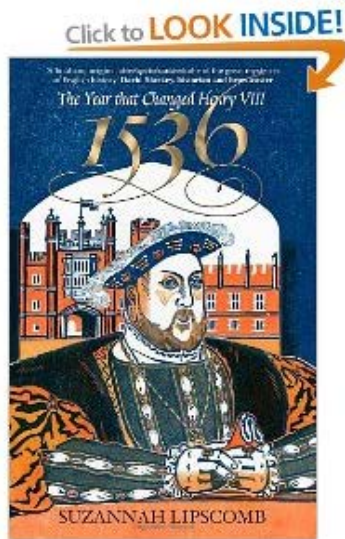
Paperback

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Printing On-Demand from re-purposed files: Traditional Trade Publisher

Lion Hudson



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[Suzannah Lipscomb](#) (Author)

★★★★★ (7 customer reviews) (1)

RRP: ~~£9.99~~

Price: **£8.99** & Free Delivery with **Amazon Prime**

You Save: **£1.00 (10%)**

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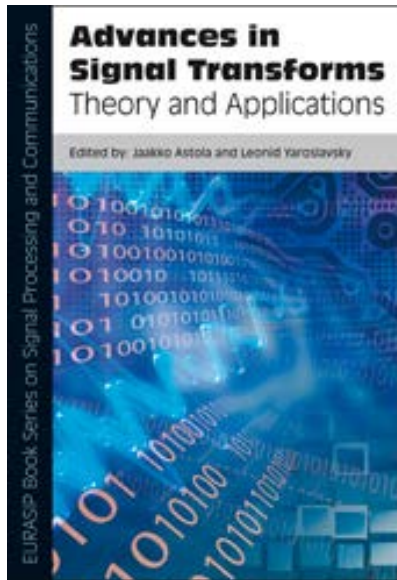
[9 new](#) from £5.79 [9 used](#) from £5.79

Formats	Amazon Price	New from	Used from
Hardcover	—	£11.40	£9.20
<input type="checkbox"/> Paperback	£8.99 <input checked="" type="checkbox"/> Prime	£5.79	£5.79

Hardback book, followed by litho paperback book,
followed by digital POD [sample only – nice colour & B&W]

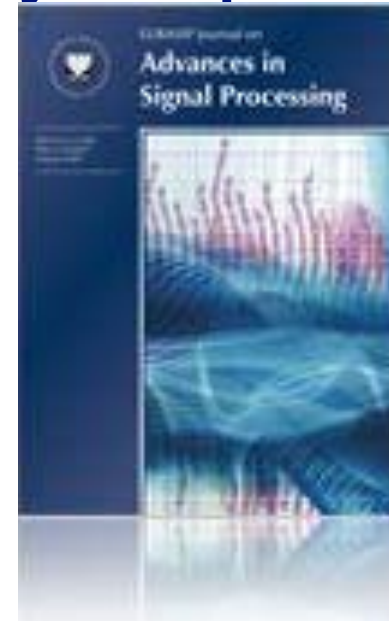
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- Open Access journals and a book publishing program that spans all scholarly disciplines.



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1.



IFIS Dictionary of Food Science and Technology by International Food Information Service (Hardcover - 6 Jul 2005)

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2.



IFIS Dictionary of Food Science and Technology by International Food Information Service (Hardcover - 27 Apr 2009)

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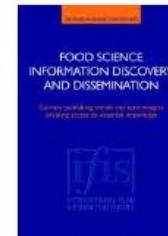
[4 used](#) from £126.73

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Only 1 left in stock - order soon.



3.



Food Science Information Discovery and Dissemination by International Food Information Service (Paperback - 30 Jan 2005)

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Wikipedia-Book



PEDIA PRESS

Home

Catalog

Book "American Warplanes of WWII"

US\$ **48.38***

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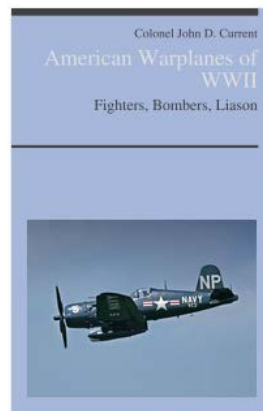
Title:
American Warplanes of
WWII

Subtitle:
Fighters, Bombers, Liason

Editor:
Colonel John D. Current

Language:
English

Categories:
War



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Book size: ca. 817 pages

Binding:

Paperback

Hardcover (+US\$ 9.23)

Interior:

Black & white

Color (+US\$ 53.88)

Shipping destination:

United Kingdom

Currency: USD (US\$)

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Printing On-Demand: Approaches to Inventory Management

- Short-run into stock Distributors with print equipment in DC's e.g. **The History Press** with Marston Digital
- Stockless/Virtual Inventory/ Inventory Free e.g. **African Book Collective** 100% on demand
- Ultra Short-Run e.g. **John Wiley & Sons**
6 weeks forecast demand in stock - digital & litho print replenishment

On-Demand Book Company

Printing on Demand Trends: Libraries & Shops... Espresso Book Machine

Locations:

- [The University of Alberta Bookstore](#)
Canada
- [Internet Archive](#) San Francisco,
California USA
- [Bibliotheca Alexandrina](#) , Alexandria
Egypt
- [New Orleans Public Library](#) Louisiana
USA
- [DA Information Services Pty Ltd](#)
Victoria Australia
- [University of Michigan Library](#)
Michigan USA
- [Northshire Bookstore](#) Vermont USA
- [NewsStand UK](#) London UK

Over 1000 publishers participating

EBM v2.0

Blackwell's Oxford, UK



POD Footnote: Trends in Printing

- Printed Book Publishing is shifting to micro or virtual inventory
- Physical book distribution is shifting to globally distributed print
- Print technology is improving quality and reducing costs
- New emerging print and finishing technologies

Who is making ebooks today?

eBook: Transforming fiction launches

- ◀ Any Category
- ◀ Kindle Store
- ◀ Books

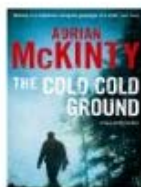
Fiction

- Action & Adventure
- Anthologies
- Children's Fiction
- Crime, Thrillers & Mystery
- Drama
- Erotica
- Fairy Tales
- Family Saga
- Fantasy
- Fiction Classics
- Gay & Lesbian
- Historical Fiction
- Horror
- Literary Fiction
- Men's Adventure
- Movie Tie-Ins
- Poetry
- Political
- Religious Fiction
- Romance
- Science Fiction
- Sea Adventures

Bestsellers in Fiction

The most popular items in Fiction. ([Learn more](#))

Top 100 Paid



- 1. The Cold Cold Ground (Detective Sean Duffy 1)**
Adrian McKinty

★★★★☆ (23)

Available for download now

£1.29



- 2. Before I Go To Sleep**
S J Watson

★★★★☆ (578)

Available for download now

£2.39



- 3. Pear Shaped**
Stella Newman

★★★★☆ (31)

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£0.99

Top 100 Free



- 1. Intimate Strangers**
Laura Taylor

★★★★☆ (4)

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Free



- 2. The Future of the Past**
Adam D. Williams

★★★★☆ (10)

Available for download now

Free



- 3. Double Dare**
Rhonda Nelson

★★★★☆ (3)

Available for download now

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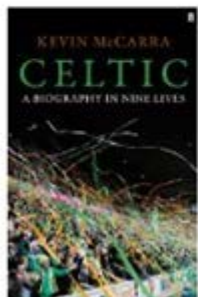
Bitter Lemons of Cyprus by Lawrence Durrell (15 Dec 2012) - Kindle eBook

Formats	Price	New	Used
Kindle Edition	£5.73		
Available for pre-order			



The Laws of the Ring: The Laws of the Cage from the California Kid by Tim Keown and Urijah Faber (22 May 2012)

Formats	Price	New	Used
Kindle Edition	£6.49		
Available for pre-order. This item will be released on 22 May 2012.			
Hardcover	£16.99 £11.21 Prime		
Available for pre-order			



Celtic by Kevin McCarra (3 Apr 2012) - Kindle eBook

Formats	Price	New	Used
Kindle Edition	£10.70		
Available for pre-order. This item will be released on 3 April 2012.			
Paperback	£16.99 £10.02 Prime		
Available for pre-order			

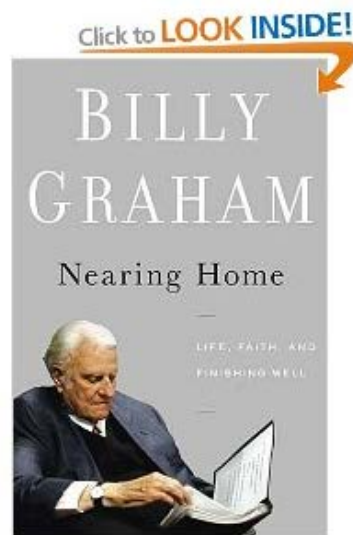
Launching: Ebooks alone, w/hardback & w/paperback

Print On-demand & eBooks: Publishing On-Demand

- Creative use gives customers choice and constant availability in p & e
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- Low demand POD & eBooks: Inventory Free

eBooks & pBooks: Thomas Nelson

Traditional US religious book publisher
acquired by Harper Collins in Q4 2011



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Nearing Home - Thoughts on Life, Faith and Finishing Well

[Billy Graham](#) (Author)

★★★★★ (8 customer reviews) Like (7)

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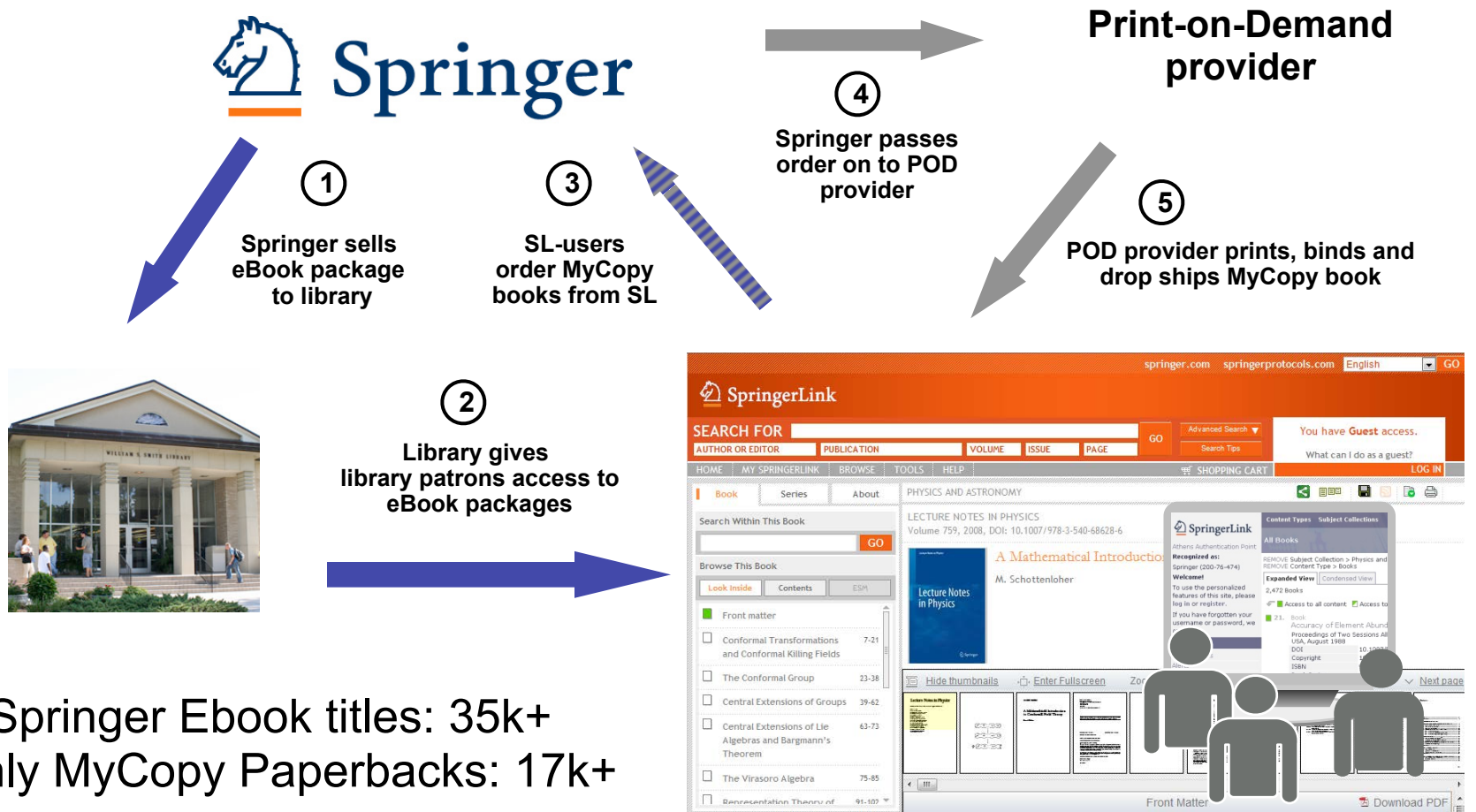
[23 new](#) from **£4.92** [9 used](#) from **£7.06**

Formats	Amazon Price	New from	Used from
Kindle Edition	£7.51	--	--
Hardcover	£7.91	£4.92	£7.06
Audio, CD, Audiobook	£8.99	£5.97	£7.85
Audio Download, Unabridged	£11.99 or Free with Audible.co.uk 30-day free trial		

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Print on demand may be used for in stock protection**

STM Publisher: pBooks from eBook Collections

MyCopy = affordably priced POD eBooks for US Academic library



Total Springer Ebook titles: 35k+
US only MyCopy Paperbacks: 17k+

Romantic Fiction publisher Harlequin Mills & Boon: consumer subscription models eBooks & pBooks

The screenshot displays the Harlequin Mills & Boon website interface. At the top left is the Mills & Boon logo with the tagline "Bring Romance To Life". A navigation bar includes links for Home, My Account, Offers, Authors, Book Club, Community, and Contact Us. A search bar is present with a "Search" button and a "Login to M&B" button. A shopping bag icon shows "Items: 0 Total: £0.00" and a "Go to Checkout" button. A large banner for Nicola Cornick features the text "GET 1 BOOK FREE!" and "Shop Now". Below the banner is a "Top Ten Best Sellers this Week" list. On the left, a "Shop By:" dropdown menu lists various series categories. A "Free Online reads" button is also visible.

home >> index

Enter keyword/book title Search >

Advanced Search

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- Historical
- Intrigue
- Medical
- Modern
- Riva
- Nocturne
- Special Releases
- Horoscopes

Shop Now

Shop now

REGENCY 2012

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Susan Stephens

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Top Ten Best Sellers this Week

No.1

1 An Indecent Proposition
by Carol Marinelli
A scandalous offer she can't refuse Zander Kargas developed his drive to succeed fast from his

2 An Offer She Can't Refuse
Emma Darcy

3 Forbidden to His Touch

6 Beauty and the Scarred Hero
Emily May

7 A Devilishly Dark Deal
Maggie Cox

8 Marriage Behind the Facade

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Inventory Free Print on-demand for some specialist niches with demand under 1000 sales per annum worldwide

Publishing On-Demand Trends:

Digital workflows, delivery & tracking

- Digital workflow enables digital assets to be tracked & **repurposed** for different outputs
- **XML** offers a lowest common denominator allowing multiple file/format outputs
- Tracking **digital asset distribution** and auditing distribution becoming more complex

QUESTIONS and DISCUSSION

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Twitter: @suzannewh