Publisher Evolution: Embracing Change Through Partnerships

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Market Evolution:

ALL CONTENT IS LOCAL TO ALL CONTENT IS GLOBAL

Supply Chain Reinvention
E-book Marketing
Global E-books
Market Feedback
New and Unknown Challenges
THE REVOLUTION IS CONSUMER-DRIVEN NOT PUBLISHER-DRIVEN
YESTERDAY

TODAY & TOMORROW

Asterisk
The Definitive Guide

Early Release

Russell Bryant,
Leif Madsen &
Jim Van Meggelen
TRADITIONAL PUBLISHERS ARE DYING BY ANCIENT AND ESTABLISHED METHODS (SLOWLY AND PAINFULLY)
THE REVOLUTION IS HAPPENING
**THEN**

- BARRIERS TO PUBLISHING ARE HIGH
- DISTRIBUTION AS GATEKEEPER
- CONTENT ONLY AVAILABLE THROUGH CLOSED NETWORKS
- PUBLISHERS = ACCESS
- PRINT ONLY
- OUT OF PRINT
- GLOBAL RIGHTS = BARRIER

**NOW**

- FEWER BARRIERS BUT MORE WALLED GARDENS
- DISTRIBUTION AS LEVEL PLAYING FIELD
- ALL CONTENT CAN BE AVAILABLE EVERYWHERE
- PUBLISHERS = MARKET VISIBILITY & SERVICES
- PRINT & DIGITAL...AND SOMETIMES DIGITAL-ONLY
- ALWAYS AVAILABLE VIA POD
- GLOBAL RIGHTS = OPPORTUNITY
SHIFT FROM PHYSICAL TO ONLINE

Online Stores vs Physical Stores over the years:

- 2003: Online 88%, Physical 98%
- 2004: Online 88%, Physical 98%
- 2005: Online 90%, Physical 96%
- 2006: Online 92%, Physical 94%
- 2007: Online 92%, Physical 94%
- 2008: Online 92%, Physical 94%
- 2009: Online 92%, Physical 94%
- 2010: Online 92%, Physical 94%
- 2011: Online 90%, Physical 96%
- 2012: Online 90%, Physical 96%
PUBLISHER ACCESS TO INTELLECTUAL PROPERTY IS THE DRIVER OF DISTRIBUTION
How do rights, territories, and translation distribution need to change?
CHANGE YOUR BUSINESS MODEL
DIGITAL is not just about E-BOOKS
It’s about REACH and content LEVERAGE
Refocus on Editorial

Writing environment

Collaborator management

Atlas is an invitation...

to sell content in any market
in any language
every six seconds a different book
CHANGES at INGRAM

MINDSET

WORKFLOWS

GEOGRAPHIES & CHANNELS

PRICING & REVENUE DRIVERS
“WE HAVE MET THE ENEMY AND HE IS US.”
SEND TITLES

EXPAND DISTRIBUTION

GET PAID
MORE REACH
MORE FORMATS
MORE SALES
Research & Reviews: Journal of Oncology & Hematology

Journal of Experimental Criminology
Official Journal of the ASC Division of Experimental Criminology
David Weisburd
Editor-in-Chief

Designing Web Interfaces
Bill Scott & Theresa Neil

Page 3.5. The iPhone has a special mode for rearranging applications on the home page - pressing and holding down on an icon places the applications in a "jiggly" mode.

Figure 3.5.1. The iPhone has a special mode for rearranging applications on the home page - pressing and holding down on an icon places the applications in a "jiggly" mode.

Considerations
The Apple technique is very desirable. But it can be gained when it is a significant shift in discovery. However, pressing the home button designates the rearranging mode. This usually appears as a "jiggly" mode, and holds down on a "jiggly" mode. It follows the idea that we are finding that this back is up in the fluid phase. Direct demonstration is how the same techniques are achieved.
CHANGES at O’REILLY

INVENTORY

OUTSOURCING

SHIFTING INVESTMENTS FROM INVENTORY TO CONTENT
Benefits to O’Reilly

Yesterday’s capital investment in print inventory becomes today’s investment in innovation

Allows O’Reilly to focus on what it does best and outsource the rest

Increased agility
  Approximately half our frontlist is now short-form or Early Release

Customer engagement
  Early feedback on what’s hot (and what’s not)
Contact us.

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