

# Digital Publishing

Just starting the journey

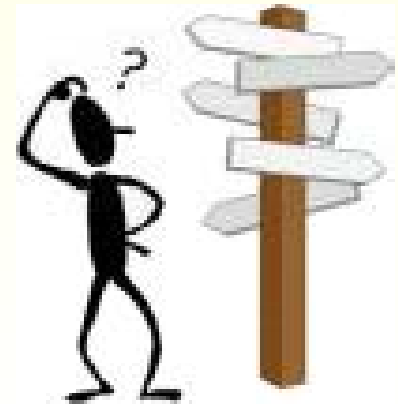
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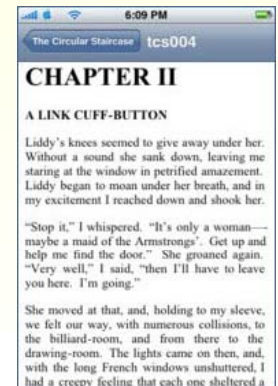
# Overview

- Why Digitize?
- Rights to publish in digital formats
- Who should lead the charge?
- What divisions/departments are impacted?
- Backlist
- Frontlist
- How do you know when you need help?
- What type of help do you need?



# Why Digitize

- Cost savings on development
- Open new revenue streams
  - Publish to digital formats
    - Readers
    - Internet
    - Databases
    - Other
  - Leverage existing content in new ways
- Own your content



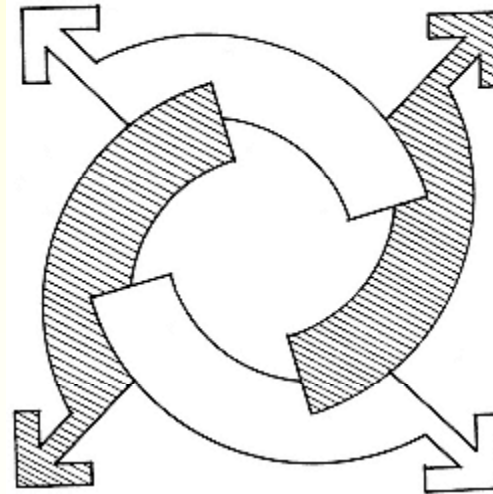
# Rights to publish in digital formats

- Review Author Contracts
- Prioritize contracts to add addendums
- Evaluate royalty structure



# Who should lead the charge?

- What divisions/departments are impacted?
  - Editorial
  - Technology
  - Operations
  - Marketing
  - Sales
  - Other



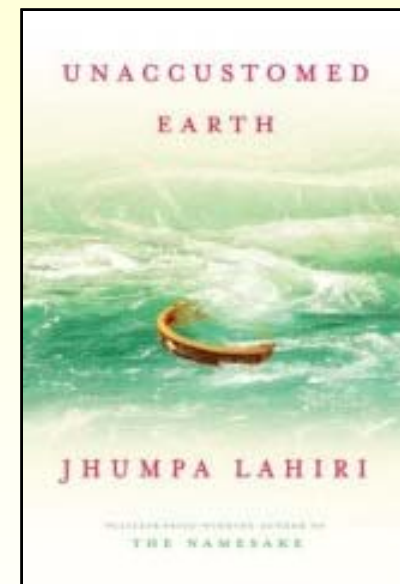
# Backlist

- How to convert
- What format to convert to
- Begin with the end in mind
  - How do you do this when the end is always changing
  - Move to a format that is easily transformed
    - XML
    - In what form
    - How much detail do we need
    - Do we adapt an existing standard
    - Build our own
- What to convert
- Prioritize titles
  - What titles work best in digital formats



# Frontlist

- Understand workflow implications
- Where in the workflow?
- What tools work best?
  - Adobe - InDesign
  - Adobe - InCopy
  - XML Editor
  - Other
- Who handles the digitization?
  - Editorial
  - Technical
  - Outsource



# Help!

- How do you know when you need outside help?
  - Realize that the needs are beyond your current capabilities
- What type of outside help do you need?
  - Technical
  - Business Process
  - Strategic
  - Many companies are eager to help...only you can determine what your needs truly are.



**What's Next?**