

I N G R A M

DIGITAL GROUP

**IDPF Digital Book 2008
Global Digital Book Sales and Distribution
Channel Strategies**

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The Ingram Content Companies

An integrated approach to content management and distribution



Physical storage and access to physical channels



Secure digital storage, print-on-demand and inventory management



Secure digital storage, repurposing, and access to multiple digital channels





Ingram Digital Solutions

The leading independent e-content distributor and supplier of digital content management, hosting and distribution services worldwide

CONTENT SOLUTIONS

- Digital warehouse storage, transformation and distribution services for publisher content

RETAIL SOLUTIONS

- Tools for publishers to market, promote, sell and deliver digital content across online retailers and booksellers

EDUCATION SOLUTIONS

- Portable interactive digital textbooks for students and educators

INSTITUTION SOLUTIONS

- Online eBook and audio services for Libraries

Ingram Digital and EPUB

- Ingram Digital, and all of its business units, view EPUB as a supported standard
 - As both an input format for content to be delivered via multiple platforms and technologies,
 - as an output format for use within EPUB viewing systems,
- The VitalSource platform (currently supporting Education Solutions) announced support to input EPUB in June 2007
- CoreSource fully supports ingestion, management, transformation, and distribution of .epub files
- Currently able to accept .epub directly into Retail Solutions, where it is transformed and available in MS Reader format.
- Scheduled to support secure .epub distribution in Fall 2008

International Opportunity for Digital Content

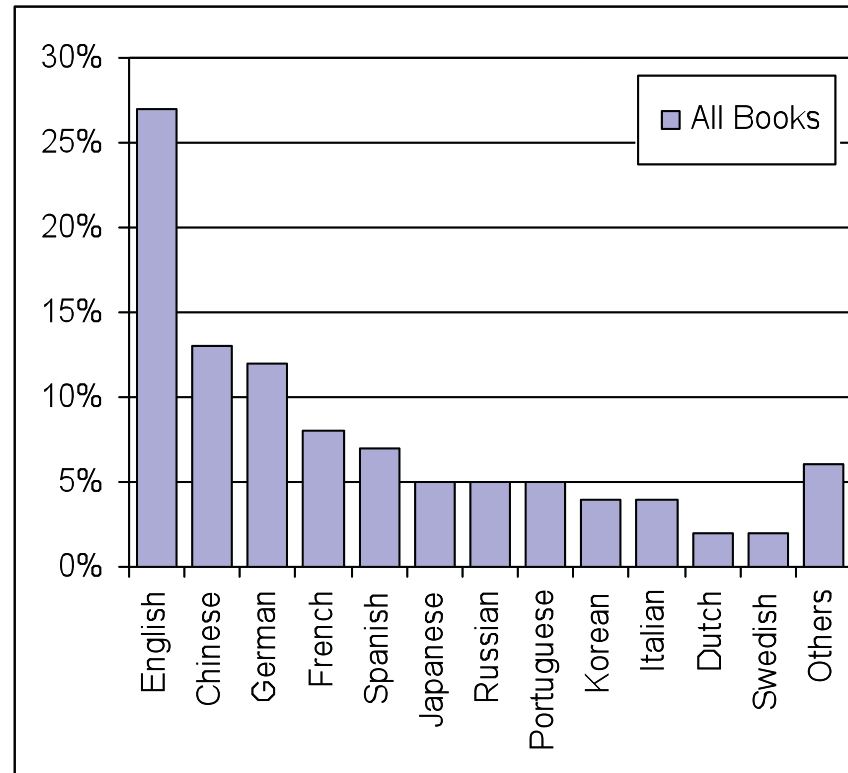
- Opportunity for Digital Content emerging worldwide, particularly in EMEA and Latin America
 - Government and privately funded initiatives
- Asian governments subsidizing digital content acquisition
 - Currently English language content
 - Hong Kong, Taiwan, Japan
- Significant growth in demand for digital local language content
 - Particularly for Academic Content
 - Non-English strong demand for Spanish, German, Italian



International Opportunity for Digital Content

- ALPSP (Association of Learned & Professional Society Publishers) delivering e-book collections on behalf of their 260 members
- UCL (University College of London) Superbook project - 3,000 titles from OUP, T&F etc being used at University College London
- JISC E-book Project (Joint Information Systems Committee)
 - \$1m project to provide a selection of textbooks to all 2.3 million UK university students
 - 100% take-up by universities
 - lots of research data emerging

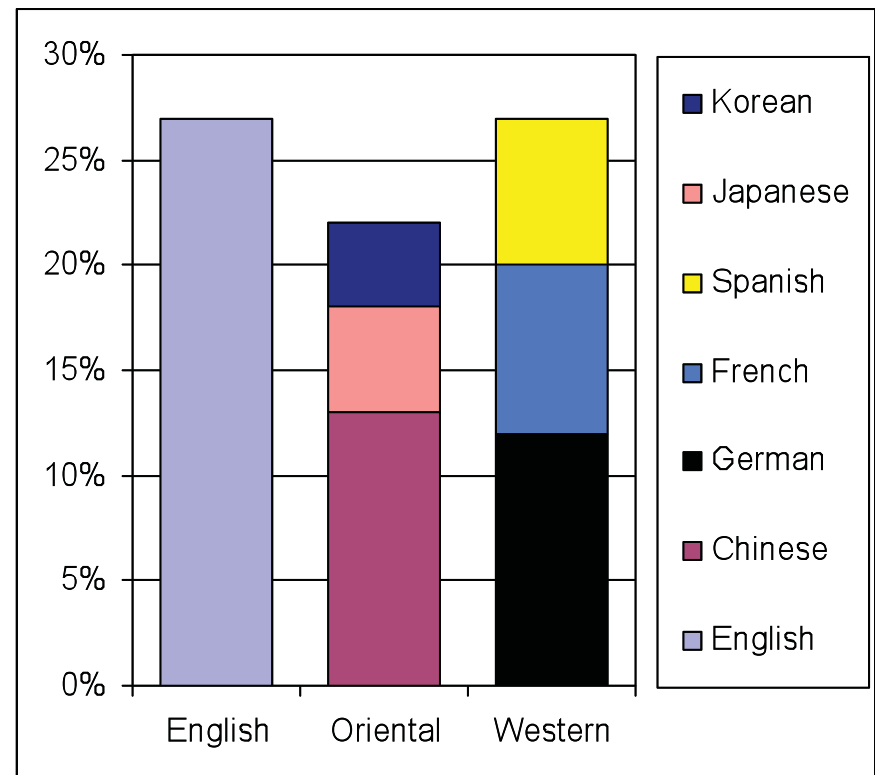
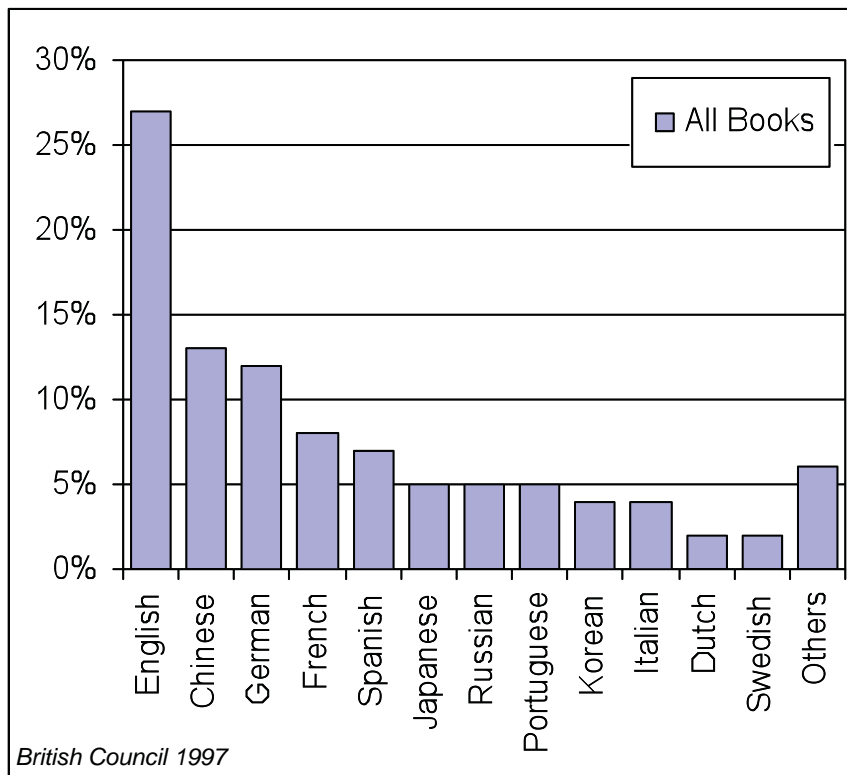
Books by Language of Publication



British Council 1997

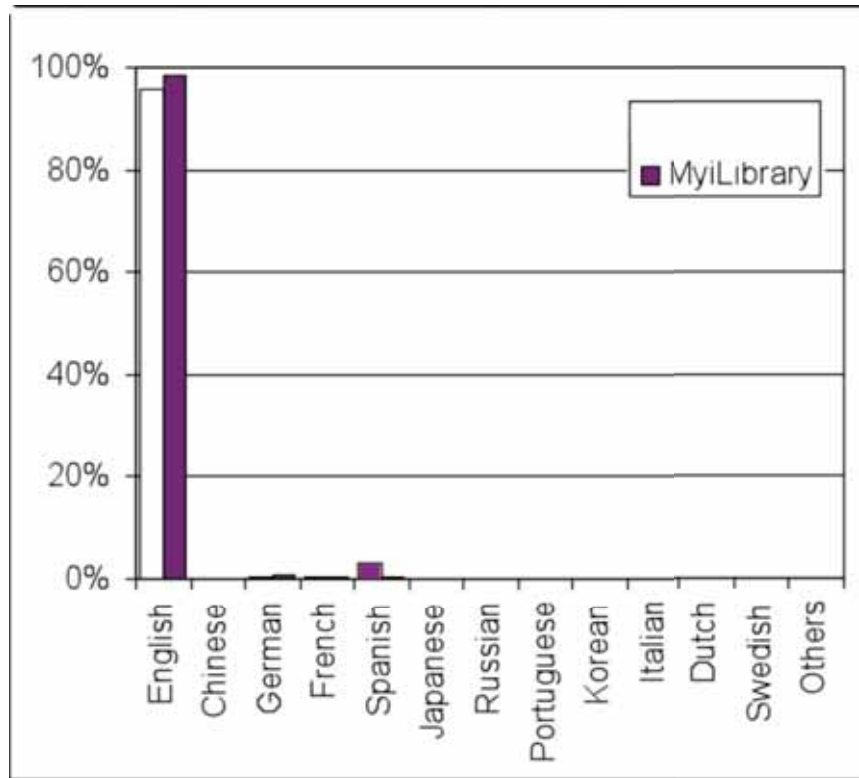
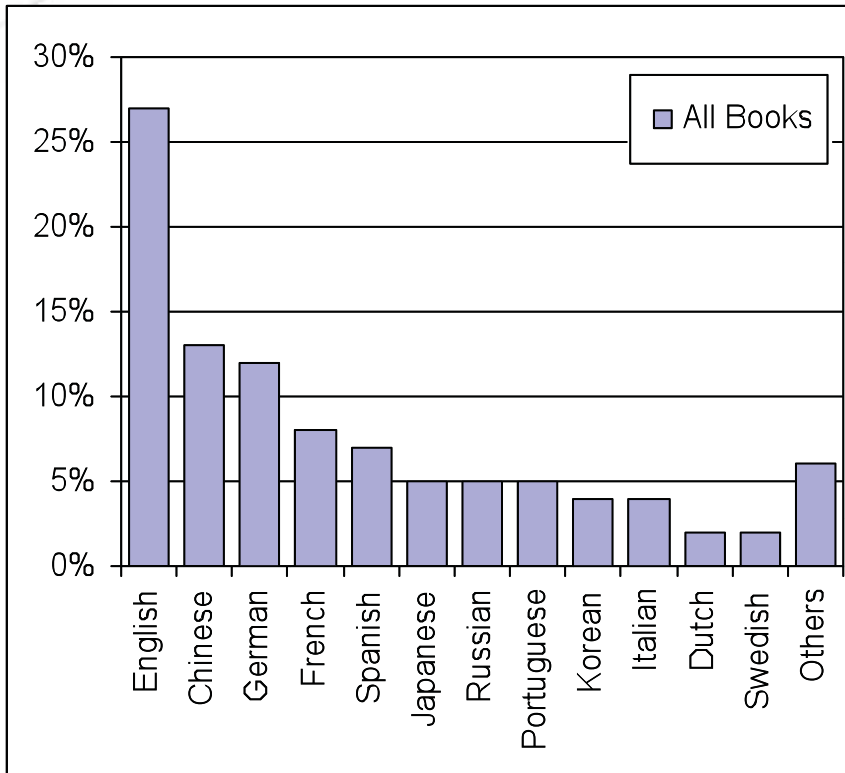
Local language book publishing is a major market

Books by Language of Publication



As many books are published in French, German & Spanish as are in English

Books by Language of Publication



Global e-book platforms currently have overwhelmingly English-language content

Non-English markets for digital content developing quickly

Universities Worldwide - Students

• Allama Iqbal Open University	Islamabad, Pakistan	1,806,214
• Indira Gandhi National Open University	New Delhi, India	1,800,000
• Islamic Azad University	Tehran, Iran	1,300,000
• Anadolu University	Eskişehir, Turkey	884,081
• Bangladesh Open University	Gazipur, Bangladesh	600,000
• Dr. Babasaheb Ambedkar	Andhra Pradesh, India	450,000
• State University of New York	New York, United States	418,000
• California State University	California, United States	417,000
• University System of Ohio	Ohio, United States	400,000
• Universitas Terbuka	Jakarta, Indonesia	350,000
• Universidad de Buenos Aires	Buenos Aires, Argentina	316,050
• Osmania University	Hyderabad, India	300,000
• State University System of Florida	Orlando, Florida	299,570
• National Autonomous University	Mexico City, Mexico	290,000
• Tribhuvan University	Kirtipur, Nepal	272,746
• University of South Africa	Pretoria, Gauteng, South Africa	250,000
• Instituto Politecnico Nacional	Mexico City, Mexico	229,070
• City University of New York	New York City, United States	220,727
• University of Delhi	New Delhi, India	220,000
• Yashwantrao Chavan Maharashtra	Nashik, India	218,000
• University of California	California, United States	209,080
• Open University	Milton Keynes, United Kingdom	203,744

Education Solutions

- VitalSource currently supports the following language
 - Spanish, French Italian, German, Polish, Portugese
- E-book opportunity emerging worldwide
 - EMEA
 - Active programs with a number of publishers in UK, Spain, Germany
 - Wiley UK, McGraw-Hill International, Pearson UK, Elsevier
 - » Frontlist titles
 - » Whole books and Chapters
 - » Closely integrating e-books into existing publisher systems
 - Partnership with John Smith Booksellers
 - Recently expanded e-book offerings by 90%
 - Latin America
 - Successful Institutional Model with McGraw-Hill in Mexico
 - Interest in Institutional model in Argentina, Puerto Rico, Chile, Peru
 - E-book cards to be sold through channels in Mexico
 - Pearson implementing e-books in Peruvian Business School
- Challenges
 - Finding technology to support native language
 - Flexible pricing to accommodate different markets



Institutional Solutions

- Ingram Digital Institutional Solutions currently delivering content in seven languages
 - Spanish, Dutch, French, German, Italian, Portuguese, English
- Ingram Digital working with publishers to design and deliver topic specific e-book Library Collections to International Markets
 - Adoption of Collections has taken hold in Europe
 - JISC, ALPSP, UK National Health Service all delivering collections content to their customers
- MyiLibrary now running a 100,000+ title e-book pilot with John Smith & Son at Strathclyde University





Retail Solutions

- Majority of titles in e-book inventory are English language
- Majority of e-book inventory has worldwide rights
- Inventory contains e-books in numerous languages:
 - French, Italian, Spanish, German, Japanese, Arabic, Norwegian, Russian, Swedish and Chinese
- Historically Sales have been English Language to US/UK and Canadian Markets
 - More Recent sales have been non-English Language content to US/UK and Canada
- Areas of opportunity for sales and partnerships are non-English language content through non-English speaking countries

Content Solutions

- International interest in Asset Management solutions from Academic Publishing community
 - ALPSP (Association of Learned & Professional Society Publishers) 260 European members has shown strong interest in digital distribution and related services
 - Publishers using Asset Management solutions to centralize core content and create international editions for local markets and in local languages
- File transformation and digital distribution services leveraged for ‘green’ publishing initiatives
 - Publishers using digital distribution to reduce carbon footprint
 - Desk copies and proof copies distributed electronically to reduce printing and shipping costs as well as environmental impacts
 - Publishers increasing global reach by distributing digital files in a variety of formats





Summary

- Global demand for English language and local language digital content across education, institutional and retail customers worldwide is at its highest
- Publisher experimentation in global markets has been going on for some time with some early successes, measured both financially and for research value
- Publishers recognize the need to have digital assets, metadata, and territorial rights information in a more structured and managed environment in order to fully capitalize on new global opportunities



Thank You

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Digital Content. Delivered.