

KITABOO

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ROLE OF TECHNOLOGY IN EBOOKS

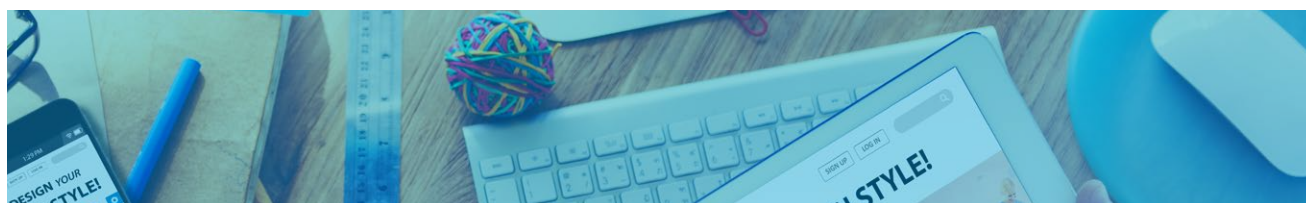
A black and white photograph of a man in profile, wearing a fedora and glasses, looking down at a typewriter. The image is dark and moody, with the man's face and the typewriter keys visible against a dark background.

ROLE OF TECHNOLOGY IN EBOOKS

Over the past two decades the publishing industry has seen disruptive change. This change has been primarily driven by evolution of digital books or eBooks as they are commonly known as. From rocket eBook reader in 1998 to the ever popular Amazon Kindle readers first launched in 2007 the dedicated reading devices have evolved tremendously. And so has the eBook standards from the OEB (Open eBook standard) to the current day EPUB3 and KF8. While the eBook industry is steadily moving from EPUB2 standards to EPUB3 and from mobi to KF8, for many publishers, digital publishing remains an alien planet. Many just wait for the technology to mature before investing others remain confused about how they can take advantage of the rich opportunities that are available in digital publishing.

To simplify, technology in an eBook or digital publishing business can be broken down into three components – content, devices and platforms. In order to create a successful eBook business, a publisher needs to understand and leverage all the three components simultaneously.

CONTENT IS GOING TO BE THE KING



At [FutureBook 2014](#), keynote speaker George Berkowski said publishers need to focus on entertainment and media companies as real competitors. To quote him: “You are not in the same industry, but the people who are reading *Fifty Shades of Grey* and *The Hunger Games* are the same people sat on the tube reading BuzzFeed and every day. You have got to figure out who your competitors are. They are not the big five. They are not the independent publishers. They are the people trying to get people’s attention and doing it in a flashy way, with whizzbang and candy floating over your screen.” And this is not something a publisher can put on the backburner.

The education publishing market is changing rapidly, with a lot of emphasis on dynamic content. The kids globally are now having more access to digital devices and resources and they demand content that is more interactive. In fact 74% of teachers say, education technology is a student – motivator. Teachers are ready to embrace learning technologies to boost student learning outcomes. They already supplement educational books with digital content including podcasts, YouTube videos and much more.

The trade and adult publishers on the other hand face a separate dilemma. Even though their content remains majorly text oriented, they compete with the digital content that is available across the internet.

Technology, while it enables amalgamation of all the aspects digital publishing, still misses out on many fronts. While large vendors like Hurix, Aptara, Manipal can enable trade publishers with anything from type setting to xml tagging to book apps, most of the publishers use the services only for page conversions. For interactive and illustrated eBooks, current standards lack depth. While EPUB3 is still not fully evolved, most of the current standards are not fully suited for fixed layout illustrated eBooks.

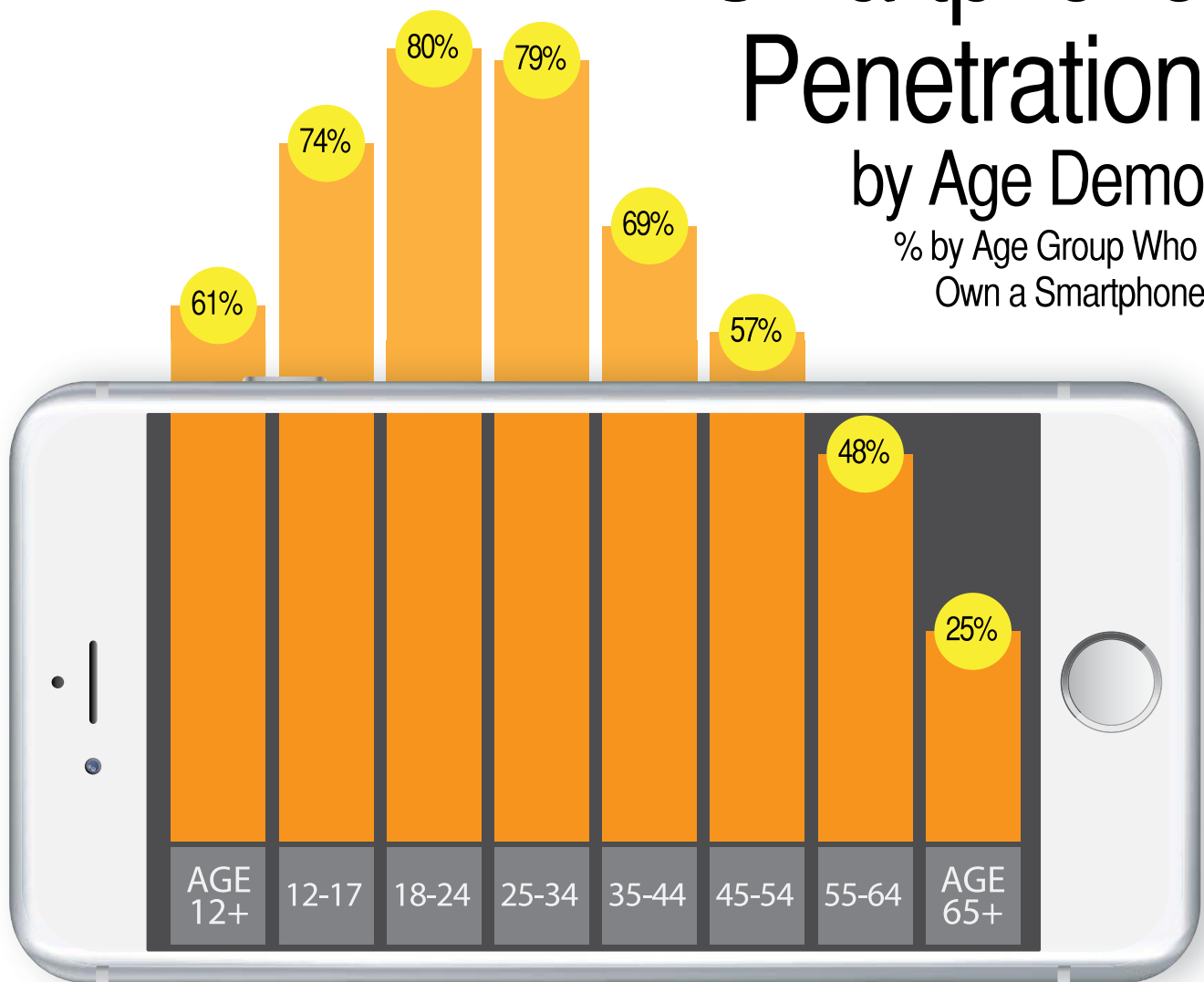
Digital content forms an integral part of eBook future, the evolving technology slows down the acceptance pace. The role of the vendor and platform such as KITABOO becomes crucial in this case, as not only they allow creation of rich and interactive content, they also keep the publisher future safe, in terms of technological format changes.

SUPPORT FOR MAXIMUM DEVICES

Mobile device usage is literally exploding. According to Gartner, there is a 42% increase in global smartphone usage year over year. According to [Edison Research](#), 74% of the 12-17 year olds own a smartphone. They are the target audience who consume content on their devices.

Smartphone Penetration by Age Demo

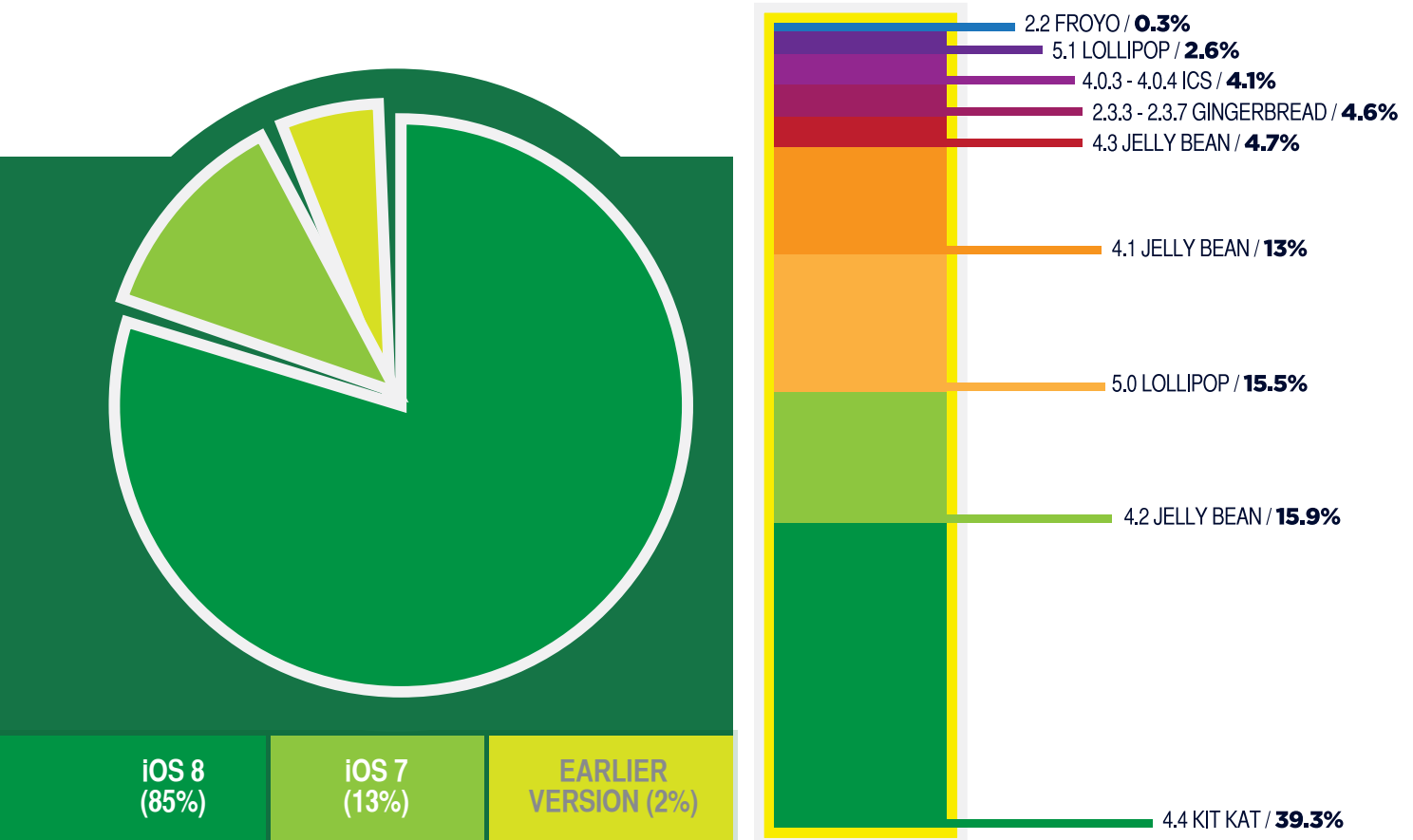
% by Age Group Who Own a Smartphone



The change in technological landscape is also triggered by rise of tablets. United States currently has more than 160 million tablets. Apple dominates smartphone usage in United States and Amazon leads the eReader's race.

SUPPORT FOR MAXIMUM DEVICES

But these statistics creates a curious problem for publishers. Which all devices to support? Some 24093 distinct Android devices and handful of iOS devices. Above that what versions of operating systems to support?



Source: OpenSignal

Publishers have a huge opportunity to leverage all the available mobile devices to deliver rich and interactive content to their user base. The users on the other hand are technology savvy and easily embrace digital content. The challenge that the publisher faces is to deliver to maximum range of devices. This can include Omni-channel distribution of delivering on your own apps as well as utilizing the existing users of eReaders such as Kindle, Kobo and Nook to drive sales.

Publishers must choose their distribution channels and devices that they intend to support and work with their technology partner to achieve their goals. KITABOO for instance not only allows distribution through a publisher's own app, it also allows creation of Fixed Layout EPUB3 eBooks, which can be distributed on third party marketplaces such as Google Play Books, iBooks and even Amazon Kindle.



THE IMPORTANT ROLE OF TECHNOLOGY PLATFORMS

Technology platform that a publisher chooses is essentially the crux of his digital publishing strategy. Not only it allows the publisher to create interactive eBooks and distribute them, it essentially defines their go to market strategy. Whether a publisher wishes to distribute to institutions and libraries, or directly sell to end users through a webstore or sell using a third party marketplace, it is all defined by the capabilities of the platform.

While the above, strategies are important for selecting the technology platform, in the ever

changing publishing landscape the publisher also needs to know which of his content is performing better. As a publisher uses more and more additional elements, such as interactivities, HTML elements, audios, videos and more, they need to know the performance of these multimedia assets. Platforms such as KITABOO allow publishers to gather these data along with how the end users are using the content. The feedback is then used to create better versions of the eBooks.

WHY EBOOKS WOULD GO A LONG WAY

With so much technology going into creating an eBook, the end user experience that an eBook offers is simply great. Apart from the usual benefits that an eBook offers like being available anywhere any time and being weightless, the end user learning experience that an eBook provides can't be matched by its print edition counterparts.

1

Content in Context:

the beauty of an eBook lies in its ability to provide curated content with the textual matter. They can be videos, audios and literally anything that provides the reader a better learning and reading experience.

Cloud Notes: eBooks allow users to create notes, highlight text, bookmark pages on their devices, and these notes and other user generated content gets saved on the cloud. The user can access them anywhere and onto their all devices, something which a print book is never able to achieve.

3



2

Search and Indexing:

While indexing is more or less similar in both print and digital books, search feature makes an eBook more attractive. Not only the results are contextual, these results can take way more time if done on print book.

Collaboration: What if as a reader you can share and collaborate with other users, from within the eBook. What if you can share comments and reviews about a topic in eBook with your social media friends, or with other students in the classroom? This is where collaboration is heading, powered by the rise of eBooks.

4

Since the launch of Kindle in 2007, eBooks have had a meteoric rise in usage share. In 2014, about a third of the total sales was account by eBooks in the United States. While the growth may have slowed down a bit, in academic publishing eBooks is still going strong. With about Sixty-six percent of schools in United States offering eBooks in 2014 as against 54 percent in 2013, according to School Library Journal's fifth annual "EBook Usage in U.S. School (K-12) Libraries" report, these number are going to increase, with eBooks being offered in almost every school in next 5 years.

KNOW KITABOO AND HOW IT HELPS PUBLISHERS

KITABOO is an end to end Digital publishing platform, which allows publishers to quickly take their content digital and distribute it securely over multiple devices. Whether it is a small, medium or a large publishing house trying to reach out to the potential audience, KITABOO offers a robust and scalable solution that allows them to quickly convert and enrich their content, protect it and get it into the hands of the end users on a device of their choice. KITABOO's analytics and social collaboration features further enhance the value of the user communities, and provide its customers with valuable real-time insight into how their content is used and consumed.

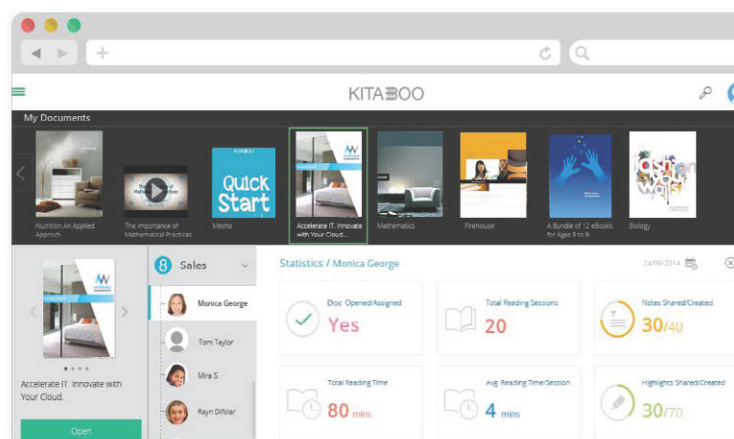
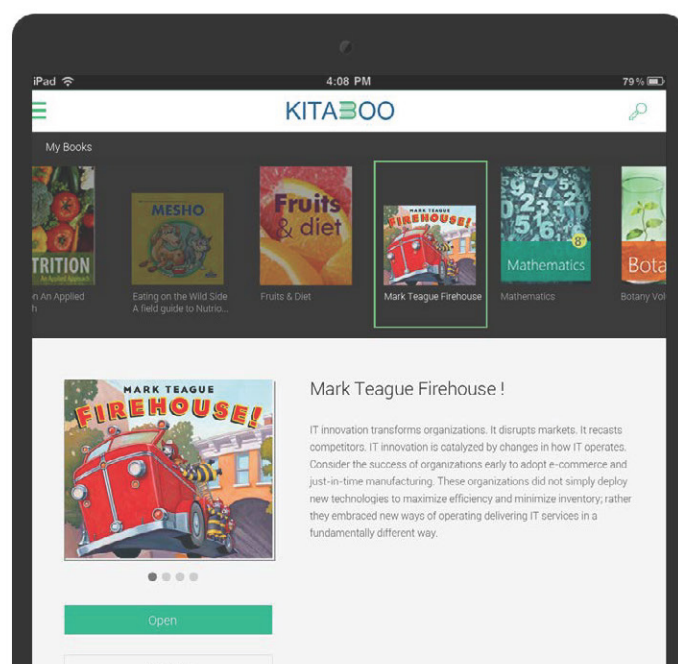
KITABOO consists of three basic components / modules, namely KITABOO Create, KITABOO Reader Apps and KITABOO Collab.

KITABOO Create allows the publishers to create rich and interactive eBooks, to enable an informative learning experience. It also allows creation and addition of assessments using KITABOO widgets. A publisher can not only create eBooks in KITABOO's proprietary format, it also allows exporting the eBooks as fixed layout EPUB3 eBooks.

The rich and interactive eBooks can be read by the publisher's end customers on **KITABOO Reader Apps**. These apps are white label and can be customized according to the logo and brand colors of publisher. Currently these apps are available for iOS, Android, Windows and Online (browser based).

KITABOO Collab enables the publisher to distribute eBooks to their end users including Institutions as well as learners and instructors directly. It can be enabled either by distribution of access codes or by assigning a set of content to the end users. The end users can collaborate between themselves by creating and sharing notes amongst their groups. Publishers on the other hand can view the detailed analysis on how their content is being used and use the feedback to create more refined content.

Publishers can also leverage the power of eBook store by selling and distributing their content using their own branded **KITABOO Store**.





CONCLUSION

While many publishers are vary of the technological requirements for creating an interactive eBook, they should not refrain themselves from diving into the business of eBooks. Publishers can easily leverage the advancements in technology and adoption of mobile devices, by choosing the right technology partner and vendor. Publishers should scale upon the still profitable print business and invest into digital business which offers better profits (although lower sales currently). The eBook industry would continue to be run in a hybrid state at least for some time to come, and publishers should look for maximize their revenues by using both the mediums.