



PUBLISHING
TECHNOLOGY

Move your content forward



Top Trends in Trade Publishing



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Technology**

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Top Trends in Trade Publishing

Each year, Publishing Technology tracks emerging trends in the publishing and content industries via its blog

www.publishingtechnology.com/blog



Top Trends in Trade Publishing 2015

- Direct to Consumer publishing
- Mobile Reading
- The Power of Fandom
- Growing pains for eBook subscription
- Content AS marketing



1. Direct to Consumer Publishing

Until publishers can answer the question ‘who are our customers?’ with ‘our readers,’ they're in trouble.”

Seth Godin



D2C Publishing – The Challenge

- All publishers know cultivating D2C relationships and sales are important
- The challenge is getting beyond strategy into implementation – and securing real sales



Solving the Data Problem – Virtual Festivals



JILL MANSELL #ROMANCE14 **BARBARA FREETHY**
SHEILA O'FLANAGAN
LINDSEY KELK **BELLA ANDRE**
MHAIRI MCFARLANE **SARAH MORGAN**
AND MORE THAN 40 MORE FABULOUS
ROMANCE AND EROTICA AUTHORS

7TH JUNE – AUTHOR DAY
BOOST YOUR PR & MARKETING
BOOK BLOGGER TIPS & IDEAS
DESIGNING GREAT COVERS
Q&A WITH AN EDITOR
HOW TO GET REVIEWS
TIPS FROM AGENTS
SOCIAL MEDIA TIPS
AND MUCH MORE

8TH JUNE – FAN DAY
IN DISCUSSION WITH AUTHORS
AMAZING GIVEAWAYS
ROMANCE IN YA
COVER REVEALS
EROTICA
& MORE

THE ROMANCE FESTIVAL 2014

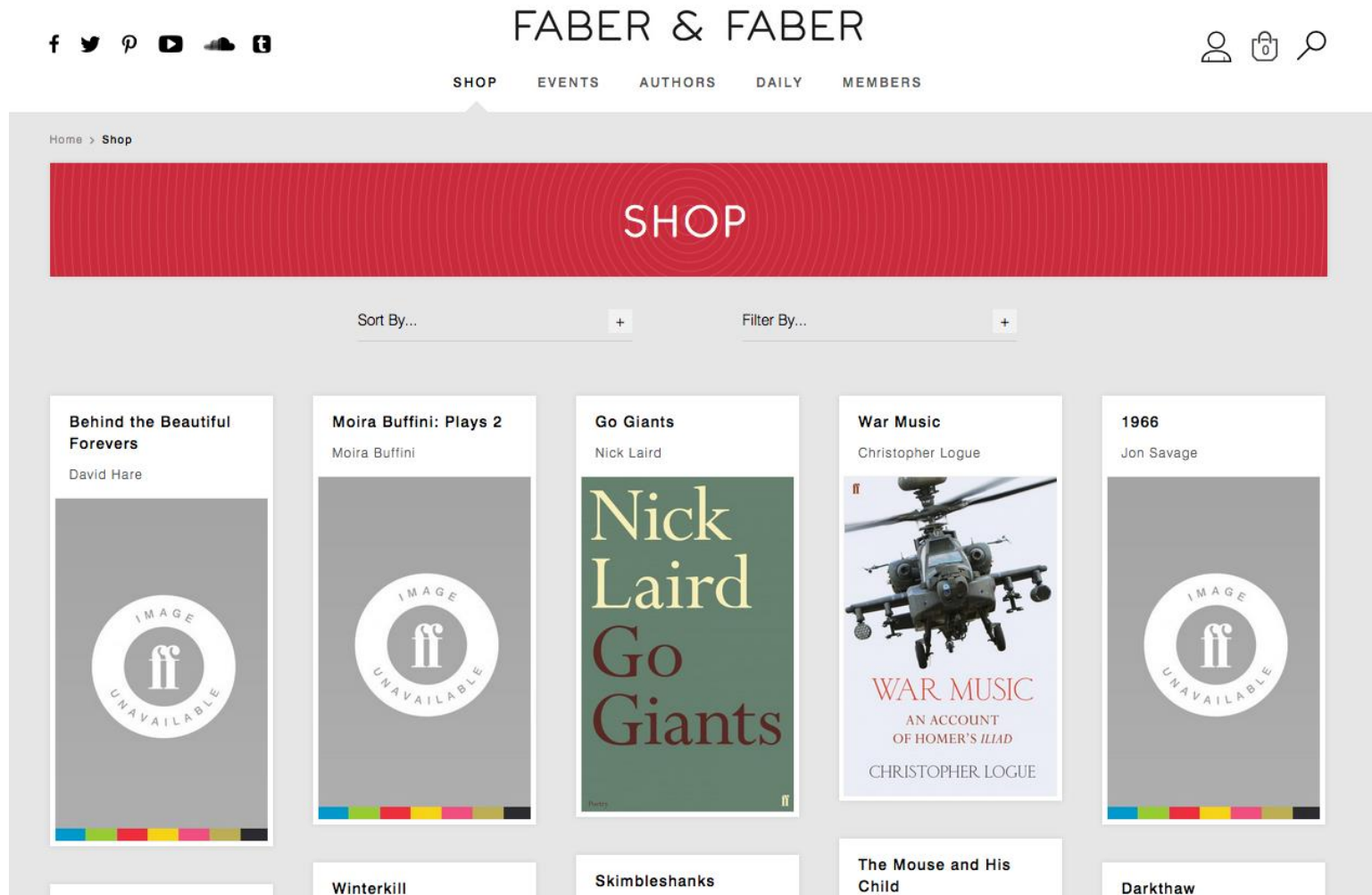
REGISTER FOR FREE AT
WWW.BIT.LY/ROMANCE14

THE ROMANCE FESTIVAL IS BROUGHT TO YOU BY

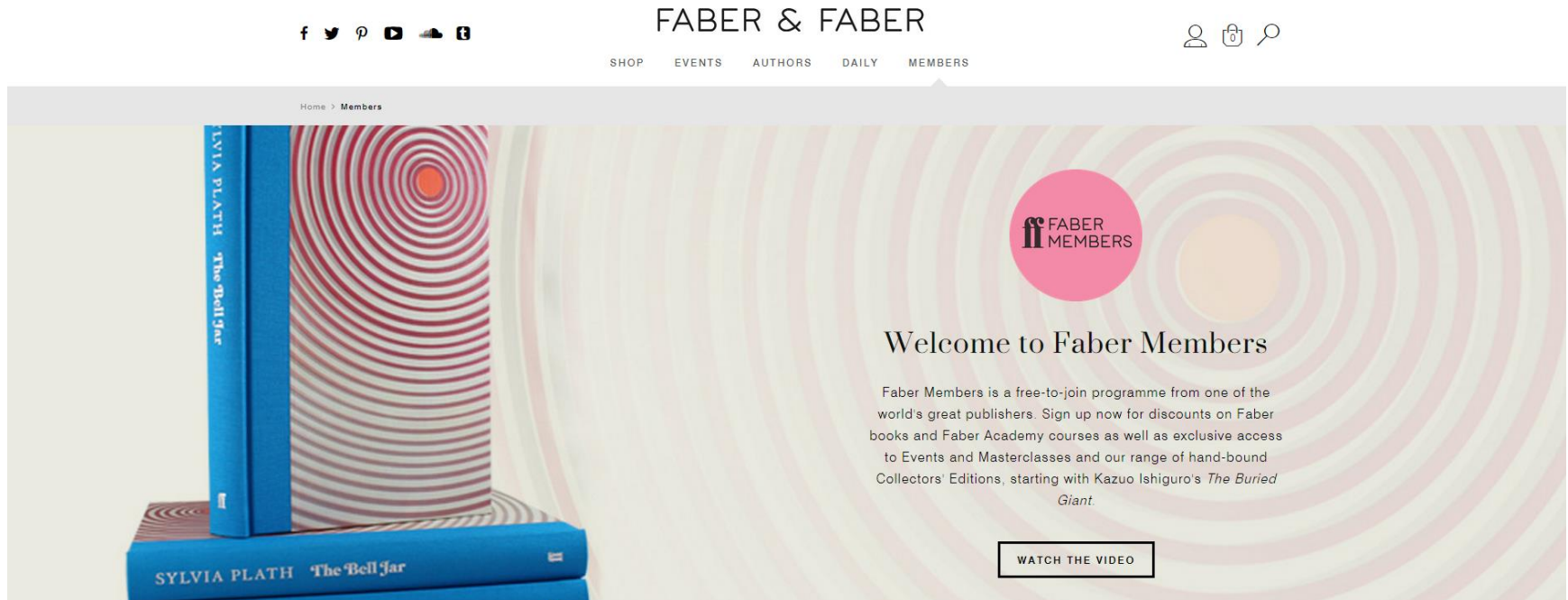
HARLEQUIN MIRA **Impulse** **AVON** **CRIMSON ROMANCE** **Entice** **HarperCollins Publishers** **headline** **MILLS & BOON** **ALL** **CARINA** **WE LOVE THIS BOOK**



Creating buying opportunities – D2C Ecommerce



Leveraging the brand to offer



Relationship Marketing



2. Mobile Reading



14 million devices sold in 2015



2.5 BILLION devices sold in 2015



Are people really reading on their phones?

43% of US mobile phone owners read books on their phones

30% of US mobile readers read once a week

23% read on their phones every day

46% said they regularly read whole books on their phones

Source:

Publishing Technology Research 2014



The rise of the phablet

phablet

/ˈfəblɪt/

noun trademark

noun: **phablet**; plural noun: **phablets**

a smartphone having a screen which is intermediate in size between that of a typical smartphone and a tablet computer.

"a 3.5 inch screen is inadequate in a market that is trending towards phablets"

Origin

ENGLISH

phone

ENGLISH

tablet

→ phablet

early 21st century

early 21st century: blend of **phone**¹ and **tablet**.



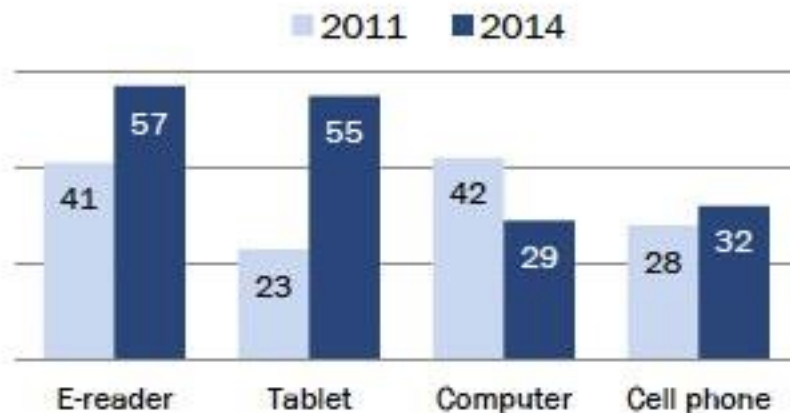
Phones are getting bigger... and bigger



The Mobile Reading Opportunity

As tablet ownership grows, more use them for e-books

Among all e-book readers ages 18 and older, the % who read e-books on each device



Source: Pew Research Center surveys, Dec 2011-January 2014. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

32% of US adults own an ereader

42% of US adults own a tablet

64% of US adults own a smartphone

78 million ereaders

156 million smartphones

So what's the bigger opportunity?



Mobile publishing



Age 3-5

Axel Scheffler's Flip Flap Safari

What do you get when you cross a zebra with an antelope? Why, a zebelope, of course! What about a buffalo with a flamingo? Well, that would be a buffingo, naturally!

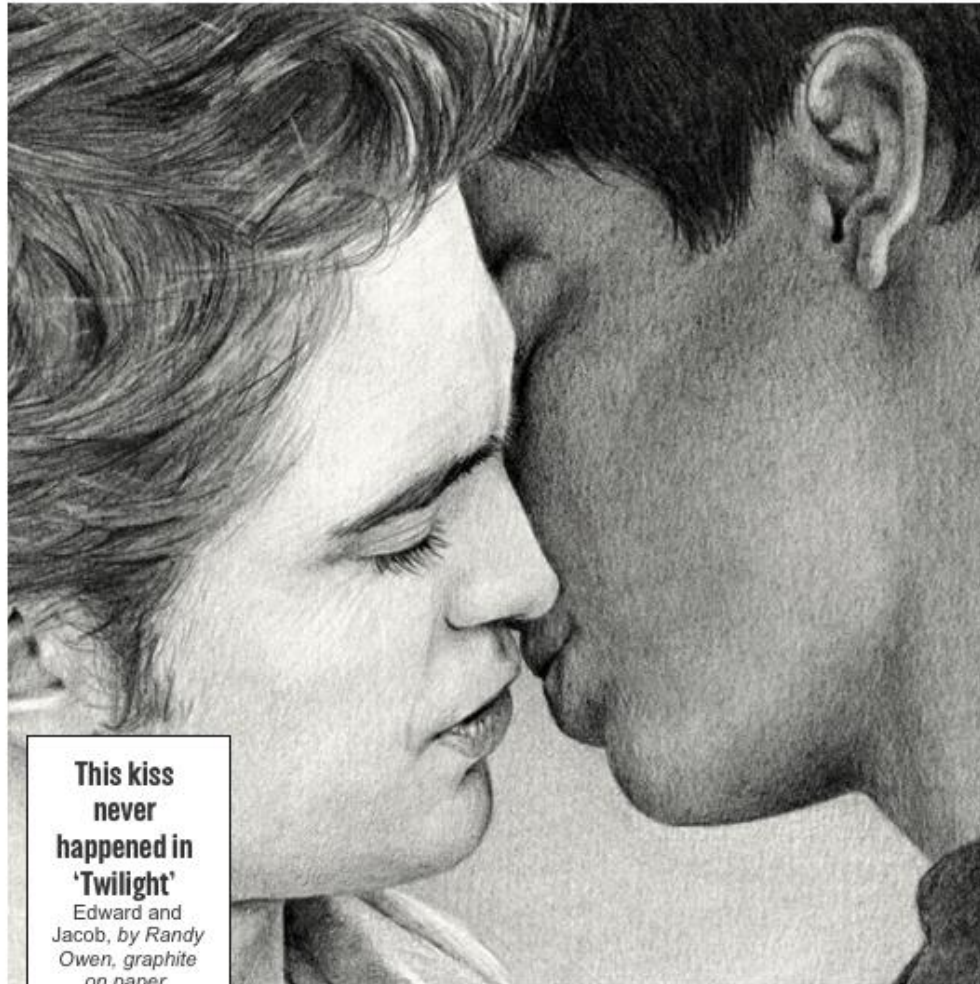
The follow-up to the hugely popular [Axel Scheffler's Flip Flap Farm](#), this app features eleven brand new poems and animal artwork from [Axel Scheffler](#), the UK's best-selling illustrator. With 121 possible combinations, silly names and animal noises to make you giggle, this hilarious rhyming app is perfect for pre-schoolers.

Swipe any part of the screen to create new animals and hear the poem read aloud, with original sound effects, safari music, and text highlighting.

Like the app? You'll love the book! Axel Scheffler's Flip Flap Safari is also available in an ingenious split-page, spiral-bound board-book format. Little readers will adore flipping Axel's animals again and again to see what crazy creatures they can create – and to find out what strange noises they make too! Find out more about the book [here](#).



3. The Power of Fandom



Why should I be taking fan fiction seriously?

- One of the most exciting areas of content creation and distribution is...fan fiction
- Millions of people worldwide create and consume fan fiction in order to satisfy a desire within fan communities for more content relating to their favourite characters, franchises and brands
- When fan fiction hits the mainstream it goes big!
- For example, Fifty Shades of Grey has sold 125 million books worldwide. It started life as a piece of Twilight fan fiction
- Along the way, fan fiction has created fascinating new creation, consumption, distribution and monetisation models



Wattpad – Writing as a Social Experience

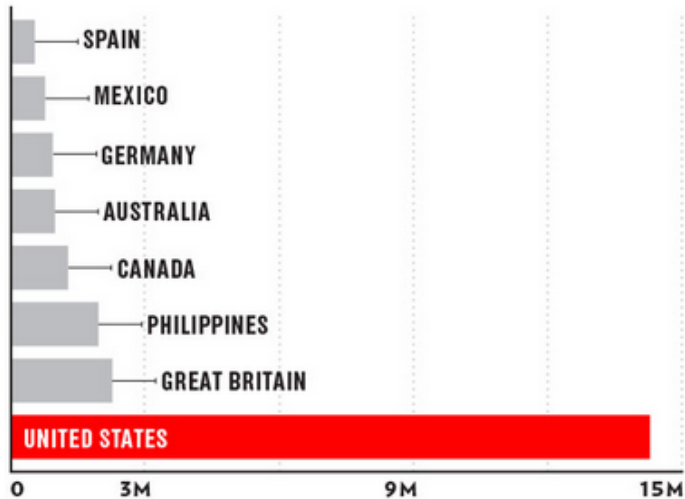


Fan Fiction is incredibly productive

“COMMUNITY”

Readership size and scope.

Countries that upload the most fanfic to Wattpad:



Total fanfiction uploads shared on Wattpad:

30
MILLION

Fanfiction uploads shared on Wattpad per day:

63K

Fanfiction uploads shared on Wattpad in 2014:



PHOTOGRAPHS: EVERETT COLLECTION (HARRY POTTER); WARNER BROS/EVERETT COLLECTION (SUPERNATURAL); WALT DISNEY/EVERETT COLLECTION (FROZEN); COURTESY OF LIONSGATE (DIVERGENT); NEWSCOM (CLIFFORD, IRWIN, HEMMINGS, HORAN); EVERETT COLLECTION/REX USA (STYLES); PATRICK MCMULLAN (REMAINING)



What can publishers learn from fan fiction?

- Speed to market – fan fiction moves quickly
- Close to its audience – created by fans for fans
- Format is of secondary importance to content
- BRANDS BRANDS BRANDS



4. Growing pains for eBook subscription



eBook subscription by the numbers

Scribd.

Book Subscription Service

October 1 - October 15, 2013



In the last two weeks, subscribers have spent a total of

**9.6 YEARS
READING BOOKS**

on Scribd

The Scribd power reader consumes approximately

**10 BOOKS
EVERY MONTH**



A Scribd reader in Wichita, KS holds the record for reading

**45 HOURS IN A
SINGLE WEEK**

That's 14 books in 7 days

For every book read completely, subscribers

**BROWSED
4.5 BOOKS**



Growing pains for eBook subscription

Scribd's announcements about romance and audio tell us a few interesting things about ebook subscription services:

- **They've grown quickly**
- **A lot of that growth is probably usage – and that presents Scribd with a challenge**
- **'Unlimited' does have limits after all**



5. Content as marketing



Content that BRANDS will pay for



Content as a way of driving service usage

Browse millions of reviews - even offline



Use City Guides anywhere - no data connection required



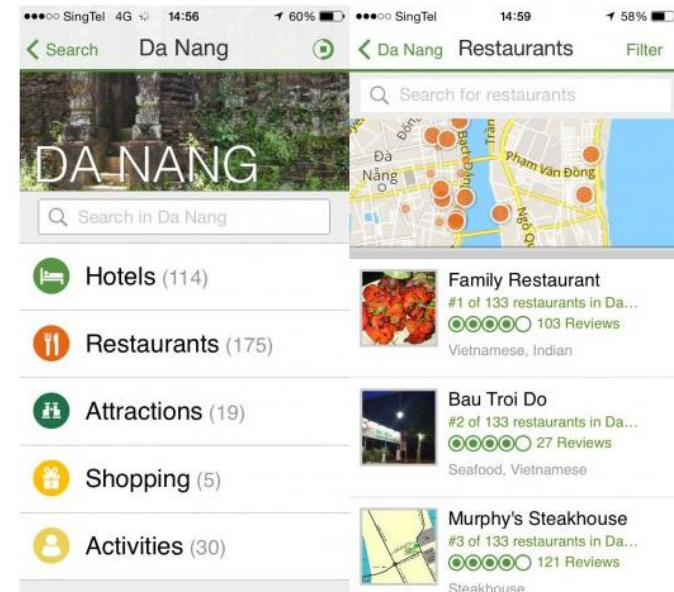
Browse millions of traveler reviews of hotels, restaurants, and things to do



Click "Point Me There" for GPS-assisted guidance to your destination

 **tripadvisor**
CITYGUIDES™

Guide yourself through
the world's great cities.



How can publishers can benefit

How content is monetised might be changing, but two things are staying the same:

- **Someone needs to write the content**
- **Someone needs to edit it**

Digital hasn't disrupted the need for editorial, judgment, but it has changed how it gets paid





QUESTIONS?

