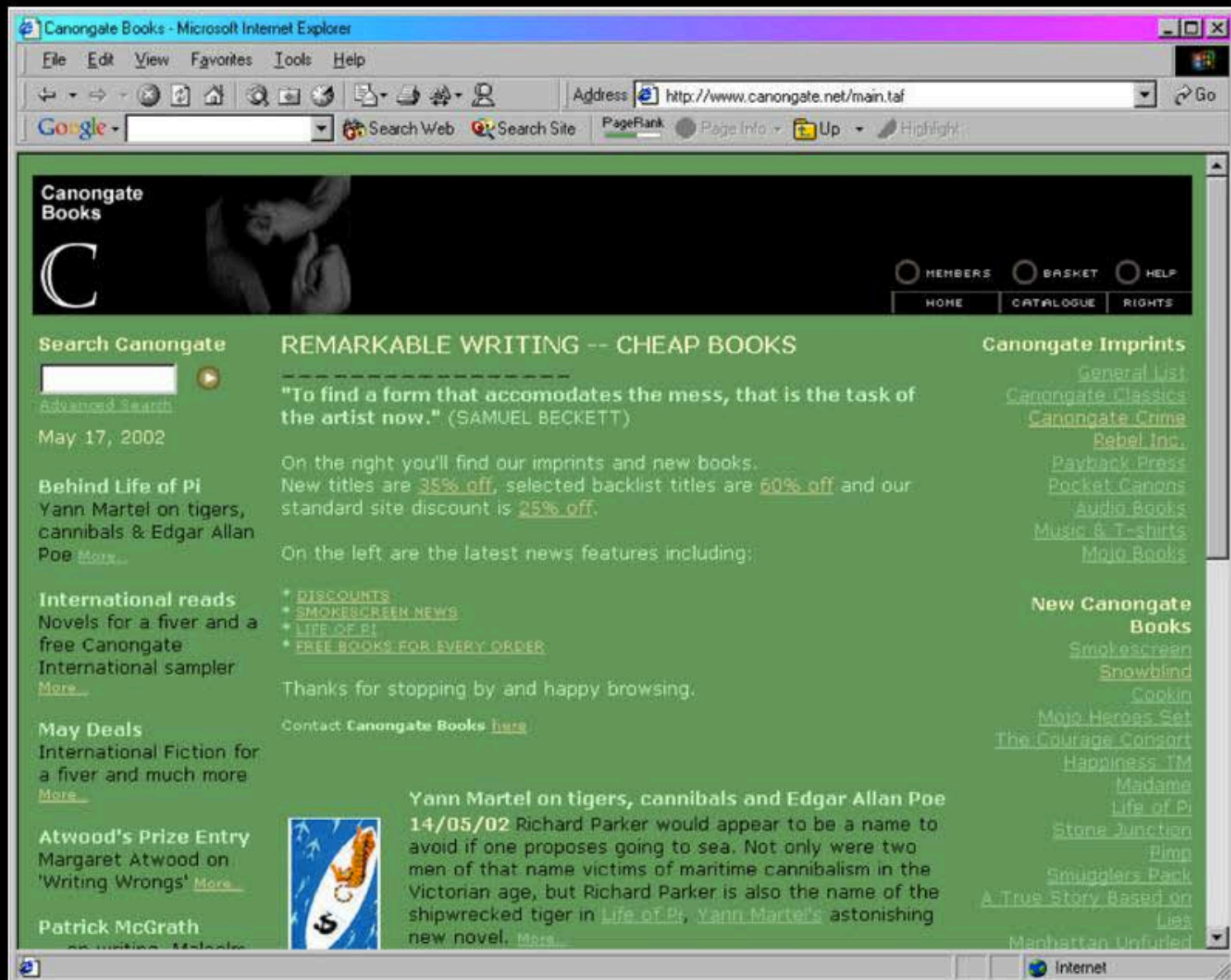


The realities of digital
change all the time.

Enhanced Editions
BIC
November 30, 2010

Canongate.net 1.0 (1997–2002)



**“At last... a publisher's site that
feels like a cool club stocked
with well-read friends
rather than a
lazy corporate exercise.”**

The Guardian

Definition of apt

1 : unusually fitted or qualified

2 a : having a tendency

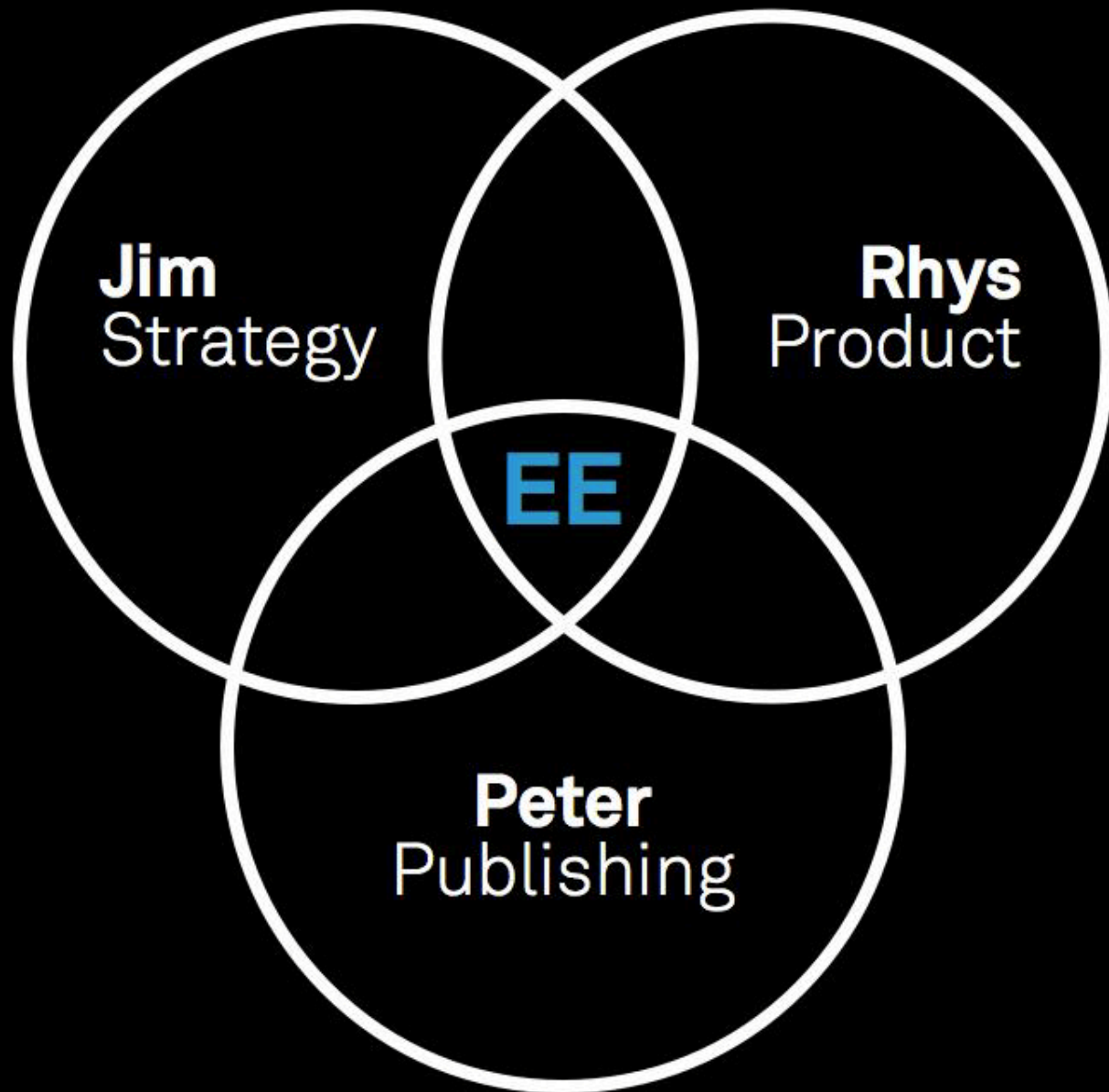
b : ordinarily disposed

3 : suited to a purpose;
especially: being to the point

4: keenly intelligent and
responsive



Enhanced Editions



The evolution of the book

www.enhanced-editions.com

Users

“Sets the gold standard for future literary apps.”



“Worth every cent. No actually worth a lot more!”



Awards

MediaGuardian
Innovation award

iTunes & Observer
apps of the year

eConsultancy
Innovation Award

Wolff Olins
“Future” award

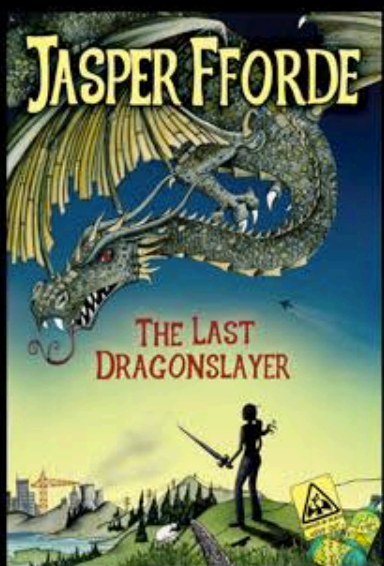
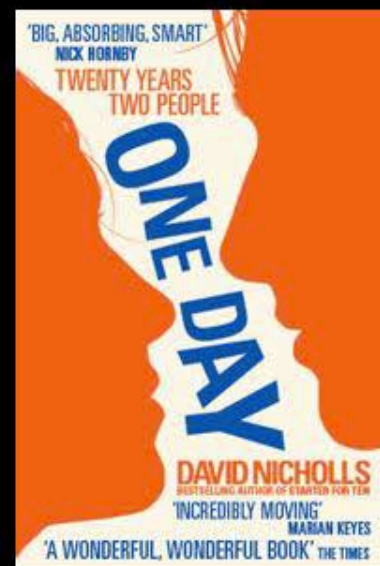
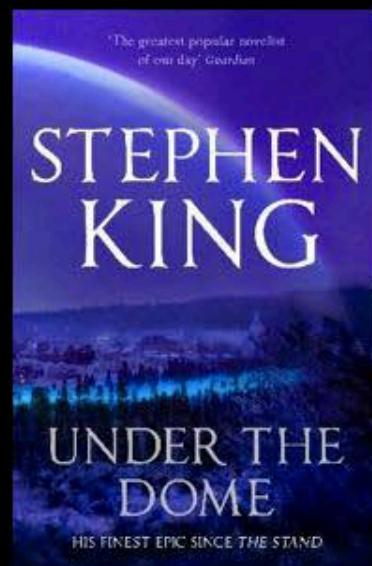
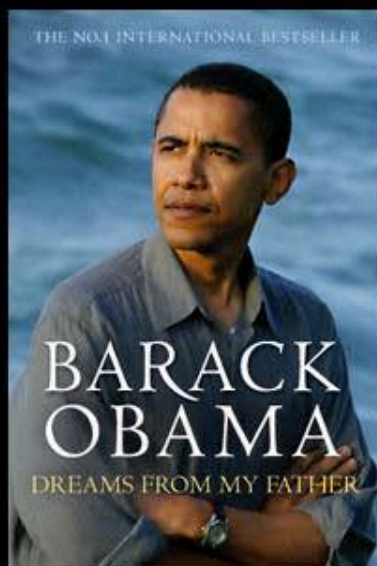
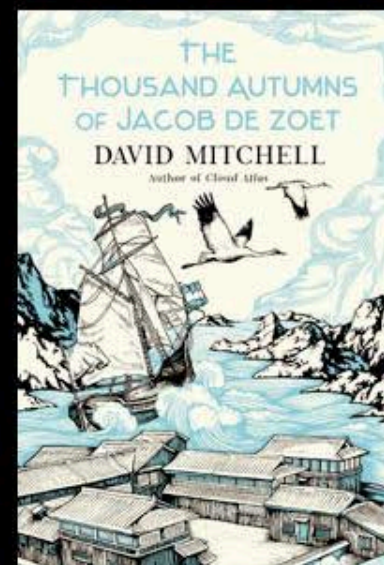
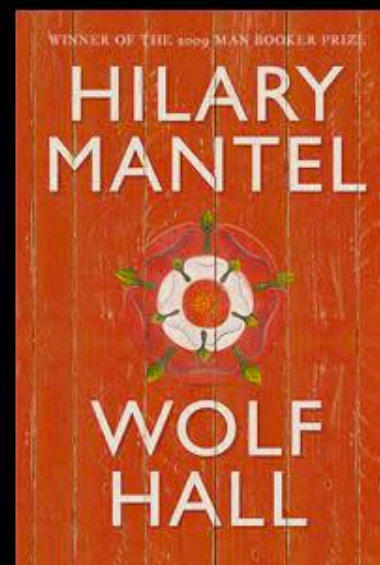
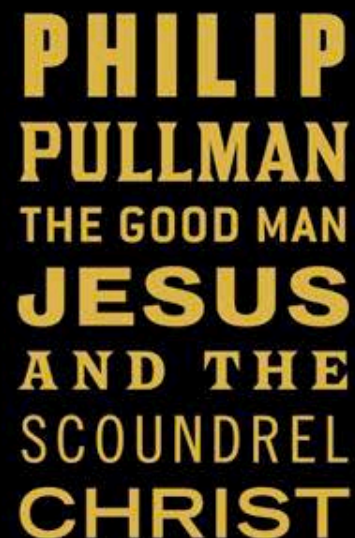
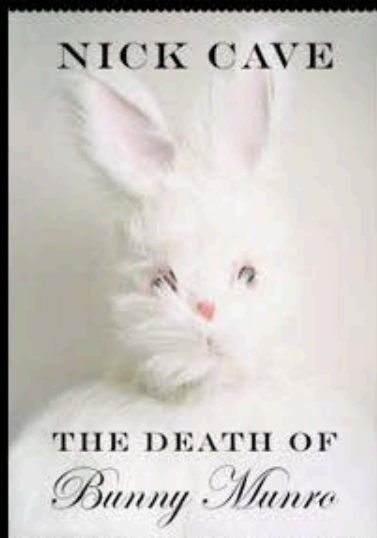
Media

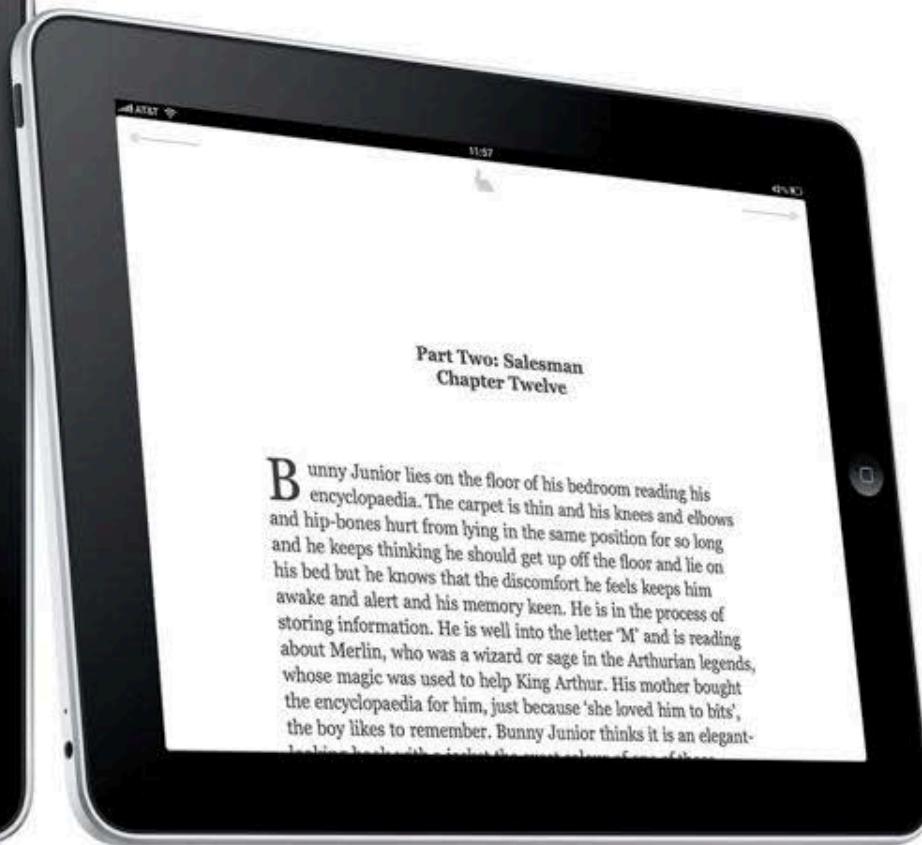
“The moment digital publishing came of age”

The Bookseller

“Sprinkling a little rock’n’roll glamour over publishing”

Guardian



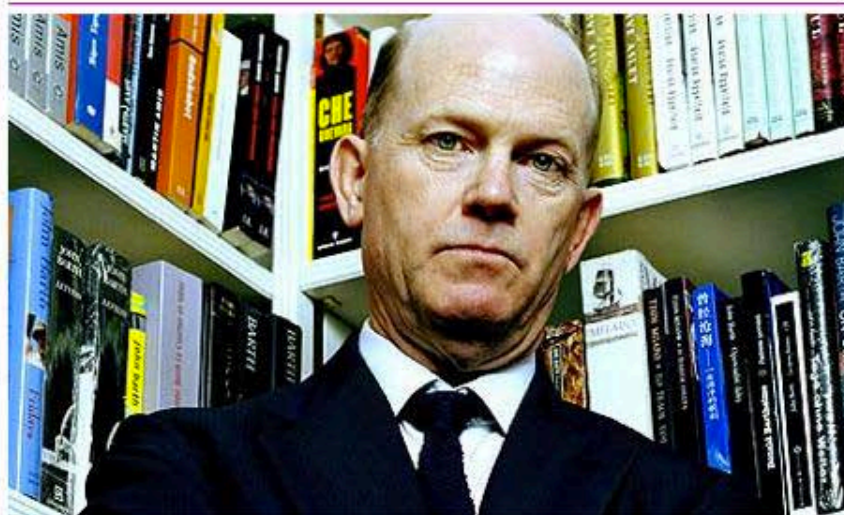


BOOKS BLOG

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Wylie's Amazon deal brings the end of the publishing world nigh

News that power-broking agent Andrew Wylie has bypassed conventional publishers to sell his clients' ebooks direct to Amazon has created panic. Is it curtains for conventional publishing?

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Agent of the apocalypse ... Andrew Wylie. Photograph: Eamonn McCabe for the Guardian



Posted by
Richard Lea Friday 23
July 2010 10.30 BST
[guardian.co.uk](#)



A [larger](#) | [smaller](#)

[Books](#)[Publishing · Ebooks](#)[Culture](#)

RALPH ELLISON
Invisible Man

"I am an invisible man."

'O

EVELYN WAUGH
Brideshead Revisited

"I have been here before," I said; I had been there before; first with Sebastian more than twenty years ago on a cloudless day in June..."

'O

SALMAN RUSHDIE
Midnight's Children

"I was born in the city of Bombay ... once upon a time. No, that won't do, there's no getting away from the date: I was born in Doctor Narlikar's Nursing Home on August 15th, 1947."

'O

VLADIMIR NABOKOV
Lolita

"Lolita, light of my life, fire of my loins. My sin, my soul. Lo-lee-ta: the tip of the tongue taking a trip of three steps down the palate to tap, at three, on the teeth. Lo. Lee. Ta."

'O

WILLIAM S. BURROUGHS
Junky

"My first experience with junk was during the War, about 1944 or 1945."

'O

MARTIN AMIS
London Fields

"This is a true story but I can't believe it's really happening."

"It's a murder story, too. I can't believe my luck."

'O

SAUL BELLOW
The Adventures of Augie March

"I am an American, Chicago born—Chicago, that somber city—and go at things as I have taught myself, freestyle..."

'O

HUNTER S. THOMPSON
Fear and Loathing in Las Vegas

"We were somewhere around Barstow on the edge of the desert when the drugs began to take hold."

'O

JOHN UPDIKE
Rabbit, Run

"Boys are playing basketball around a telephone pole with a backboard bolted to it. Legs, shouts. The scrape and snap of Keds on loose alley pebbles seems to catapult their voices high..."

'O

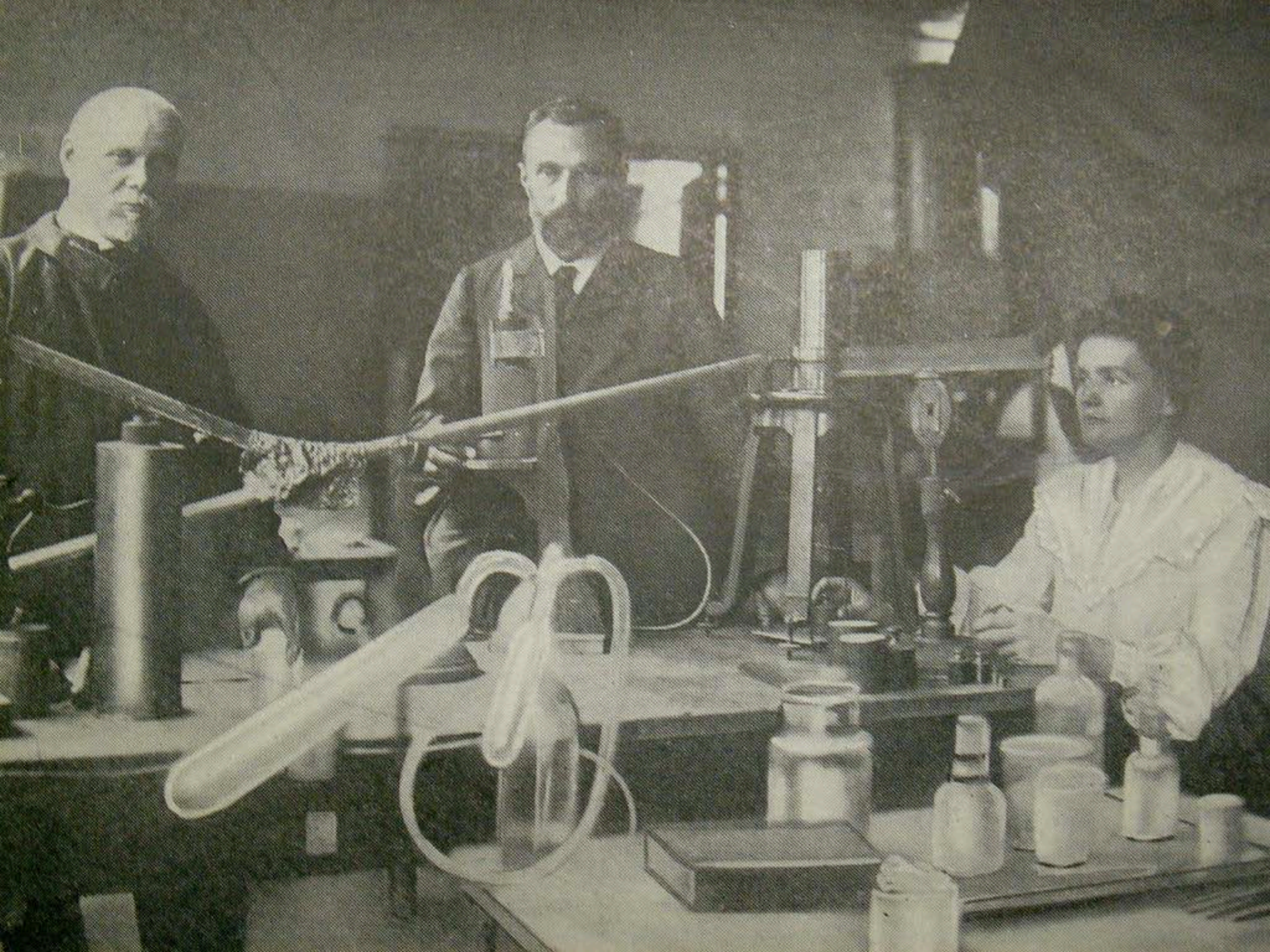
NORMAN MAILER
The Naked and the Dead

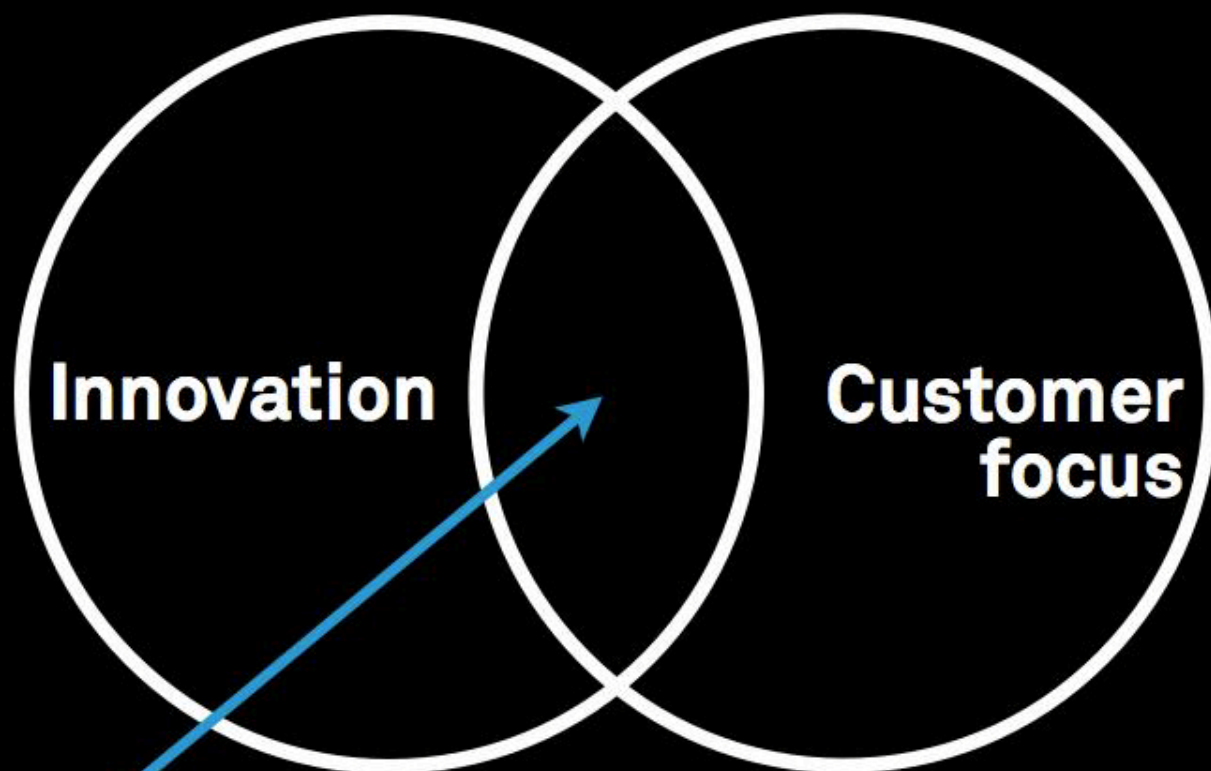
"Nobody could sleep. When morning came, assault craft would be lowered and a first wave of troops would ride through the surf and charge ashore on the beach at Anopopei."

'O

Planning
Metadata / ONIX
DocBook, ePub, Mobi
Web design
SEO
Identity & book design
User experience
Project management

Odyssey





**Future
of publishing**





The forecasters

“If, by the end of 2012, 25% of sales for a new book are digital, then about **half of new book sales will be made through online purchases**”

Shatzkin

“What % of sales
as digital is a
cataclysmic
tipping point for
the physical supply
chain?”

Lubeck

“Positive feedback
loops in ebooks:
**success accrues to
a small number of
companies”**

Spalding

amazon.com



NETFLIX

Google

“It’s time to stop
looking for readers
for your writers,
and to **start finding
writers for your
readers**”

Godin

“[Random House will...] **change from being a b2b company to b2c company.**”

Dohle

Publishing

2010

2015

% Digital

5%

±50%

Model

B2B

B2C

**Needs to
influence**

Read

Choose Purchase Read Discuss Share



2

Romance is not dead

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Open to All

So many romances...so little time!

This is the stage of the competition which is open to all (see [Ts & Cs](#) for full details), which means Romance HQ is in heaven with plenty of romances to read!

You can use the form below to search through the entries - and don't forget to tell us what you think by joining in the [debate](#). After all, you're the romance experts!

Modify Listing

Ordering

By Title



Submit

We've got 822 Entries!

Showing page 1 of 83

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"A Passion for Perfume"

by [Bridget Ransome](#) in [Historical](#)

Submitted on Wednesday 22 September, 2010, 2:33 PM

In nineteenth century Victorian London, Eleanora Harcourt's ordered world of perfume blending and scents is turned upside down when Nicholas Moreland enlists her services to clear his name for murder. A murder involving a unique and intriguing scent.

Rating:



(38% by 30 users)



**1. Find
writers**

**2. Launch
rebrand**

**3. Connect
with readers**

**1. Long term
relationships**

2. Insight

**3. Extended
footprint**



**Target
entries: 250**

Actual: 823

8,000 users

10,000
comments

1m views

20m visits

15 pp /visit

20,000 uniques

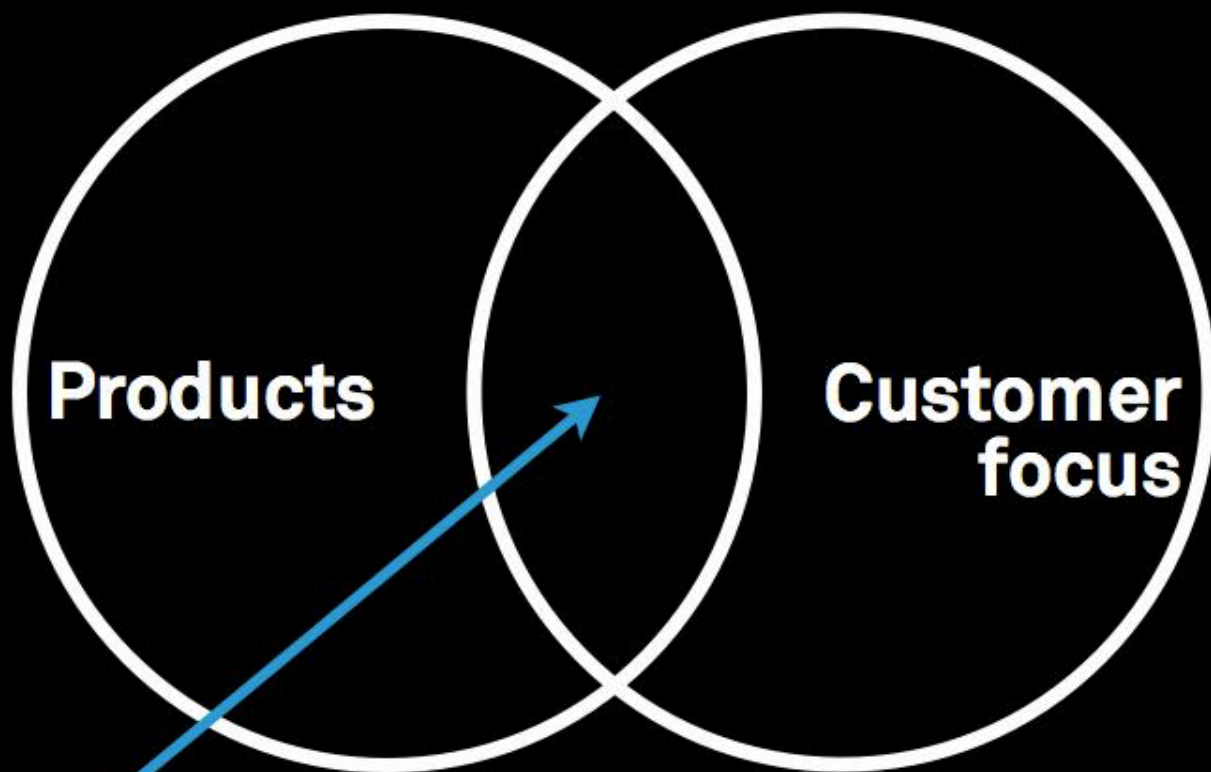
3x Facebook
fans

2x Twitter





The goal



**Enhanced
Editions**

**THE
DAILYSHOW**
WITH JON STEWART

**THE
COLBERT
REPORT**



**SOUTH
PARK**
STUDIOS.COM



**“When it comes to
the really important
decisions, data
trumps intuition
every time.”**

Jeff Bezos

**Next-level
apps**

Informed by
user
feedback

**Next-level
communities**

Clear value
proposition

**Innovation &
customer
focus**

“Among 45,000 respondents we saw a **brehtaking velocity** for the growth of weekly or daily e-reading: doubled from 7-14% in six months.”

BISG

“Ever tried. Ever failed.
No matter. Try again.
Fail again. Fail better.”

Samuel Beckett

@gunzalis

peter@enhanced-editions.com