TISP

Technology and Innovation
for Smart Publishing

FRANKFURTER
BUCHMESSE

The Evolution of Content

the Smart Publishing Perspective

8.–12. Oktober 2014
FRANKFURTER BUCHMESSE
Ehrengast Finnland

WIR SIND HIER

www.buchmesse.de

DIE FRANKFURTER BUCHMESSE: WELTHAUPTSTADT DER IDEEN

Global City of Ideas

blog.buchmesse.de #fbm14

The Product

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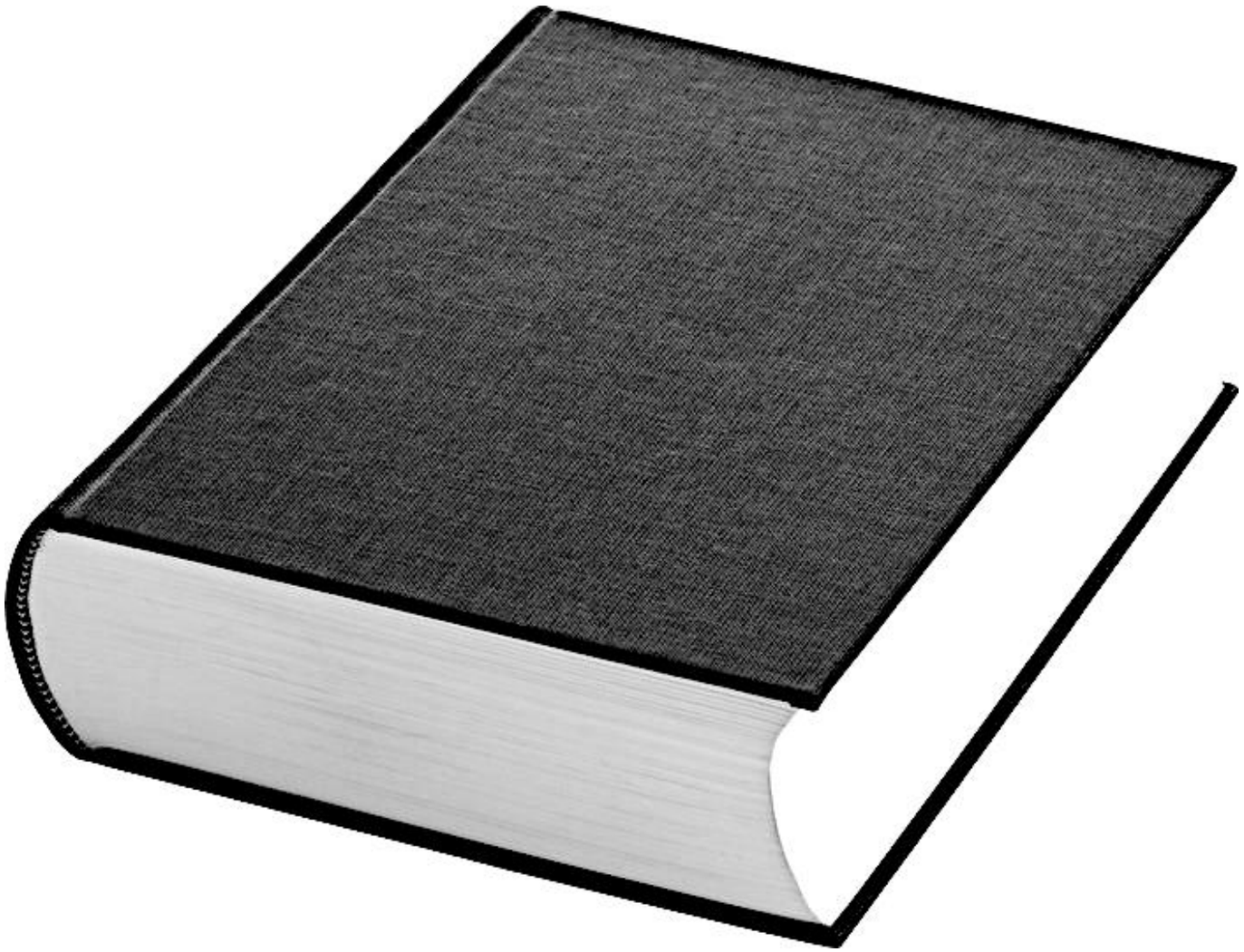
HOLGER VOLLAND
2014

1450-1988
Content = Container



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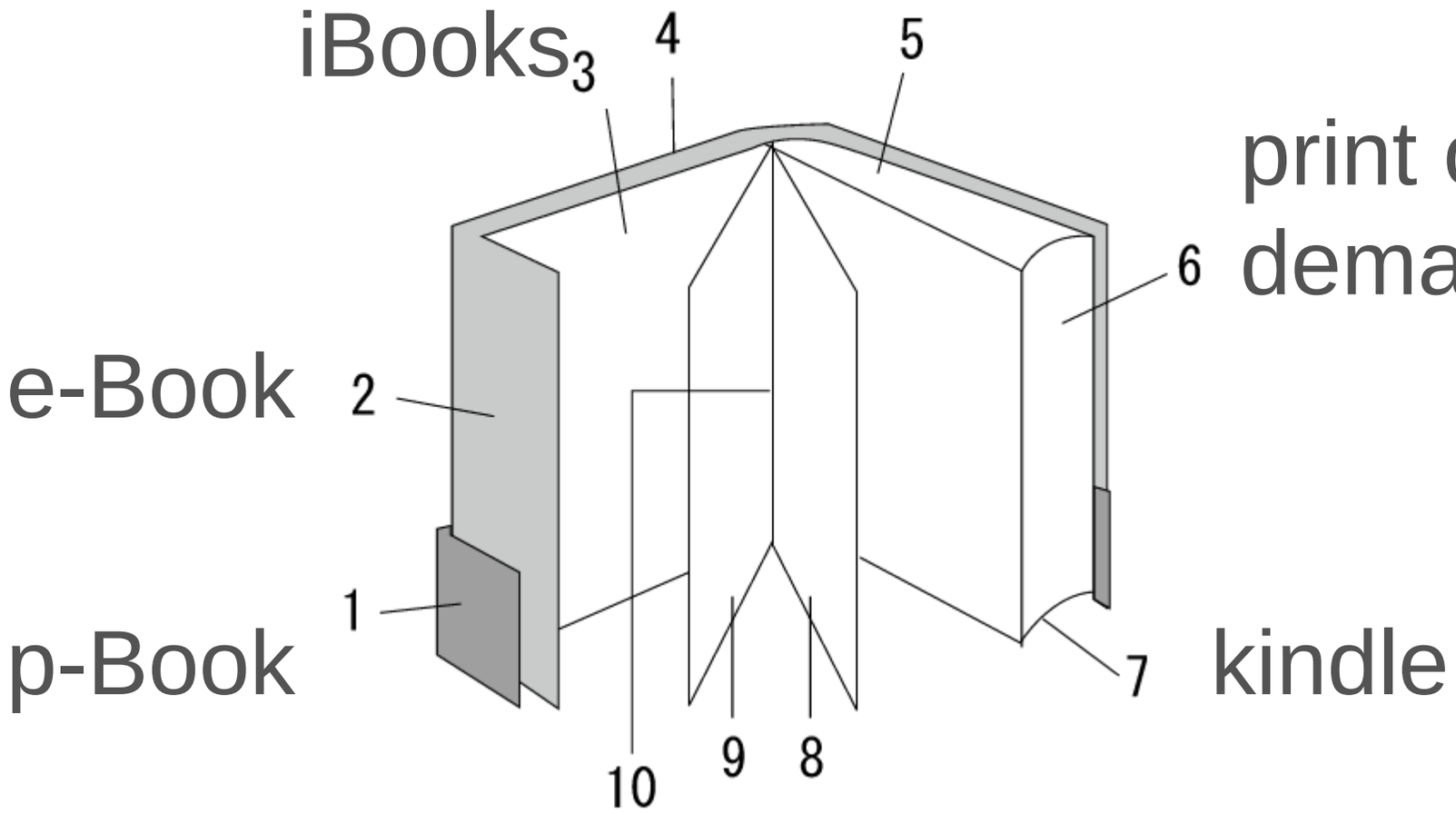
HOLGER VOLLAND
2014

1988-2010
Liberated Content



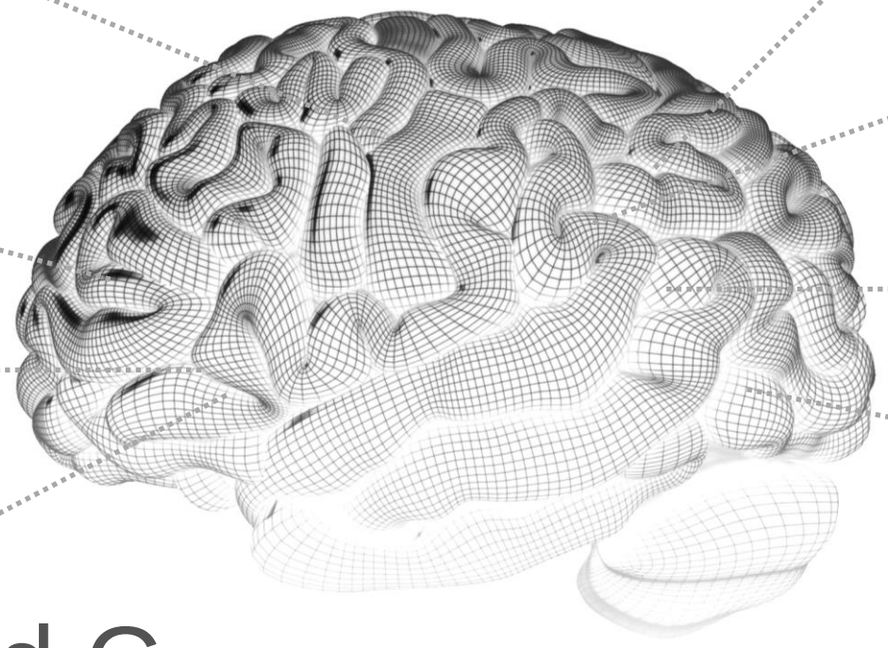
Added Value = Multiple Containers

2010 >
Atomized Content

Database Products

MetaData products

Microlicenses



Apps

Serialized C.

Backlist Discovery

Personalized Bundles

User Added C.

Added Value = Context

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HOLGER VOLLAND
2014

The Value Chain

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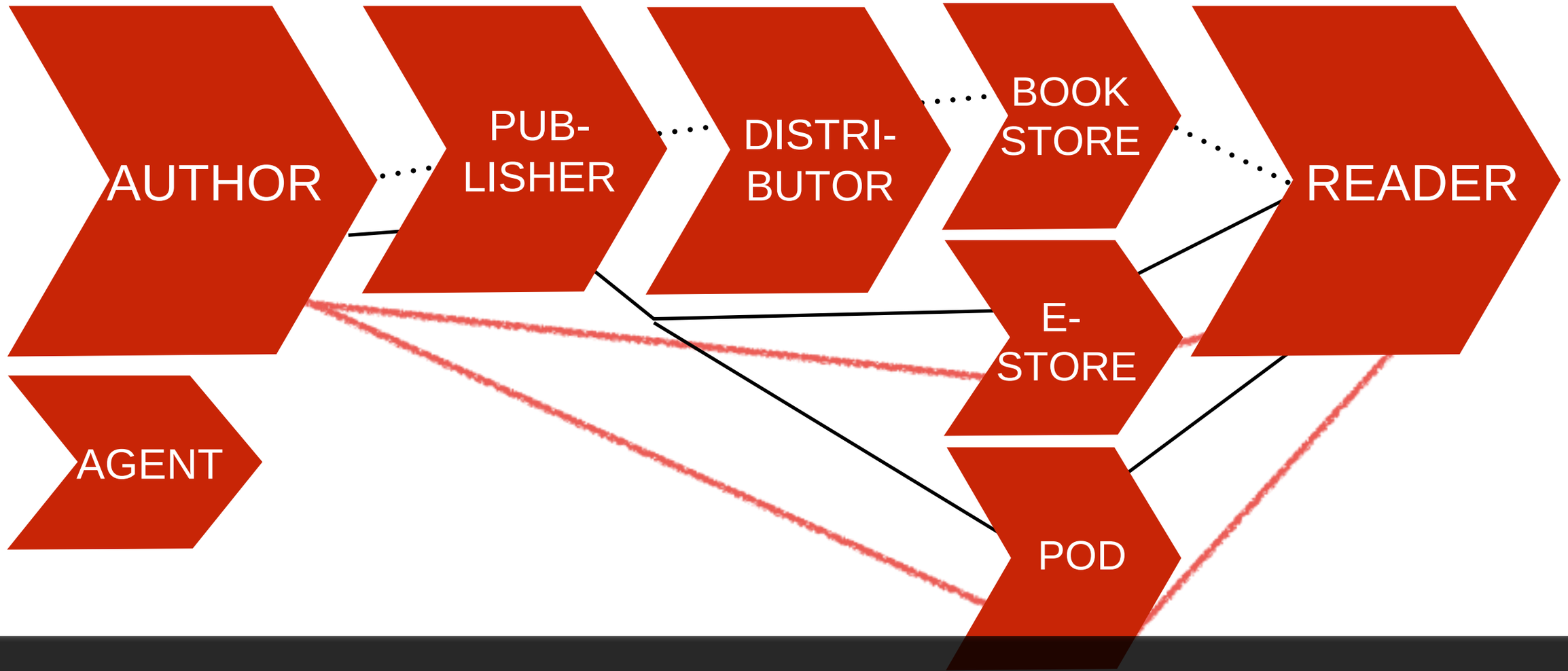
HOLGER VOLLAND
2014

1450-1988
Content = Container

Low Tech, 1 Author, 1 Product, 1 Rights Owner

1988-2010
Liberated Content



Basic Tech, 1 Author, A few Products, A few Rights Owners

2010 > Atomized Content

High Tech, Author Teams, Infinite Products, Rights Galore

Content + Container + Context

=

Added Value

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2014

Publishing + Technology

=

Added Value

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2014

ONTOTEXT MEDIA & PUBLISHING

CONTEXTUAL. RELEVANT. PERSONALIZED.

LEARN MORE

Ontotext: semantic database for academic and educational publishing

WHAT IS IT?

HOW TO BEGIN?

MY ACCOUNT

PREMIUM

MULTIPLATFORM

SUPPORT

WHAT IS 24symbols ?

1

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24symbols: „Streaming“ literature, sharing pages, mobile content distribution

TwoReads HOW IT WORKS TEAM TwoReads for publishers

Every book is a library

Books talk to each other. By analyzing the references from the books you read, we will help you understand which new books are more suited to your interests.

TwoReads: Semantic references, contextualization

Fr

MO3T

Interoperating Innovation Opening Standards Shared infrastructure Durability Balancing Freedom

The future of digital distribution

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Free up digital distribution with the MO3T open distribution project

We believe that it is possible to develop an open and sustainable distribution model of digital contents.

The growth potential of a market can only be reached when a multitude of players can co-exist. In order to

and offer considerably.

- **Respect of the roles of each player:** Thanks to this interoperability, it is no longer necessary for each player to manage the entire chain of distribution. e.g. a bookstore need not also be the supplier of devices in order to survive. New jobs

MO3T: Multiple rights circulation, lend, sell and buy e-books

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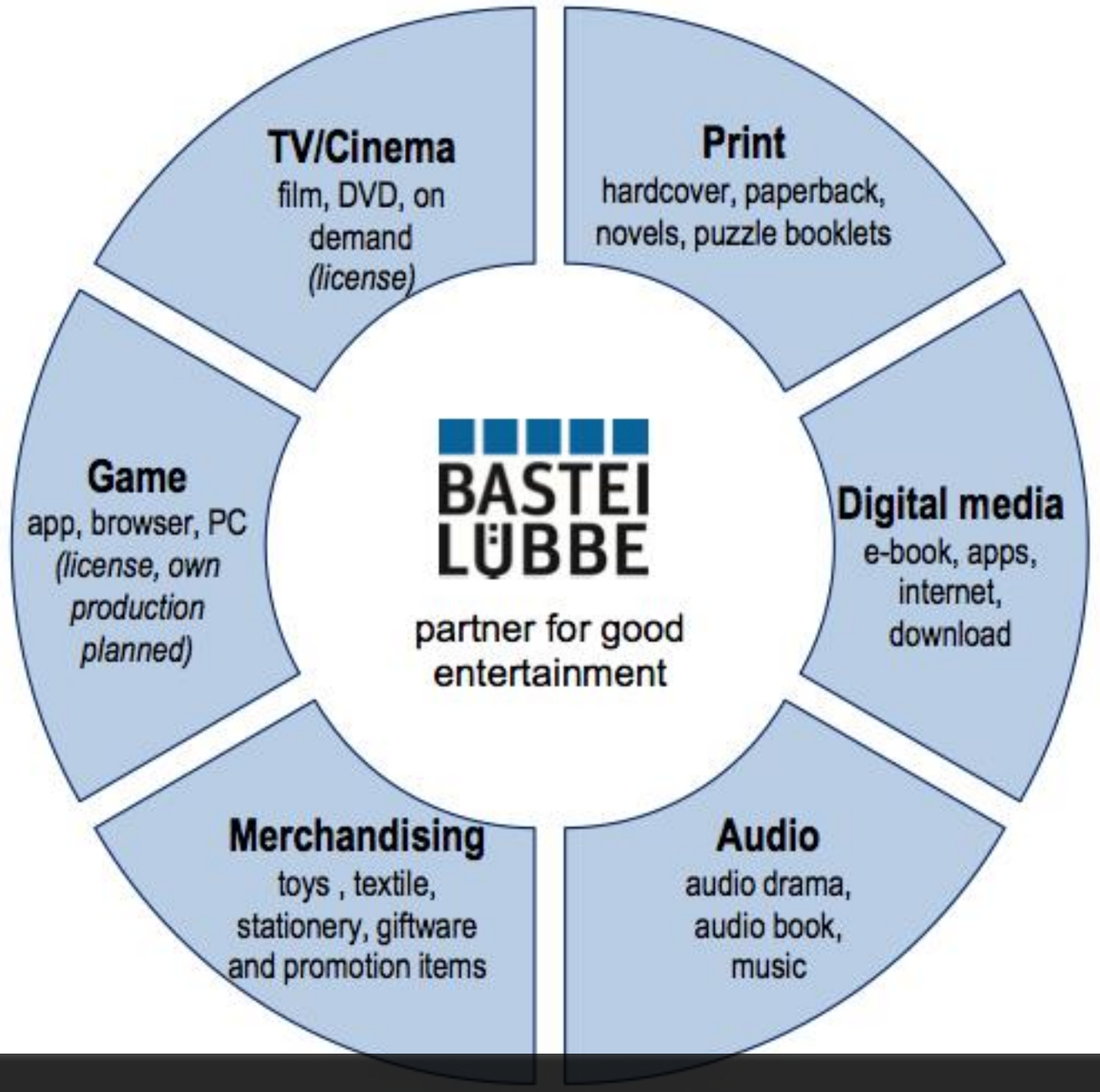
tolino

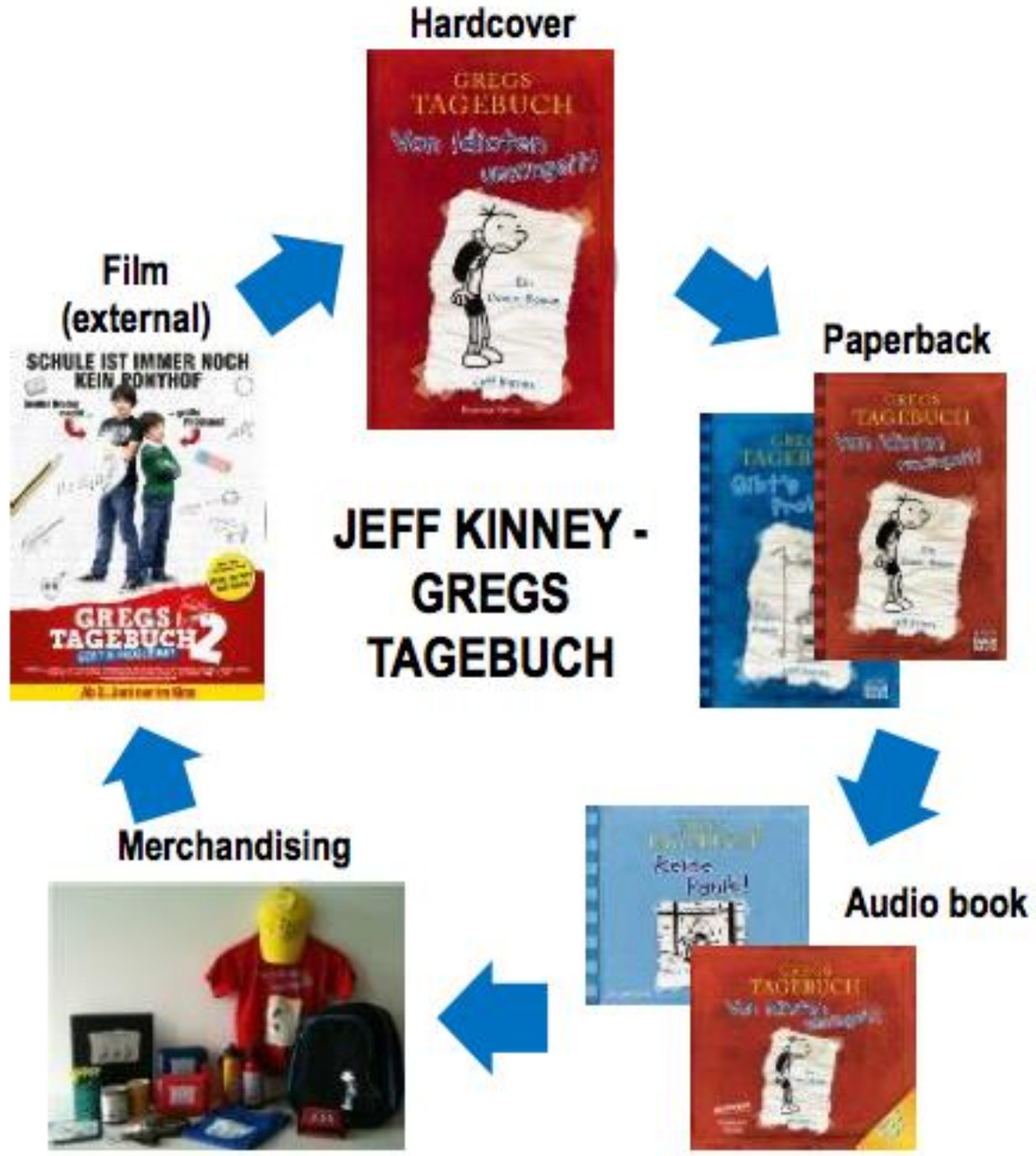
GERÄT WÄHLEN VERGLEICHEN VORTEILE SERVICE SHOPS

Entdecke die Leichtigkeit

tolino: Multiple Stores + Telekom, Hardware + Cloud + Content

360° of the Value Chain





Source: Company information

Bastei Luebbe: 360°, Story First

With the 360°-approach Bastei Lübbe forms the basis for a multimedia publishing house that covers all steps of the value chain.

die Produkte, um mehr
Informationen zu erhalten

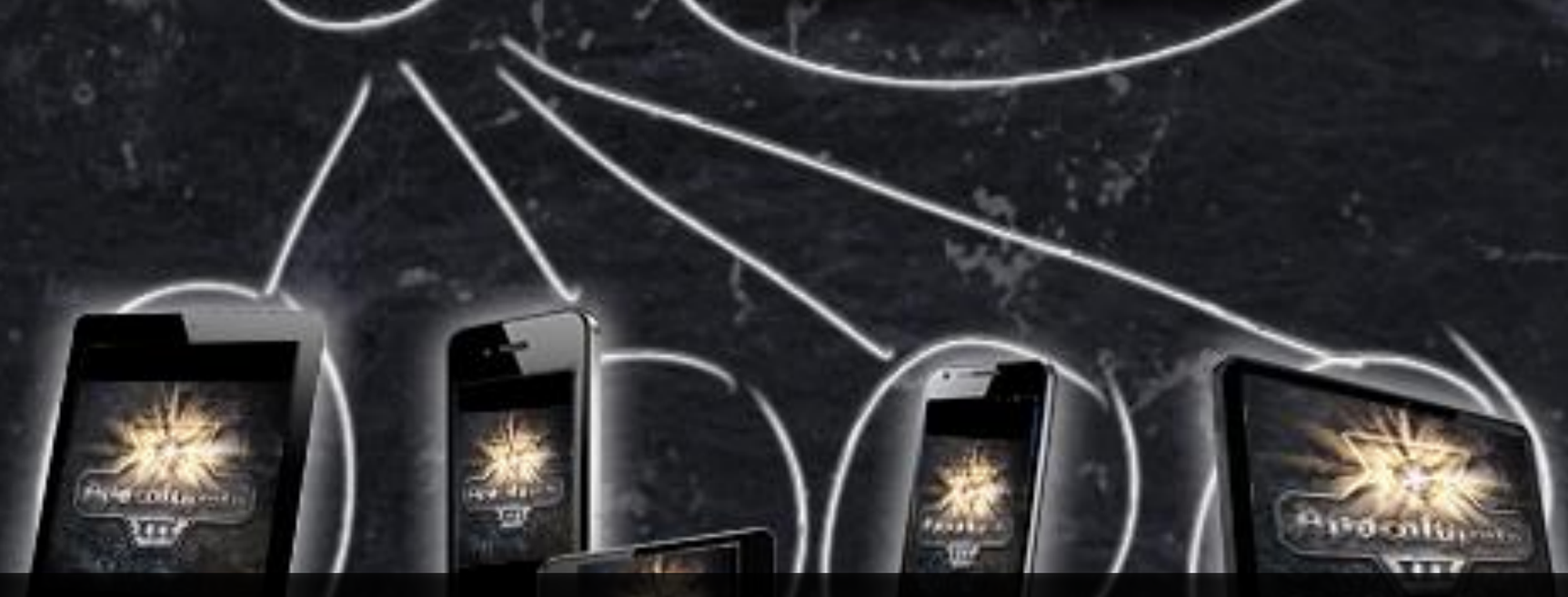
Apocalypsis III

E-BOOK

APP

HÖRBUCH-
DOWNLOAD

READ & LISTEN
-VERSION



IPAD

IPHONE
IPOD TOUCH

ANDROID
SMARTPHONES

ANDROID
TABLETS

Apocalypsis: Multiple Format Storytelling

LIA

LIBRI ITALIANI ACCESSIBILI

HOME

THE LIA PROJECT

ACTIVITIES

THE LIA SERVICES

ACCESSIBLE PUBLISHING

ACCESSIBLE READING

PARTICIPATING PUBLISHERS

ARE YOU A PUBLISHER?

DOCUMENTS

THE LIA EVENTS

NEWS

ENGLISH

ITALIANO

THE PROJECT

LIA aims at increasing the availability in the market of publishing products accessible for blind and visually impaired, profiting from the potentialities offered by new technologies and promoting a cultural change in the way the publishing value chain actors deal with the issue of accessibility.

The service includes the launch on line of a catalogue of 3,000 fiction and non-fiction titles accessible also for blind and visually impaired users.

LIA is a project coordinated by the Italian Publishers' Association (AIE), through its service company Ediser, funded by the Italian Ministry for Culture.

NEWS

IBM standardizing on EPUB

IBM standardizing on EPUB to reduce digital barriers and increase mobile support

Read IBM standardizing

THE PROJECT

ACTIVITIES

LIA: Accessibility of Literature for the blind, digital and interoperability

Oetinger34: Collaborative story development, digital creation

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THE KEY TO DIGITAL PUBLISHING

The Aquafadas Digital Publishing System caters for all aspects of digital publishing from content design, app creation, distribution and analytics.

DOWNLOAD TOOLS

Aquafadas provides tools to publish content on tablets

— Techcrunch.com

"Aquafadas's Digital Publishing System offers a complete digital publishing suite — from content design to cross-platform distribution and analytics, and combines content design tools with a "versatile library of ready-to-use apps", ePub3 export, and a Web reader."

We develop software for HTML 5, Flash, photo & video editing app

— Mac AppStorm

"PulpMotion Advanced is a premium product that I enjoyed using."

> Learn more

Aquafadas: 1-Stop app development
design, app creation, distribution, analytics

Thank you.

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Meet me:
Frankfurt Book Fair, October 8-12, 2014

About the TISP network

Technology and Innovation for Smart Publishing

Contacts

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Submit your business case at editorial@smartbook-tisp.eu

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