

# **Every Publisher Needs A DAD** **The Coming World of DADs, DAPs, & DARS**

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# **Starting 12/06, research on developments in digital distribution**

- **Sponsored by Klopotek, conducted by The Idea Logical Co. (NY) and Rightscom (London)**
- **Toward a White Paper: preliminary PDF-only version in May; final White Paper at conferences**
- **Conferences in NY (6/21) and London (7/12)**



# Defining the players

- **DADs are Digital Asset Distributors, providing the new essential service**
- **DAPs are Digital Asset Producers, the publishers who don't build a distribution infrastructure**
- **DARs are Digital Asset Recipients, like Google, Amazon, Content Reserve, Lightning Print, and even Donnelley**



# Progress of the project

- Originally identified 8 DADs; through research we now see 10, possibly 11 or 12
- Eight are full participants in the project
- Also have interviewed 3 DAPs and 4 DARs



# Parallels with physical world

- **Distribution is a “parity function”**
- **Massive economies of scale**
- **Digital could be headed for even greater consolidation than physical**
- **Who becomes a DAD? Big publishers, a wholesaler, two printers, tech companies**



# Right now: a trade- or consumer-specific problem

- Professional and academic publishers already are their own DADs
- Reed, Thomson, McGraw-Hill, Wiley needed this and built it
- Now Google, Amazon, Yahoo, Microsoft initiatives, joining NetLibrary, OverDrive, and Audible, along with MySpace, YouTube, and Second Life, wake everybody else up



# **DADs help with things publishers already do for themselves**

- **Sending digital files to printers; version control**
- **Content management: why do it twice?**
- **Management and distribution of metadata**



# Identified as emerging DADs

- Accenture
- Bibliovault (U Chi)
- CPI (European printer)
- Code Mantra
- Donnelley
- HarperCollins (NewsStand)
- Holtzbrinck (BookStore)
- Ingram Digital Ventures
- Random House
- Value-Chain Intl



# **DADs knowledge should precede** **big internal investments**

- Pricing and service offerings still being formulated
- DAD might obviate, or alter, substantial Content Management investments
- Workflow changes inevitable, but better to do it once, not twice



# Issues still being explored, 1

- **When should a publisher build its own infrastructure?**
- **What are the *risks* of outsourcing to DADs? Can they be mitigated?**
- **What current in-house functions could be made obsolete or altered by a DAD?**
- **What is the relationship between digital asset *management* and digital asset *distribution*?**



## **Issues still being explored, 2**

- **What's the knowledge and capability threshold to work effectively with a DAD?**
- **How will smaller publishers get “Dad-ready”?**
- **How does online access to content affect “version management”?**
- **Where's the ROI? In cost savings, incremental revenue, or both?**



# Issues still being explored, 3

- Will leading-edge professional/academic publishers be at all *disadvantaged* by early adoption?
- How many DADs will we ultimately need?  
How many will the market support?



# We leave you with:

- **Intro to our White Paper**
- **An opportunity to sign up for the full White Paper when it is available, 2 stages of delivery**
- **Don't forget the conferences:**
  - **New York City, June 21, 2007**
  - **London, July 12, 2007**
- **Details at [www.klopotek.com](http://www.klopotek.com)**

