

Publishers Off the Page: eBook Strategies

Wiley Offerings

- Ebooks since 1999
- 6000 titles available
- Adobe for non-text
- WileyInterscience “O” books
- VitalSource for texts (WileyPlus)
- Online university products
- Amazon Upgrade

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Marketplace

➤ **Multi-channel strategy**

- Consumers (*LSI, Amazon Upgrade, Ebooks.com, Overdrive*)
- Libraries (*NetLibrary, Overdrive, EBL/Dawson, Coutts,*)
- Students (*Adobe, VitalSource, UOP, DeVry*)

➤ **Strongest categories**

- Business
- Technology
- Major reference works

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Issues

- User experience (*DRM, search, screen resolution, feature set*)
- Permissions (*covers, interior art program, CD/DVD*)
- Amazon abandonment of Adobe titles
- Consortia pricing
- Volume purchases
- XML requirements

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Opportunities

- XML-first for all frontlist
- Mobipocket initiative
- Permissions and content management systems
- IDPF container standard
- Digital warehouse