FEP

Fédération des Editeurs Européens
Federation of European Publishers

Annex 1
FEP response to the EU Commission consultation on "Creative Content in a European Digital Single Market: Challenges for the future" (5th January 2010)

Some examples of DIGITISATION PROJECTS DEVELOPED by PUBLISHERS

NAME PROGRAM	COMPANY	FURTHER INFORMATION

Libreka! (former Volltextsuche) www.libreka.de	German Book Trade Association Boersenverein- 6000 members of booksellers and publishers in Germany	• Digital project started in autumn 2006.
		• Collective initiative of all the German publishers and booksellers members of the German Publishers and Booksellers Association (Börsenverein des Deutschen Buchhandels) run by its commercial subsidiary MVB (Marketing- und Verlagsservice des Buchhandels).
		• More than 100.000 titles are searchable online and the number keeps growing (all titles in the German books-in-print database will migrate into the platform). Title upload since February 2007 and scan-service since October 2007.
		• Libreka means an end-user platform *libreka.de*, integration with search engines like Google, Yahoo and Microsoft (to be negotiated), integration with bookseller's hosting platform *buchhandel.de* and integration with bookseller's and publishers' websites.
		• The platform provides:
		  o Full-text searching, together with sales and marketing resources.
		  o A widget to enable German booksellers to host the whole service on their own websites.
		  o Since March 2009, e-book sales services have become operational: the platform can take care of the whole process on behalf of retailers or just act as an e-book repository; some 12,000 titles available (June 2009), expected to increase remarkably.
		• Libreka! will become the German contributor to Europeana.

Instant BookStore ContentStore http://www.mpstechnologies.com/index.php	MPS Technologies is a wholly-owned subsidiary company of Macmillan India Ltd (MIL). MIL is part of the global Holtzbrinck Publishing Group.	• The project was launched in October 2005 to develop an online repository for digital book content. • MPS offers different solutions: ContentStore, a total e-publishing solution, and Instant BookStore, a low-cost and fast version. • ContentStore is a digital platform that stores, displays and sells eBook content on behalf of publishers. It offers everything from Browse and Search Inside, to a variety of flexible business models for eBook delivery, to audio books, through to viral marketing tools. • It enables publishers to deliver their content in several digital formats and deliver it via multiple channels. • It is possible to store digital content, search the full text and sell the content using a variety of business models. Publishers are also able to use ContentStore for archiving purposes. • It distributes the content to bookshops, libraries, end consumers etc. It is also possible for readers to buy it directly in their portal. • Easy integration in clients´ websites, retaining their current shipping cart and payment process. • January 2008: ACAP Pilot Scheme successfully completed • Clients: Springer, Elsevier, IEEE, McGraw Hill Professional, RSC Publishing, etc.

Browse inside
www.harpercollins.co.uk
	Publishing house HarperCollins
	and
	LibreDigital
	(New division of NewsStand Inc)
	www.libredigital.com
		• On the 3rd August 2006, "Browse inside" was launched allowing consumers to browse through sample pages of its titles online.
		• Browse Inside "widget" launched in the first months of 2007 enables clients to place Browse Inside's digital book content on their websites, making the exchange of books pages with their partners easier.
		• In 2007 they created a web application that gives readers the chance to browse book extracts on i-Phone and i-Pod touch, being able in audio format.
		• Users can use the table of contents for easy navigation, search for keywords and phrases, share the book with friends, and post a widget.
		• HarperCollins has started a variety of online projects to let consumers sample titles on its site and, in some cases, get an e-book for free. It offers actually two options:
		   o "Full Access" option → It allows reading select titles in their entirety for a limited time.
		   o "Sneak Peek" option → It allows reading 20% of certain titles two weeks before its publication.

ELIB AB http://www.elib.se/	Swedish Publishing House Piratförlaget and Bokförlaget Natur och Kultur and the internet bookshop AdLibris.	• Joint initiative of two publishers and an internet book retailer; the largest e-distributor in Sweden • Publishers provide e-books under contractual terms. • They produce and distribute downloadable e-books for the Scandinavian market. The e-books are copy protected with Adobe's, MobiPocket's and Microsoft's DRM systems. • The e-books are distributed to retailers (internet bookshops) and to public libraries websites. • Since December 2004 Elib also distributes downloadable audio books in mp3 format to retailers (internet bookshops). • Some 5,500 titles available, e-books and digital audio books (June 2009), from around 160 publishers from all Nordic countries.

Ebog.dk http://www.ebog.dk/	Danish e-book portal developed by the private companies Infomedia A/S, DBC A/S og DBC Medier A/S in close collaboration with the Danish Publishers Association Ebog.dk is a subsidiary of Dansk BiblioteksCenter (Danish Library Centre) and the biggest Danish book publishing houses.	• Public-private initiative by the Danish Library Centre and some of the largest Danish book publishers. • The platform was launched on 2 of January 2007, having been updated several times during the year. • The platform is privately held and operates under strict commercial conditions. • Available formats: xml, MS Reader, iSilo (for mobile units) and PDF (available for rent and perpetual ownership and for complete books and chapters). • The books are rented or sold for download, print and in chapters according to permissions by the publishers. • Customers can search for a title, read a few pages, buy or rent an e-book in any digitised format. A library lending solution based on individual customer subscriptions is also available. • Ebog.dk operates as a traditional bookseller, meaning that the publishers can deliver PDF files without costs and receive a percentage of the proceeds from every sale. • Users are presented with a summary of the book, samples of text, a full line of metadata and a full text search facility across all titles. • The main feature of ebog.dk is textbooks and academic titles but fiction and non-fiction are becoming increasingly available as well. • 1,500 Danish books and some 20,000 international ones (academic and STM) available (June 2009). • The e-platform solution is hosted by Value Chain (International) Ltd which also provides on-going support and maintenance.
Boekenbank www.boekenbank.be	Initiative by Boek.be, the Belgian Flemish Book Trade Association.	• Launched by Boek.be, the federation of Belgian Flemish booksellers, publishers and importers. • Started as an effective tool for booksellers to order books and for users to find titles. • Initiative from the Belgium Flemish Book Trade Association to develop a full-text search platform similar to the German Libreka! • In 2009 started selling e-books directly to end users. • Some 3,000 titles available for purchase. • 3 different business models available based on different levels of integration of bookstores in the system. •
DILVE www.dilve.es	A project launched by Federación de Gremios de Editores (FGEE) and Fundación Germán Sanchez Ruipérez, with agreements with booksellers in place	• It is a technological platform for the management and distribution of the bibliographical and marketing information of Spanish books in print among the book professionals. • An internet based system, designed for the exchange of information between the professionals. • It allows publishers with a simple load operation to manage and distribute their data to as many entities and agents as they wish adapting the transformation and the distribution of the information to the type of content, formats and transmission mechanisms. • Users over the world professionals of the book industry can obtain data in different formats and by means of the transmission mechanisms required, to integrate them into their information, distribution; promotion and marketing activities. • There are almost 500 publishing houses participating at the moment and almost 150000 titles are managed. In the end of the year 2007, services were made available for libraries, online bookshops and to the media professionals.

Numilog www.numilog .com	Numilog, French platform specialised in the distribution of digital books.	• It is an aggregator distributing electronic books of several publishers on its technical platform. • Created in 1999, the company has become the largest e-aggregator in France. • Numilog provides publishers with a digital warehouse for their electronic books, where files are stored and equipped with technological protection systems and from where they can be delivered to other players in the value chain, intermediaries or final users. It provides also an access and delivery channel for e-bookstores and libraries to the digital collections of publishers. It acts as a commercial intermediary between publishers and all sorts of retail channels (e-bookstores, e-stores, portals, mobile carriers, etc.). • Numilog acts also as a retail channel itself, selling e-books to final users, both private and institutional. Its main strategy, nonetheless, is to develop and supply a network of other retail channels. • The contract is signed with the publishers for the distribution of digital books on the website. In is also possible to offer "electronic lending" of books for specific duration against remuneration. • Students can download these electronic books either with their ID or from terminals in the library to their PC or their PDA, for the agreed duration and in different formats. • It has a Delivery Point in which books can be printed if the service is asked for the customers. • Business model: (i) pay per view/rental or purchase for individual users and (ii) purchase or licence based on the number of readers and the duration of the book loan for libraries. • Numilog has become "e-distributor" of Gallica and through it of Europeana, together with five other French distributors (Cyberlibris, Documentation française, Edilivre-iKiosque, Editis and Tite-Live).
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