

printondemand

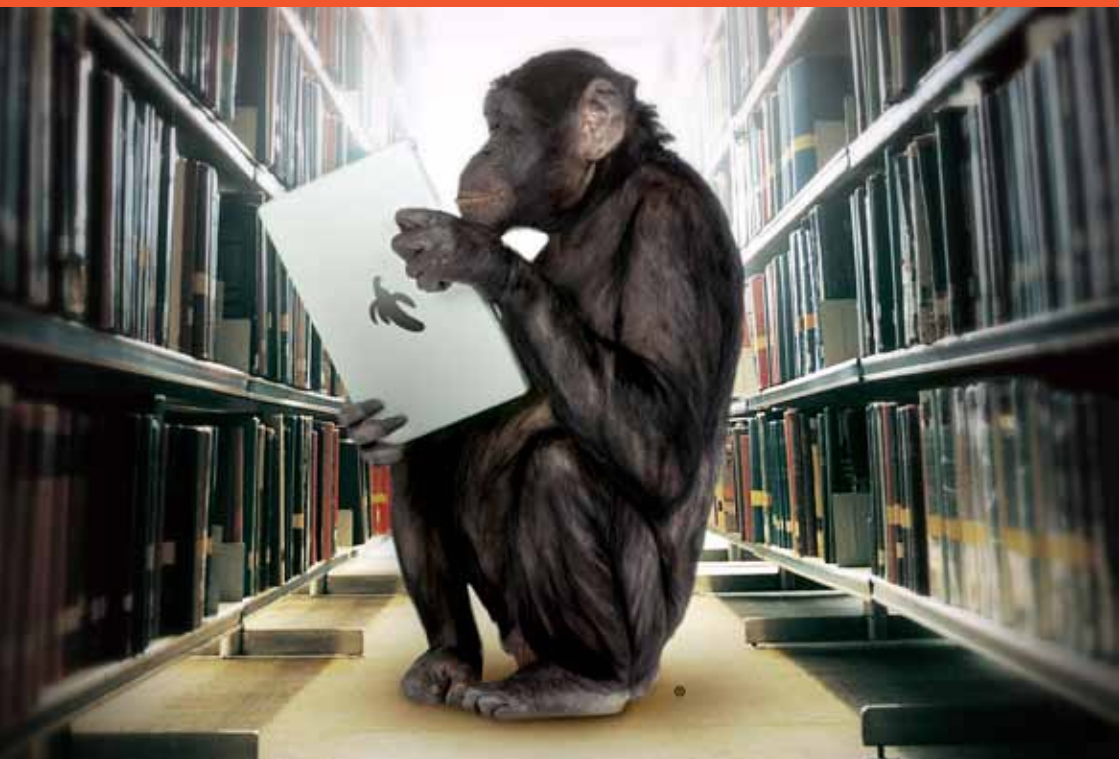
 -WORLDWIDE.COM

E-Vault

E-Book Conversion and Global Retail Distribution



Over 1,000
retailers and
25,500 libraries
worldwide



Times have changed...

With the rapid growth of e-Books there has never been a better time to look at your e-resource strategy.

As much as we all love a real book that we can hold lovingly in our hands, there's no escaping the fact that a rapidly growing proportion of the reading public prefer to have their books in a handy mobile format – so they can read on the go, on their laptop, e-reader or mobile phone.

So if your books are not available as an e-Book, you are missing out on a rapidly growing international market and revenue stream. With our e-Book conversion and retail distribution service, it's surprisingly simple and cost effective to transform your publication into an e-Book and sell it worldwide across multiple e-platforms.

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Introducing E-Vault

Simplifying your e-supply chain

Printondemand-worldwide now provides **the** complete, online e-Book management service in E-Vault, taking care of all distribution, administration and sales reporting.

We want to make the process of converting and managing your e-Book portfolio as simple as possible. E-Vault saves you time and money while ensuring maximum exposure for your e-Book titles.

What does E-Vault offer?

- Global e-Book distribution to over 1,000 retailers and 25,500 libraries worldwide and growing – giving you easy access to international markets
- Global e-Book sales analytics available at no extra cost – real data in one location allows you to measure the success of your e-strategy
- Access to your sales reporting 24/7 via E-Vault web platform
- Clear pricing – no hidden extras
- Flexibility – choose the retailers you want to work with through E-Vault
- E-Book conversion to all formats or supply pre-converted e-Books (no set up cost)

Combine your e-Book and print fulfilment with us

- Global print production and distribution – **streamline your supply chain and enjoy cost savings**
- Print on demand retail services – **POD orders supplied direct to the trade with no compromise on production quality**
- Multiple paper and trim size choices available – **we work to your specification, not ours!**

Why choose E-Vault?

1) Quality e-Book conversion to all major formats

Printondemand-worldwide will convert your PDF file (other file types accepted depend on type) into Epub format. We then supply the Mobi file at no extra cost. You can also submit pre-converted e-Book files to our global distribution service at no extra cost.

2) Distribution to the widest global network of retailers

Our E-Vault system allows you to distribute your e-Books globally to all outlets with one upload. You can upload your titles manually or collectively through FTP or Onix, only compiling your metadata for each title once.

3) Access to 1,000 retail outlets and 25,500 libraries, worldwide

Increase your market reach with E-Vault. Your e-Books will appear in thousands of retail outlets and libraries, and the list is growing fast! Let us do the work with retailers to secure the best deals so you don't have to!

4) Secure digital warehousing of your titles

Your e-Books will be 100% secure in our data warehouse. We use the latest technology to ensure all of your copyrighted titles are protected, as well as your information.

Security is guaranteed but accessibility is not compromised - you still have access to your secure online account 24 hours a day.

5) Access to transparent, comprehensive sales reports

E-Vault will take care of all of your e-Book sales reporting requirements. Every month Printondemand-worldwide receives sales reports from all of our retailers.

We upload this information direct to your account so you can view your sales and make informed decisions about your listings, quickly and easily.



6) Outstanding customer support with a dedicated e-query team

No matter what your e-query, we can help! Whether it's customer service, technical support or market insight you require, you will be able to contact us on our dedicated telephone number or email address and we promise to guide you through your digital transition!

7) Additional services on request

We have a number of added services available, such as enhanced e-Book creation, audio books, video embedding and e-Book App creation. Whatever your specification is we are confident we will be able to create it! Give your e-Book the wow factor!

8) Drive sales with POD in support of your e-Book promotions

We know the competition is fierce when it comes to e-Book conversion and retail. However, where we add value for your business is that we can offer you the opportunity to grow your print business through your e-Book sales.

We work with a number of publishers who started as e-Book only, but have switched to 'e' and POD as they have found digital copies are a partner to print, and readers want both! Research has shown that the early adopters of e-Books are print buyers and now they buy both print and e-Books.

You can utilize our POD services in support of your e-Book titles and have a double revenue stream through Printondemand-worldwide... get in contact and ask us about our BookVault!

E-Vault provides security, simplicity and transparency.

Your e-Books converted to all major formats

Your e-Books in 1,000 retail outlets

Your e-Books in 25,500 libraries

Your e-Books distributed globally at the click of a button

E-Books Explained

What is an e-Book?

- An electronic book (variously, ebook, digital book) is a book-length publication in digital form, consisting of text, images and audio, or all three, and produced on, published through, and readable on computers or other electronic devices
- E-Books are sometimes the equivalent of a conventional printed book but e-Books can also be born digital
- E-Books are sold as a digital file which is normally read on an e-Book reader but they can be read on PCs or some mobile phones
- It is copy protected and can only be read by the purchasing customer on their own computer or e-Book reader
- E-Books are not a substitute for print but a great addition for many reasons

Why should I publish e-Books?

- Wholesale e-Book sales increased by over 200% between 2008 and 2009, and they continue to spike in growth with an increase of 125% in 2012
- New rapidly increasing revenue streams
- E-Book downloads drive print sales – MIT research shows 70% of people who download an e-Book extract, also purchase the print
- The e-Book market is rapidly growing – with a net worth quadrupling year on year
- Emerging customers – research has shown that e-Books are mainly purchased by 35-44 year olds but what research has also shown is that the fastest growing age range for e-Book purchase is 25-34 year olds (Nielson Bookscan data 2012)

The question shouldn't be why e-Books? It should be why not!



E-Vault Explained

E-Vault allows you to upload your titles, manage your e-retail feeds and access detailed sales reports for your entire e-Book inventory.

Through Printondemand-worldwide and E-Vault we provide a number of e-Book services:

- E-Book Conversion
- E-Book Retail and Distribution

It's simple and transparent!

E-Book Conversion through Printondemand-worldwide

At Printondemand-worldwide we can convert your printed book into an e-Book

What's involved?

Our e-Book conversion service requires you to provide a PDF, Word or Indesign file of the work you require converting, and we will do the rest. Other file formats accepted subject to review.

We know that security of content is important to you, so all our conversions are carried out with this in mind.

What's more, **we use actual human beings to make sure the electronic version of your publication is every bit as elegant and readable as the printed version** (where e-reader format permits).

A computer can't grasp the subtleties of style and syntax that make your publications unique, so we never rely on them 100%.



E-Book Formats

Unlike many of our competitors,
we offer conversion into multiple formats:

Epub

(Standard)

- Used by the majority of e-readers e.g. Kobo, Sony, Nook, iPad etc
- Flexible format that allows text to flow into different screen styles, handling colour and multimedia (dependant on device)
- Can handle some audio and video inserts (dependant on device)

Epub

(Enhanced)

- Suitable for tablet style readers and the new Kindle Fire (Kobo currently being tested)
- Supports 'fixed format' conversion
- Supports enhanced features such as high quality video, animation, sound and multimedia

Mobi

(Kindle)

- For use with Electronic Ink Technology Amazon Kindle e-readers (For delivery to Amazon)
- Supports black and white only for Kindle device
- Can support colour tagging, and it can render on colour devices such as the Kindle Fire
- Very popular for text only e-Books
- If you buy an e-Book through Amazon through the Kindle App on your iPad, you will actually receive the Mobi file

As you can see, whatever format suits your content and your customer base, whether it's an iPad, Kindle, Nook, Kobo or even a mobile phone, we can accommodate them as we convert to ALL formats.

We offer multiple global sales channels. This means your e-Books have every opportunity and platform to sell. Please keep reading for information on our e-Book retail services.

We can also offer a bespoke service for enhanced e-Books, including embedded video and audio as well as interactive e-Book app creation.

How much does it cost to convert?

It's hard to discuss our prices without seeing the content and style of your book. This will dictate the level of conversion involved.

However, our example prices below are based on a conversion fee per A5 page or illustration. Should your book be completely illustrative a minimum cost per title is applied.

Level 1 complexity 32p per page*

- Straight text
- Limited halftones/pictures (5 or less)

Bespoke Conversion prices quoted on sight*

- Fixed format
- Heavily illustrated
- Text wrap
- Some/all of Level 2 complexity elements

Level 2 complexity 48p per page*

- Footnotes listing
- Lists
- Unique paragraph formatting
- Halftones
- Pictures

Pre-converted files call us for details*

- Free system check to confirm free from fault
- Identified faults corrected by publisher before re-upload
- Re-conversion service available

*All prices exclude UK VAT. Conversion is subject to VAT, currently charged at 20%.

Our conversion cost is a one-off fee, we may charge you an admin fee if you request further drastic amendments to the format down the line. These might include re-writes of content, new chapters, special features. In these cases our admin fee is charged at an hourly rate.

But... As we only convert once, you only pay once!

Bespoke pricing structures are available as stated above and dependant on your needs. Ask us to find out more. We always offer a no-obligation quote to ensure no unwelcome billing surprises!

Please contact a member of our team for more information by emailing us on publisher@printondemand-worldwide.com or calling 01733 237867.

E-Book Retail & Distribution

Once your e-Book is set up in digital form and uploaded into our digital repository you are ready to utilize our retail and distribution service options.

How does it work?



You upload
your title



You select
your outlets



We
distribute



We
pay you

1) You upload your title

You upload your digital file to your E-Vault account. We provide a conversion service on request.

2) You select your outlets

You decide the sell price and discount range and which outlets you would like your e-Book listed with. We are non-exclusive which means that if you have established relations with some existing retailers (e.g. Apple, Kobo) you can exclude those and we can sell to all the other retailers for you.

3) We distribute

We feed title availability information (metadata) via direct feeds to all of the largest e-wholesalers and e-retailers in global markets, ensuring your titles are search engine optimized to provide the widest platform for sale. We have 1,000 retail outlets and over 25,500 libraries in our list, which is growing continuously!

4) We pay you

On sale of your e-Book, we deduct a handling fee. Our fee (20% of net price)* is deducted on each purchase of your e-Book title(s), we then pay you the remainder.

We pay you in a 90 day cycle for the sales of your e-Book titles, providing simple and transparent reports through your E-Vault account to help you make informed decisions regarding the marketing of your e-Books.

Our retail and distribution service is completely non-exclusive, giving you freedom to evaluate it at any point. Any title can be de-listed with notice.

We charge a £1+VAT per title per month distribution listing fee which is billed separately and does not affect the sale price of your title.

Illustrative Finance Model Only:

	Sterling £	Euros € ⁵
You decide the Sale Price (less VAT)	£4.99	€6.24
You decide the discount range ¹	35%	35%
Net Price ²	£3.24	€4.06
(We deduct 20% of Net) [*]	– £0.65	– €0.81
We pay you ³	£2.59	€3.25
Distribution Listing Fee ⁴	£1.00 per title per month	€1.25 per title per month

*Our fee is for handling multiple feeds to retail partners, preparing and supplying your metadata files and creating sales reports from multiple retailers, available through your E-Vault account.

¹Typical discount range to include all Epub channels is 35–50%. Kindle Amazon terms apply.

²Net – after retailer discount and any download fees levied by the seller deducted at the point of download and deducted from the net price.

³VAT (if applicable) is applied at the point of purchase by the retailer.

⁴Distribution listing fee is billed separately and is variable. Please see contract for further details.

⁵Based on exchange rates at time of print. Exchange rates are subject to change at any time and are for illustrative purposes only in this context.





What are the benefits?

- Available as an E or P! Your publications in all formats – hard copy and electronic – making your content work for you!
- Online account access 24/7
- Dedicated customer service on hand when you need a helping hand!
- Straight forward distribution without hassle!
- Total security – E-Vault secure storage of all of your files
- Access to international markets
 - We can convert and sell into multiple languages and multiple markets
- Speed of access to market, your e-Book will be available within weeks not months!
- Expert preparation of metadata
 - Ensuring it's fully search engine optimised allowing you increased discoverability
 - Taking this time consuming and sometimes complicated task out of your hands!
- Clear and upfront pricing structure – no hidden charges to catch you out
- Comprehensive monthly sales reports to aid your market analysis
- You can sell both digital and printed versions of your book with our complementary retail service – use POD to drive your book sales!

More information on our e-Book conversion and e-retail distribution solutions can be found at www.printondemand-worldwide.com/ebooks

Alternatively please contact a member of our team for more information by emailing us on publisher@printondemand-worldwide.com or call 01733 237867.

E-Retailers

Your e-Books in 1,000 retail outlets and 25,500 libraries

Your e-Books distributed globally at the click of a button

Efficient, effective, extensive e-retail, every time!

Our extensive list of retailers covers the globe. From Europe to North and South America, Asia, Australia and New Zealand, we can guarantee a truly comprehensive platform for the sale of your titles.

Europe	N. America & Canada	South America	Africa	Asia	Australia
Amazon	Amazon	Gato Sabido	Kalahari	Infibeam	eBookbop
Tesco eBooks	Kobo	Buscalibros	Exclusives	Papataka	Angus & Robertson
Waterstones	Sony	Livraria Internacionais	eBook Shop	Asia Books	Emporium Books
DirecteBooks	Chapters	Saraiva		Mobibook	Fishpond
WHSmith	Barnes & Noble			SmarteBook	Read Without Paper
Txtr	Blio				Copia
Tookbook	Diesel eBooks Baker & Taylor				



amazon.com

SONY

W
Waterstones.com

BARNES & NOBLE
BOOKSELLERS

kobo

WHSmith

BAKER & TAYLOR
the future delivered

COPIA

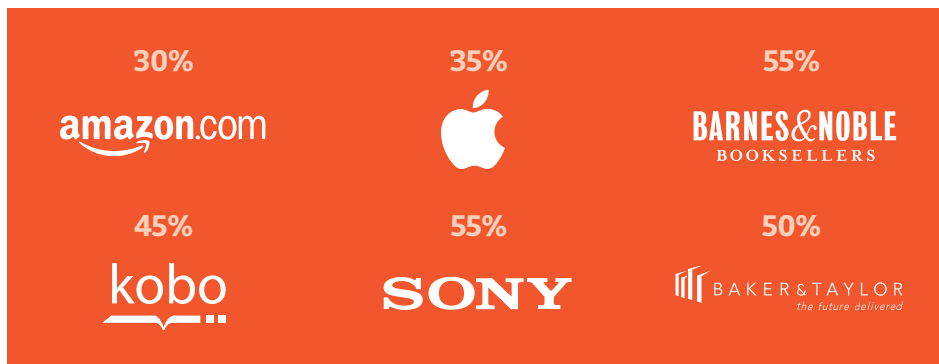
Please see overlay for a sample of our retail partners.
For a full list of our retail outlets, please contact us...

E-Vault's distribution list includes:

ACCO
 Advantage Media Group
 (Australia)
 Akademibokhandeln Bokus AB
 All Romance eBooks (romance
 books only)
 All Romance eBooks/ Omni Lit
 (all books)
 Amazon France
 Amazon Germany
 Amazon Italy
 Amazon Spain
 Amazon UK
 Amazon US
 Angus & Robinson
 Asia Books
 Athenæum Boekhandel
 Baker & Taylor
 B&N/Nook store
 Berean
 Best Price Wholesale
 Bestsellers UK
 Billingska Bokhandeln
 Blackwell Online
 Blio Reader
 Boekhandel Degheldere
 BOL.com
 Books4Spain Ltd.
 Books-A-Million
 Bookshop Krisostomus (Estonia)
 BooksonBoard
 Bookstrand
 Booksygen (France)
 Booku
 Brynteg Books
 Buscalibros
 Campus eBooks (Denmark)
 Capital Ideas Retail Ltd.
 Cdon
 Centro Logistico Porto Editoria
 Ciano eBooks
 Cokesbury.com
 Collins
 Computer Manuals Ltd.
 Copia
 De Drukkerij
 De Norske Bokklubbene AS
 (Bokkilden)
 DEA (Italy)
 Diesel eBooks (Tools of the
 Shade, LLC)
 Digitalbok.no
 Direct eBooks (Ireland)
 DittoBook
 Eason and Son
 eBook Pie
 eBook.nl
 eBookMall
 eBookShop (South Africa)
 eBookshoppe.com
 EC Media International/ The
 Wink Store (India)
 eCampus.com
 eCommSource (Ireland)
 EDigitalMediaStore.com/
 Audiobooks.com (audio &
 e-book)
 Edix Retail Ltd
 Eguidebooks
 Emporium Books
 ereader.com
 Eurobooks
 Exclusive Books
 Feedbooks (France)
 Fictionwise
 Fishpond (New Zealand/
 Australia)
 FNAC
 Foyles
 Harlequin eBook Store
 Hastings
 Helikon Plc
 Hive
 iBookstore
 Indigo
 Infilbeam
 Intersoft Books
 Kalahari.com
 Kitapyurdo.com
 Kobo
 Kobo Books (Canada) (also
 powers Borders.com)
 laie
 Library Bin
 Libreka
 Libris. No
 Litres
 Livraria Cultura S/A
 Love Reading
 Lulu.com
 lybrary.com
 Mardel
 Maruzen
 Mibook.dk
 Mobipocket
 MP Publishing (UK)
 OaxisBooks
 Omnilit
 Online BookPlace
 Orell Fuessli Buchhandlungs Ag
 Page Foundry
 Papataka
 Parable
 Payloadz.com
 Penninn/IB Press
 Pickabook
 Powells
 Prems Librexim
 Probook
 Qbend
 Rahva Raamat Ltd
 Read Without Paper
 RIIDOO
 Saraiva e Siciliano (Brazil)
 Saxo.com
 SBS Special Book Services
 (Brazil)
 Selexyz Boekhandels
 SmartEbook
 Sony eBookstore
 Starland
 Stockmann/Akateeminen
 Suomalainenkk (Finland)
 Taaze
 Team Research/Astak
 Tesco
 TFC International
 The Book Depository (UK)
 The English Bookshop
 The PocketBook USA
 Tite-Live/ePage Belgique
 TookBook (Croatia)
 Tradebit (Germany)
 TreeFreeMobile
 Txitr GmbH
 University Of Warwick
 Bookshop
 Van Stockum (Zuidwal)
 Virtualo
 Waterstones UK
 Wheeler's Books
 Whitcoulls
 WHSmith.co.uk
 Wiltronic/iView

File upload: What you need to know

Following conversion, your E-Vault account allows you to choose which retailers you would like to list your e-Book with.



NB: Retail channel discounts are correct at time of printing but are subject to change

At the click of a button you can list or delist any titles with multiple retailers. It's that simple!

Once you have done that your e-Book files and metadata will be supplied to your chosen retailers to add to their retail outlets. Below are our estimated times for upload for a few of the main retailers*.

Amazon	48 Hours	Baker & Taylor	3 Weeks
Apple.....	48 Hours	Overdrive	up to 1 Month
Barnes and Noble.....	1-2 Weeks	Gardners	up to 1 Month
Kobo	1-2 Weeks	Copia	up to 1 Month
Sony.....	2 Weeks		

*Please note these time frames are approximate and are for guidance only. They are based on our own experiences and retail guidelines, they are subject to change by the 3rd party retail outlet and are out of our control.

Reporting and Sales Analytics

Each month E-Vault receives sales reports from our retail partners which are uploaded to your account. These reflect sales for the previous month.

Sales reports are uploaded to your account and added to the historical sales data already on your account, allowing you to look back on your accounts at any time. For convenience and transparency, sales are displayed in the currency in which they are made or paid by the retailer - US Dollars, Euros or Sterling.

Our sales system will allow you to see sales trends, benchmark your titles and measure your success. Our powerful sales analytics tools and sales dashboard allows you multiple ways to slice and view your sales data:

Earnings Summary

This shows the cumulative total of e-Books sold and the total earnings from those sales. This is broken down by sales in the US and the UK depending on the currency your e-Book is sold in.

Earnings by Region

Is a graphical representation to demonstrate the location where your e-Books have been sold. The red pins indicate sales areas and you can see the sales data when you move your mouse over the pin.

Earnings by Title

Displays a list of all the e-Books sold by book title and ISBN, the quantity sold and earnings in US dollars and UK pounds.

Earnings by Retailer

Displays the number of e-Books that have been sold broken down by retailer. The earnings total is displayed here in US dollars and UK pounds.

October 01, 2011 to December 31, 2011

Earnings Summary	Earnings by Title	Earnings by Region	Earnings by Retailer
Earnings Report Totals			
October 01, 2011 to December 31, 2011		USD	GBP
Total Number of Books Sold		280	0
Total Earnings		\$ 225.09	£ 0.00

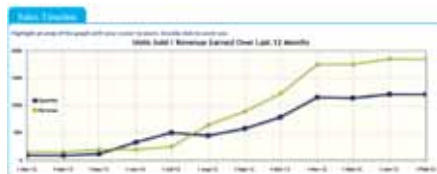
Reporting and Sales Analytics

E-Vault gives full visibility to your global eBook sales in one location. It allows you to measure up-to-date sales which, crucially, allows you to formulate and grow your eBook programme.

Having sales data in one location means you no longer need to take in revenue reports from multiple sales channels and number crunch – E-Vault does the number crunching for you.

Accurate data mining tools = Cost Savings

Our custom-built analytics package automates and simplifies your sales and financial reporting by providing dashboards for drilling down into transactional data, either as detailed monthly reports or daily snapshots.



Other reports as standard include title by title reporting, retailer analysis, annual and year on year analysis reports.



What are the Benefits?

Visibility = Strategy = Sales Revenue Generation

- Access to up-to-date sales data allows you to determine the most profitable route to market
- Identify your sales trends
- Measure the effectiveness of your sales and marketing activities
- Track publishing lists on a title-by-title basis – spot your stars, cash cows and dogs!
- Mine data to make your business more agile and competitive
- Gain visibility from summary level to transactional detail
- Review analytics anywhere, through a web browser and mobile device
- Compare your e-Book strategy with your print strategy. If you are an e-Book only publisher consider our print on demand direct supply and retail services to grow your E and P sales
- Track emerging e-retailers in each territory
- Assess your E-pricing policy in each territory – if you are still using a 60/80% of the print price rule to price your e-Books or using a straight currency conversion you may find that you need a new E-sales pricing strategy in each emerging territory



Frequently asked questions

How do I choose what format I want my e-Book in?

The format you choose is mostly dictated by the style of printed book you have. It is not really suitable to have a highly illustrated e-Book in Mobi kindle format. It is essential to keep the look of the print book even in electronic format, so in this case fixed file format is probably your best option, which is supported currently by Kindle Fire and Apple. However if your book is mostly text then you are free to choose. If both formats are suitable we'll convert to both at no extra cost!

Currently Mobi format (Kindle) equates to approx 50% of the market whilst 50% of the market supports Epub format.

You mention global distribution, does that mean you convert e-Books into other languages?

Absolutely – most languages! Should you require multi-language conversions contact us to discuss your needs.

I only offer e-Books currently, why should I offer a printed copy too?

MIT Research has shown 70% of people who purchase an e-Book also purchase the printed copy. By offering both, you increase your revenue per sale.

If you do not currently sell printed books our POD service is perfect for you. Contact us for more information!

Can I sell pre-converted e-Books through your retail service?

Not a problem, simply upload your pre-converted file through E-Vault and we will check to make sure the converted file meets the regulations for retail.

What is metadata?

Metadata in essence is a glossary which is used to market your e-Book. The metadata form can be quite complex to get right, but it is required by all retailers to list your e-Book, and we can help you to complete it if required.

Why do I have to discount my e-Book when I sell it through you?

Unfortunately you have to discount your book no matter who you sell it through. Most retailers dictate a discount. For example, Amazon terms specify a mandatory discount. What we try and do is agree a discount range with you - then we list your item at the lowest possible discount within that range according to each retailer. Usually this is between 35% and 50% to cover all current markets.

Any other questions?

Please contact a member of our team by emailing us on publisher@printondemand-worldwide.com or call 01733 237867. Alternatively take a look at our website for more FAQs.

What makes our e-distribution stand out from the crowd?

- Global e-Book distribution to over 1,000 retailers and 25,500 libraries worldwide and growing – giving you easy access to international markets
- Global e-Book sales analytics available at no extra cost – real data in one location allows you to measure the success of your e-strategy
- Access to your sales reporting 24/7 via E-Vault web platform
- Clear pricing – no hidden extras
- Flexibility – choose the retailers you want to work with through E-Vault
- E-Book conversion to all formats or supply pre-converted e-Books (no set up cost)
- Secure digital warehousing of all your print and e-Book titles
- Complementary print retail service – let your customer choose an e-Book or a print version!

Combine your e-Book fulfilment and print fulfilment with us and strip cost out of your supply chain!

www.printondemand-worldwide.com/ebooks