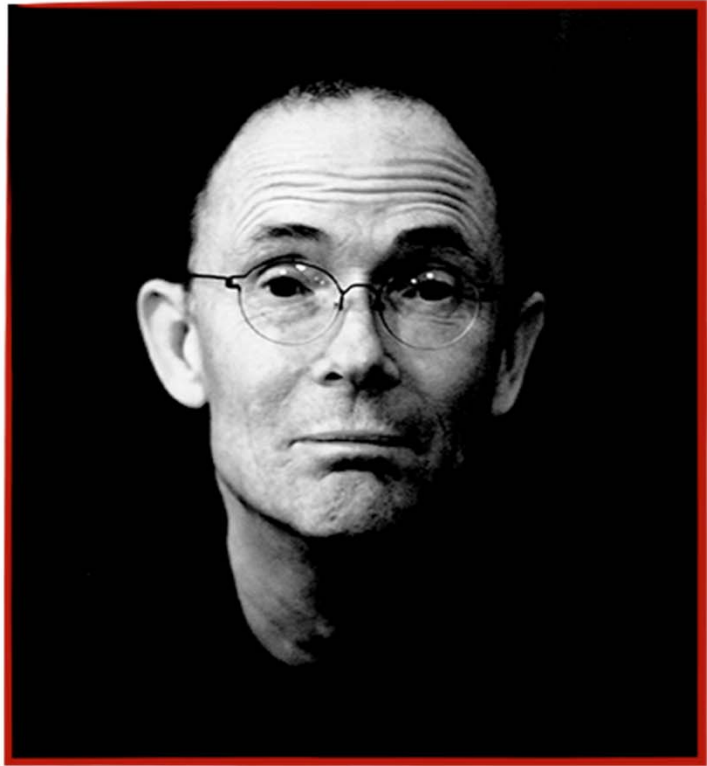




Going Digital :
from Books to Apps
An Italian experience

Laura Donnini

M.D. Mondadori Books

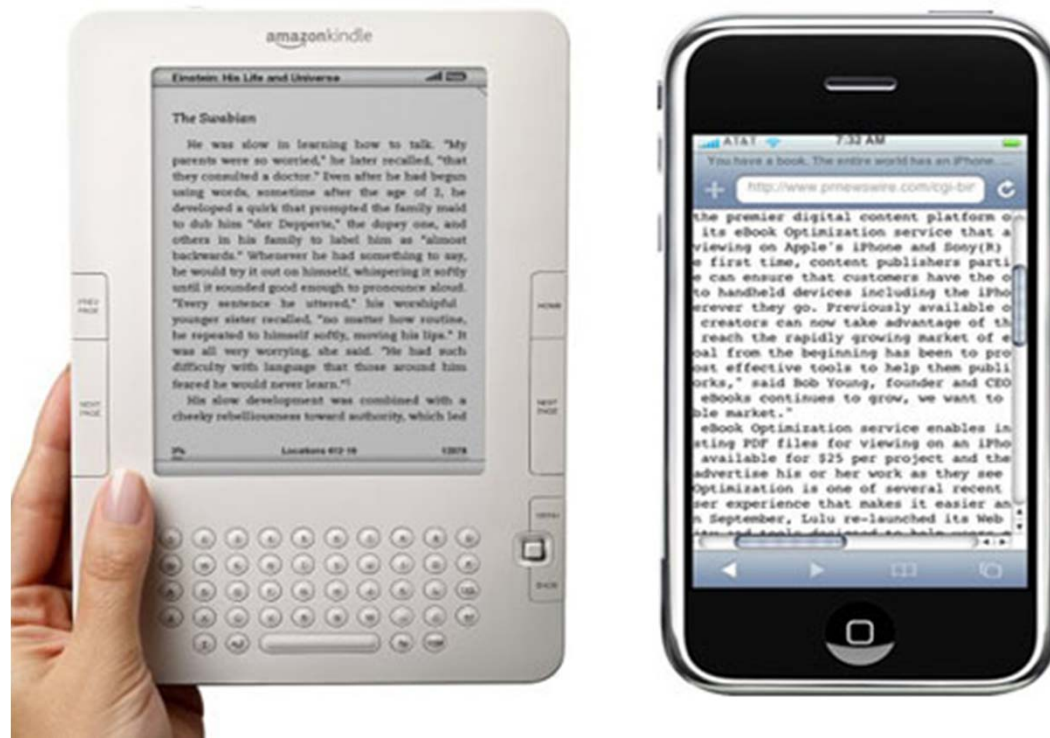


“ The future is
already here , it’s
just not very
evenly distributed”

Aug 93

William Gibson

2010 : Digital Transition year



Mondadori Ebook strategy

- 2000 Ebooks : 800 front list ,1200 back list
- 300 downloads per day
- Average price 8,8 €
- Digitalize everything
- At the same time of Pbooks
- At a lower price (- 30/50%)

Mondadori Apps' strategy

- Brand's driven Apps for Ipad :
 - Children's character brands
 - Author's brands
 - Italy's brands
- Overseas potential
- "series" approach to build loyalty
- 25 Apps : 17 Children ,7 Adults , 1 Rome
- Average price 3,9 €
- Download : min 1500 ; max 15.000

The formula

- Determination & enthusiasm
- Clear strategy in mind
- Dedicated team
- Attention to costs
- Innovative marketing & P.R.
- Track results

Our rules for Ebooks

- Be neutral v/s device
- Control pricing
- No free Ebooks
- Contemporary publishing

Our rules for Apps

- Interactive
- Multimedia
- Social
- Web integrated

reading → reading experience

Right people in place

- Techno-editor + web marketing
- Top management endorsement
- Clear project ownership
- Shared objectives

Mind the costs

- High development costs will not break even easily
- Apps' complexity drives cost, not necessarily sales
- Price elasticity is high : the lower the price , the higher the sales !

Promote differently

- Bestselling list is the most effective promotion
- Adv not effective
- Show your App on the Web
- Talk to bloggers
- Use Viral marketing
- Use social media

Track results

- Never forget your App alone !
- Adjust price
- Update with extra contents
- Feed and pamper your consumers

APPS brand driven strategy

- Children's character brands
- Authors' brands
- Italy's brands

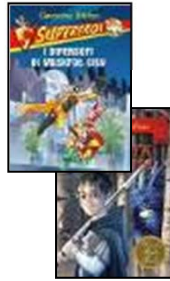
APPS brand driven strategy

- Children's character brands
- Authors' brands
- Italy's brands

Apps for Children : Geronimo Stilton



Geronimo Stilton



spin off



Licensing



Cartoons



Theatre shows



Music

Stilton Comics

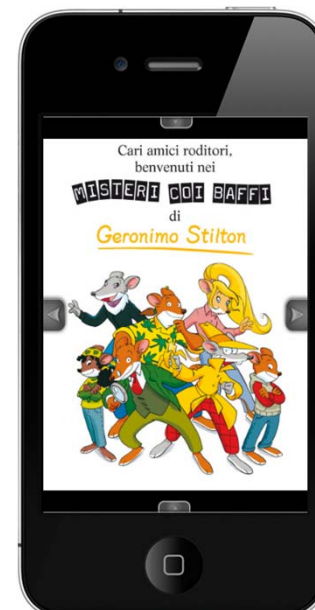


4 titles + 3 new planned

2,99 €

1 per month

Stilton Storie da Ridere



7 titles + 8 new planned

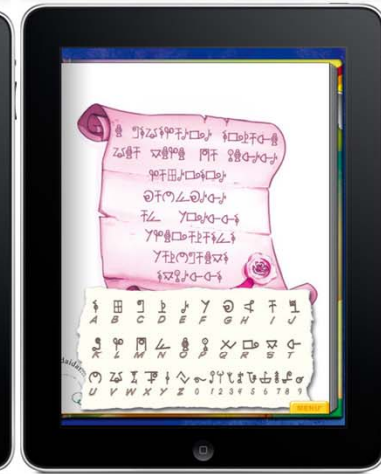
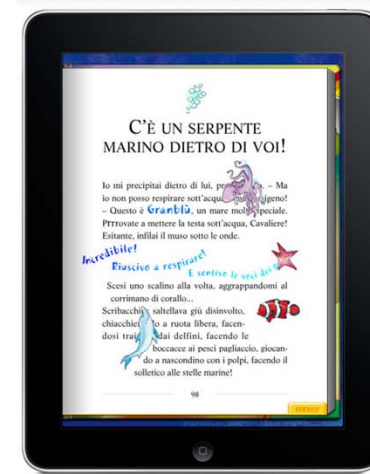
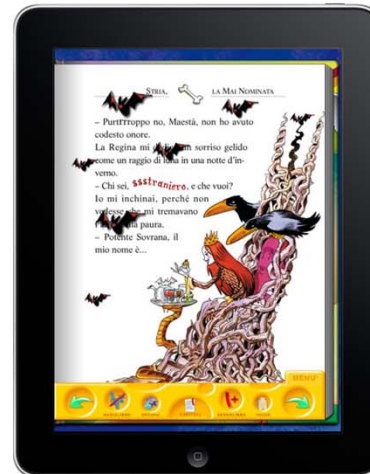
3,99 €

1 per month

Stilton Storie da Ridere



Stilton Il Regno della fantasia



Apps for Adults and YA

- K.Hosseini Graphic Novel
Italy, WW translated



- V.M.Manfredi : Alexandros
 - Pbook sold in 54 countries , 7 mio copies
 - App developed in Italian and Spanish
 - App's ww rights on sale
 - features : interactive maps, 3D reconstructions, author's video
 - Price 3,99€



Apps on Italy's brand : Virtual History Rome



INTERACTIVE GUIDE : "Past and Present" view

3D models



Apps on Italy's brand : Virtual History Rome



Virtual History Rome

- Top of USA Educational App chart since Jan '11
- Top 10 chart in 15 markets



>25k
apps



38%



14%



38%

Virtual History : work in progress

From Rome to other Hystorical Cities...



... to Art Masterpieces



What's App?



DIABOLIK
Primo in classifica
download
delle App dei libri



**VALERIO MASSIMO
MANFREDI**
Alexandros



**ROBERTO
D'AGOSTINO**
Ultracafonal



LICIA TROISI
*Le creature del
mondo emerso*



**CARLO FRUTTERO E
MASSIMO GRAMELLINI**
La patria bene o male
Dal 2 giugno



KHALED HOSSEINI
Il cacciatore di aquiloni
e la graphic novel



PINO APRILE
Terroni



PAOLO BROGIO
*A un passo
dal baratro*



NASHA BLAZE
L'illusionista



**La mia
dieta
zona**
Coming soon
la versione per iPad



**GERONIMO
STILTON**
*Nel regno
della fantasia*



*L'isola del tesoro
scomparso*



*L'isola del tesoro
scomparso*



*L'isola del tesoro
scomparso*



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scomparso*



*L'isola del tesoro
scomparso*



*L'isola del tesoro
scomparso*

Scopri tutte le App dei libri Mondadori, Piemme e Sperling & Kupfer.

Interviste agli autori • Ricostruzioni in 3D • File audio • Mappe interattive • Illustrazioni inedite • Immagini di repertorio