


libreka!

ebooks:
a German view



libreka! is the joint ebook platform
of German publishers and booksellers

Industry initiative to market digital content

Enabling a competitive ebook market

Committed to open standards

open to all retail channels

open to all reading devices



libreka! is the joint ebook platform
of German publishers and booksellers

175,000 books digitized, 78,000 ebooks

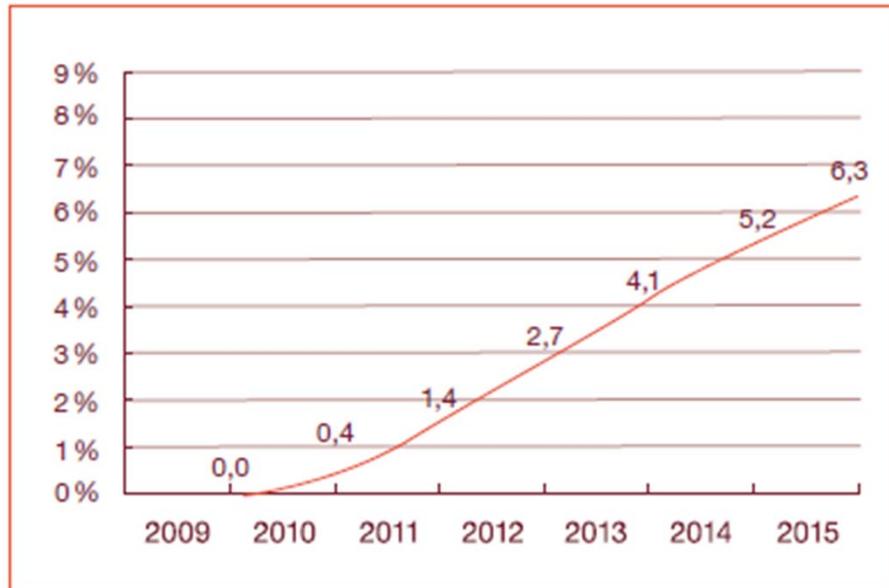
1,300 participating publishers

600 participating booksellers

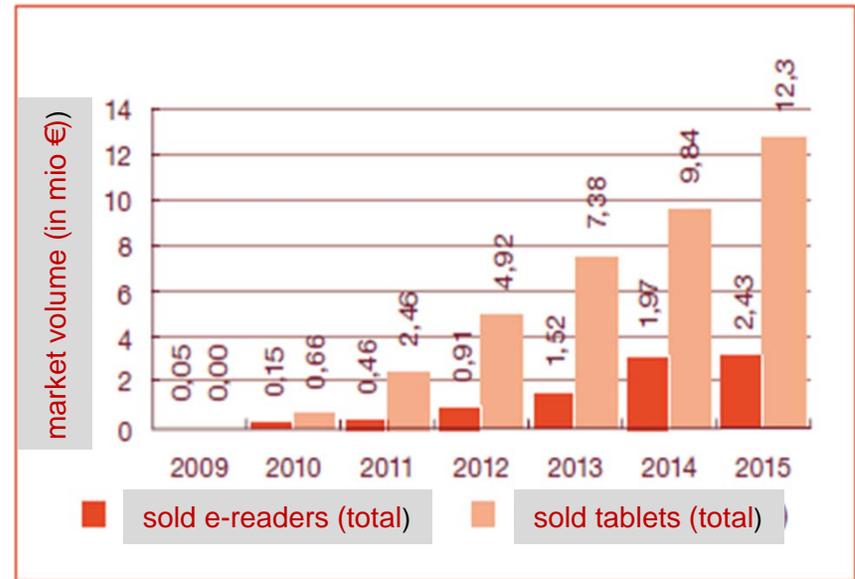
2,000 websites using libreka! services

Services ranging from book search to widgets to ebook aggregation

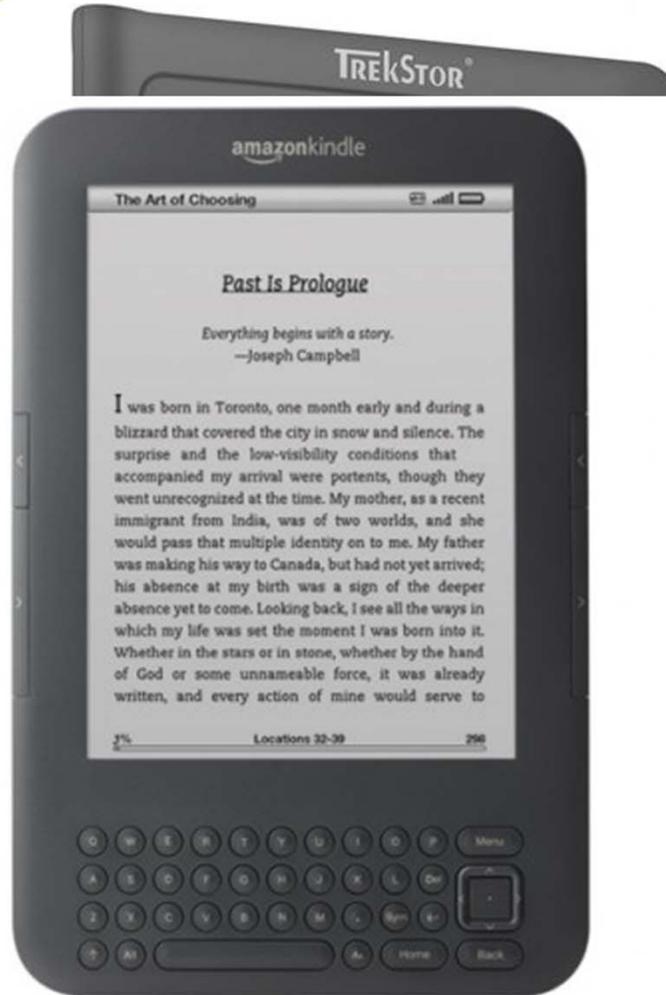
Market figures



Development of e-book market shares in Germany



Market volume of e-readers and tablets in Germany by comparison



libreka!



Publishers



Reader

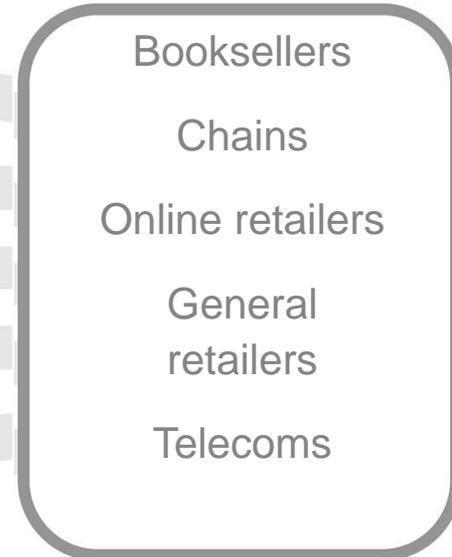
Reader

Reader

Reader

Reader

Publishers



Readers



Publishers



ISBN / metadata

e-book master

sales reporting

revenue



e-book metadata

e-book delivery

sales data

revenue

Retailers



ebook metadata – an unknown complexity

No standards (Apple: XML File, B&N: ONIX)

Currency conversion

Territorial rights management

Digital rights management

Definition of usage rights (download only, lending etc.)

ebook delivery –
one book, many channels

Master ebooks for retailers with own reading technologies

Remote delivery for existing online shops

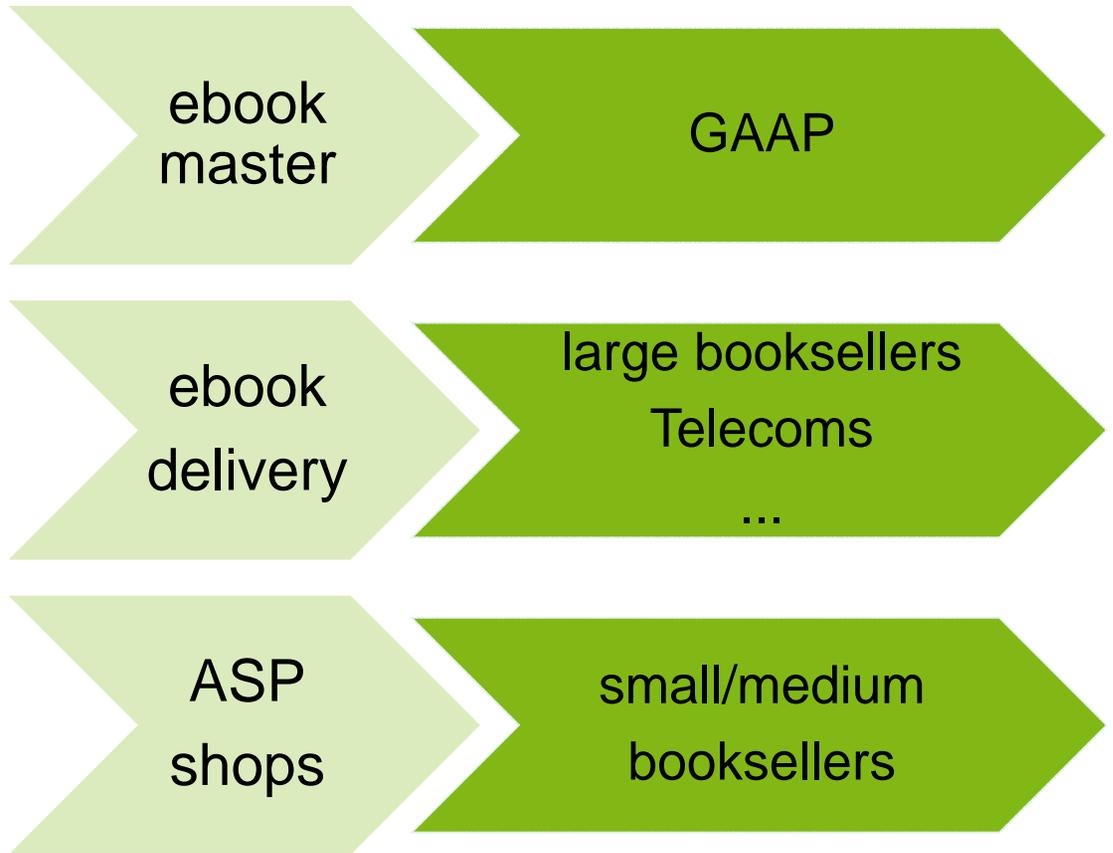
Managed services for new players

Rental shops for smaller booksellers

Publishers



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Sales reporting and cash management the long road to making money

No standards in sales reporting

Long reporting cycles (up to 75 days)

Complex merging of various sales reports

Missing management controls for marketing campaigns

Future plans

Conversion of all German language books into e-content

Aggregation of relevant international content

Build a strong presence in international ebook delivery



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