

PaRRagon

Hello.

Parragon celebrates its 25th anniversary this year as the largest global publisher of illustrated non-fiction books with offices in the the USA, UK, Australia, India, Germany, Scandinavia and China. We create, publish and distribute **over 2,000 new titles in up to 26 languages** each year with a focus on cookbooks, children's books, and adult non-fiction.

Our philosophy on books is simple. We believe our books should be made as widely available as possible: in bookstores, at major retail outlets, at grocery stores and in specialty markets; online through traditional or flash retailers; or as eBooks and apps available for instant download from major digital stores.



Parragon eBook program

Over the past 12 months, Parragon has published approximately 688 eBooks across 4 platforms including:

- iBookstore
- NOOK
- Kobo

In 5 languages:

- English
- Portuguese
- German
- French
- Spanish

- 80% were children's titles
- 20% were cookbooks or adult reference titles



Parragon's eBook program has seen a 41% increase in Year-on-Year revenue and we expect our program to continue to grow as 4color device penetration increases. With the expansion of tablet devices in all markets, our approach to content and conversion has evolved.

Content

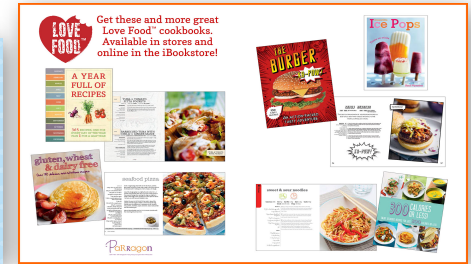
Our publishing teams conceptualize the product, not as an individual book or eBook, but as a complete package to be published on all platforms, digital and print. This influences our need to create additional assets for digital editions including:

- Audio
- Video
- Additional images for enhancements
- Digital only editions



Role of Content

- Drive Revenue
- Support marketing and discoverability for:
 - print books
 - eBooks
 - apps



Conversion

Our approach to conversion has become more fluid as finding solutions for in-house or off-shore conversion need to take into account:

- Growing number of custom platforms
- Resource with regard to in-house skill set
- Create once, publish many
- Return on investment

Whichever approach you take,
DON'T LOOSE SIGHT OF THE CONSUMER!

