Intro to Digital Distribution

Resources to help you get started selling eBooks to retail & library channels

The digital revolution has provided exciting new opportunities for publishers of all sizes. While in some ways the supply chain process is similar to print production and distribution, it is quite different in others. OverDrive, a leader in digital distribution for more than 25 years, provides this guide to help you successfully navigate your way.

Educate

Use expert sources to understand formats, process, costs & resource needs

IDPF – International Digital Publishing Forum (www.idpf.org)

The IDPF is the global trade and standards organization dedicated to the development and promotion of electronic publishing and content consumption. It is an independent body comprised of publishers, hardware and software manufacturers, distributors and other stakeholders. The IDPF develops and maintains the EPUB content publication standard.
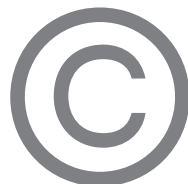
EPUB – Industry standard eBook format

EPUB is a distribution and interchange format standard for digital publications and documents. It allows publishers to produce and send a single digital publication file through distribution and offers consumers interoperability between software/hardware for unencrypted reflowable digital books and other publications. The new EPUB 3.0 specification extends support for multimedia elements, layout options and languages.

For more information about EPUB visit www.idpf.org.

Copyright Protection

eBooks may include encryption to set usage permissions though it may also limit device compatibility. DRM (Digital Rights Management) is a term for access control technologies that inhibit uses of digital content that is not desired or intended by the content provider. For example, DRM can limit the number of copies of an eBook that can be shared, the number of prints, or expiration. Some publishers may opt for DRM-free, to maximize device compatibility.

Digital Distribution News

Sign up to receive our quarterly update for OverDrive content partners, including service updates, traffic summary reports, publisher spotlights and more. Email us at pubinfo@overdrive.com to join the mailing list.

Digital Distribution News

A quarterly update for **OverDrive** *content partners.* Dec. 2014 Edition

In this edition of Digital Distribution News from OverDrive, our quarterly publication sharing news and updates with our content partner community:

Growth in the OverDrive Network
EPUB with Audio Narration Now Supported
Traffic Summary for Q3 2014

Publisher Spotlight
Marketing & Merchandising Opportunities
Harlequin Adds OverDrive Read Samples

Growth in the OverDrive Network

OverDrive's catalog of available titles grew by over 95,000 in the second quarter of 2014 and included new releases in Spanish, Arabic, German, Chinese, French, and Portuguese. Most popular subjects for new additions to the catalog during this period include Romance, Fantasy, Young Adult Fiction,

Connect with OverDrive

OverDrive will be exhibiting and attending these upcoming events.

DIGITAL BOOK WORLD

Other Resources

Several organizations, such as conversion vendor Aptara (www.aptaracorp.com) and community resource provider Digital Book World (www.digitalbookworld.com), offer educational and networking resources such as blogs and newsletters to provide helpful tips about eBooks and the supply chain.

See Reverse Side ▶

Prepare

Choose from a wide range of tools to create eBook files

Online Tools

There are many paths to creating your own eBooks for a variety of costs and skill levels. For example, EasyPress Technologies provides an online EPUB creation tool (http://www.easypress.com).

Conversion

If you have a larger catalog or are looking to output multiple formats, several competent firms provide flexible and cost-effective options to convert current or backlist titles to eBook formats. Such firms include Aptara (http://www.aptaracorp.com), Innodata-Isogen (http://www.innodata.com/services/epublishing) and ePub Direct (http://www.epubdirect.com) among others.

In-House Production Process

A popular software package for publishers and designers, Adobe® InDesign®, provides easy output to channel-ready EPUB and PDF eBooks.

Work with an Aggregator

For some smaller publishers and those starting out in digital firms such as:

In the US:
- IPG (www.IPGbook.com),
- INscribe Digital (www.inscribedigital.com)
- National Book Network (http://www.nbnbooks.com)
- Smashwords (www.smashwords.com)
- Perseus Book Group (www.perseusdistribution.com)

International:
- ePub Direct (http://www.epubdirect.com)
- Turnaround Publisher Services (www.turnaround-uk.com)
- Dennis Jones & Associates (http://dennisjones.com.au)

These companies can help you manage the workflow and provide access to physical and digital channels. The benefits of shifting workflow responsibilities and greater marketing reach may be countered by reduced control.
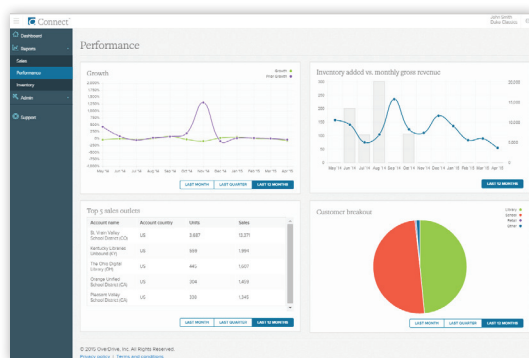
Distribute

Join OverDrive's vast network for access to thousands of customers in retail, library & school channels

Wholesale distribution can help maximize revenue opportunities, and may require dedicated resources for certain aspects of the business, including accounting and marketing. To apply for inclusion in the OverDrive catalog, go to OverDrive's publisher portal OverDrive Connect to complete an application.

http://company.overdrive.com/connect-application

If accepted, you will be given instructions to provide your titles to OverDrive and soon begin selling to OverDrive's multichannel distribution network.

Connect

OverDrive®