

The Book platform project is funded by the EU  
and is implemented in the frames of the  
Eastern Partnership Culture Programme



EUROEAST  
CULTURE

# Training Audiences Outreach Strategies

## Тренинг по стратегии охвата новой аудитории

8-9 September 2012, Georgia

8-9 Сентября 2012 года, Грузия

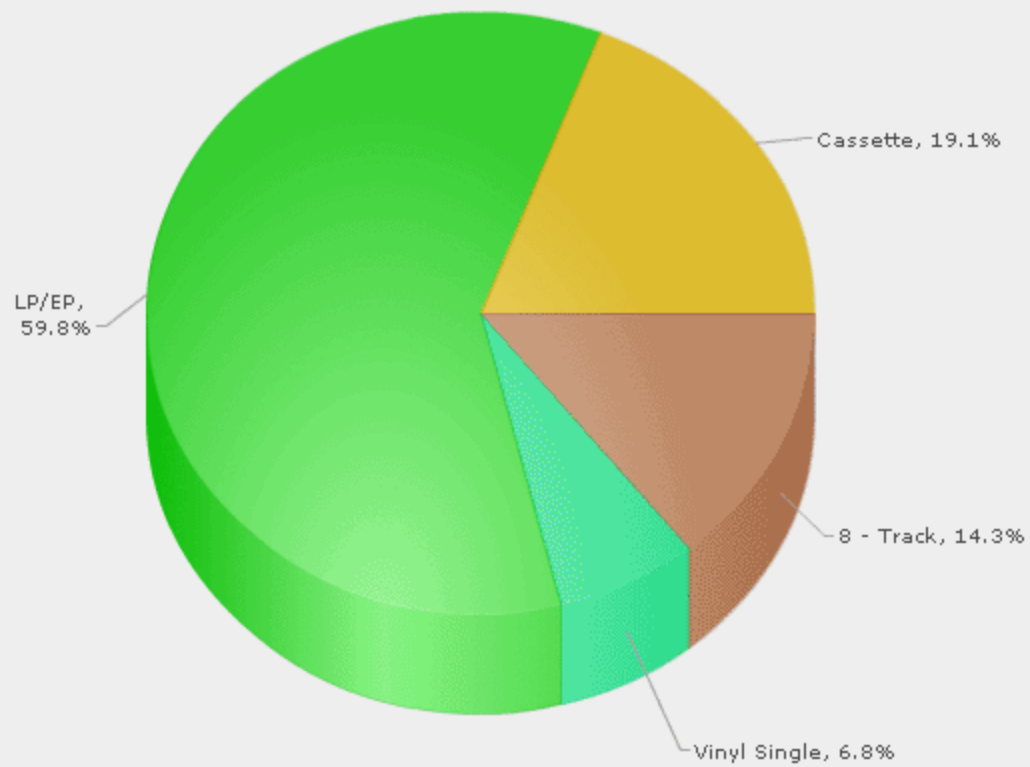
The Book platform is a project of Next Page Foundation funded by the European Union and implemented in the frames of Eastern Partnership Culture Programme

Проект "Книжная платформа" Фонда "Следующая страница" финансируется Европейским Союзом в рамках Программы Восточного Культурного Сотрудничества

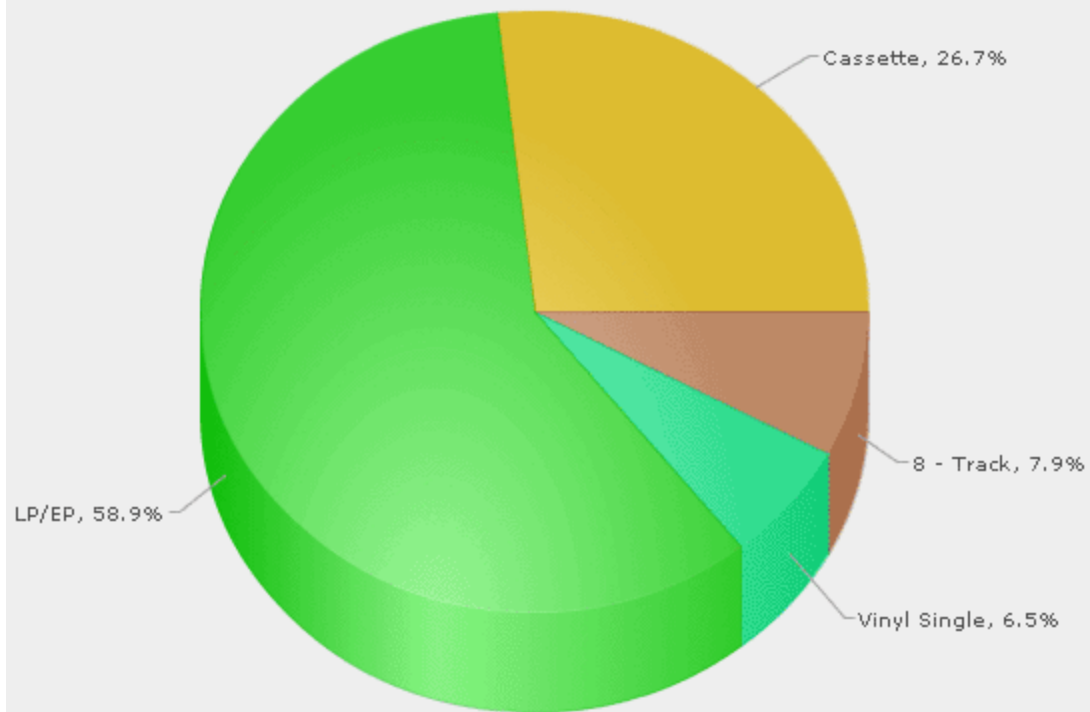
What lies in the future?

The only thing we know for certain, is that the only constant thing is change.

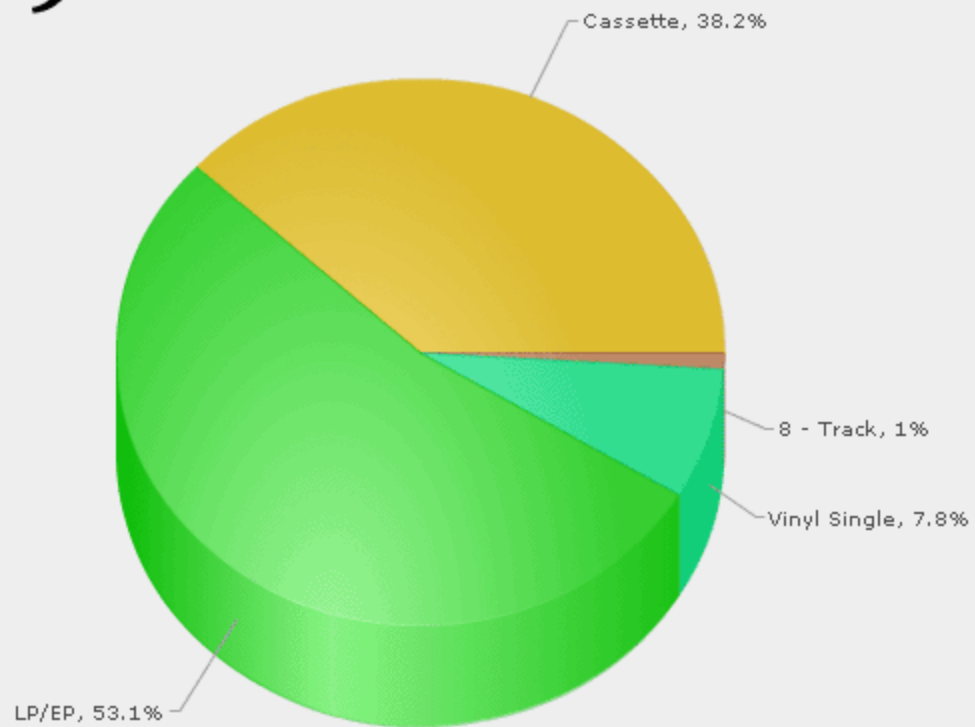
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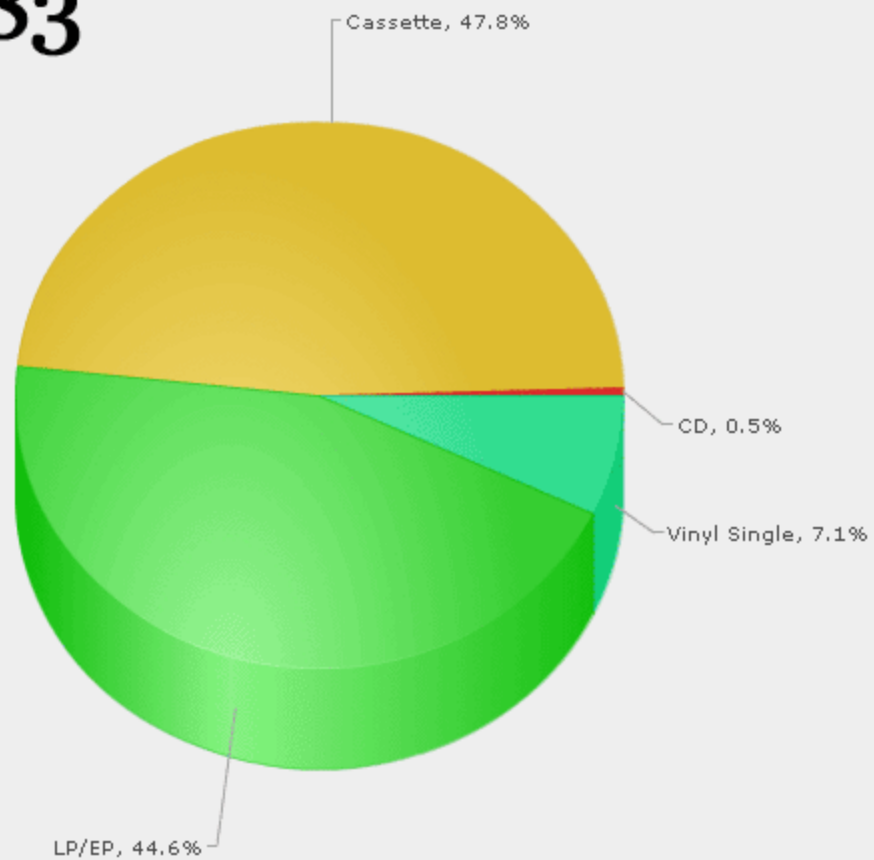
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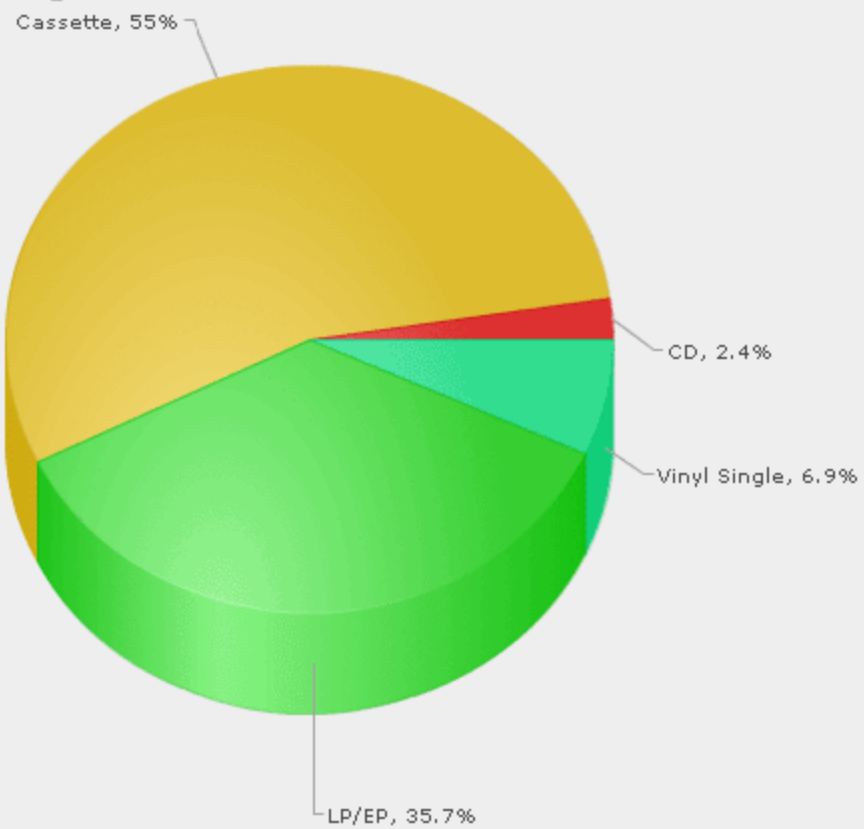
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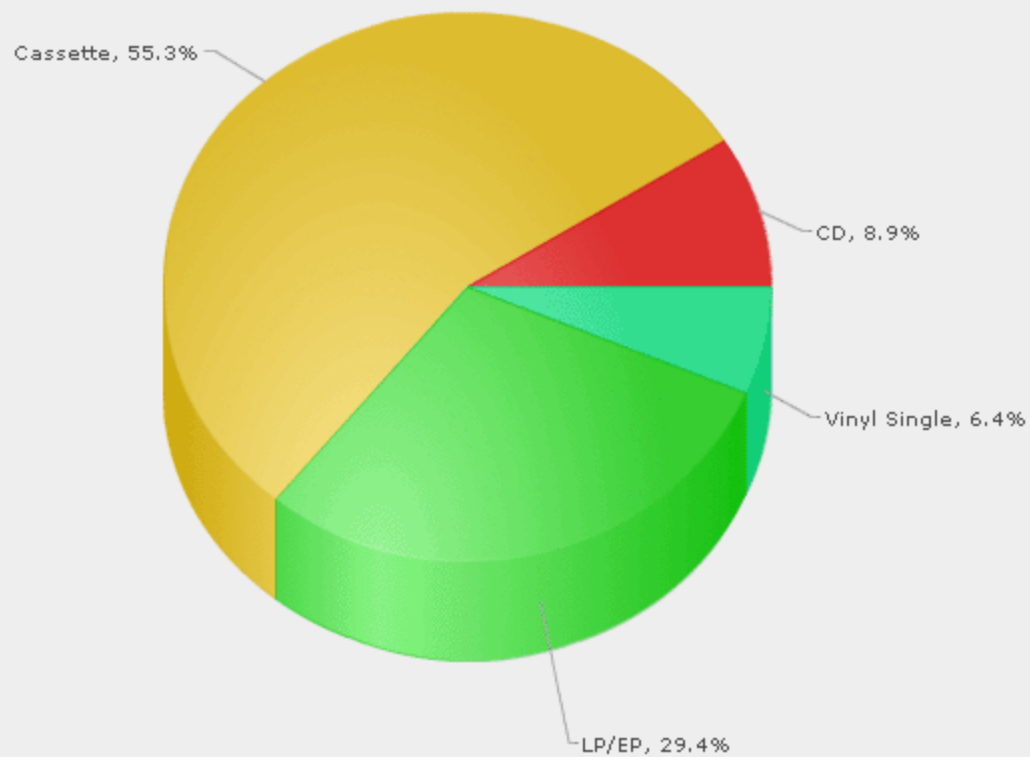
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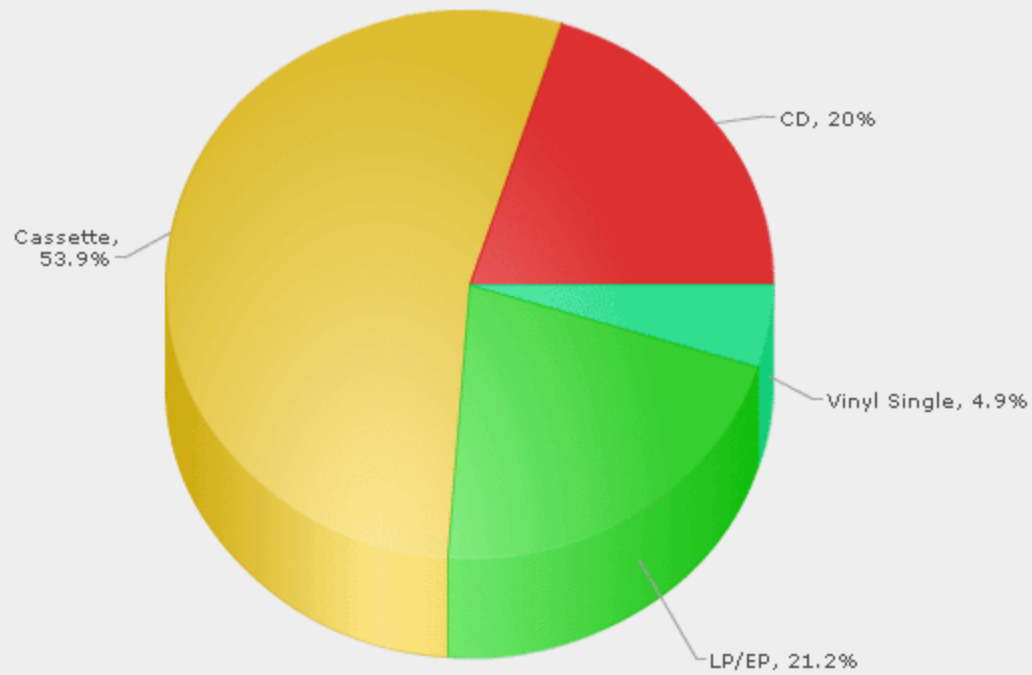


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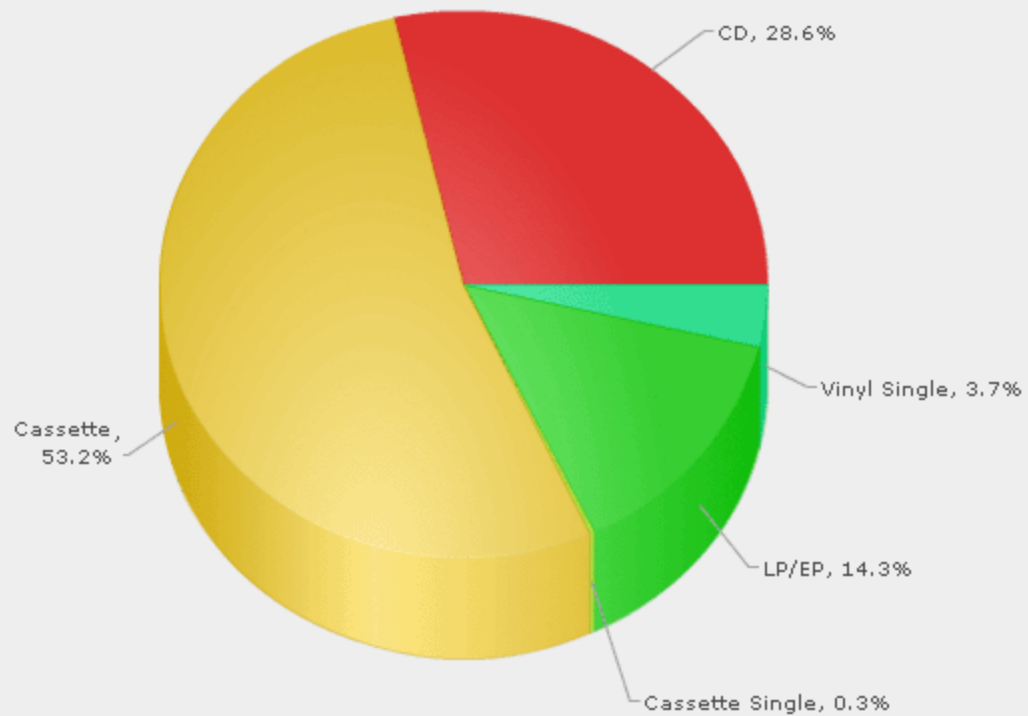




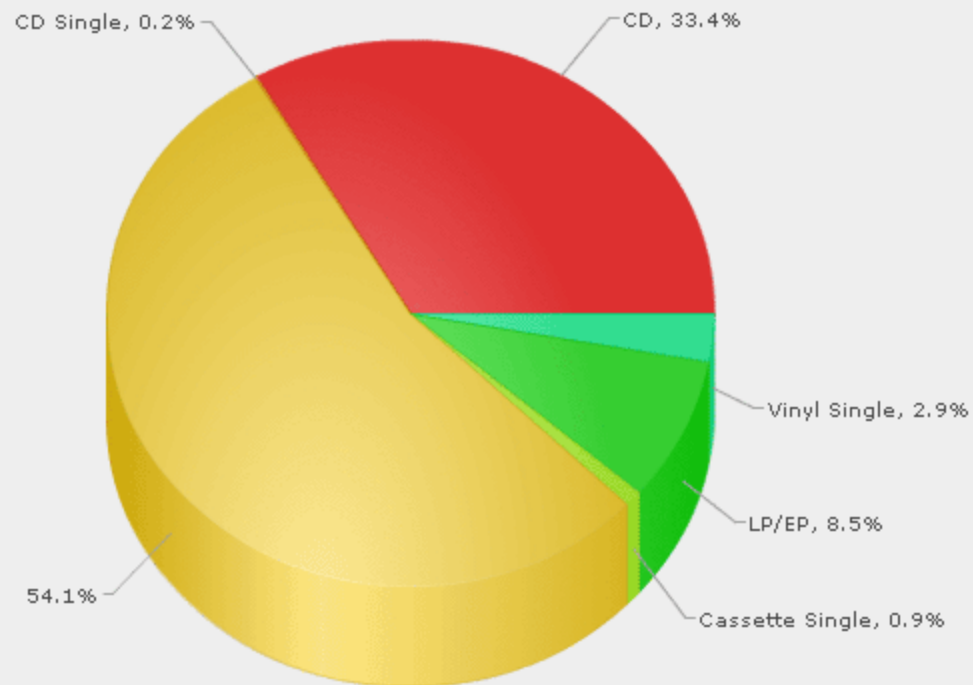
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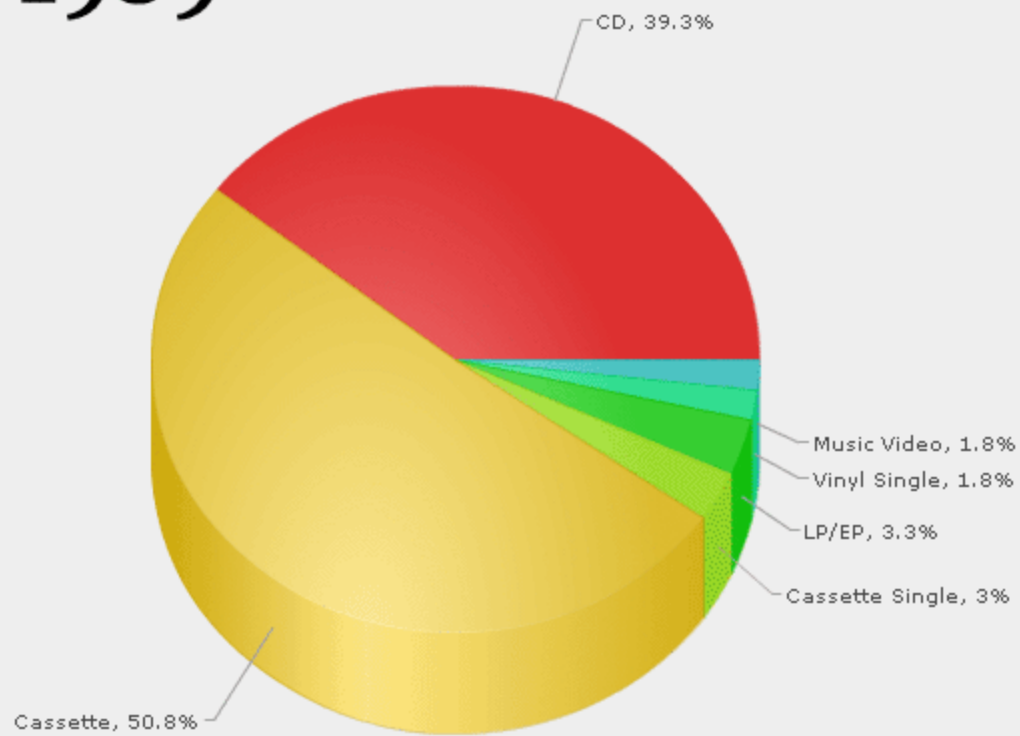
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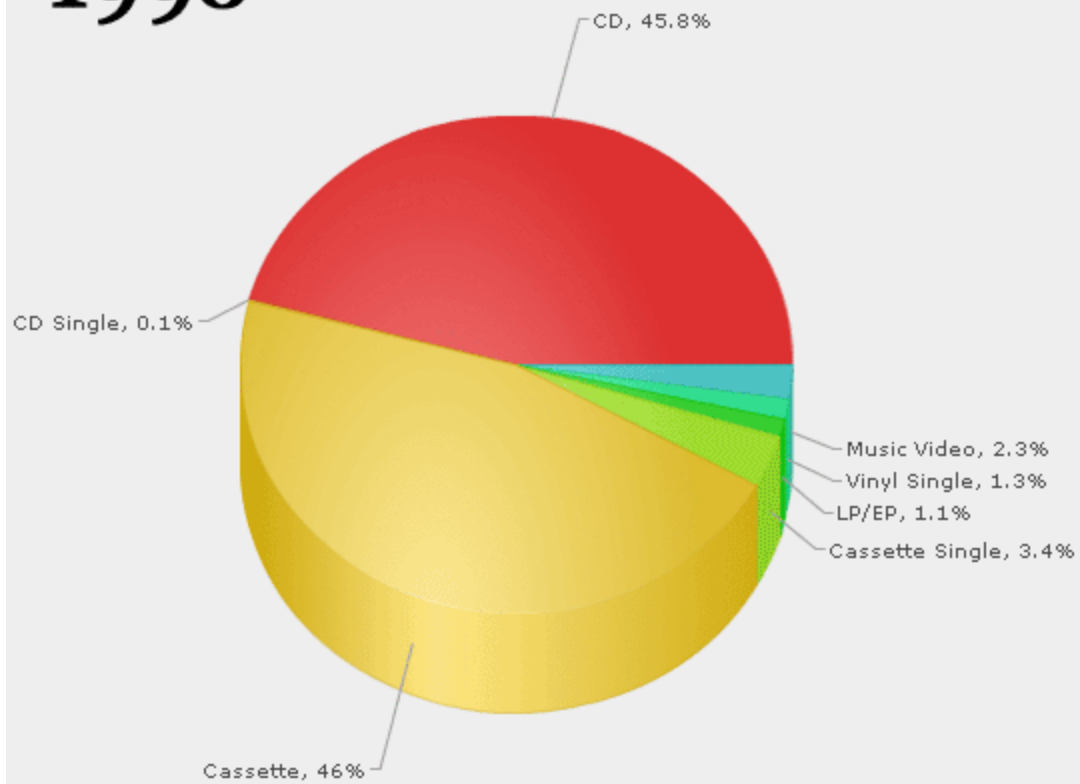
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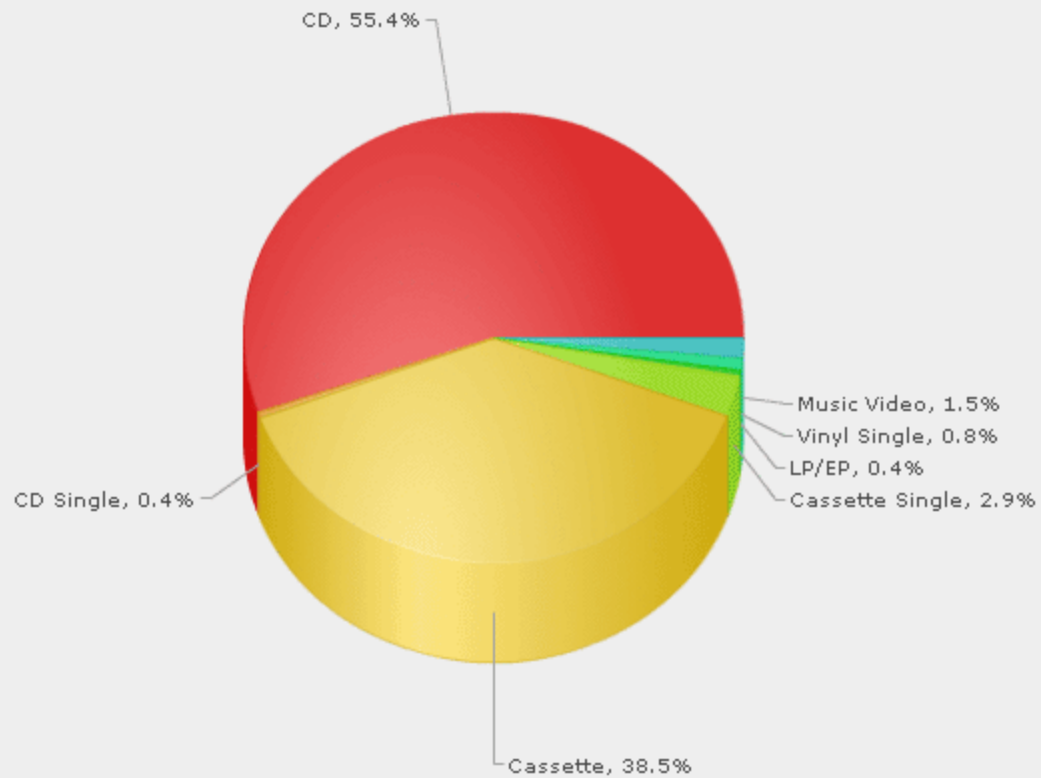
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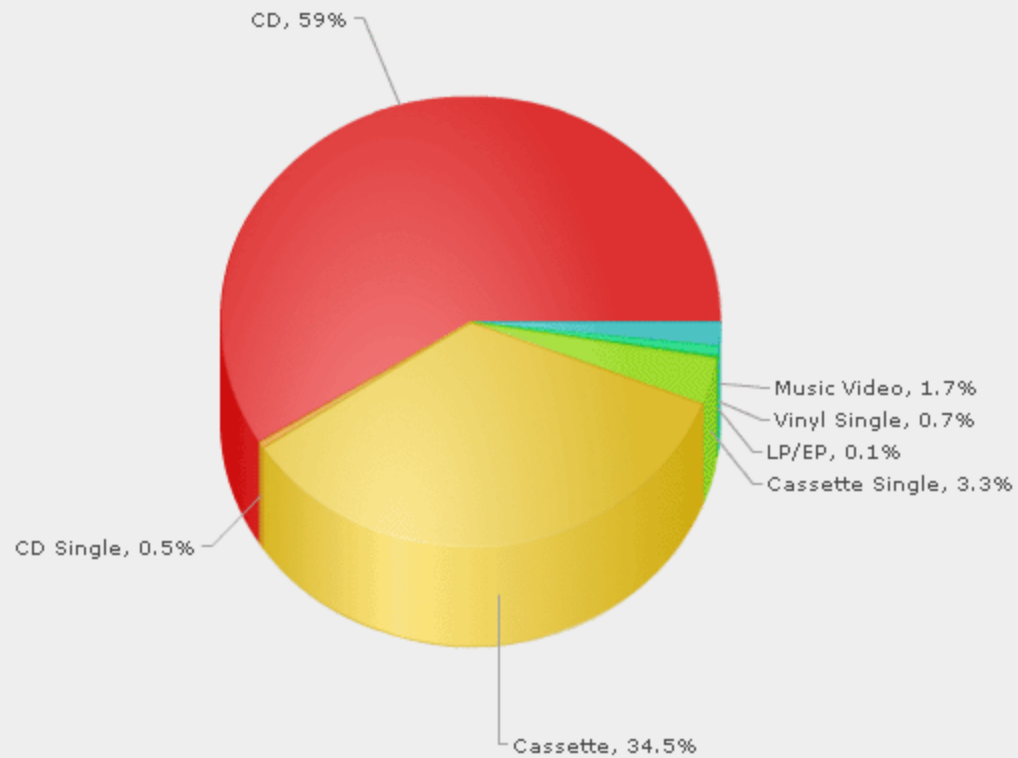
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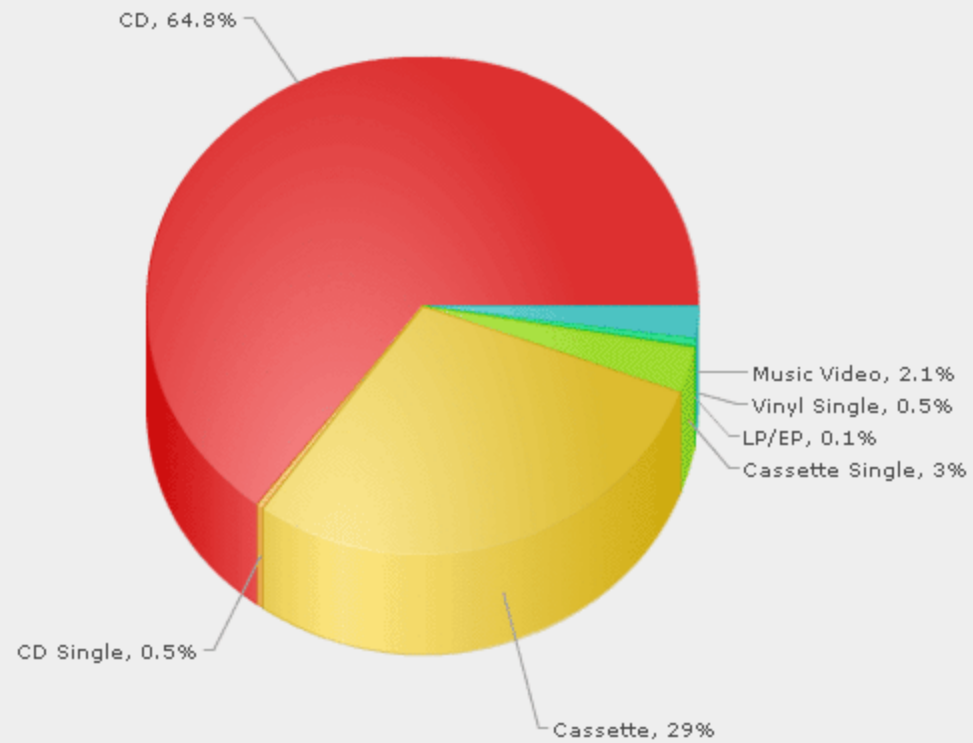
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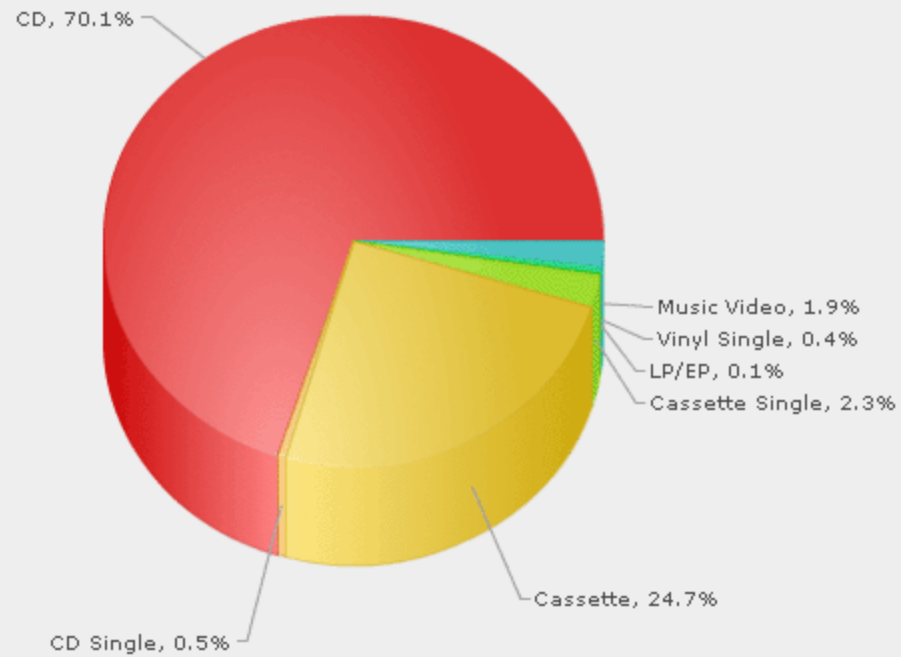


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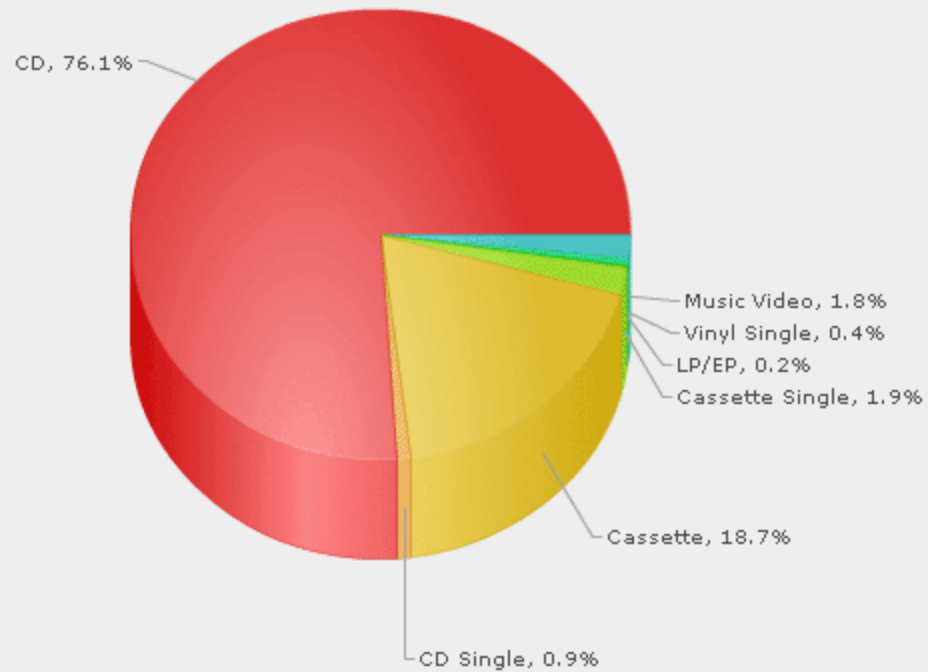




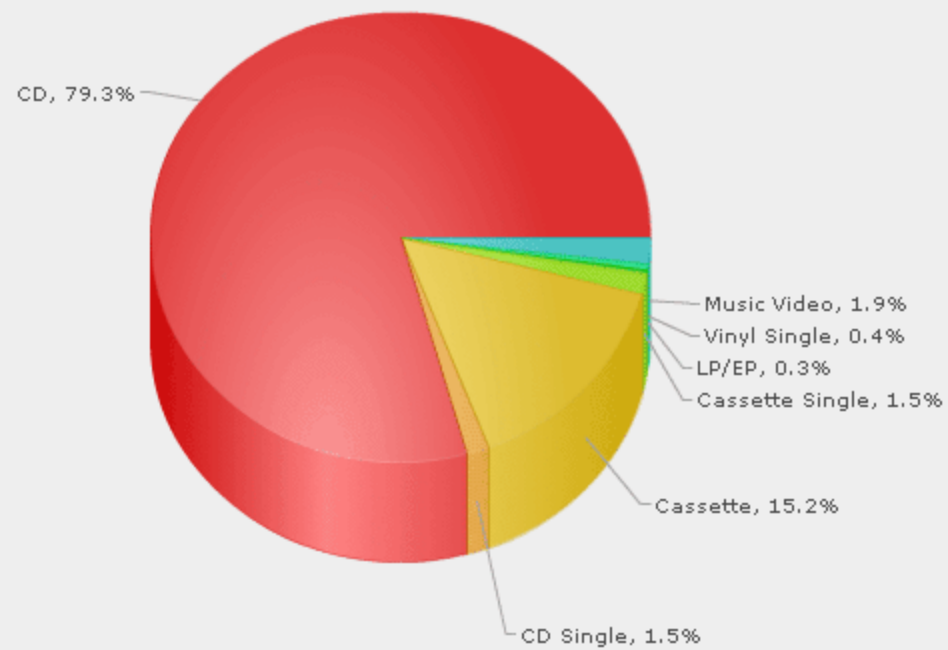
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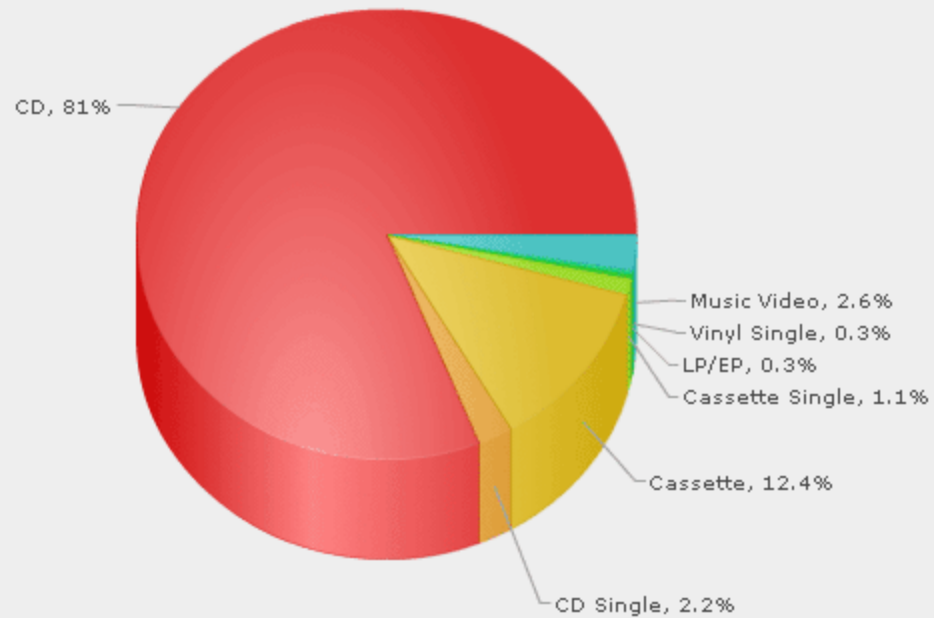
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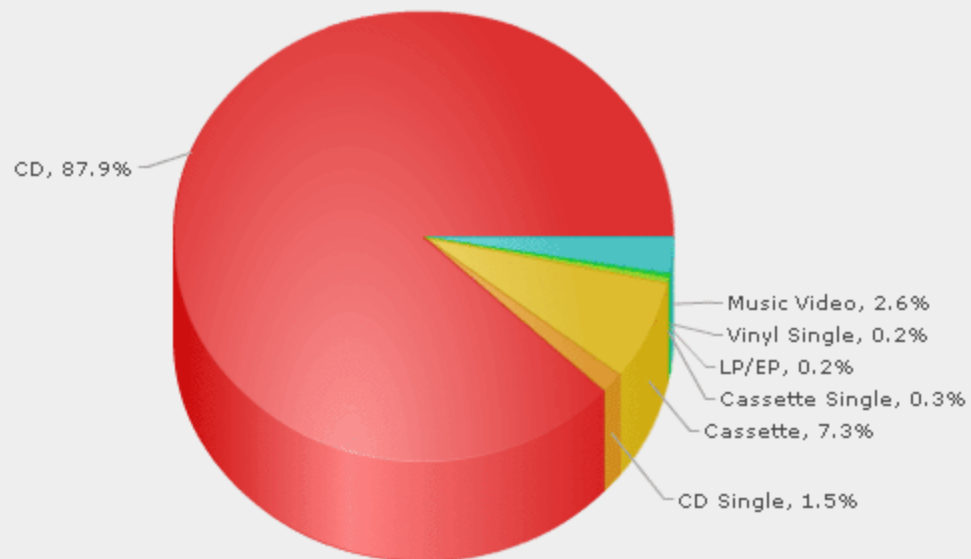
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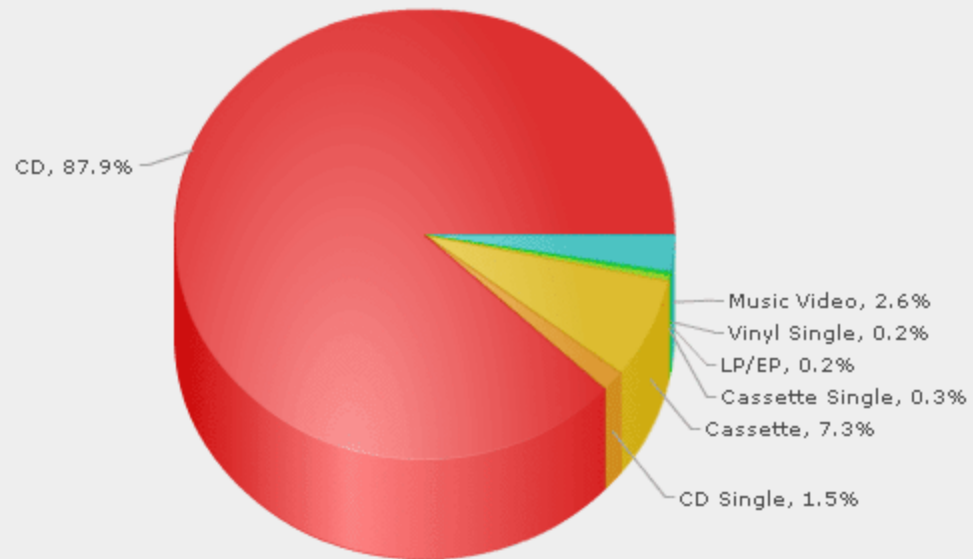
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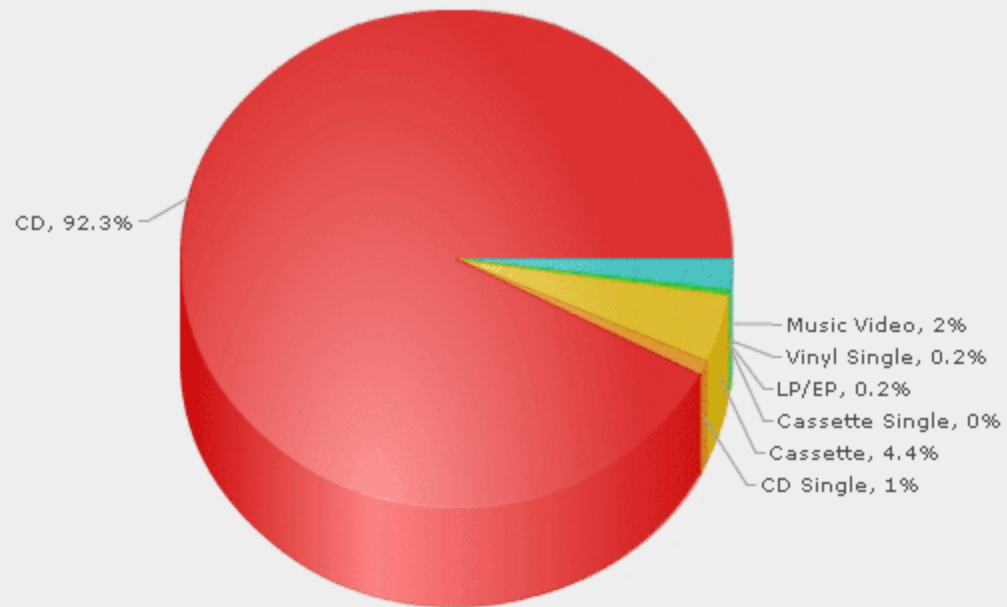
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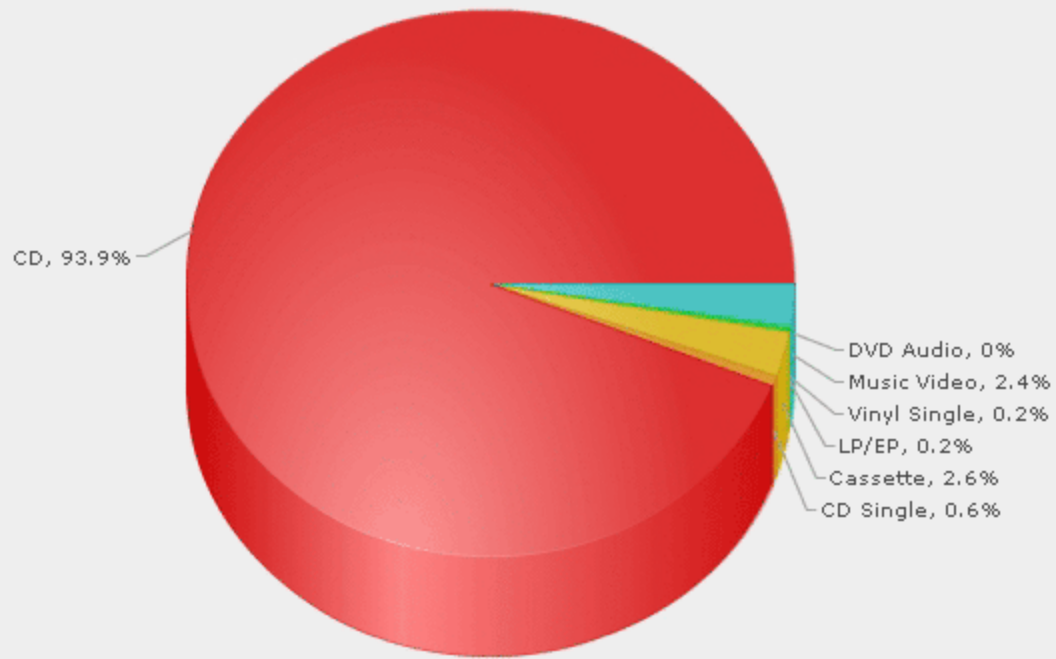
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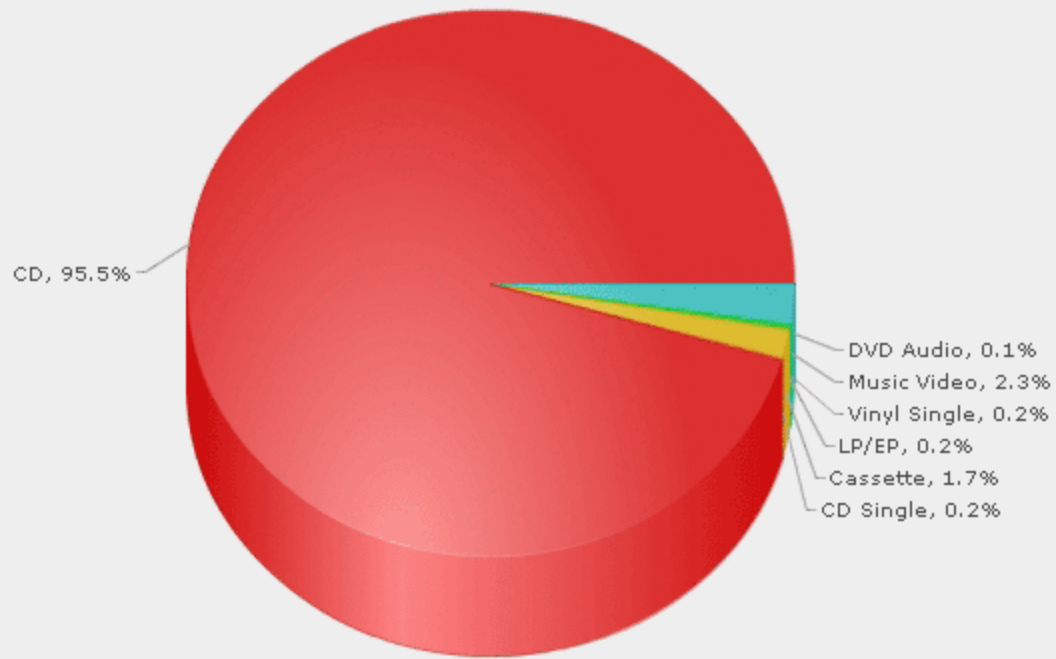


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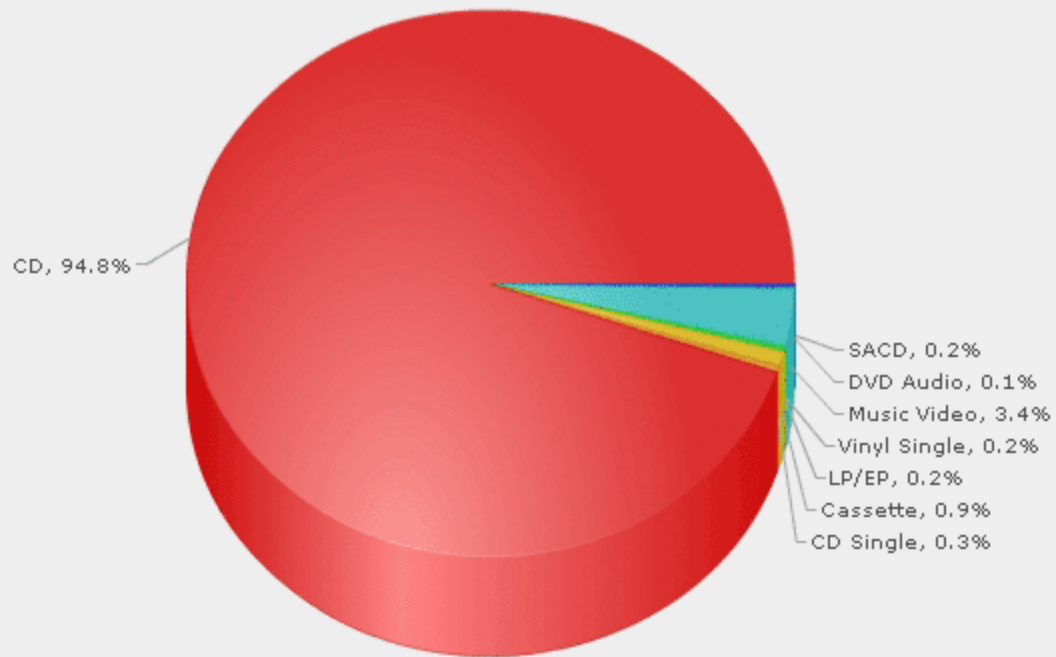




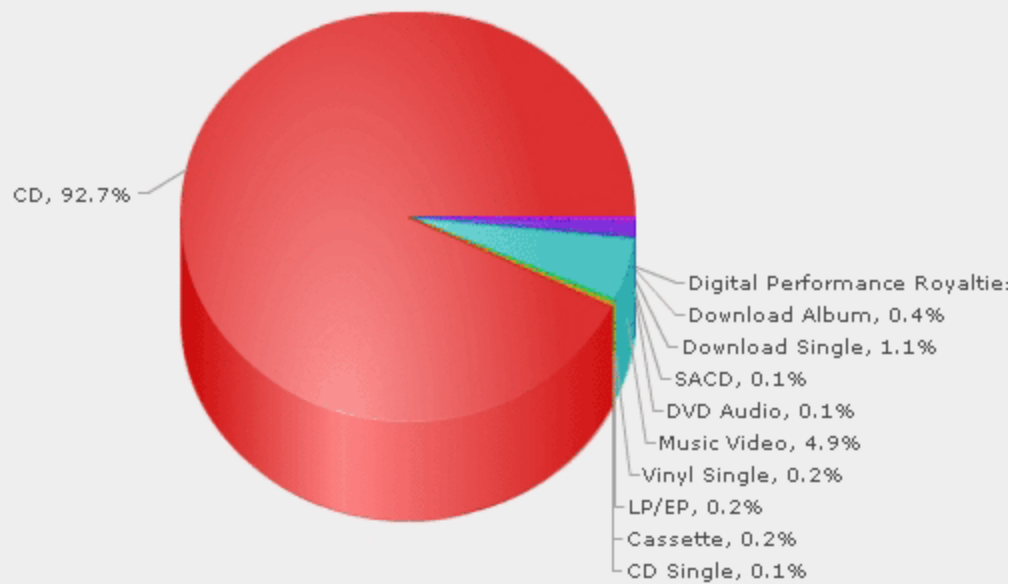
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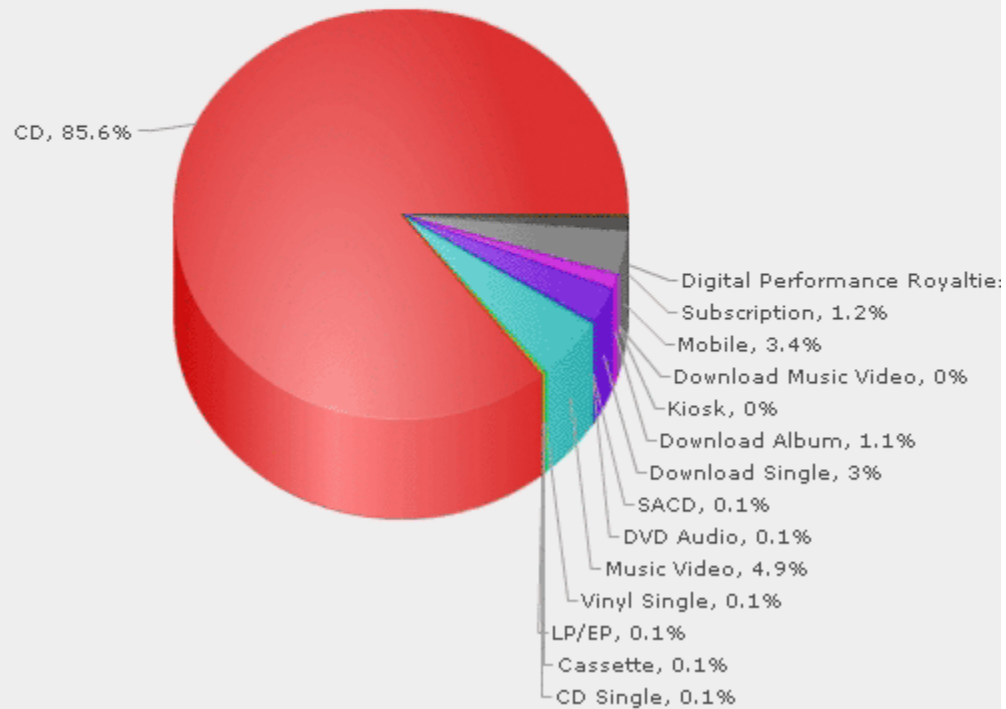
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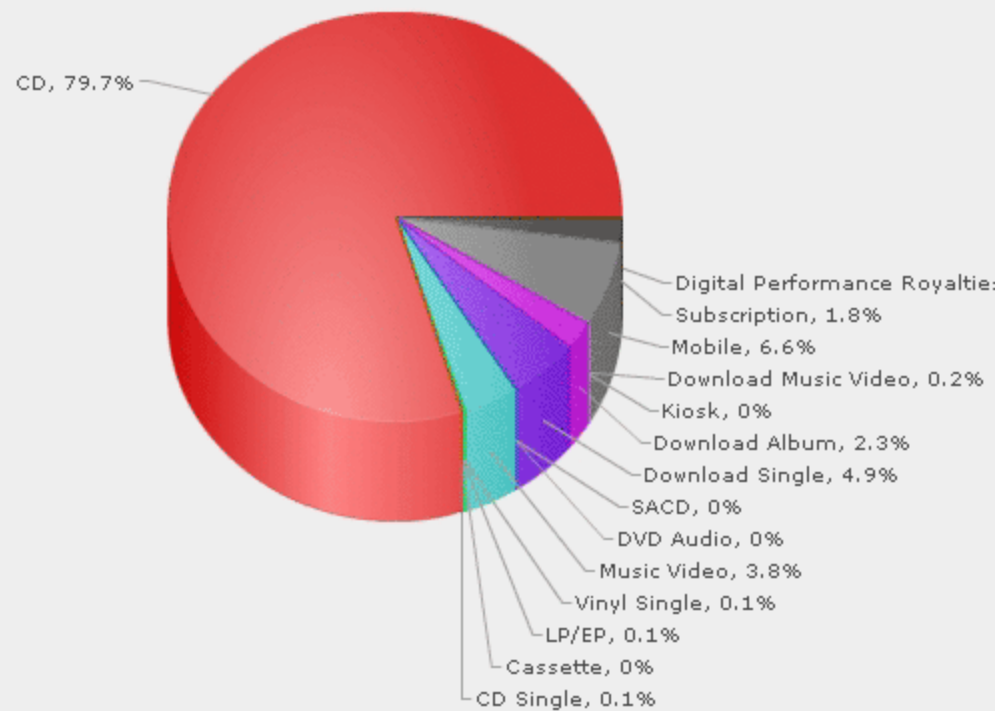
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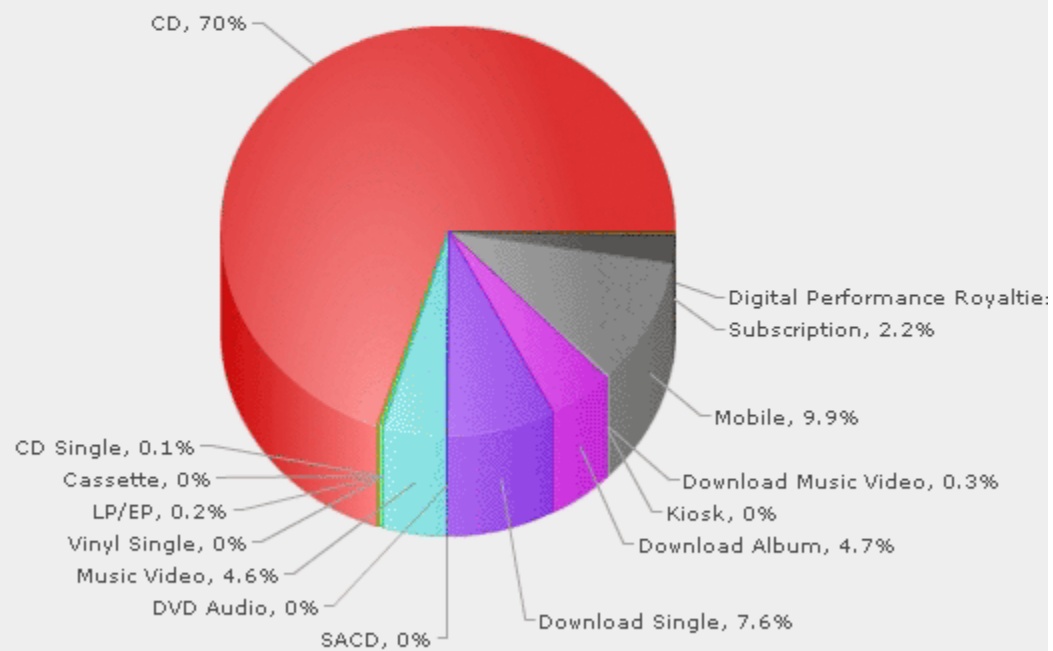
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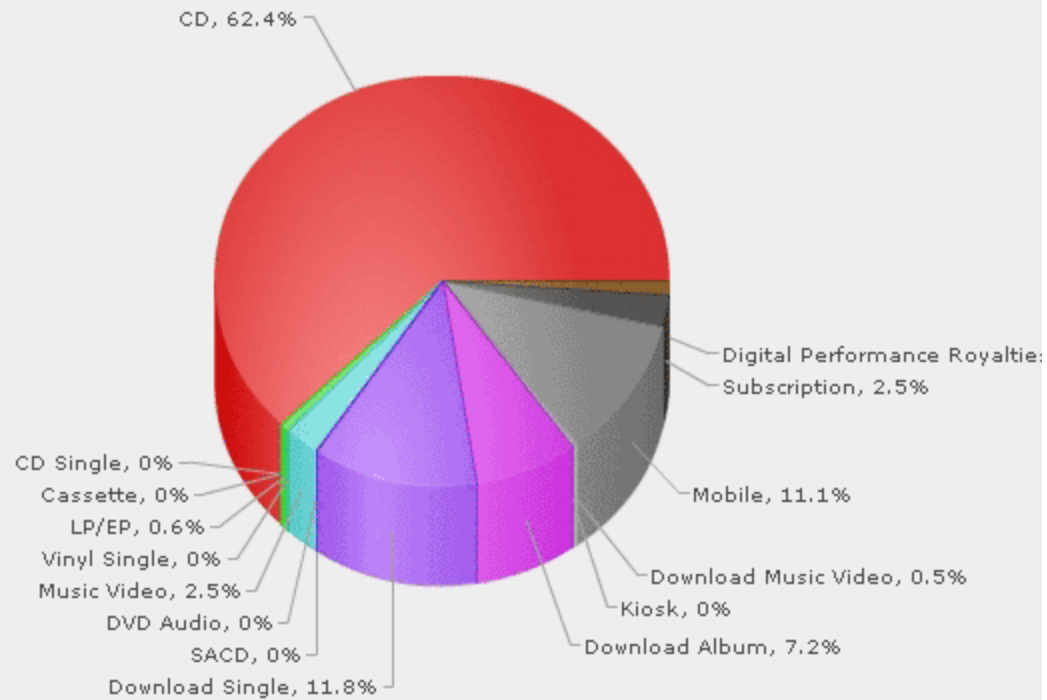
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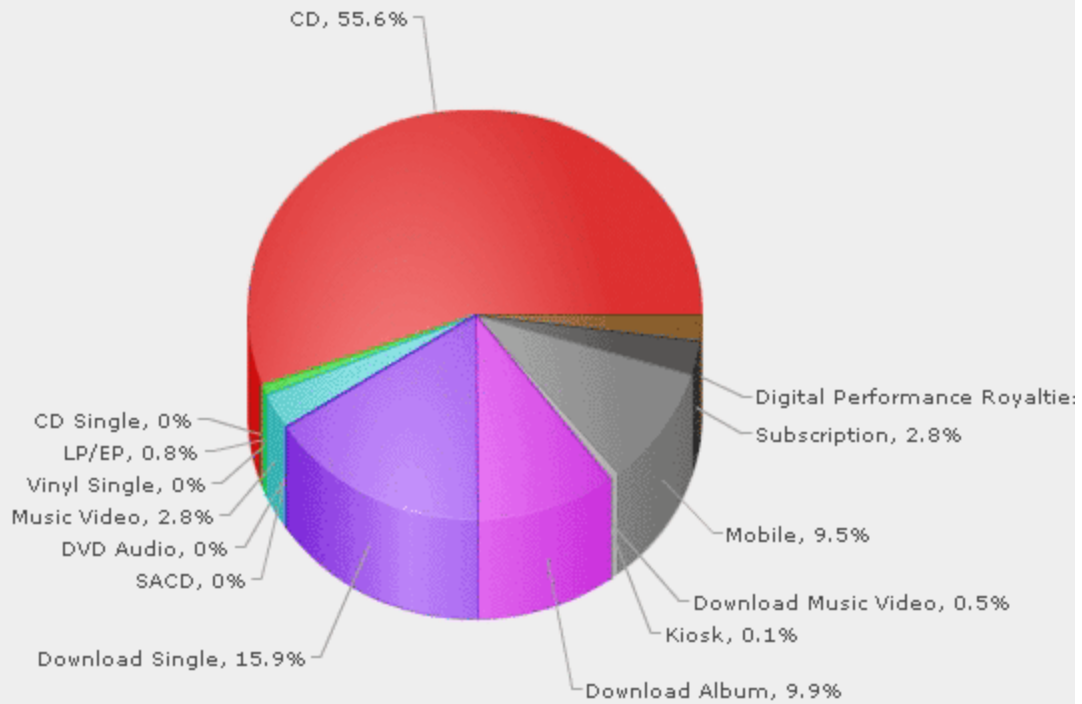
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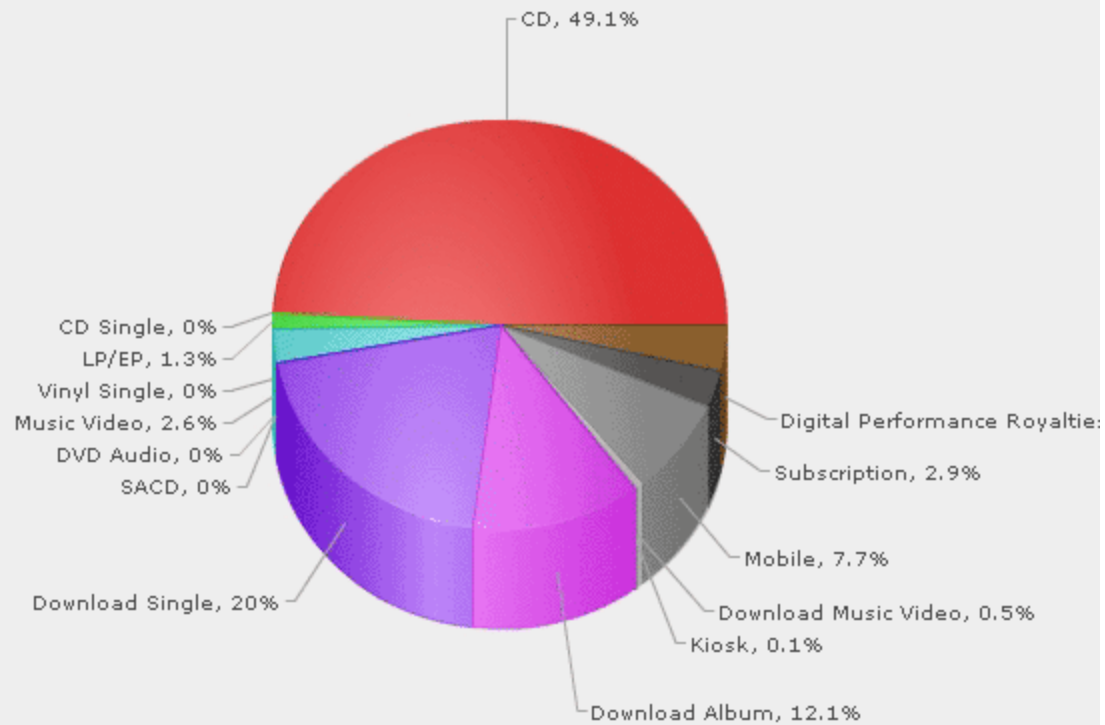


# 2009





# 2010

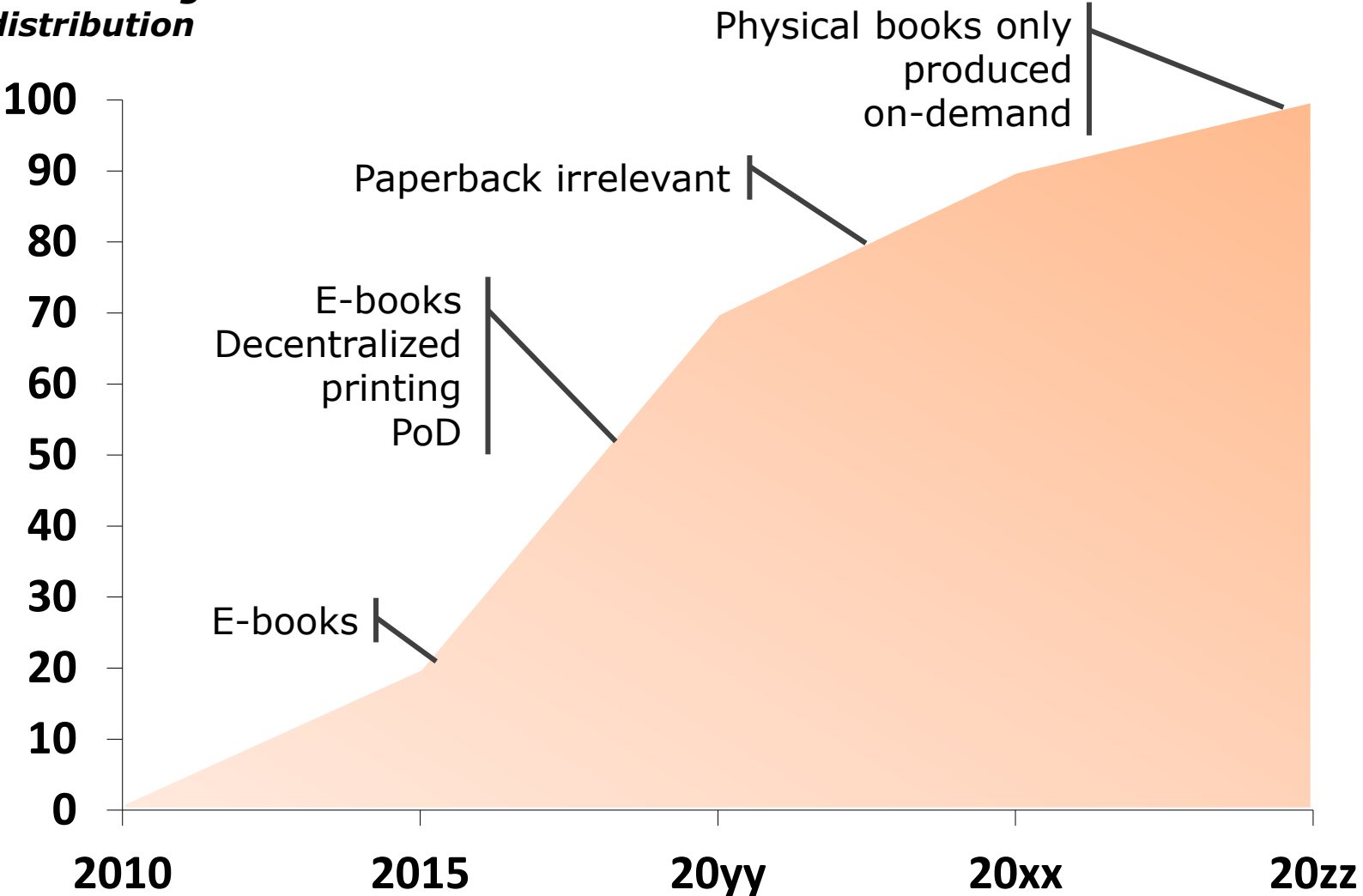


How big will the digital market become?

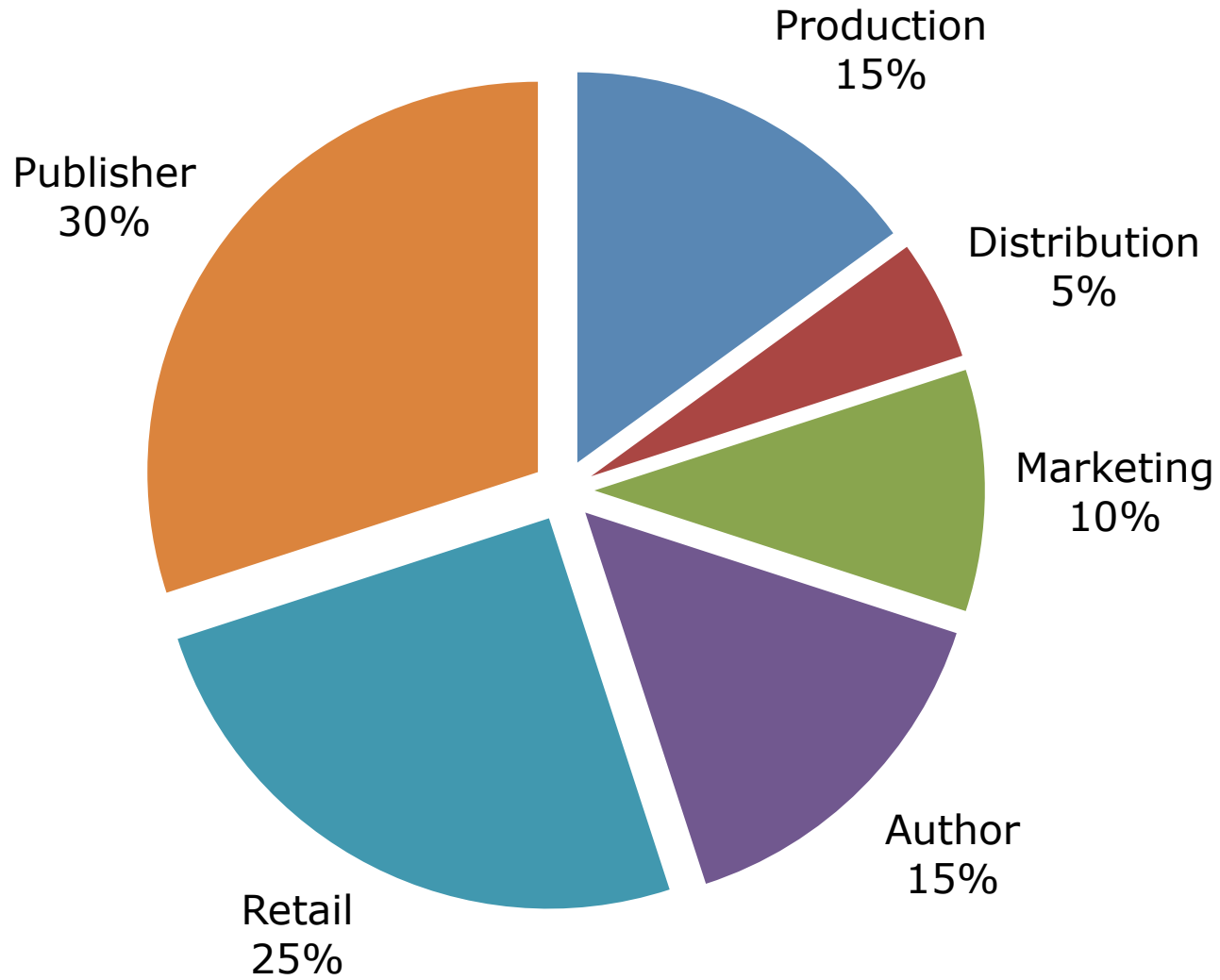
The size of the digital market is not important.

The composition is.

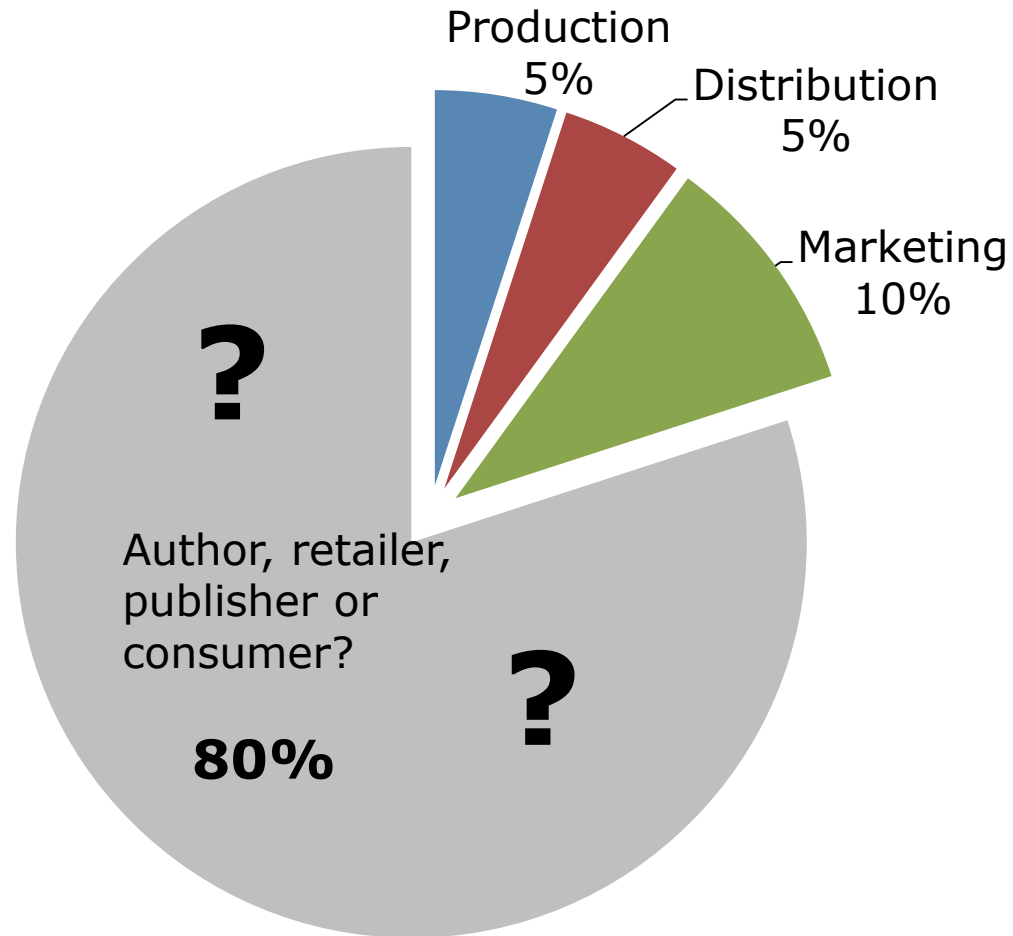
**Share of digital distribution**



# Physical pie – 2012



# Digital pie - 2020



## Todo List

1: You must have a digital strategy.

An iPhone app is not a digital strategy.

“When and how will our company sell 20% digital books?”

“When will our backlist be digitized?”

“When will our production be semantic and not format oriented?”

## Todo List

### 2: You must have a digital function

Establish a digital function.

Recruit internally if you can.

Give the digital function responsibility and resources.

(selection, pricing, marketing)

## Todo List

3: You must invest in the digital function.

A digital turnaround demands investment.

Long-term investment.

An iPad app or Kindle upload is not an investment.

Invest in platform independency.

Get rid of ineffective production models and systems.



# Todo List 4: Profit.

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