



EBOOKS FOR NEWS

LEVERAGE YOUR AUDIENCE AND BRAND TO
SELL CONTENT THAT PEOPLE READ
ELSEWHERE FOR FREE.

DAN PACHECO
CEO, BOOKBREWERS.COM

BACKGROUND

- DAN PACHECO
 - Day job: Chair of Journalism and Innovation, S.I. Newhouse School.
 - Night job: Founder, CEO of BookBrewer.com
 - Background: 18 years in digital media, including AOL and Washingtonpost.com.
 - Knight News Challenge winner (Printcasting, which became BookBrewer).

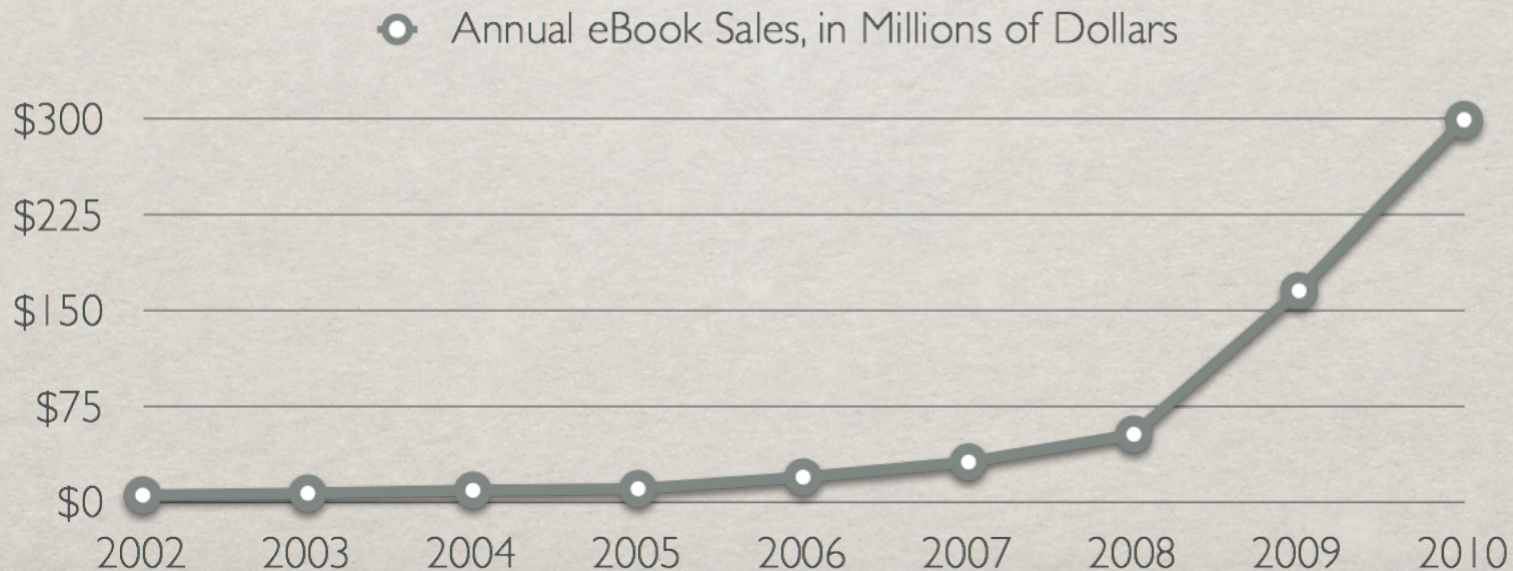


THE BIG MYTH

- “People won’t pay for online content.”
- Truth: They will if it’s valuable enough, they know about it (marketing), and it’s tied to a personality or personable brand they trust. And increasingly, must be formatted for a mobile device.
 - Blogs (web): Andrewsullivan.com, formerly NYT. \$600,000 in subscriptions since January.
 - Marco Arment’s The Magazine: simple iPad subscription, \$2/month. profitable.
 - eBooks: Countless authors, some quitting day jobs.

EBOOK SALES GROWTH

- Readers do pay for certain types of content as eBooks - sometimes exactly what they won't pay for on the Web.
- 300% annual growth in revenue. Estimated to be \$1B market (\$500M/quarter) by end of last year.



WHAT'S AN EBOOK, REALLY?

- At their core: web pages (sort of) organized in a special way, zipped and given an ePub file extension.
- The “web pages” are turned into chapters.
- All text, images, and also audio and video move with the file so they can be accessed offline.

DIFFERENT FORMATS

- Reflowable formats. Mostly text and photos.
 - EPUB2: Most common form. Open source.
 - EPUB3 more robust, but not widely supported yet.
 - MOBI: Amazon's proprietary format.
 - Psst! Make an ePub and you can convert to Mobi using Calibre
- Fixed layout: EPUB with extra tags. Requires a designer. Overseas are cheapest / best quality.

EBOOKS OR APPS?

- The difference between eBooks and apps is becoming smaller by the day. ePub3 will push that envelope.
- Cost for apps is 10X that for eBooks!
- In general, do a true app only if you can do something with it that is impossible to do with just text and photos.
 - Leverage unique device features, like geolocation, push alerts, interactivity using multitouch.

IPAD SOLUTIONS

- If you have multimedia content and a big iPad audience, consider Apple's free iBooks Author.
- eBooks look and feel just like a magazine app. Easy drag and drop.
- BUT you can only sell through Apple – barred from selling them anywhere else. (It's OK to let people download them for free).
- Also remember: non-iPad users are locked out, so always have a generic ePub file.

BOOKBREWER

- Simple way to make ePub files without coding. Like a blogging tool
- Started as “Blog to Book” platform. Pivot from Knight funded Printcasting.
- Partner to Huffington Post, Denver Post, Atlanta Journal Constitution, UT Austin.
- \$30 per conversion.
20% off code: KDMC303



BLOG-LIKE PUBLISHING



Include
Title

- + COVER
- + COVER
- + TITLE PAGE
- + TITLE PAGE
- + COPYRIGHT
- + COPYRIGHT
- + FORWARD
- + FORWARD
- + Chapter 1: 'You Do What You Have To Do' -- Courage Comes Home
- + Chapter 1: 'You Do What You Have To Do' -- Courage Comes Home
- + Chapter 2: 'I'm Just Missing a Few Pieces' -- A Triple Amputee
- + Chapter 2: 'I'm Just Missing a Few Pieces' -- A Triple Amputee
- + Chapter 3: 'I Did Everything I Could for Him' -- Combat Medicine
- + Chapter 3: 'I Did Everything I Could for Him' -- Combat Medicine
- + Chapter 4: 'Why Were These Fragile People not Looked After More Carefully?' -- An Unn
- + Chapter 4: 'Why Were These Fragile People not Looked After More Carefully?' -- An Unn

Chapter title: *

Copy and paste a single chapter from your book into the field below. DO NOT enter the complete text of your book into a single chapter. If you submit a book with only one chapter, many eBook retailers will reject your book for distribution.

Content:

Rich text editor toolbar with icons for Bold, Italic, Bulleted List, Numbered List, Undo, Redo, Link, Unlink, Image, Table, Text Color, Background Color, Font size, and other editing tools.

Path: p

Disable rich-text



PRINT ON DEMAND

- Print on Demand solution through Consolidated Graphics.
- Include high quality, low price books.
 - B&W: 3 cents/page
 - Color matte: 9 cents / page
 - Color glossy: 12 cents / page
- Printed on HP T300 presses through Consolidated Graphics (same press as Blurb and Apple PhotoBooks).



COMMON SALES CHANNELS

- Retailers. Amazon & Barnes & Noble get you 80% of retailer marketplace. Apple another 10%.
 - Retailers eat up 30% of your sales, or more. You get no customer data.
 - Learn to distro yourself here:
<http://bookbrewer.com/content/how-distribute-and-sell-your-ebook>
- Direct sales.
 - Use a digital goods vendor like Ejunkie.com. Keep your customer data!

A HUGE OPPORTUNITY

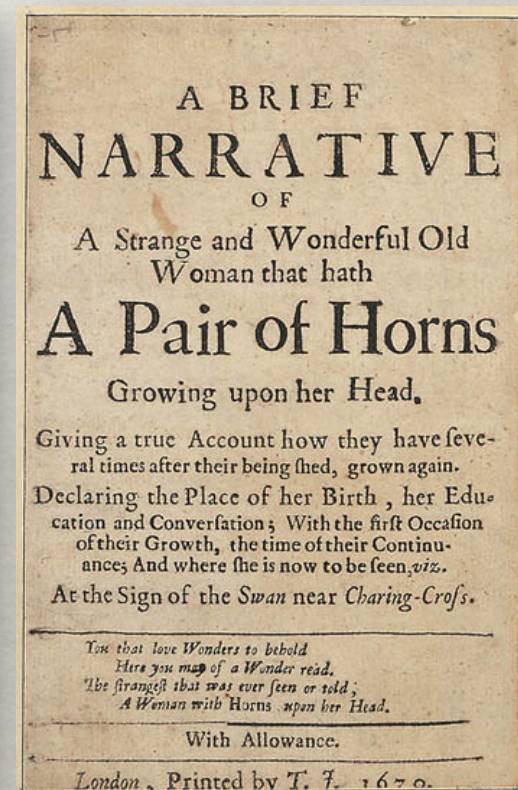
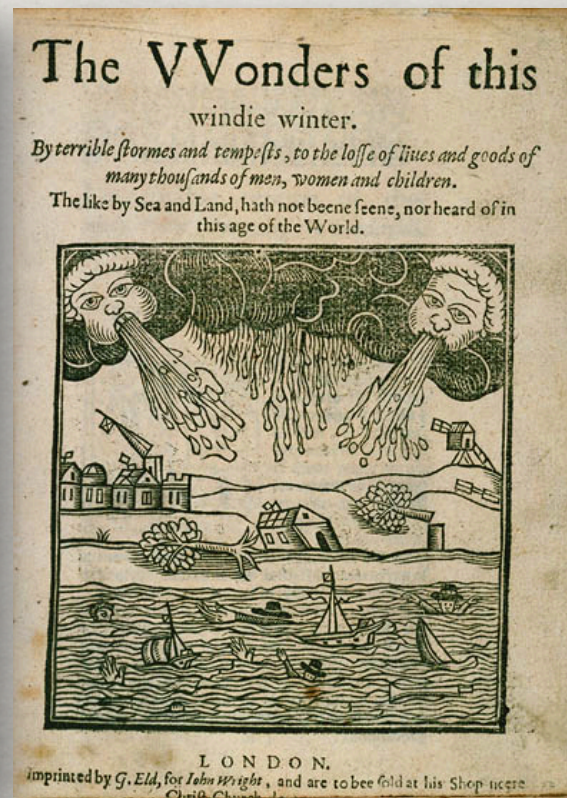
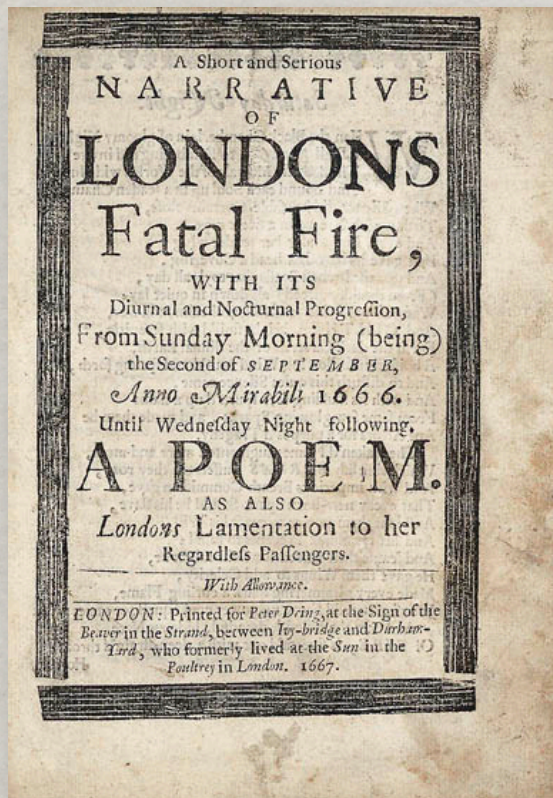
- Big opportunity for non-profits: deliver eBooks yourself in exchange for getting reader data and adding to a mailing list, or using for your own big-data analysis.
- Plan to pilot this with a non-profit news organisation in Colorado soon.

WHAT WE LEARNED

- Anyone can publish a book, but not anyone can sell it.
- You need good content
You also need an audience.
- News organizations have both!


HISTORICAL REFERENCE

- Did you know: the first newspapers were actually books that people paid for?



HUFFPOST CASE STUDY

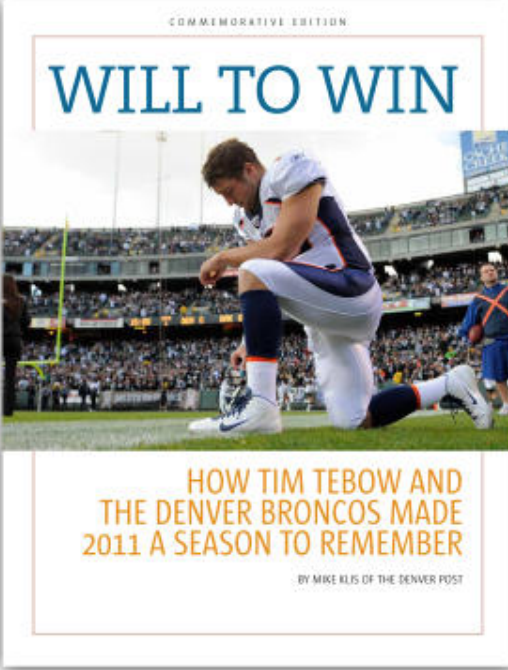
- HuffPost eBook: thousands sold first day due to Arianna promotion.
- Sales dropped 90% after Arianna blog ended, even with high-level promotion on Amazon.
- Sales continued whenever Arianna post resumed.



The screenshot shows a Huffington Post article page. At the top left is the author's name 'Arianna Huffington' with a profile picture. To the right, there are social media sharing options: 'GET UPDATES FROM ARIANNA HUFFINGTON' with buttons for 'FAN', 'RSS', 'EMAIL', 'Follow', and 'Like' (4K). The main title is 'HuffPost's First e-Book: A People's History of the Great Recession'. Below the title, it says 'Posted: 09/ 7/11 01:15 PM ET'. There is a 'React >' section with buttons for 'Inspiring', 'Funny', 'Typical', 'Important', 'Outrageous', 'Amazing', 'Innovative', and 'Beautiful'. Below that is a 'Follow >' section with tags like 'Books We Love', 'Ebooks', 'Hpmg Ebooks', 'A People's History Of The Great Recession', 'Arthur Delaney', 'Arthur Delaney a People's History Of The Great Recession', 'Arthur Delaney Ebook', and 'Books News'. A 'SHARE THIS STORY' section shows 'Like' (62), 'Nelson Pacheco and 179 others like this.', '115' shares, '18' tweets, and '7' emails. There is a 'Get Books Alerts' section with a 'Sign Up' button. The article text begins with 'Two years ago, I asked Arthur Delaney, one of our gifted young reporters at The Huffington Post, to focus his coverage on one thing: putting flesh and blood on the data of our economic crisis, and bringing to our readers the real stories of the unemployed, of those facing foreclosure, of the "formerly middle class." It was 2009, and the decline of the middle class was a subject I had become obsessed with, both

WHO'S REALLY SELLING?

- Conventional wisdom: Amazon.
- Our data: Book discovery begins with the brand promoting the book -- and can also include the sale.
- You put BUY NOW buttons on the brands readers trust. We collect money, deliver the eBook or ship the Print book, collect and pay sales taxes, and pay you the majority of every sale.





COMMEMORATIVE EDITION

WILL TO WIN

HOW TIM TEBOW AND THE DENVER BRONCOS MADE 2011 A SEASON TO REMEMBER

BY MIKE KLIS OF THE DENVER POST

 **BUY NOW**
Printed Book: \$19.99

 **BUY NOW**
eBook: \$4.99

OTHER CASE STUDIES

- Romance writer Marie Force's Facebook page: <https://www.facebook.com/MarieForceAuthor>
- Propublica ebooks (mostly Apple): <http://www.propublica.org/ebooks>
- Pulitzer center ebooks (mostly Amazon kindle singles). <http://pulitzercenter.org/reporting/ebooks>
- Example of a newspaper directly selling an eBook, cutting out retailers and going direct to customers: <http://www.ajc.com/buysec/>

CONTACT ME

Dan Pacheco

303.465.5560

Twitter: @pachecod

Available for paid consulting in summers and college breaks, and occasional free guest lectures to educational organizations.