

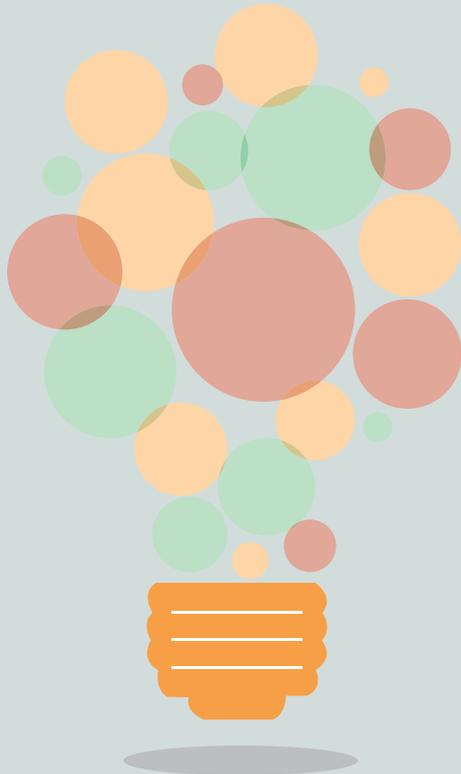
TOP 10

TRENDS AND CHALLENGES IN PUBLISHING 2016

Inspiration from our annual Scandinavian Executive Publishing Meeting



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01 Adapting to digitisation and transforming old business models

The publishing industry is undergoing major changes and businesses are seeking new ways to adapt to new and more modern business models.

Adapting to digitisation and staying in tune with the market is more important than ever because of threats posed by startups and other players in the market who are a danger to the traditional industries. Businesses must respond positively to the threats and find the opportunities and potential for collaboration. It won't do to close your eyes and try to ignore the pressure put on the industry, and hope that the old business models will survive. The message to us all is: "Open up, think digital, and be more agile – if you don't, you will be pushed over by someone from the outside". If nothing else, it is better to copy what others are doing than do nothing. And it is okay to fail; few get it right the first time.

We must acknowledge that digitisation brings an endless amount of new opportunities. These not only arise from the threats that are only too easy for us all to see but also from new advanced technologies and from the changing behaviour among consumers.

Learn more:

[Watch an exclusive interview](#) on our YouTube channel with Nils Randrup, Managing Partner at Rockwave, speaker at #SEPM15. At #SEPM15 Nils gave strategic advice on how publishing companies can compete better, and what related industries have done to adapt to new ways. Nils emphasises how important it is that businesses in the publishing industry adapt to new digital business models.

"A publishing industry today, a media industry tomorrow".





02 Streaming services

The music industry has undergone major changes in recent years. We have all seen it happen – as consumers we have experienced this transformation at close hand. The publishing industry is facing similar changes, so what can we learn from an industry that is really not so different from ours? Well, we can look at the consumption model where one unique product is changing into something that never ends. Can we turn books into never-ending stories? Perhaps we have to. If we want to reach the younger generations we have to change the way we deliver our products and services.

The other major issue is to focus on streaming rather than owning. Owning is quickly becoming extinct – streaming is the future. And finally, we must deal with the very real threat of books losing popularity to other forms of entertainment sources such as Netflix or Spotify.

Learn more:

[Watch an exclusive interview](#) on our YouTube channel with Gunnar Larsén from 7digital, speaker at #SEPM15. Gunnar suggests that the publishing industry should learn from the music industry and get more familiar with the behaviour of readers and listeners. Gunnar compares the transformation of the music and publishing industries with changing the engines of an airplane while it is flying.

“Transform the reading experience and learn from the music industry”.





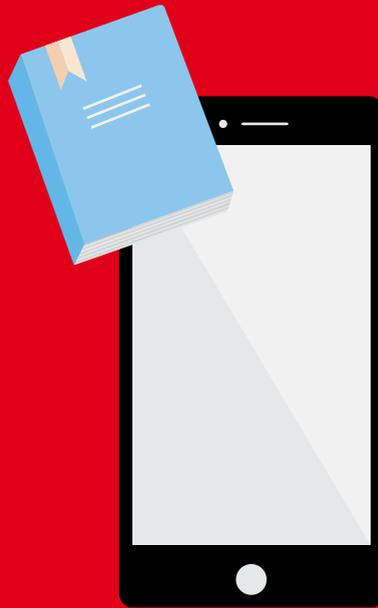
03 Addressing student piracy and second-hand sales

Student piracy and second-hand sales are putting huge pressure on the publishing industry. The industry needs solutions that generate a win/win situation for publishers and students: streaming services for student textbooks. Generation Y wants everything on demand. So how can we rethink our business and adapt to the behaviour of the younger generations? All textbook publishers must find a way to satisfy the needs of students, otherwise copying and piracy will continue at the same pace as today. So here's the message: "Address the problem, work *with* the students rather than against them, and find a way to fulfil their needs".

Learn more:

[Watch an exclusive interview](#) on our YouTube channel with Camilla H. Lastein, CEO, Lix Technologies, speaker at #SEPM15. Camilla highlights the significance of the increasing numbers in piracy and second-hand sales among students. These are some of the challenges the publishing industry is facing. Camilla suggests that businesses should look into other revenue models and move away from physical books, because students want everything to be digital today.





04 Mobile storytelling: A new generation of readers

For most publishers who have been willing to enter the digital market, e-books have been the go-to-solution for quite some time now. Some publishers have also experimented with enhanced e-books, apps, and other new formats. But surely we can do more with storytelling in this digital and mobile age?

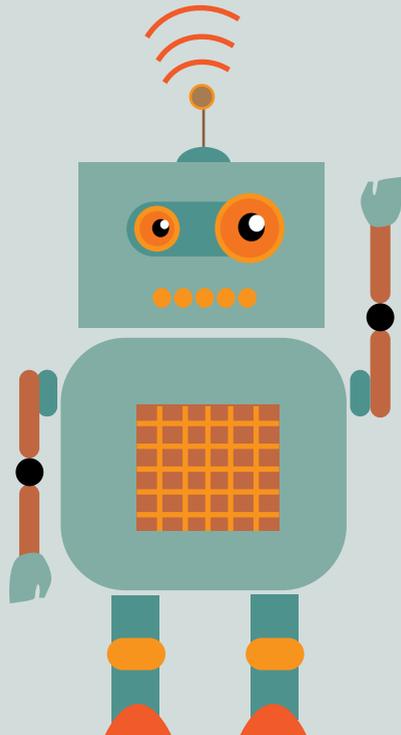
We already know that the new generations are changing their consumer behaviour and use their smartphones in new ways. Via mobile devices you can interact with your readers in new ways. Mobile devices make reading easy and convenient – a fact you can exploit. Your goal as a publisher should be to bring content creators together with young people who enjoy reading. The answer may well be subscription-based services where you can deliver multimedia content, images, video, and audio to the subscribers and invent new ways of experiencing content.

You have a unique opportunity to offer your audience new enjoyable experiences! No doubt we shall see much more of this in the future.

Learn more:

[Watch an exclusive interview](#) on our YouTube channel with Colin Lovrinovic, Chief Content Officer at oolipo, speaker at #SEPM15. In his presentation Colin described how oolipo brings content creators together with a new generation of readers – the millennial generation. Get inspired and hear what Colin thinks the future holds for the new generation, and how businesses can prepare themselves for the new times.





05 Speech synthesis – digital voices

Technological development is bringing about many new changes and pushing boundaries like never before. Artificial intelligence has advanced greatly and we see an increasing need for better digital voices – just think of Siri on your iPhone or audio books.

A natural step is to produce digital voices with emotions: happy voices, sad voices. They must sound much more like a real human being. What does this mean for the reading experience in the future? If we can create better digital voices, the listening experience will improve tremendously. Perhaps more people will choose to listen to audio books rather than music!

Learn more:

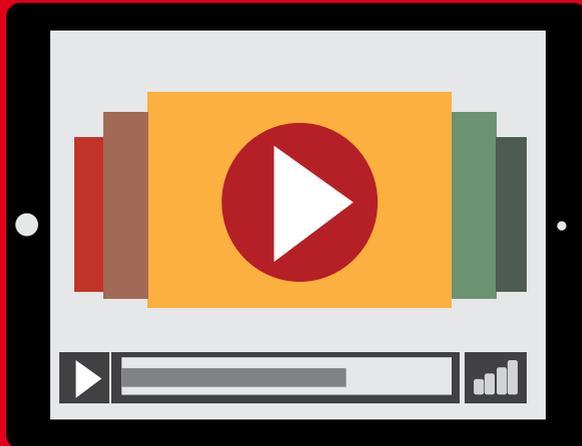
[Watch an exclusive interview](#) on our YouTube channel with Lars-Erik Larsson, CEO at Acapela Group, speaker at #SEPM15. Lars-Erik introduces us to new developments within speech synthesis and explains how digital voices have become more human-like – and what is next within the area of digital voices.

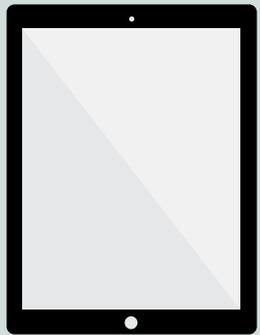




06 Online and live video – the fastest growing medium

Online video is the fastest growing medium – faster than any other advertising format today. The increase in broadband speed has resulted in increasing use of mobile devices on the move, and today more than 20% of video is viewed on smartphones. This trend is growing fast and video is a medium you simply cannot overlook in your future marketing strategy. It is an easy way to reach your potential customers and a fast and convenient way of getting your brand and products out there. Video reach is second to none, and you can easily keep track of your viewers. You should also consider using video in a broader sense than only for online viewing. You could run campaigns, host webinars, online meetings, provide customer service, PR, social media, etc. The potential is endless!





07 Two kinds of readerships

Will e-books kill the print book market? There has been much discussion about this in recent years, yet the printed book is not yet extinct. One will not outperform the other. The two formats belong to two different readerships, sometimes overlapping. And publishers must satisfy the needs of both. The markets for e-books and printed books are different because readers look for different entertainment platforms. So, instead of fearing for the printed book, publishers must encompass both channels in the market and learn about the different segments in the market to understand the different audiences they are selling to.

Learn more:

[Watch an exclusive interview](#) on our YouTube channel with Giuseppe Terrano, Content Acquisition Manager at Bastei Lübbe, speaker at #SEPM15. Hear what Giuseppe thinks the future holds for the publishing industry. *"Satisfy two kinds of readerships".*



08 Digital mindset

The future is the best kept secret ... What you can be sure of, though, is that the world will keep changing and the speed of acceleration will increase. Digitisation and disruption are not a question of when but how. Your organisation's traditional ways of doing business may have worked well enough but today successful businesses must have a more modern, digital, and global approach. New successful businesses think about, sell to, and interact with their customers, and they are available 24/7. If you want to innovate your business you need a digital mindset. You need to think 'agile' if you want to succeed in transforming and adapting to the constant changes – and you must do it faster and cheaper. You need to be open for collaboration with customers and partners, and focus your business on customer needs and value-adding partnerships. You must consider scale, platform, and access over ownership.

So how do you do this? Look for new ways of digitising your products or services, because there is great potential in combining print and digital. Put the customers in the centre and meet them with a digital mindset and digital culture.

Remember: Your work environment alone can create an innovative culture and support a digital mindset. And, it goes without saying, you need to employ the right talent. Ask yourself: How does your organisation support customer focus and innovation?

Learn more:

The need to incorporate a digital mindset to embrace the many opportunities in the publishing industry – this is what Martin Schorling from Innovation Lab, speaker at #SEPM15, talks about in an exclusive interview. Martin points out that the entire organisation must understand and exploit the digital opportunities. How will you use digitisation to transform your business? [Watch the interview here.](#)





09 New revenue streams

Many organisations stubbornly resist innovation but companies must open up if they want to create new revenue streams. If you want to see results, be fearless! There will be changes, but they may secure your company's future!

Can the book you are selling be made in a special print edition that your customers are willing to pay for? Sometimes you need to offer your customers more choices. Research what your competitors are doing and learn from similar industries. Observe their development and what works well for them.

Learn more:

[Watch an exclusive interview](#) on our YouTube channel with Nils Randrup, Managing Partner at Rockwave, speaker at #SEPM15. Nils emphasises the value of looking at new revenue streams and how you should look for new opportunities and learn from similar industries.





10 360° exploitation of rights

When you consider business development strategies, you need to rethink the exploitation of your content on new and emerging platforms, channels, and formats, for example single e-books, e-book series, digital-only editions, digital first with successive print editions, special editions, audio books, audio downloads, smart TV, smartphones, etc.

Think about how you can create new content on your own IPs in your digital portfolio. You may have to renegotiate your rights to acquire the digital rights to print titles for which an e-book edition or audio book is not yet available or for a print edition that is no longer available (backlist titles).

Either partner up with someone who can help you work with cross-border agreements, financial regulations, and protection law, or establish your own in-house team that works with content development, rights, licence sales, and marketing.

Your focus should be on developing great content that can be exploited globally on multiple media platforms including e-books, film, television, smartphones, video games, audio, comics, and other new emerging media.

Learn more:

[Watch an exclusive interview](#) on our YouTube channel with Giuseppe Terrano, Content Acquisition Manager at Bastei Lübbe, speaker at #SEPM15. Giuseppe speaks about Bastei Lübbe's digital strategy which consists of 360° exploitation of rights through different channels and formats such as e-books, digital-only editions, audio books, etc. See the interview and hear what Giuseppe Terrano thinks the future holds for the publishing industry.



Schilling is the leading Scandinavian provider of highly specialised software and know-how for the publishing industry. We have more than 40 years of experience designing solutions that make the handling of contracts, royalty, rights, editorial work, product development, logistics and sales more efficient.

Visit us at www.schilling.dk

The Scandinavian Executive Publishing Meeting is the only event in Scandinavia that focuses on changes and developments in the publishing industry across national borders. We gather players in the industry and place them in an inspiring setting, where we discuss the future changes and challenges that are ahead of us.

Visit us at sepm.schilling.dk

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