

Publishing Process

WIPO-FIP

Workshop

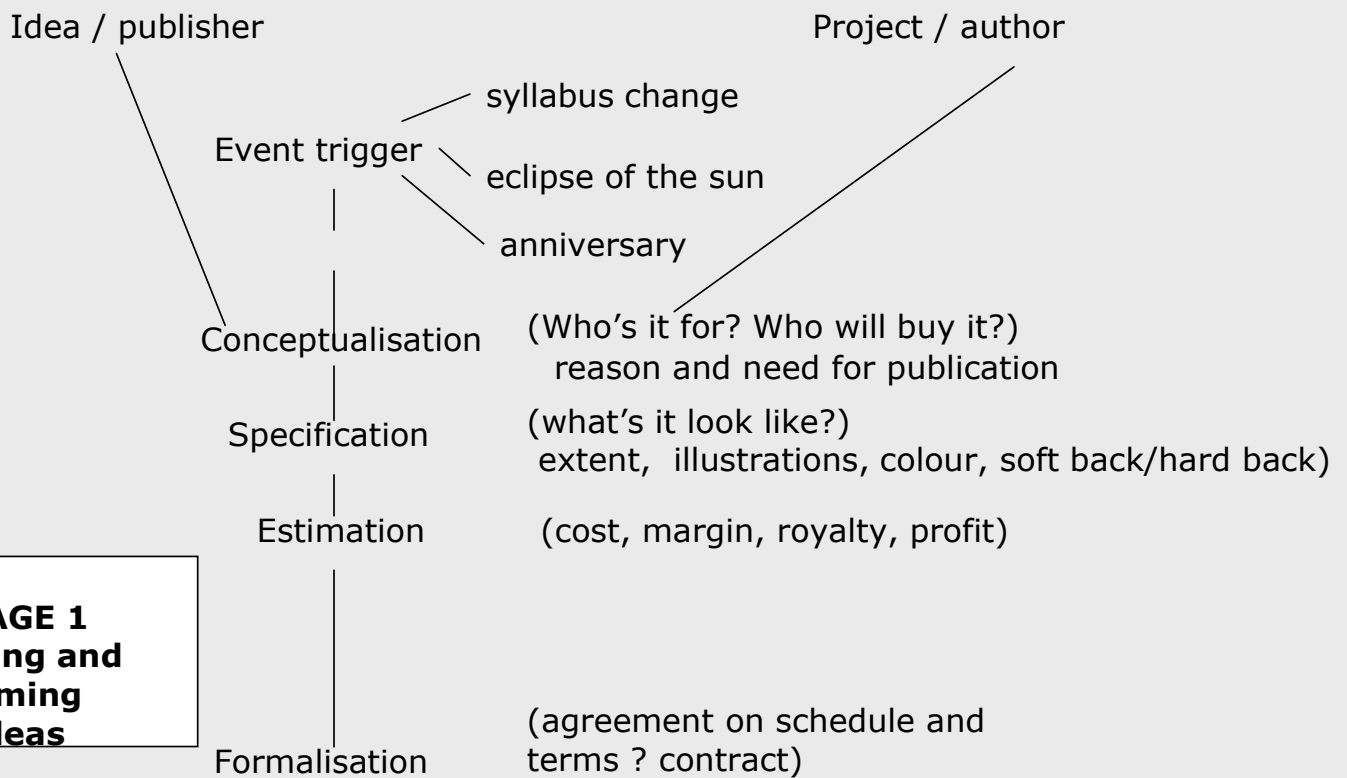
New Delhi, India

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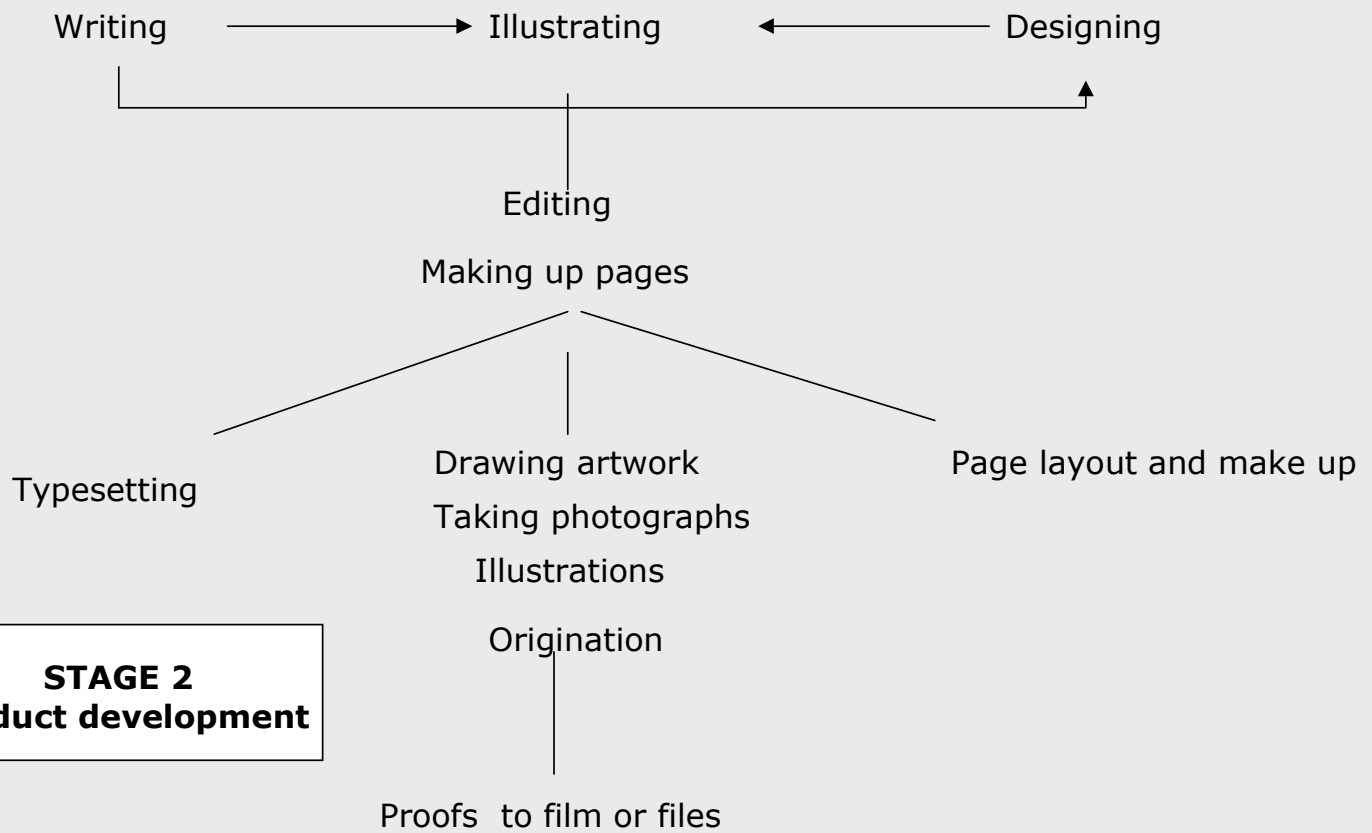
CopyTrain

Publishing process – analogue

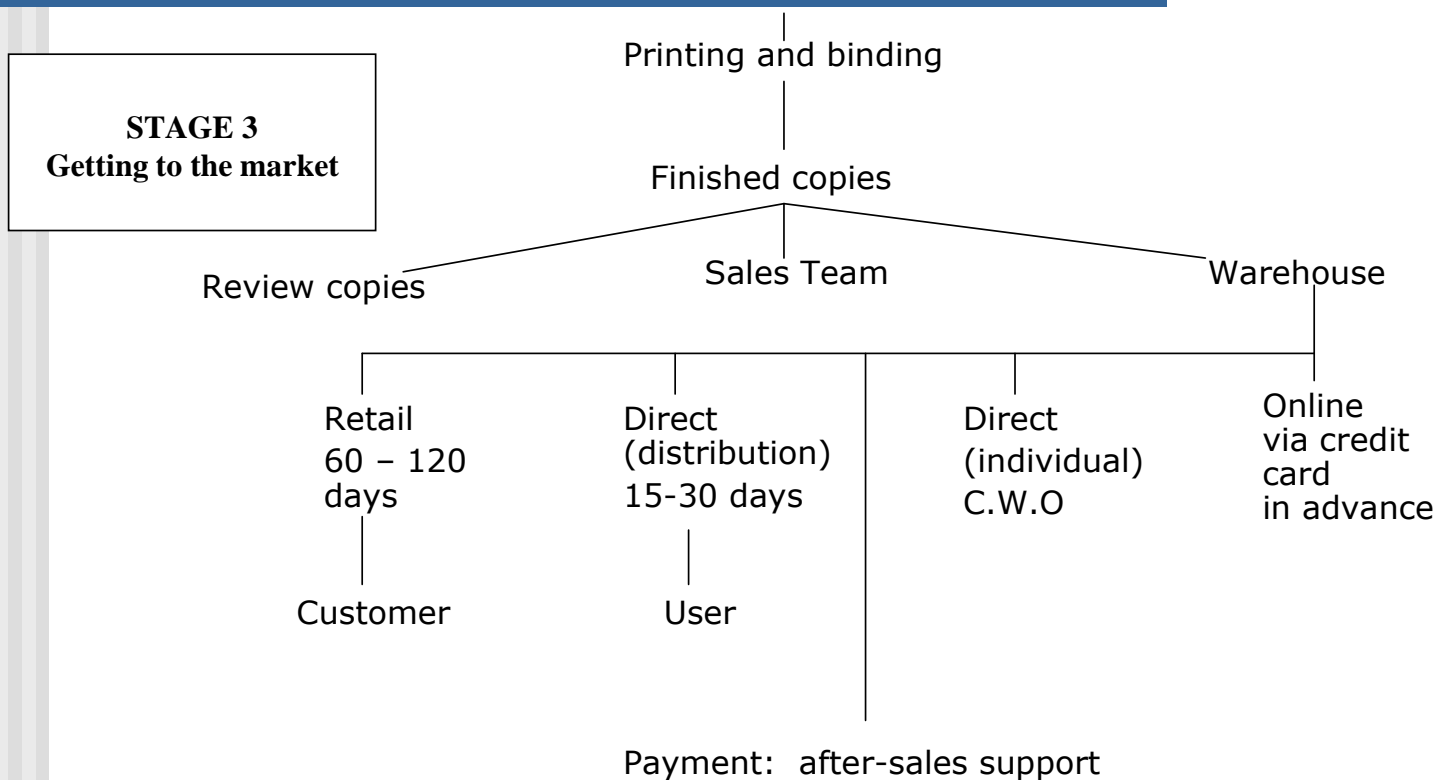
Stage 1 – beginnings



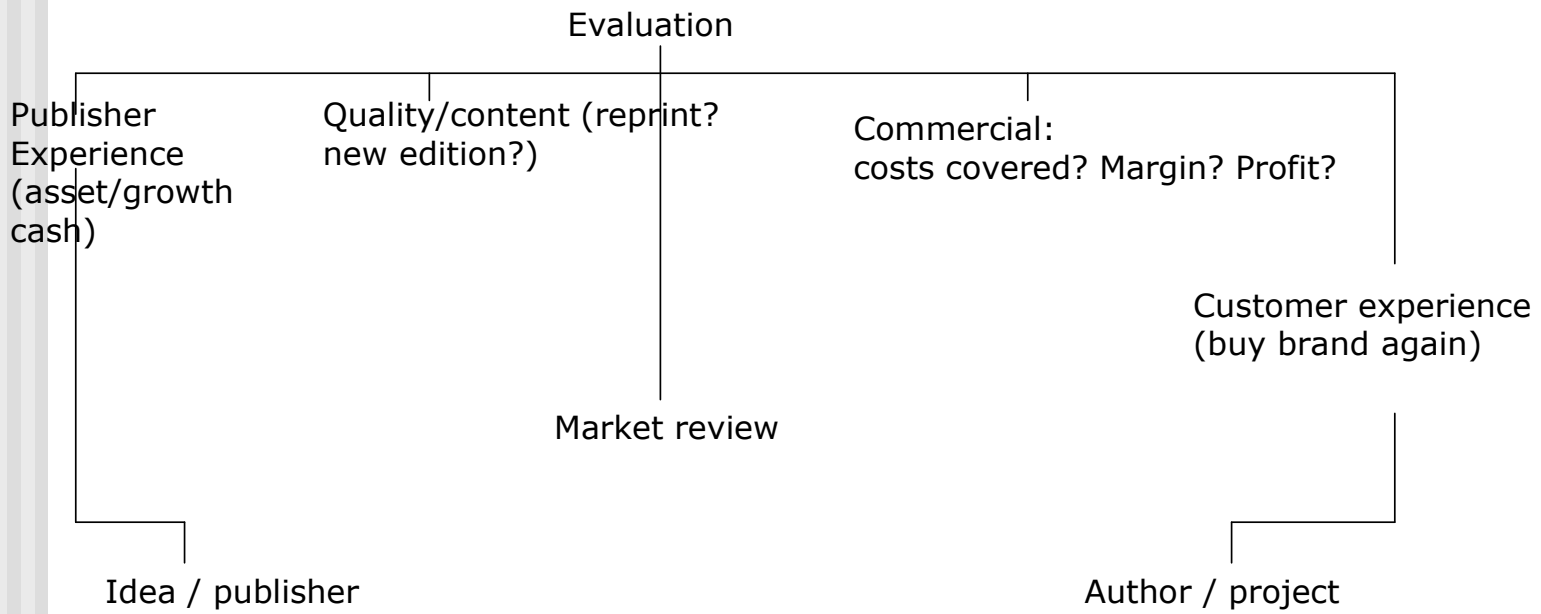
Stage 2 – developing product



Stage 3 Delivery and circulation

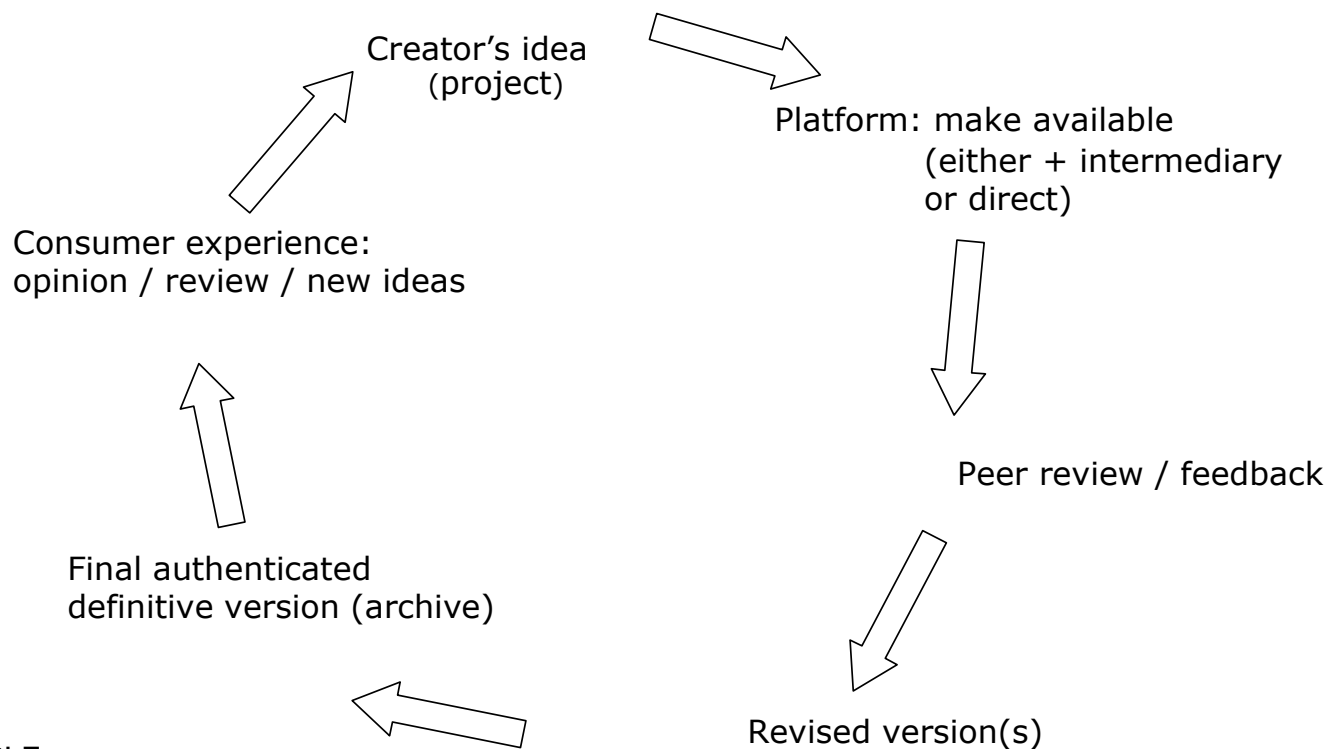


Stage 4 After sales, pre-publication



**Stage 4:
Evaluating the experience**

Supply Chain – digital circle



GOOGLE
WIKIPEDIA
AMAZON SEARCH INSIDE

Aggregation: 'From N to X'

Defining need
Creating I.P.
Aggregating content
Adding value
Granularising content
Packaging and pricing
Making available
Content to context

Creator → Aggregator → Intermediary → Supplier → Buyer → Reader/user

Publishing challenges in the digital world

- Creator to end-user: why not go direct?
- What value does the publisher add?
 - Risk-taker and banker
 - Authentication (original, creative, valuable)
 - Quality control (accuracy and liability)
 - Reliable content (answers correct, process accurate)
 - Presentation and packaging
 - Value for money
- What value does a bookseller add?
 - Searches categories, and classifies offers
 - Choice of product and product source
 - Can recommend, advise, help reader choice
 - Carries main distribution cost/storage

Other delivery and distribution methods

- Online ordering (e.g. Amazon.com)
- Unorthodox (illegal?) routes (e.g. eBay)
- Google Library? Search Inside the Book?
- Print on demand
- Self publishing (e.g. Lulu, Author House)

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Copyright workshop

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