

Ebooks no ecossistema, publicação global



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Ebooks no ecossistema, publicação global

...e lembrem-se destes três formatos...

ePUB, PDF, HTML5



ePub



HTML5



PDF

Ebooks no ecossistema, publicação global



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By [goXunuReviews](http://www.flickr.com/photos/43602175@N06/4070018828/)
<http://www.flickr.com/photos/43602175@N06/4070018828/>



Cortesía da Springer

Formatos, dispositivos e hábitos

750 g. carne - almoço

Steak & Mushrooms



Por Special*Dark John Herschell

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Sopa e sanduiche - jantar



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Lanche

Fruit salad



By lisaclarke Lisa Clarke

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Leitores - categorias

1. Mobile client (app) - tablet, smartphone
2. Web client (o navegador Web)
3. Dedicated eReading device client
- Kindle, Koboreader
4. Desktop client (programa para PC/Mac)

Ebooks no ecossistema, publicação global

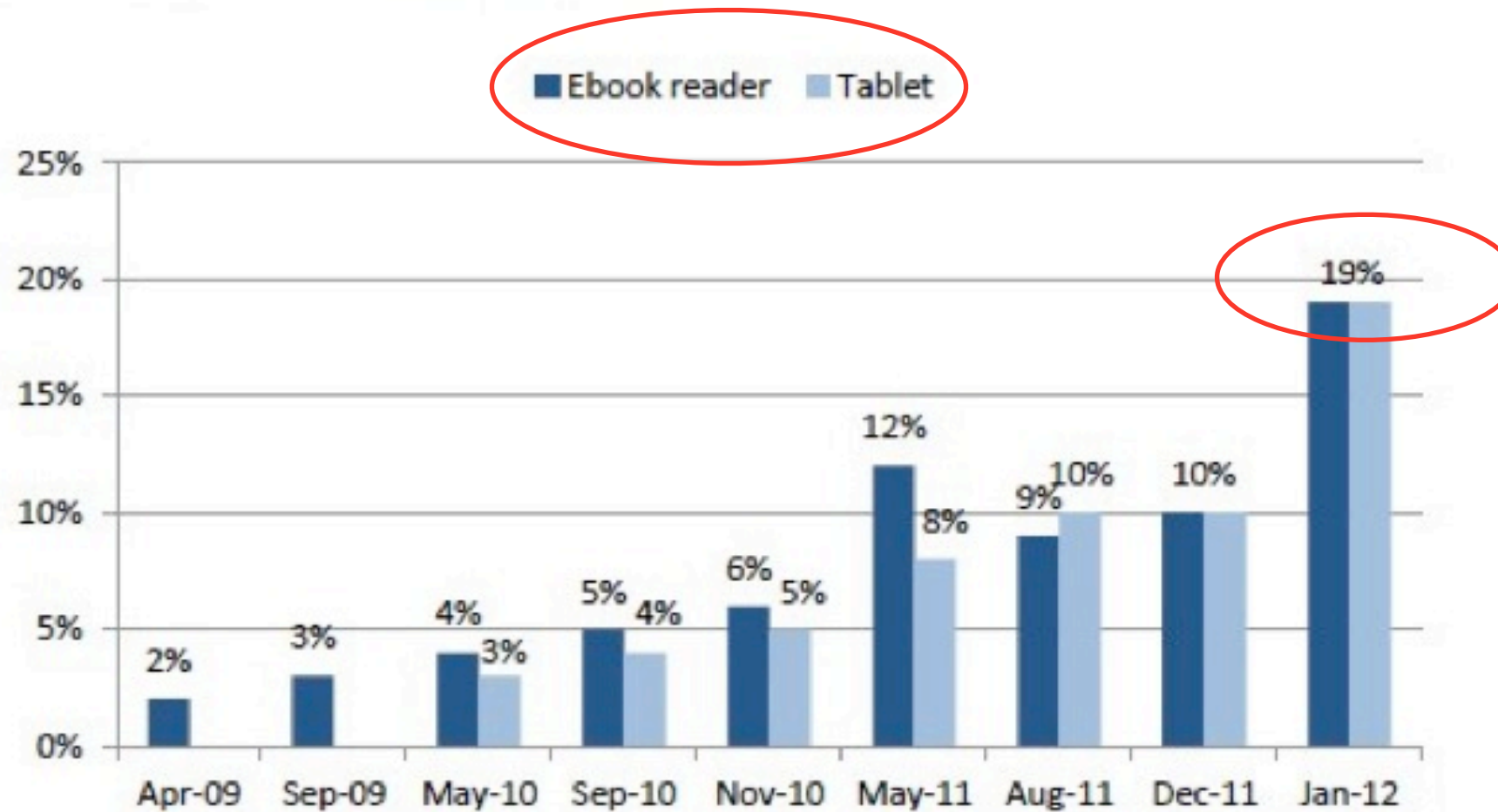
Tendências

Mobilidade e Acesso

Dois terços das receitas da Apple...
estão vindo, neste momento, de dispositivos móveis
os quais não existiam há quatro anos atrás.

Mobilidade e Acesso

Big jump in gadget ownership over the holidays
% of adults who own tablet computers and e-book readers



Rainie, Lee Tablet and E-book reader Ownership Nearly Double Over the Holiday Gift-Giving Period. Pew Internet & American Life Project, January 23, 2012, <http://www.pewinternet.org/Reports/2012/E-readers-and-tablets.aspx>, accessed on March 26, 2012.

○ e-book

Formatos

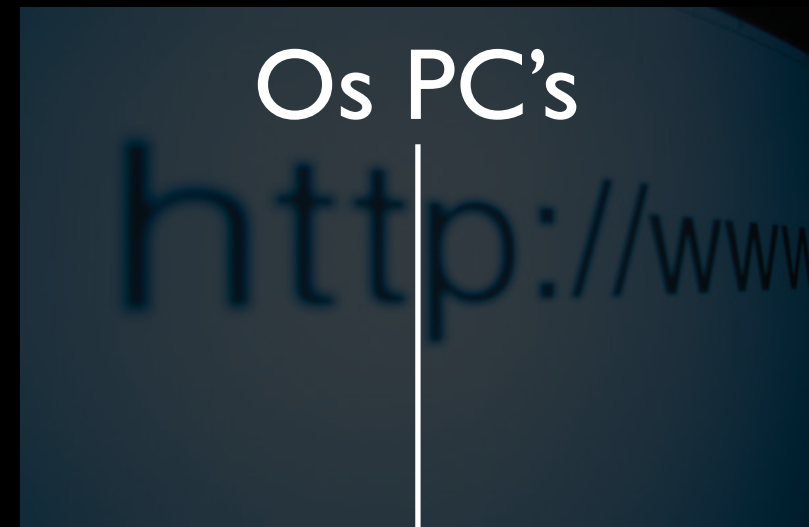
Imagem de livro impresso (fixo)



Formatos redimensionáveis
Interatividade (apps)

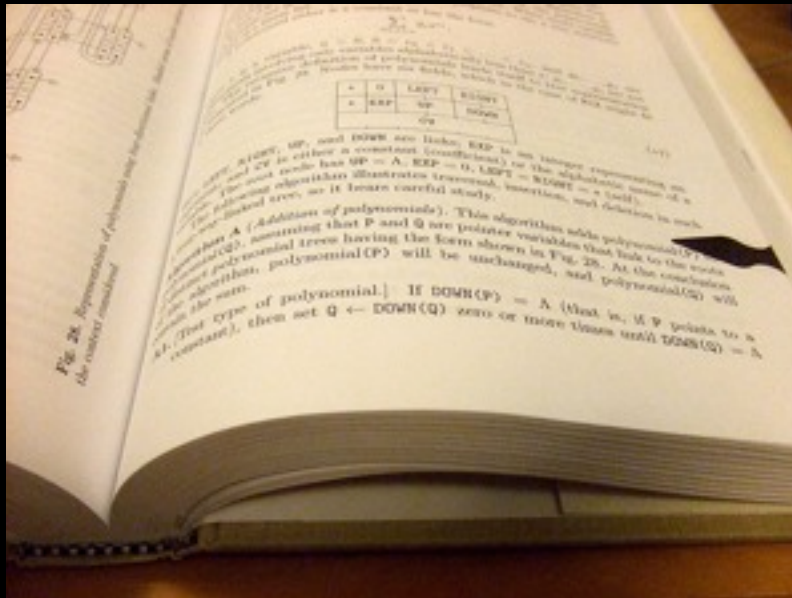
Dispositivos

Os PC's



Dispositivos móveis
Smartphones, tablets, leitores e-
book

Livros impressos - Vantagens



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Não necessita tecnologia para leitura

Formato padrão - papel e tinta

○ e-book e o livro impresso se complementam

Print-on-Demand (Impressão por demanda)



Amazon



Ingram



Baker & Taylor

Tendências de Mercado e da Indústria editorial

O mercado é o mundo inteiro

Uma mudança importante para a editorial:

- O mercado no mundo digital e o mundo inteiro.
- Isto tem impacto sobre o marketing e sobre os direitos geográficos dos livros.

Vendas de e-book por atacado nos EUA

	Estimated			Actual Reported Sales								
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Trade Print	3,704.5	3,602.9	3,495.6	3,897.7	3,838.3	3,794.7	5,058.5	5,036.4	5,457.9	5,158.0	5,127.1	4,864.0
Ebooks				2.1	6.0	9.3	16.0	25.2	31.7	61.3	169.5	441.3
Total Trade				3,899.8	3,844.3	3,804.0	5,074.5	5,061.6	5,489.6	5,219.3	5,296.6	5,305.3
eBook Share of Total				0.05%	0.16%	0.24%	0.32%	0.50%	0.58%	1.17%	3.20%	8.32%

Millions of Dollars

The Association of American Publishers

http://www.publishers.org/main/PressCenter/Archives/2011_Feb/DecemberStatsPressRelease.htm

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Kindle Singles

Compelling Ideas Expressed at Their Natural Length

Each Kindle Single presents a compelling idea--well researched, well argued, and well illustrated--expressed at its natural length. From an elaborate bank heist in [Lifted](#), to Congolese rebel camps in [The Invisible Enemy](#), to Jodi Picoult's moving portrayal of family in [Leaving Home](#), they offer nuanced journeys of both fact and fiction. This first set of Singles was selected by our team of editors, and includes works by Rich Cohen, Pete Hamill, and Darin Strauss. We hope you enjoy reading them as much as we have.

Popular Culture Revisited

[The Real Lebowski](#)
by Rich Cohen

[Octomom and the Politics of Babies](#)
by Mark Greif

[Piano Demon](#)
by Brendan I. Koerner

[How to Not Succeed in Business by Really Trying](#)
by Claudia Lonow

Personal Journeys

[The \\$500 Diet](#)
by Ian Ayres

[Reboot-enanny](#)
by Rebecca Huval

[Journey to the Edge of the Light](#)
by Cristina Nehring

[Leaving Home](#)
by Jodi Picoult

The Real Lebowski by **Rich Cohen**
He wrote the first draft of *Apocalypse Now*. He discovered Arnold Schwarzenegger. He wrote Clint Eastwood's "Go ahead, make my day." The *Vanity Fair* writer and author of [Sweet and Low](#) trails tough-guy screenwriter/director John Millus as he fights to find his place in a transformed and unwelcoming movie business.
\$2.99

The Invisible Enemy by **Jonathan Littell**
On assignment from *Le Monde*, the acclaimed novelist (*The Kindly Ones*) chronicles a forgotten war--the Lord's Resistance Army's terrorist campaign in Congo--and its devastating effect on innocent families.
\$1.99

Leaving Home: Short Pieces by **Jodi Picoult**
The deep pains and powerful pleasures of parenting: those are the extremes explored here by the extraordinary novelist Jodi Picoult. In three short pieces that display her wide emotional range, Picoult weaves together stories of love and loss with heartbreaking simplicity.
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<http://www.springer.com/authors/book+authors/springerbriefs?SGWID=0-1720013-0-0-0>

Auto publicação e publicação colaborativa

kindle | direct
publishing



iBooks Author da Apple



Deficientes Visuais



- Text to speech (texto convertido em voz)
- DAISY - a norma para os “Talking books”
- DAISY - incorporado no ePUB

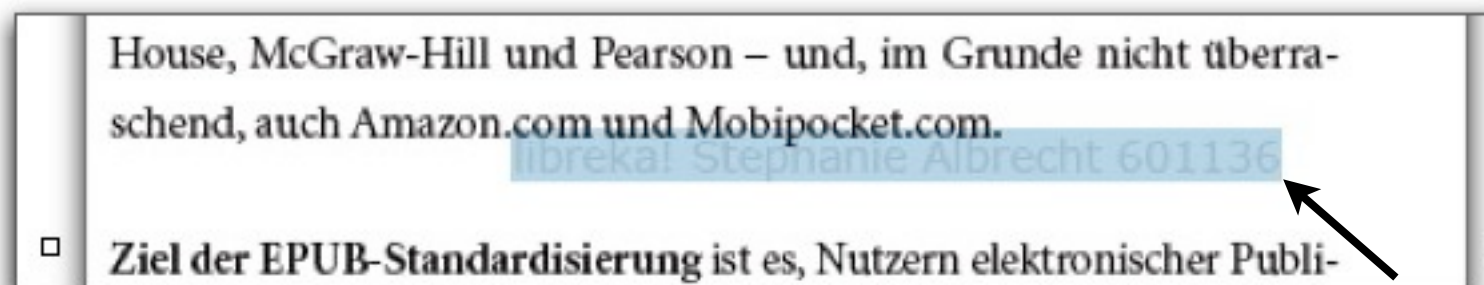
Gestão dos Direitos Digitais DRM

- DRM - as livrarias usam DRM
- Sem DRM
 - Springer, Wiley, CAB, IOS Press, O'Reilly
- Marcas d'Água Digitais (pegada digital)

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Directory of Open Access Books (DOAB)

<http://project.oapen.org/index.php/news>

Iniciativas editoriais acadêmicos

University Press Content Consortium (UPCC)

(60-70 editoriais, 15,000 títulos, PDF)

The UPCC Book Collections of Project MUSE

(<http://beta.muse.jhu.edu>)

University Publishing Online (UPO)

(6 editoriais, 13,000 títulos, PDF)

Cambridge University Press

(www.universitypublishingonline.org)

Books at JSTOR

(30 editorias, 13,000 títulos, PDF)

Books at JSTOR

(<http://about.jstor.org/books>)

University Press Scholarship Online (UPS O)

(6 editoriais, 7,000 títulos, XML, PDF)

The OUP-sponsored University Press Scholarship Online program

(www.universitypressscholarship.com)

<http://www.infotoday.com/online/jan12/Polanka-EBook-Buzz-University-Presses-and-Ebooks-A-New-Horizon.shtml>

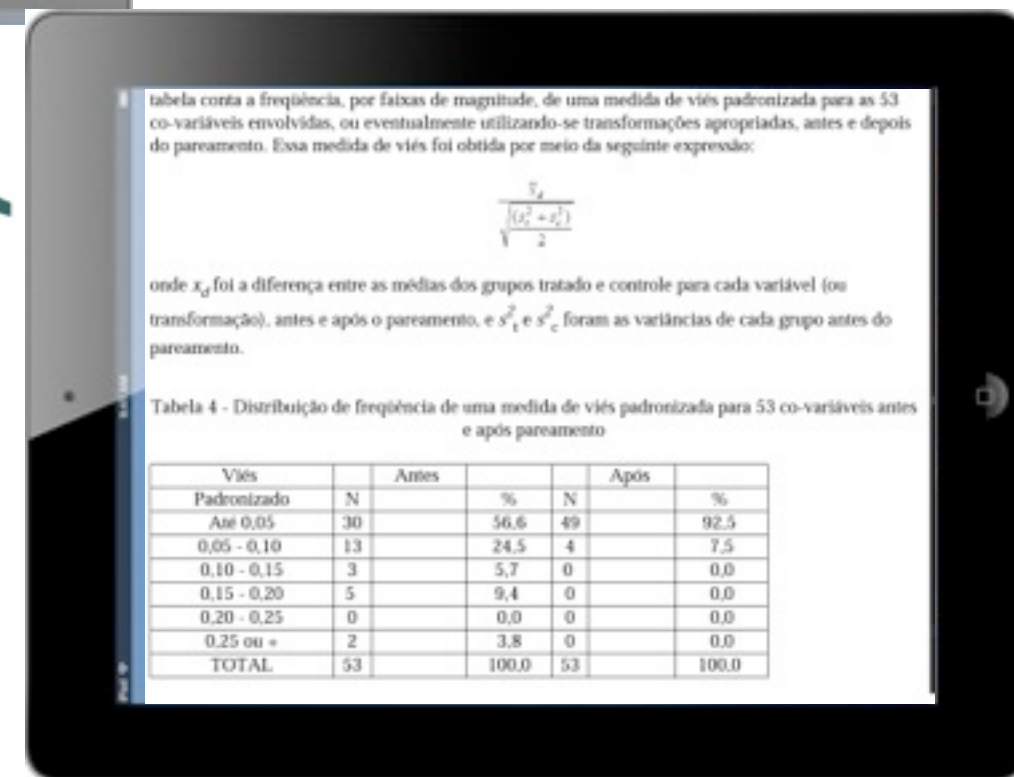
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Editora UNESP



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Editora FIOCRUZ

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