

Self publishing surging to be 31% of the eBook market

DIY authors are here to stay

Traditional publishing v/s self publishing

Publisher	Author
<ul style="list-style-type: none">• Inventory risk• Revenue control• Sales and distribution• Marketing• Payment to authors begin at the end of 12 months	<ul style="list-style-type: none">• Inventory risk• Larger share of revenue• Marketing and promotion• Direct to consumer• Payment to author begins at the end of 1 month

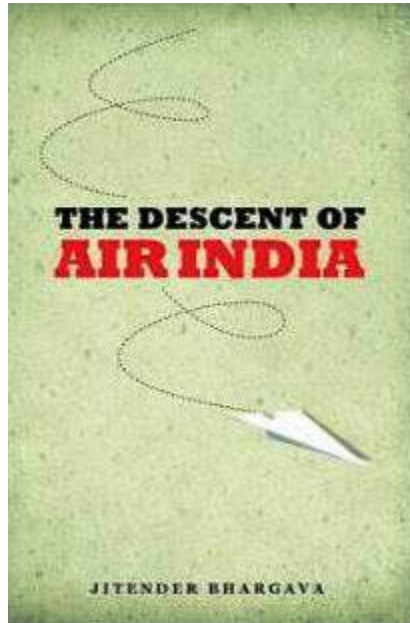
However what tilts the balance is creative control and turnaround time

Publishing environment

- Retail environment – shrinking very very fast
- Biggest value offered by traditional publishers
- A more democratic, user-generated content world
- Given the belief to new voices to be authors and be heard
- Limitations of editors to gauge this democracy
- Manuscript and peer review is dead
- Online – Democratic, accessible, global

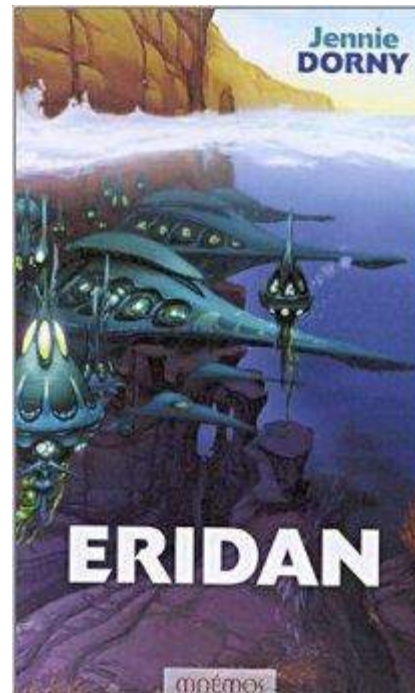
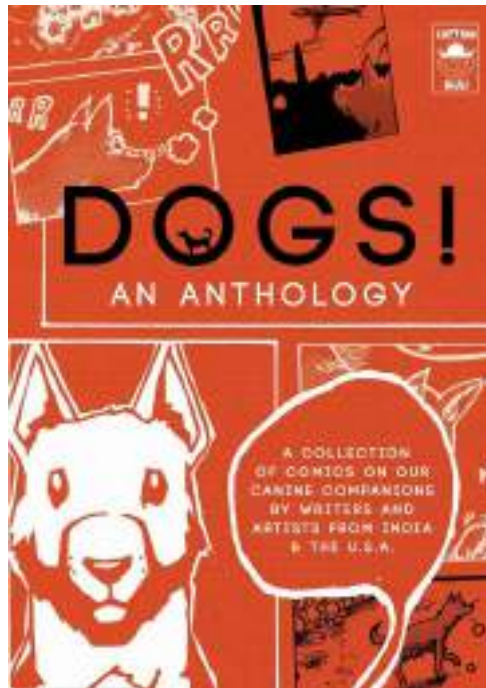
However what tilts the balance is transparency and the economics of self publishing

Freedom of expression



Traditional publishing not an option for whistleblowers

New, experimental formats



Authors can push the envelope and take full advantage of tech possibilities to create something new and unprecedented.

Is it not vanity publishing?

- Yes and no
- In a democratic world it is everyone's right to expression
- Yes but there is no shame in it...rather a pride
- Sponsored books /buy-back clauses have always been around
- Author branding is always bigger than publisher branding

Authors will increasingly publish themselves anyway since they now have the technology at hand.

Is there a quality concern

- Yes and yes
- Self-publishing platforms play a role in ensuring quality
- Authors recognise the need for professional advice
- Typesetting, eBook development, covers, promotions, distribution alliances, web development and cross-media exploitation need professional intervention

Self-publishing can tell better stories...

Traditional publishers still score

- Established authors may not take the financial risk
- Superior distribution support
- Works well for authors with a large portfolio in cross-selling
- Access to capital and large pool of subject experts

Both forms will co-exist but self-publishing possibilities may put pressure on traditional publishers to do things differently....