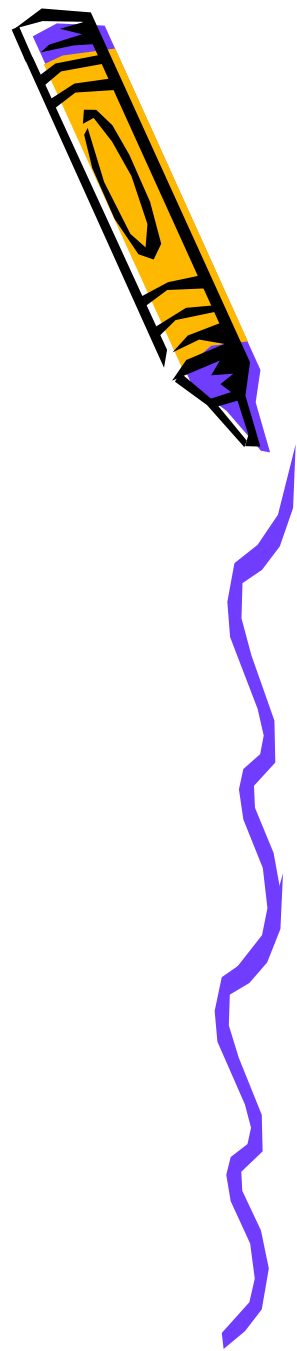




Embracing technology for  
the development of the  
African Book for a  
Profitable Future

# What are the technologies?

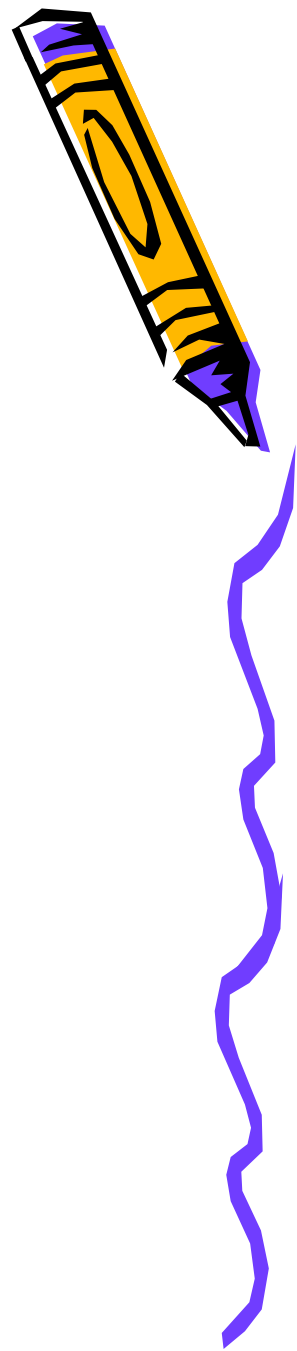


- Content
  - Electronic book (e- book)
  - Mobile applications (apps)
- Delivery
  - Online
  - Offline



# E-books

- Types of e-books
  - Printed book scanned as PDF
  - Monochrome text only e-book
  - Colour multimedia e-book
  - Page-faithful interactive e-book



# Features and benefits of e-books

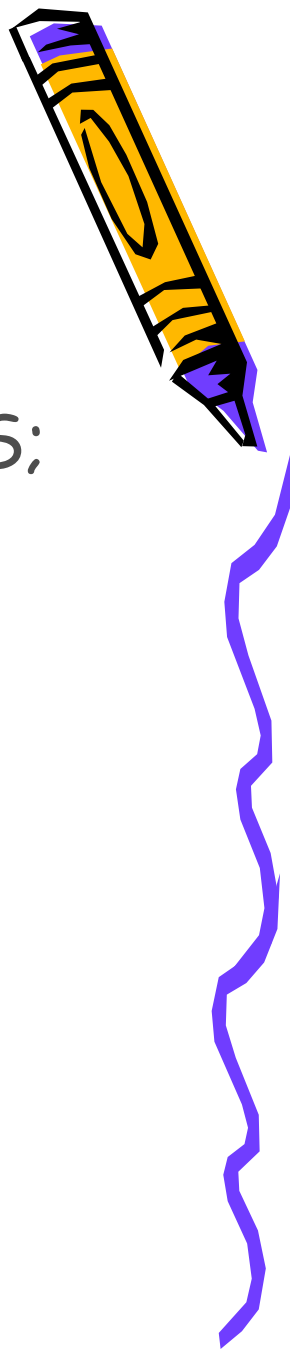


- Can be transmitted electronically
- Can be used by different users at the same time
- Are readable on electronic reading devices  
e.g.
  - Computers - PCs, tablets such as Ipads
  - Kindles
  - Smart Phones



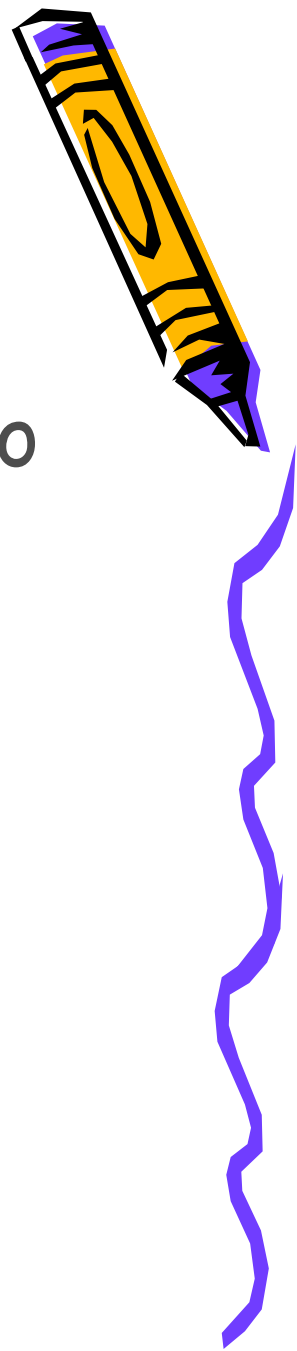
# Delivery

- E-books can be delivered:
  - Offline - e.g. on CDROMS/DVDROMS; users don't require an internet connection
  - Online - users require an internet connection to access the content



# Myths about e-publishing

- It is cheaper than print publishing
- Content should be given for free to users (open access)
- E-books can be printed and bound



# What is required?



- In publishing
  - Writing templates e.g. in html/XML
  - Editing software
  - Design software e.g. In Design, EPUB, video and audio applications
  - Delivery platform (if online) with payment interface for paid-for content



# What is required? Cont'd



- By users
  - Electronic reading devices
  - Electricity
  - Stable internet connection (for online content)
  - Servers to store content for multiple users





# Challenges

- Distribution: few online stores e.g. istore, Amazon, Google editions
- Digital Rights Management and piracy
- Skills required to develop digital content



# Challenges cont'd

- Free content v/s paid-for content
- Competition from non-publishers eg Microsoft, Google, Amazon, Intel who are giving away free content
- Lack of regulation quality of content  
- anyone can write and be hosted by the online stores

