



CONSTELLATION

DIGITAL POWER FOR INDEPENDENT PUBLISHERS

Introduction to Constellation Digital Services



What is Constellation?

The only complete digital service
for independent publishers



The only *complete* digital service for independent publishers

Not just eBooks, but all things digital

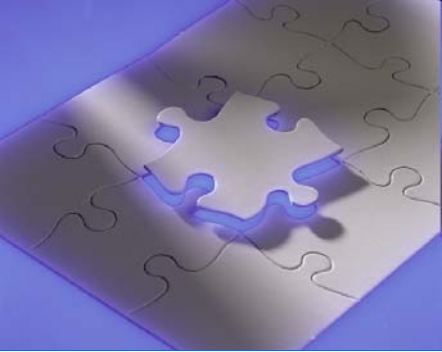
- Empowers digital discovery
- Enables and supports digital printing
- Distributes and monitors digital eBooks
- Provides digital marketing tools
- Accesses enabling/monitoring digital services



The only complete digital *service* for independent publishers

Not just technology, but an end-to-end service

- We screen and negotiate deals with all Constellation partners
- We setup and manage all interactions with Constellation partners
- You provide title files and distribution preferences
- We ingest your files, convert and distribute as requested
- We monitor, consolidate and report all activity back to you
- We remit sales revenues back to you



The only complete digital service *for independent publishers*

Not a one-size-fits-all system, but instead a dynamic solution purpose-built for independent publishers

- Future proof: We constantly evaluate the landscape of potential partners to ensure that publishers can participate in smart ways
- Flexible participation
 - You sign-up only with partners you want
 - You enroll titles on a service-by-service basis
- Ongoing education (e.g., seminar, white papers, original analysis)
- Advantaged economics and clout
 - We invest in technology, deal-making and centralized staff
 - You pay low setup fees and then only when you make money



Constellation *connects* and *integrates* all things digital for independent publishers



- ***Publisher retains control***
- ***Can choose, service-by-service***
- ***Can choose, title-by-title***

PDF or ePub

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- *Ingests, converts and stores files*
- *Captures and stores preferences*
- *Distributes files and metadata*
- *Troubleshoots issues*



CONSTELLATION
DIGITAL POWER FOR INDEPENDENT PUBLISHERS

- *Tracks Activity*
- *Collects Revenues*
- *Reports via Integrated Statement*
- *Remits to Publishers*

- Digital Discovery
- Digital Print-to-Stock
- Digital Print-on-Demand
- eBook Retailers
- Online Marketing Tools
- Future Digital Services



Constellation Partners: *Powerful...*

- Amazon.com & Kindle
- Apple iBookstore & iPad
- Barnesandnoble.com & Nook
- Createspace
- eBrary
- Edwards Brothers
- eFollett.com
- Google Books
- Ingram Digital
- Jouve/Publishing Dimensions
- Kobo
- Lightning Source
- myiLibrary
- OverDrive
- ReadHowYouWant
- Sony Reader



...and *always growing*

(20 partners, 4 tools)

| | Wave 1 Fall 2008 (11 partners, 3 tools) | Wave 2 Spring 2009 (+6 partners) | Wave 3 Fall 2009 (+2 partners) | Wave 4 Spring '10 so far (+1 partner, +1 tool) |
|--|--|--|--|---|
| Digital Discovery | <ul style="list-style-type: none"> Amazon Search Inside B&N See Inside Google Book Search | <ul style="list-style-type: none"> Ingram Digital | | |
| Digital Printing | <ul style="list-style-type: none"> Edwards Brothers Lightning Source CreateSpace | | | |
| eBook Sales/ electronic Licensing | <ul style="list-style-type: none"> Amazon Kindle Sony OverDrive Ebrary | <ul style="list-style-type: none"> Read How You Want eBooks.com Folletts Ingram myiLibrary Ingram Digital eBook | <ul style="list-style-type: none"> B&N nook Indigo (now Kobo) Rights licensing <ul style="list-style-type: none"> eBooks.com EBL myiLibrary ebrary | |
| Digital Services | <ul style="list-style-type: none"> Publishing Dimensions /Jouve | | | |
| Marketing Tools (Perseus-Created) | <ul style="list-style-type: none"> Newsletter Builder ePostcard Builder Microsite Builder | | | <ul style="list-style-type: none"> Website Builder |



Key Constellation Features

- **Easy and Powerful:** *One File to Everywhere*
- **Complete:** Twenty digital partners across the conversion, discovery and distribution field – *no company integrates more vendors*
- **Future-Proof:** Constellation *constantly evaluates new partners*, and adds new offerings to the service
- **Independent:** Constellation is *technology-agnostic*, does not pick sides, and even integrates competitors for the benefit of publishers
- **Publishers Decide:** Publishers have *complete control* via proprietary web interface, title by title and service by service
- **Best Terms:** *as good or better* than independent publishers can get on their own
- **Scaled to Grow:** Backed by a *Multimillion dollar Digital Asset Management system*
- **Powerful Reporting:** *One statement*, clear tracking



Why Constellation **Now**?

- + Rapidly changing marketplace
 - + Significant growth in consumer acceptance of eBooks
 - + Constant improvements in digital print quality and price
 - + Dramatic changes in retailer power vis-a-vis content creators
 - + Proliferation of readers and devices, standards, terms
-
- = Publishers need the right digital strategy



Find Out Some More!

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