

Enhanced eBooks

How We Learn

- Auditory
- Visual
- Kinesthetic/Tactile



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- Auditory
- Visual
- Kinesthetic/Tactile



How We Learn

- Auditory
- Visual
- Kinesthetic/Tactile



Reading

- Where is the teacher?
- Where is the author?



Solutions

What if your book was not passive but active?

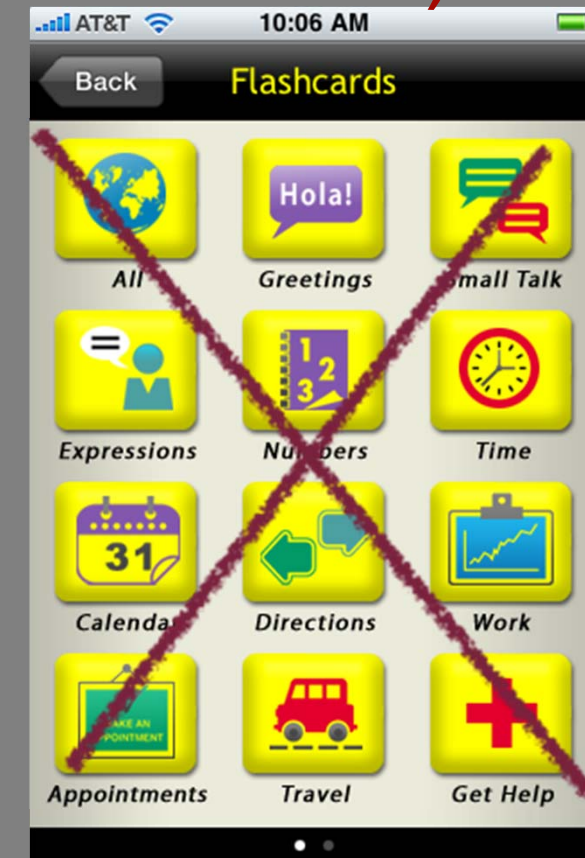
**Interconnect: To connect or be connected
with one another**

ENHANCE: To make greater, as in cost, value, attractiveness etc; heighten
augment

The Enhanced eBook

- It IS, an eBook with Audio, Video
- It IS an eBook with slide shows
- It is an eBook with added image functionality
- It IS either the complete or abridged text
- It IS narrative in nature
- It IS NOT an application*

(“Ceci n’est pas un enhanced eBook”)



^{Text}
An enhanced eBook can be an application as in a “stand alone book as an app” but it should not be mistaken for a true application.

Proprietary

Blio

- Baker and Taylor
- KNFB
- Audio/Video
- 508 Compliant
- Desktop and Mobile
- Interactive
- WWW.Blio.com

blio Turn the page.

HOME ABOUT BLIO BOOKSTORE PARTNERING FAQ

About Us

Blio is the latest innovation from K-NFB Reading Technology, Inc. (K-NFB), a leader in document processing, handling and display. K-NFB is a privately held company dedicated to developing cutting-edge imaging solutions for accessing printed material from a variety of mobile and fixed platforms.

K-NFB is the premier developer and provider of:

- 1 End-user software applications and systems for delivering, displaying and reading printed material.
- 2 Technologies to enable imaging applications for mobile workers using portable smart phones.
- 3 Applications to broaden the scope of electronic document handling.

K-NFB principals were the creators of the first generation of computerized reading technology to aid individuals with print disabilities. Because of the long history of service to print-disabled populations by Ray Kurzweil, this remains an ongoing goal for the company. The company's current mission is to develop innovative technologies for business, commercial and consumer applications.

Ray Kurzweil Legacy

K-NFB Reading Technology, Inc. is a joint venture between Kurzweil Technologies and the National Federation of the Blind.

Kurzweil Technologies is headed by CEO Ray Kurzweil, a thirty-year innovator and pioneer in assistive technologies and the inventor of the first print-to-speech reading machine for the blind.

The National Federation of the Blind is the largest, most influential membership organization of blind people in the United States.

Blio

QuickTime™ and a
AVC Coding decompressor
are needed to see this picture.

Vook

- Founded in 2008 by Brad Inman
- iPhone/iPad stand-alone apps
- Web-based reader
- No dedicated retailer
- Lower-priced, more like apps
- \$5000 minimum 50/50 Rev share (\$10K more realistic)
- Vook.com



Vook

- Print list price \$14.00 (paper)
- No eBook available
- Vook \$4.99
- Abridged: over 65 chapters down to 18
- 18 Videos
- Hyperion published paper, Vook published the enhanced product



AT&T 2:16 PM 67%

V

Section 2: How To Unleash An Ideavirus


Spreading Ideaviruses

This is the really cool part. Once you understand the fundamental elements behind the propagation of an ideavirus, you can unleash your own.

Just because ideaviruses have usually spread through unknown means or accidental events doesn't mean that there isn't a science to building and managing them.

You can invest in designing your product to make it virusworthy. Then if you understand the eight elements of the ideavirus formula, you increase your chances of spreading your ideavirus with every step along the way.

This can change the way you approach all of your marketing. If launching an ideavirus is the most powerful thing you can do for a product and service, and there are steps you can take to increase the likelihood that this will occur, you've got to try!



The Heart Of The Ideavirus: Sneezers

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V

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The Heart Of The Ideavirus: Sneezers

Dark

Enhanced Editions

- Founded in the UK in 2008
- Audio as important as Video
- Full Books
- iPhone and iPad
- Stand-alone apps
- Proprietary
- Cost: \$10-12,000 Per eBook
- 5 book minimum
- rev-share negotiable
- enhanced-editions.com

The screenshot shows the website's interface for 'Enhanced Editions'. At the top, there is a navigation bar with links for Home, About, Blog, Books, Features, and Twitter. A prominent 'Available on the App Store' badge is visible. The main content area features a book listing for 'The Good Man Jesus and the Scoundrel Christ' by Philip Pullman. The listing includes a 'Full Version' price tag of £9.99 and another 'Available on the App Store' badge. A quote from the book is displayed: "This is the story of Jesus and his brother Christ, of how they were born, of how they lived and of how one of them died. The death of the other is not part of the story." Below the quote, a paragraph describes the book as an ingenious retelling of the life of Jesus. To the right of the text is a smartphone displaying the book's title in large yellow letters. Social media engagement is shown with '15 tweets' and '8 Likes'. On the right side of the page, there is a mailing list sign-up form and a vertical list of other featured books, each with its own cover icon and author name: 'Sum' by David Eagleman, 'The Good Man Jesus and the Scoundrel Christ' by Philip Pullman, 'Under the Dome' by Stephen King, 'One Day' by David Nicholls, 'Burley Cross Postbox Theft' by Nicola Barker, 'Wolf Hall' by Hilary Mantel, 'God Is Not One' by Stephen Prothero, and 'Getting The Pretty Back' by Molly Ringwald.

Enhanced Editions

- Print List Price: £ 9.99(cloth)
- eBook Price: £ 9.99
- Enhanced eBook Price: £ 9.99
- Audiobook £ 14.99
- 22 New videos
- Full audiobook
- Canongate



[View In iTunes](#)

£9.99

Category: [Books](#)

Released: 29 March 2010

Version: 1.0.1

1.0.1

253 MB

Language: English

Developer: Enhanced Editions Ltd.

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[Rated 4+](#)

Enhanced Editions

QuickTime™ and a
decompressor
are needed to see this picture.

Others

iBooks (Apple)

Audio and Video
PDF
Manipulation



[View In iTunes](#)

⊕ This app is designed for both iPhone and iPad

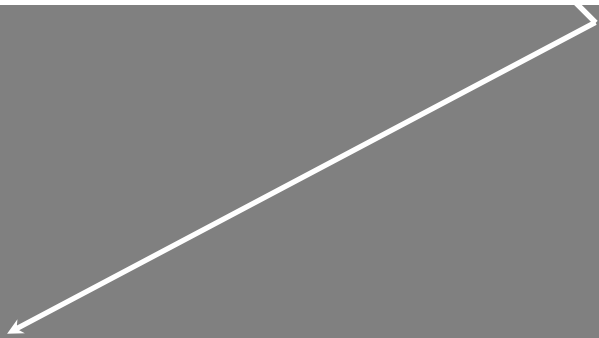
Description

iBooks is an amazing way to download and read books. iBooks includes the iBookstore, where you can download the latest best-selling books or your favorite classics – day or night. Browse your library on a beautiful bookshelf, tap a book to open it, flip through pages with a swipe or a tap, and bookmark or add notes to your favorite passages.

[Apple Inc. Web Site](#) ▶ [iBooks Support](#) ▶ [Application License Agreement](#) ▶

What's New In Version 1.1.2

- Double-tap an image within a book to view it in greater detail.
- Experience books that include audio and video.
- Enjoy substantial performance improvements when reading PDFs.



iBooks (Apple)

The screenshot shows the iBooks app interface on an iPhone. At the top, the status bar displays 'AT&T', signal strength, Wi-Fi, time '2:23 PM', and battery level '66%'. Below the status bar are navigation tabs: 'Library', 'Categories', 'Featured', and 'Release Date'. A search bar on the right contains the text 'education nation'. The main content area features a large orange banner for the book 'Louder Than Words' by Joe Navarro, with the text 'Includes Video Demonstrations' and 'Take Your Career from Average to Exceptional with the Hidden Power of Nonverbal Intelligence'. To the right of the banner are three smaller book covers: 'The Long March' by William Styron, 'Deliver Us from Evil' by David Baldacci, and 'The Secret Diary of Ashley Juergens'. Below the banner is a 'New & Notable' section with a 'See All >' link. This section contains a grid of six book cards, each with a cover image, title, author, genre, price, and ratings. The bottom of the screen features a dock with icons for 'Featured', 'NYTimes', 'Top Charts', and 'Purchases'.

Includes Video Demonstrations

LOUDER THAN WORDS

Take Your Career from Average to Exceptional
with the Hidden Power of Nonverbal Intelligence


JOE NAVARRO

THE LONG MARCH
WILLIAM STYRON
Includes Author Audio + Video Interviews

DAVID BALDACCI
DELIVER US FROM EVIL
Includes Author Audio + Video Interviews

THE SECRET DIARY OF ASHLEY JUERGENS
With Video from The Secret Life of the American Teenager

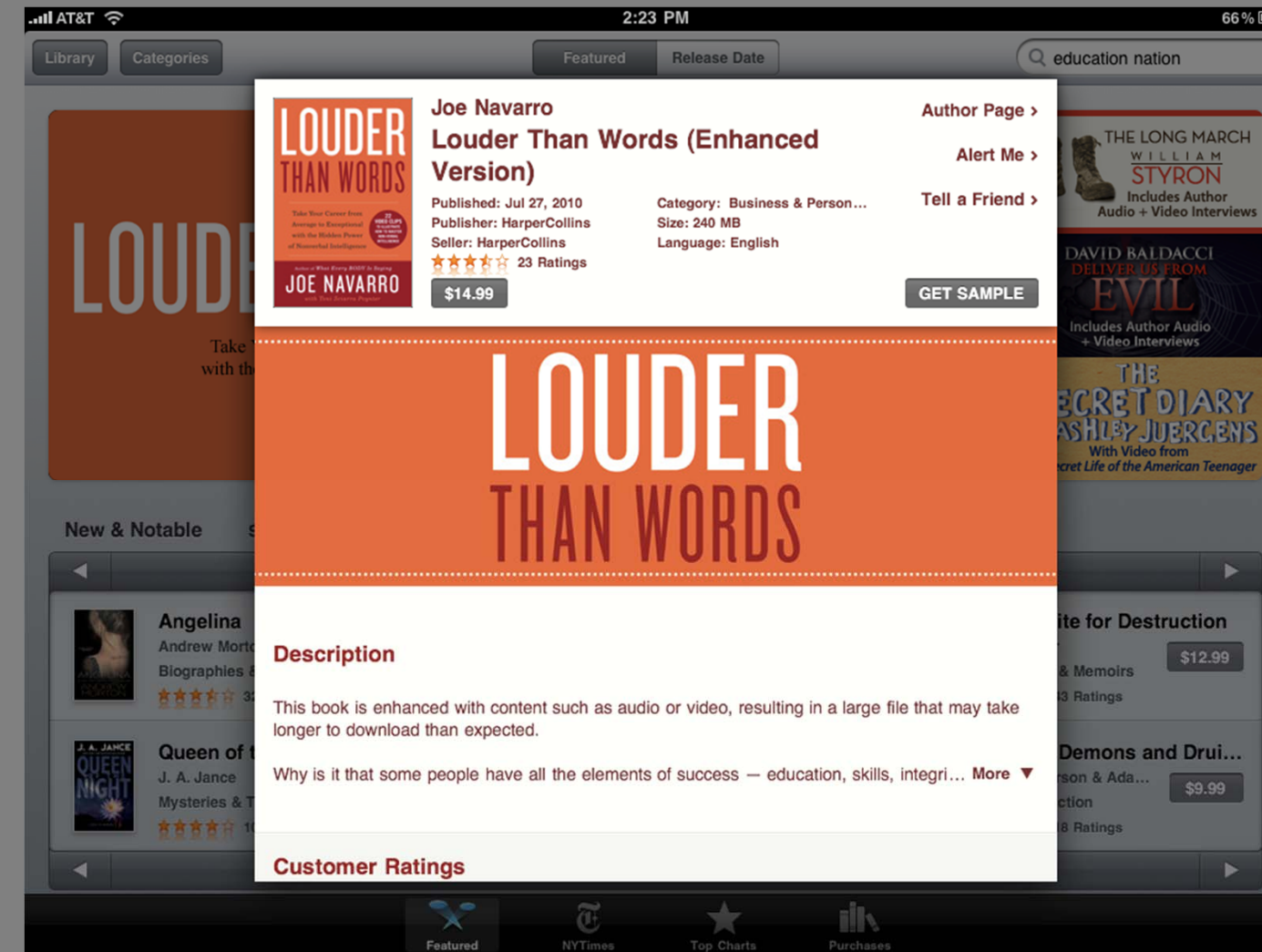
New & Notable See All >

 <p>Angelina Andrew Morton Biographies & Memoirs ★★★★☆ 32 Ratings \$12.99</p>	 <p>The Four Fingers of Death Rick Moody Fiction & Literature \$12.99</p>	 <p>My Appetite for Destruction Steven Adler Biographies & Memoirs ★★★★☆ 43 Ratings \$12.99</p>
 <p>Queen of the Night J. A. Jance Mysteries & Thrillers ★★★★☆ 10 Ratings \$12.99</p>	 <p>Off the Grid Nick Rosen Nature ★★★★☆ 13 Ratings \$9.99</p>	 <p>Daniel X: Demons and Drui... James Patterson & Ada... Children's Fiction ★★★★☆ 18 Ratings \$9.99</p>

Featured NYTimes Top Charts Purchases

iBooks (Apple)

- Print List Price: \$24.99 (cloth)
- eBook Price: \$11.99
- Enhanced eBook Price: \$14.99
- 22 New videos
- Harper Collins



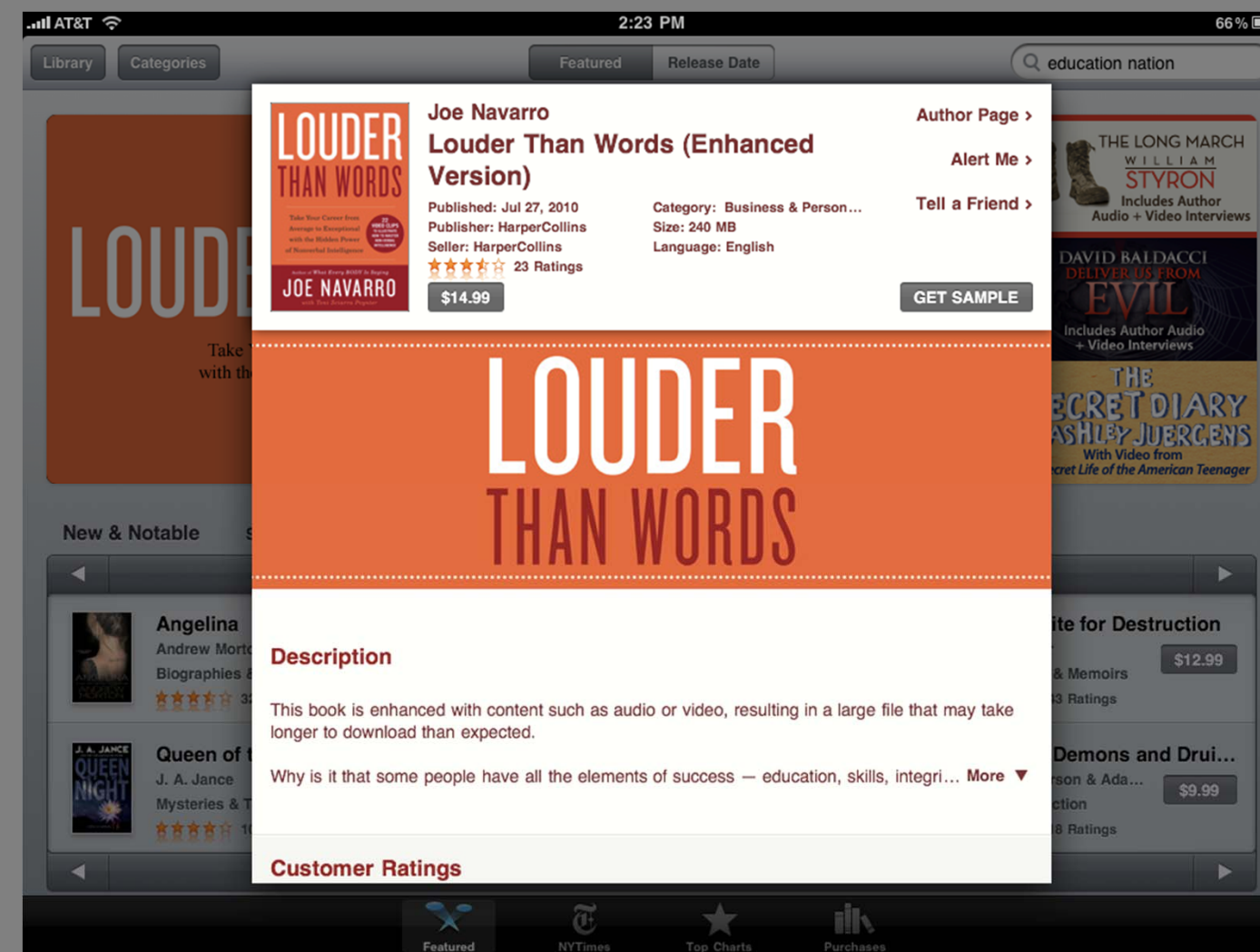
iBooks (Apple)

“Our job is to entice additional readers to our books by using the functionality of the new devices to provide additional content,”

–Ana Maria Alessi, VP

Publisher, Harper Media.

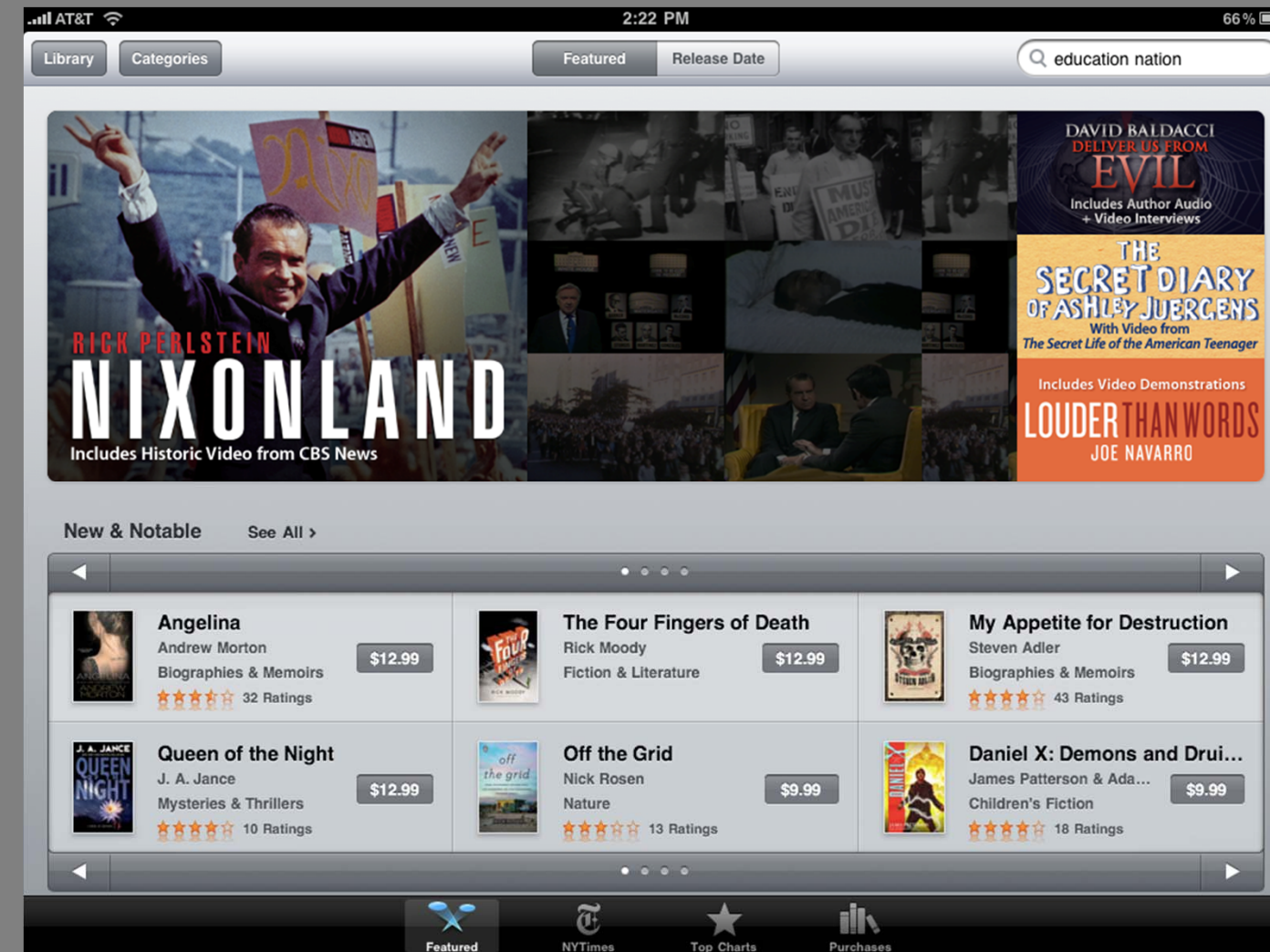
- HC wrote a shooting script, hired an actor and shot on a number of locations.
- Strategy is to release print editions, regular e-books and enhanced e-books simultaneously.
- While she acknowledged she has no idea how many copies enhanced e-books might sell Alessi added, “We’re happy to give them a try.”
- (at whose expense?)



QuickTime™ and a
decompressor
are needed to see this picture.

iBooks (Apple)

- Print List Price: \$20.99 (paper)
- eBook Price: \$13.99
- Enhanced eBook Price: \$15.99
- Partnership with CBS
- 27 historic CBS videos
- Original interview by Bob Schieffer (Face the Nation) with author Rick Perlstein
- S&S (CBS)

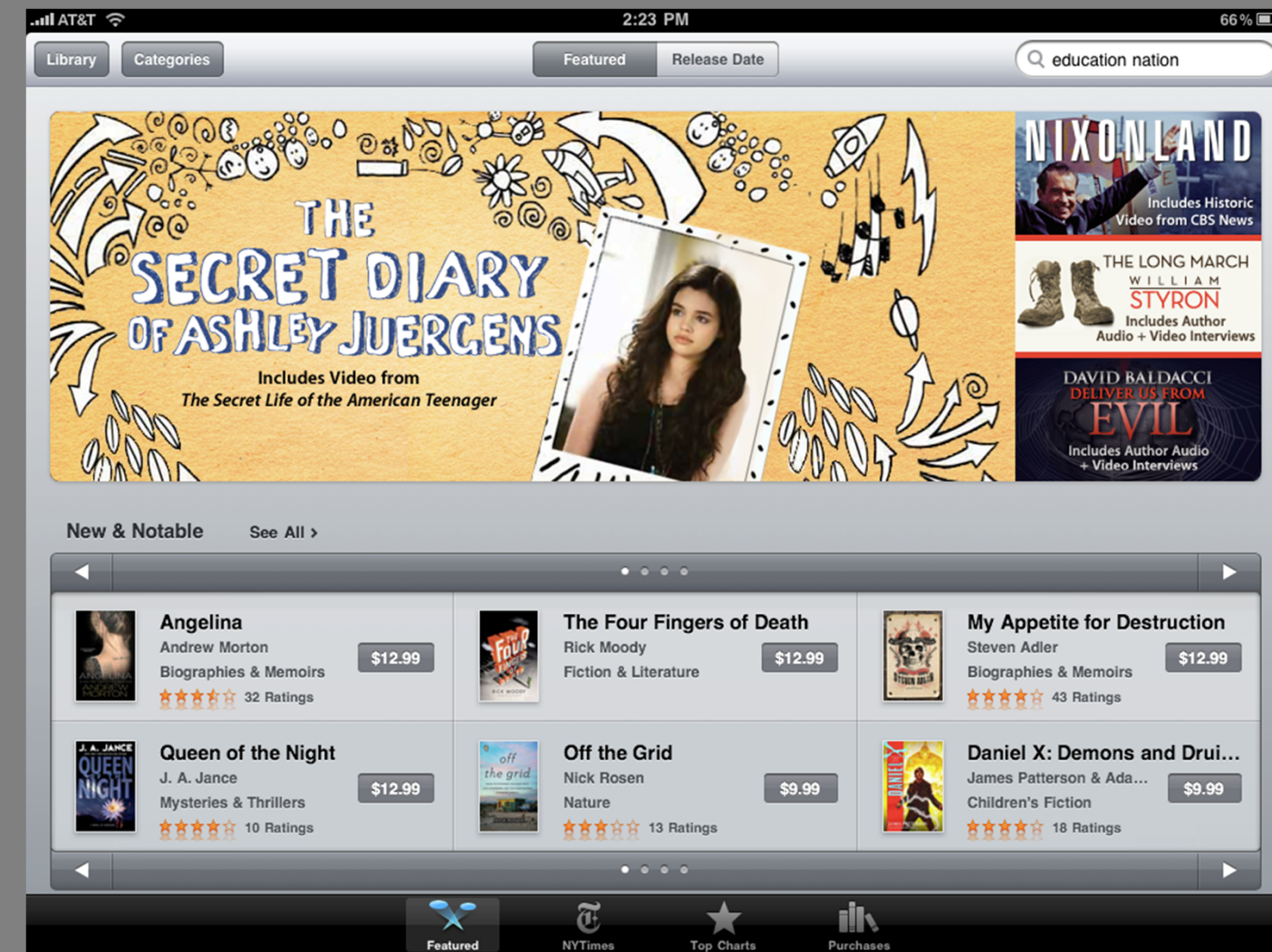


iBooks (Apple)

QuickTime™ and a
decompressor
are needed to see this picture.

iBooks (Apple)

- Print List Price: \$16.99 (cloth)
- eBook Price: \$9.99
- Enhanced eBook Price: \$12.99
- ABC Family tie-in: Secret Life of an American Teenager
- 10 2-minute videos from TV
- Hyperion (Disney/ABC)



iBooks (Apple)

- Print List Price: \$27.99 (cloth)
- eBook Price: \$14.99
- Enhanced eBook Price: \$14.99
- Includes a discarded (alternate) ending
- “Extensive” audio/video
- Photos and other images
- Hachette



iBooks (Apple)

- Print List Price: Out of Print
- eBook Price: \$9.99
- Enhanced eBook Price: \$9.99
- Content includes Alexandra Styron reading letter from her father to Norman Mailer
- Open Road (Jane Friedman)



Apple (Lonely Planet)

- Print List Price: 24.99 (paper)
- No eBook
- Enhanced eBook Price: \$14.99



Apple (Lonely Planet)

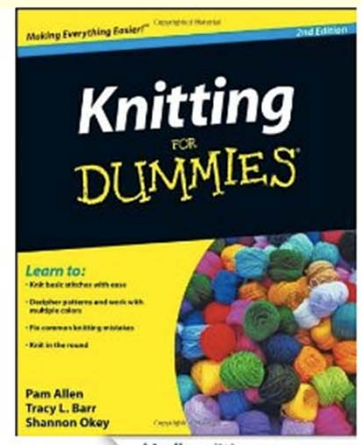
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Be Proud

- Print List Price: \$21.99 (cloth)
- eBook Price: \$21.99
- Enhanced eBook Price: \$24.25
- 6 videos

Instant Order Update for Peter Balis. You purchased this item on July



Knitting for Dummies 2e (Kindle Edition with Audio/Video)
by [Tracy Barr](#) (Author)
★★★★☆ (89 customer reviews)

Digital List Price: ~~\$24.25~~ What's this?
Print List Price: ~~\$21.99~~
Kindle Price: **\$9.99** & includes wireless delivery via **Amazon Whispernet**
You Save: **\$12.00 (55%)**

- Available on these devices
- Text-to-Speech: **Enabled**
- Due to large file size, Kindle for iPad/iPhone/iPod touch requires WiFi to download this title
- Don't have a Kindle? [Get yours here.](#)

Formats	Amazon Price	New from	Used from
<input checked="" type="checkbox"/> Kindle Edition with Audio/Video	\$9.99	--	--
<input type="checkbox"/> Hardcover, Large Print	\$31.95 <input checked="" type="checkbox"/> Prime	\$31.95	\$24.50
<input checked="" type="checkbox"/> Paperback	\$14.95 <input checked="" type="checkbox"/> Prime	\$9.95	\$11.05

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Incorporates video and audio for a rich reading experience. Only available on Kindle for iPad/iPhone/iPod touch.

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- Print List Price: \$24.99 (paper)
- eBook Price: \$24.99
- Enhanced eBook Price: \$27.50
- 17 videos

Start reading *Windows 7 for Dummies* on your Kindle **in under a minute**. Don't

Windows 7 for Dummies (Kindle Edition with Audio/Video)
 by [Andy Rathbone](#) (Author)
 ★★★★★ (15 customer reviews)

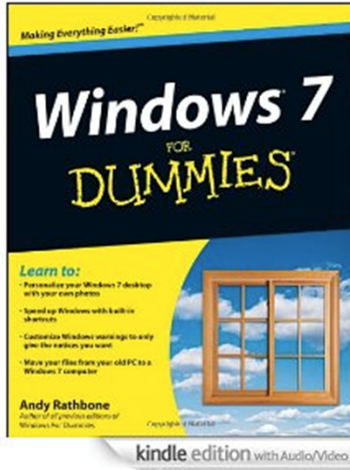
Digital List Price: ~~\$27.50~~ What's this?
 Print List Price: ~~\$24.99~~
 Kindle Price: **\$14.84** & includes wireless delivery via **Amazon Whispernet**
 You Save: **\$10.15 (41%)**

- Available on these devices
- Text-to-Speech: **Enabled**
- Due to large file size, Kindle for iPad/iPhone/iPod touch requires WiFi to download this title
- Don't have a Kindle? [Get yours here.](#)

Formats	Amazon Price	New from	Used from
Kindle Edition	\$14.84	--	--
Kindle Edition with Audio/Video, June 1, 2010	\$14.84	--	--
Paperback	\$16.49	\$9.58	\$8.62
Multimedia DVD, DVD-ROM	--	\$9.89	\$6.49

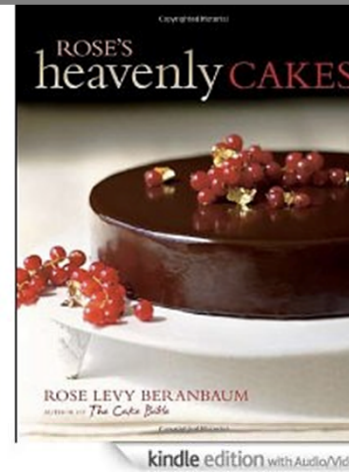
Kindle Edition with Audio/Video
 Incorporates video and audio for a rich reading experience. Only available on Kindle for iPad/iPhone/iPod touch.

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Wiley

- Print List Price: \$39.99 (cloth)
- eBook Price: \$39.99
- Enhanced eBook Price: \$43.99
- 21 videos



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Kindle Edition with Audio/Video

Incorporates video and audio for a rich reading experience. Only available on Kindle for iPad/iPhone/iPod touch.

Rose's Heavenly Cakes (Kindle Edition with Audio/Video)

by [Rose Levy Beranbaum](#) (Author)

No customer reviews yet. [Be the first.](#)

Digital List Price: ~~\$43.95~~ What's this?

Print List Price: ~~\$39.95~~

Kindle Price: **\$9.99** & includes wireless delivery via **Amazon Whispernet**

You Save: **\$29.96 (75%)**

- Available on these devices
- Text-to-Speech: **Enabled**
- Due to large file size, Kindle for iPad/iPhone/iPod touch requires WiFi to download this title
- Don't have a Kindle? [Get yours here.](#)

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decompressor
are needed to see this picture.

Wiley

- Print List Price: \$34.95.
- eBook Price: \$23.99
- Enhanced eBook Price: \$25.99



Matt Thomas & Shaa Wasmund
The Smarta Way To Do...
By entrepreneurs, for entrepreneurs

Published: Dec 28, 2010 Category: Small Business &...
Publisher: John Wiley & Sons Print Length: 334 Pages
Seller: John Wiley & Sons, Inc. Size: 718 MB
Language: English

\$25.99 **GET SAMPLE**

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Getting it done (eBook)

-

Getting it done

```
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Enhanced eBook Workflow for NEW Video (Frontlist or Backlist)

1. **Pre-proposal:** Editorial reviews *Guidelines for Enhanced eBooks* and consults w/Production re project scope, schedule, and deliverables. Following rights review/clearance, Editor presents eeBook in product line proposals meetings to test commitment from publisher, marketing, production, and sales. eeBook proposal should follow guideline set forth by product line for book proposals, and should include a cost worksheet.
2. **Proposal:** If support is solid, product is put on agenda for e-proposals meeting. Editorial completes *Project Request Form (PRF)* which must include specific information on new components (Section 1: Project Classification) and their benefits (Section 2: Project Description), with an explanation of what outcomes the enhancements will deliver and why they justify the proposed pricing (Section 3: Objectives—which is where recommended pricing can be located). Sales must be estimated by Peter Balis and/or Jo Naylor (Section #4). External expense must be estimated by Jay Kern or WileyMedia and can be incorporated into Section 9: Resource Commitments.

Also required is a plan from the marketing manager indicating how we will support the product

NOTE: If a project is expected to incur investment exceeding \$25K, all components of a regular e-proposal are required, i.e. Project Proposal, e-P&L, full marketing plan, and sales estimates by channel. The enhanced version of Professional Chef, which is being produced with a company called Inking, is an example – and arguably more of a mobile app than an enhanced eBook, although it includes the full text of the book.

3. **Project Set-up:** Once project is approved, EA sets up enhanced eBook in BPM and creates eISBNs for EE (ePub Enhanced)/ME (Mobi Enhanced).
4. **Development:** In creating new video, Editorial uses standard video development workflows as found on Portal: <http://portal.wiley.com/functions/digitalproducts/pt/Pages/default.aspx>. Concept is developed and video is mapped to text. Sign-off on final video by business lead is required. EA completes Enhanced eBook Transmittal & Inventory Form, renaming each video clip per standard naming conventions as specified in the Inventory section.
5. **Transmittal:** Editorial transmits project to Production with Enhanced eBook Transmittal & Inventory Form.
6. **Production:** PE reviews transmittal, updates BPM, creates schedule and estimate. Transmittal & Inventory Form, video clips, and mapping are reviewed to ensure readiness for enhanced eBook creation. PE delivers Transmittal & Inventory form to Comp Sycs.
7. **Prep for Composition:** PE sets up new record in BPS for enhanced eBook. For frontlist books, PE notifies Comp Sycs when standard eBook is approved. PE delivers video files and mapping doc to Comp Sycs.
8. **Composition:** Comp Sycs embeds video/audio into final ePub/Mobi files to create enhanced files. Enhanced file is run through various QA checkers. Comp Sycs posts enhanced file for review.
9. **Review /Approval:** Editorial reviews enhanced eBook while Production conducts QC of embedded clips, using actual devices (iPad, iPhone, Nook, etc.) that eebook will be viewed on. Editorial and Production provide feedback to Comp Sycs by email. Once the project is final, PE approves enhanced file in BPS. BPS releases approved file for distribution.

Enhanced eBook Workflow for EXISTING Video (Frontlist or Backlist)

- 1. Pre-proposal:** Editorial completes *Project Request Form (PRF)* and reviews *Guidelines for Enhanced eBooks*, noting the Criteria for Using Existing Video. Existing video is submitted to Vertical Websites (US/Canada) or [WileyMedia](#) (EMEA) for testing and feedback. Editorial clears rights and consults w/Production re project scope, schedule, and deliverables.
- 2. Proposal/Project Set-up:** Editorial checks BPM for existing eBooks of title. If no eBook exists, EA sets up [eISBNs](#) to create standard [ePub/Mobi](#) eBook. EA sets up enhanced eBook in BPM and create [eISBNs](#) for EE ([ePub Enhanced](#))/ME ([Mobi Enhanced](#)).
- 3. Development:** Editorial develops concept and maps video to text. Editorial renames each video clip per standard naming conventions and creates video inventory.
- 4. Transmittal:** Editorial transmits project to Production with Enhanced eBook Transmittal & Inventory Form.
- 5. Production:** PE reviews transmittal, updates BPM, creates schedule and estimate. Transmittal & Inventory Form, video clips, and mapping are reviewed to ensure readiness for enhanced eBook creation. PE delivers Transmittal & Inventory form to Comp [Sycs](#).
- 6. Prep for Composition:** PE sets up new record in BPS for enhanced eBook. For [frontlist](#) books, PE notifies Comp [Sycs](#) when standard eBook is approved. PE delivers video files and mapping doc to Comp [Sycs](#).
- 7. Composition:** Comp [Sycs](#) embeds video/audio into final [ePub/Mobi](#) files to create enhanced files. Enhanced file is run through various QA checkers. Comp [Sycs](#) posts enhanced file for review.
- 8. Review /Approval:** Editorial reviews enhanced eBook while Production conducts QC of embedded clips, using actual devices (iPad, iPhone, Nook, etc.) that [eBook](#) will be viewed on. Editorial and Production provide feedback to Comp [Sycs](#) by email. Once the project is final, PE approves enhanced file in BPS. BPS releases approved file for distribution.

Specifications

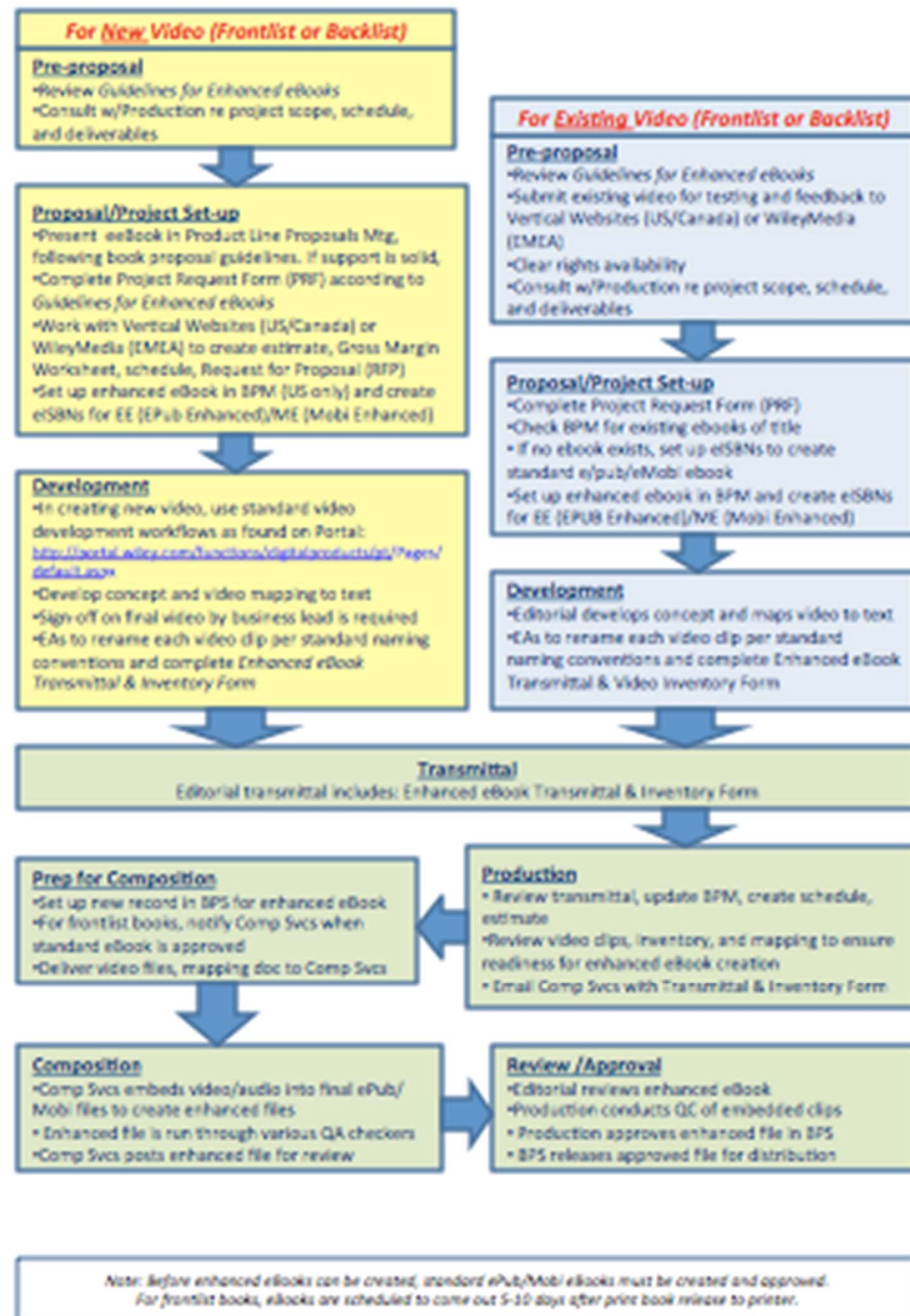
In Wiley systems, an enhanced eBook is defined by the following metadata:

Medium code	E
Rendition code	EE (ePub Enhanced); ME (Mobi Enhanced)
Unique ISBN	Yes
Related to Print ISBN	Yes. Even if the enhanced eBook is a standalone or eBook-only product, every eBook still requires a Dummy/Fake print ISBN in BPM at this time.
Unique Price	Yes (TBD)

In terms of Production specifications, an enhanced eBook is typically characterized by:

File format	.epub
Video format	.MOV; rich media files are embedded within the overall .epub "package" (e.g., cover image is .jpg embedded within .epub)
Media specifications	Refer to Video Figure Submittal Standards PDF and recommendations from key retailers with 1) naming conventions and 2) Wiley URLs showing where to drop files

Workflow Overview for Enhanced eBooks



TECHNOLOGY PROJECT REQUEST FORM



PROJECT NAME: ENTER PROJECT NAME

SUBMITTED BY:

PART 1: PROJECT CLASSIFICATION CHECKLIST (PCC)

1. GENERAL INFORMATION

Project Name	Five Dysfunctions of a Team Enhanced eBook		
Requestor:	Jesse Wiley and Rob Brandt	Requestor Product Line:	BX
Submitted by:	Rob Brandt and Jesse Wiley	Date:	January 4, 2011

The purpose of this form is to gather the necessary information to direct your project to the appropriate team. Please complete as much information as you can. We will respond to all submissions within 2 business days with the appropriate next steps.

Submit via email to DL - PTMD PRF Submit at PTMDPRFSubmit@wiley.com.



PROJECT CLASSIFICATION:

Commerce Type:

- Saleable (All or part of a product that will be sold.)
 Non-Salable (Book Ancillary)
 Non-Salable (Marketing or Promotion)
 Other Fill in Detail

Primary Media:

- CD DVD Downloadable Files Website → Site Location (e.g., HE, wiley.com, Wrox.com, etc.) Enter URL

Product Type:

- Application Compilation of Files (Text/Code/Audio/Video)
 Content Import into Existing Engine (e.g., Folio, Test Engine, Edugen) Promotional Videos
 WebCT/BB/Angel Podcasts/Videocasts
 Other Enhanced eBook

Content Type:

- Text/Graphics (Author provided New Production)
 Audio (Author provided New Production)
 Video (Author provided New Production)
 Animations (Author provided New Production)
 Practice Tests (Author provided New Production)
 Other Fill in Detail

Distribution Method:

- Standalone (Needs Packaging No Packaging)
 Ancillary (Needs Packaging No Packaging)

TECHNOLOGY PROJECT REQUEST FORM



PROJECT NAME: ENTER PROJECT NAME

SUBMITTED BY:

PART 2: PROJECT REQUEST FORM (PRF) DETAIL



2. PROJECT DESCRIPTION (Briefly describe what the product is and what it will do.)

This is an enhanced ebook of the bestselling *The Five Dysfunctions of a Team* (over 1,500,000 copies sold) by franchise author Pat Lencioni (9780787960759) that offers video of the author and others bringing to life the concepts and characters in the book that includes a dramatic fable. The author is a dynamic and engaging speaker with millions of readers, many who have never seen him speak as he only presents at premium events and his speaking fees are in the top tier. The ebook will include the full text of the print book plus a dozen or so 2-4 minute original video clips of the author and interviewer/narrator. We are also considering enhanced versions of existing figures that could be full color, animated, etc. This would be distributed through all applicable ebook channels (i.e. those that can support enhanced ebooks). Projected release is planned for some time in March or early April.

3. OBJECTIVES (Why are you pursuing this project? Please provide a list of goals this project will achieve including dollar amount estimates where relevant.)

- Increase the offerings related to this bestselling author, franchise and title (the standard ebook is a top seller for BX and Business)
- Increase revenue and reach new distribution channels and customers for this title and the author
- Expand BX product line titles into enhanced ebook markets/increase digital market share
- Boost the Patrick Lencioni and JB brand by offering innovative products

4. SALES ESTIMATES

	First Year estimates (Units/Dollars)	Life Sales estimates (Units/Dollars)
Sales	5,000/\$80,000	15,000/\$240,000 est.

5. SALES HANDLES

- Established Brand & Audience: This is one of Wiley's top selling and most widely known Business authors and title. The print edition has sold over 1.5 million copies
- A New Platform for Personality: The author is a dynamic and engaging speaker and personality; the video enhancements will engage and excite readers, fans as well as new readers
- Increased Understanding and Engagement: The video clips will help readers understand the principles in the book better so they can apply the model to their own teams. They will also bring the characters in The Fable to life through Pat's enthusiastic and animated descriptions of the characters
- Visual Appeal: Enhanced figures and interactive art will improve clarity and add visual appeal

6. CUSTOMER TYPES

- Managers, Executives and Leaders in business, nonprofit, academia, government, churches and other fields
- Team leaders and team members

7. COMPETITIVE PRODUCTS

TECHNOLOGY PROJECT REQUEST FORM



PROJECT NAME: ENTER PROJECT NAME

SUBMITTED BY:

- Navarro, Louder Than Words (iBook, HarperCollins, \$14.99)
- Vaynerchuck, Crush It (iBook, HarperStudio, \$9.99 – Vook, \$16.99)
- Gostick, The Daily Carrot Principle (iBook, S&S, \$9.99)
- Tom Peters, The Little Big Things Series (iBook and Vook, HarperStudio, \$4.99 each – short sections)
- Godin, Unleashing the SUPER Ideavirus (Vook, less content than a book, \$4.99)

8. RELATED WILEY PRODUCTS

- Unaware of any currently released

9. RESOURCE COMMITMENTS

a. Who from your organization has reviewed this PRF for submission to Media Dev?	Jesse Wiley and Rob Brandt
b. Describe any work to date on this initiative.	Locations within the text for video enhancements and type of video content ideas have been discussed in consultation with the author and his organization; initial video vendor & budget discussions w/Jay Kern
c. List any personnel currently or previously committed to this initiative.	Jay Kern - advised on video & vendor issues, attempt to assess some existing video
d. Has anything been spent on this initiative to date? Amount?	No
e. Is there an existing budget for this initiative? Amount?	Detailed discussions with the author and his team, developed a ToC with enhancement ideas and descriptions that can serve as a basis for a script, etc.

10. LEGAL/REGULATORY

a. Contractual Obligations? Yes	
If yes, explain (include contract language or attach contract):	We do not have rights yet for this type of product yet though the author wants to publish with us, a royalty is to be negotiated in good faith after costs are determined, an investment may be made by the author if the video serves other purposes for him
b. Legal/Regulatory Requirements? <input type="radio"/> yes <input checked="" type="radio"/> no	
If yes, explain:	Enter explanation here.

11. OTHER CONSIDERATIONS

(Logical extension of existing system? Replacement for system? Completely new system? Similarities to other Wiley products/projects? Would there be consequences for *not* doing the project?)

I would like to submit an RFP to a video vendor ASAP as the time when the author can shoot is approaching.



TECHNOLOGY PROJECT REQUEST FORM



PROJECT NAME: ENTER PROJECT NAME

SUBMITTED BY:

FOR P/T MEDIA DEV USE ONLY			
Date Received		Date Reviewed	
Action Taken On Request			
Notes:			
Forwarded to	<input type="checkbox"/> PTMD <input type="checkbox"/> Indy Comp Services <input type="checkbox"/> OCD <input type="checkbox"/> OTHER <u>Fill in Detail</u>		
Request Form	<input type="checkbox"/> PTMD PRE <input type="checkbox"/> CD/DVD Work Request Form <input type="checkbox"/> Website Work Request Form <input type="checkbox"/> OTHER <u>Fill in Detail</u>		
Notified	Name of Receiver(s)	Date	Date
Decision (Select One)	Explanation	Date of Decision	Name of Decision Maker
<input type="radio"/> Returned	Enter brief description here	1-Jan-05	Enter Name
<input type="radio"/> Rejected			
<input type="checkbox"/> Accepted	Enter brief description here	1-Jan-05	Enter Name

Guidelines for Enhanced eBooks

Updated 2/4/11

Enhanced eBook Defined

An enhanced eBook (or eeBook) is an ePub or other industry-standard eBook that is enriched with media such as video, audio, animation (typically 15-30 clips of 1-2 minutes each), relevant web links, or features like simple Q&A content (this must be scriptable, such as randomly generated questions of multiple choice/true-false variety). Like a standard eBook (text/still graphics only), an enhanced eBook is comprised of full print-book content in electronic format that can be read in linear fashion from beginning to end, or consumed in sections as needed, like the print counterpart. eBooks and enhanced eBooks differ from mobile applications ("apps") in that the latter are typically highly customized, task-oriented, or applications of content that may or may not have been published in conventional print/eBook format. A mobile app typically requires more sophisticated development and scripting.

Criteria for Using Existing Video

The use of existing video should typically have more stringent review thresholds because such content will typically entail more editing, conversion, and post-production cleanup of possibly non-optimal/substandard media files. Additionally, the existing content may not be conducive to the enhanced eBook product. If you plan on using existing video, be sure that it is really usable. Critical issues include availability of source files, and overall visual and content quality. Before proceeding with your project, you must submit sample media to Vertical Websites (US/Canada) or WileyMedia (EMEA), who can assist with your video evaluation by providing testing and feedback.

Editorial Planning

Criteria for choosing the best projects (your project should meet at least 5 of the criteria directly below):

- REQUIRED: Clear rights availability (eBook rights = enhanced eBook rights; but rights must still be secured for the actual media to be incorporated)
- REQUIRED: Pre-transmittal consultation with Production regarding scope, schedule, deliverables. NOTE: Before enhanced eBooks can be created, a standard ePub/Mobi eBook must be created and approved.
- REQUIRED FOR EXISTING VIDEO: Submit sample media to the Vertical Websites (US/Canada) or WileyMedia (EMEA) group for testing and feedback.
- Top author franchises with strong and active platforms
- Truly an enhanced experience for the consumer (e.g. improves learning outcomes, expands scope)
- Availability of usable or low-cost video requiring minimal editing
- Low investment, low impact to workflow (well, as low as possible)
- Cooperative and motivated author and/or partner
- A defined market opportunity (e.g. custom partner, author with huge email list they can deploy)

Other factors influencing good, strategic candidate choices:

- Authoring process that conceives and places enhancements during manuscript development, for a fully integrated, in-line digital experience
- Marketing coordinated with print and regular eBooks
- Key author with high sales expectations (e.g., Lencioni)
- Key author with good existing video (e.g., Lemov)
- These projects need to make money, and not take us away from other more lucrative ventures
- Note: Tough to estimate sales potential (few comparables, marketing/selling paths not yet clear)

Product Development and Approach:

- Avoid "feature creep" for its own sake; we need to be sure that customers will pay for these enhancements.
- We are still inventing the right processes and skill sets.
- Learn by doing, ensuring that those working on the pilot projects share information regularly.
- Note: Tough to estimate video production and development or acquisition costs, and these can be quite high.

Guidelines for Enhanced eBooks

Legal Considerations

In standard Wiley contracts, multimedia rights are clearly granted to Wiley in the first paragraph. If the multimedia rights clause of your contract has been edited by author or agent, you need to confer with your publisher about how to proceed. If you have standard eBook rights, then you have rights for an enhanced eBook – the rights are one and the same. However, rights may still need to be secured for the actual media you plan to include.

Existing author video

- If you are already using existing video from the author, then you most likely have rights to use this video in an enhanced eBook, unless some other specific arrangement has been made with the author.
- If you are not already using existing video from the author, then you need a release from the author or whoever owns the existing video to use it (Legal can draft release language).

New video

- If you shoot new video for the book, Wiley can make arrangements to be sure it owns the rights in the agreement for creating the video. Editorial should send letter to author indicating Wiley's ownership of the rights.

Royalties

- In many cases, royalty rates are increasing as eBook sales and visibility increase. Most contracts have eBook royalty rates that include enhanced eBook royalties, but some cases may need to be negotiated separately. Editorial and Legal to identify special cases.

Actions

- Ask why (remember books with cds?)
- Is it better or just more?
- What do you have, what do you need?
- Involve the author/partner
- Remember the customer: Ask them
- Remember: 60 seconds is a long time
- Costs add up
- Be Prudent: Is anyone making money yet?



Thanks