

eBooks for Mobile devices: A growing trend

Mondadori | A Case Study



Electronic forms of sharing and collaborating have changed the landscape of the publishing industry. Publishers are faced with demand for content in forms beyond the conventional print version. Many publishers now offer content in digital forms either as stand alone products or as a supplement to their print versions.

The demand for eBooks that are accessible on various mobile devices is fast rising, with users all over the globe preferring mobile access to standard print books. The need to be able to access and read all or any of your books at all times, any time is fast becoming the norm for users around the world. Mobile devices have already become a constant necessity in an individual's life.

Mondadori, one of Europe's top publishing companies wanted to keep themselves up-to-date and current by providing their readers with content in formats that is most easily and popularly accessible.



Mondadori

The Mondadori Group is one of the top publishing companies in Europe. It is Italy's biggest book and magazine publisher and the third largest in the consumer magazine segment in France. Mondadori's activities also include advertising, digital, radio, retailing and direct marketing.

The Group is the absolute leader in Italy's book market, operating through publishing houses including Edizioni Mondadori, Einaudi, Piemme, Sperling & Kupfer and Electa. In magazines, Mondadori publishes some of Italy's most-read and well-known titles. Mondadori also operates internationally thanks to a network of partners.

The Mondadori Group employs over 3,500 people and in 2010 generated 1.5583 billion euros in sales. Since its foundation in 1907, Mondadori's mission has been to encourage the widest possible dissemination of culture and ideas with a product range that spans all genres and reaches all readers. After a century spent at the heart of Italian culture, the Mondadori Group is now undertaking a strategy of international expansion. Its aim is to use the main Mondadori magazine brands to export style and quality worldwide along with Italian excellence in fashion, design and cooking.

Challenge

Mondadori wanted to start with converting all of their hard copy and soft copy files to eBooks. For this they required a technology partner who could support them with the gigantic task of converting thousands of titles, quickly, efficiently and cost effectively at the same time maintaining the highest standards of quality.

Mondadori envisioned launching their eBookstores at the Frankfurt Book Fair that same year.

APPROACH

iPublishCentral began its relationship with Mondadori in the year 2010 by offering them their conversion services. The project began by 1200 titles (~330K pages) starting mid July 2010 and delivering all the titles within 30 Sep 2010. Impelsys supported their vision and ensured that the titles and the portals were ready for launch in time for the Book Fair. This strengthened not only the relationship between the two companies but also made Mondadori's faith in us as a reliable and trusted technology partner stronger.

SOLUTION

Delivering 1200 titles was a challenge in itself, owing to the variance in each title's look and feel. iPublishCentral designed a common style sheet which was well accepted by the team at Mondadori who readily agreed to use the adopted the same for their eBooks. Coming to a common ground was a major milestone for both companies, as it enabled a base which made converting a faster, more efficient and quality driven process. iPublishCentral also worked out a clear Quality Control process that QC tools to ensure that the despite the large volume of titles, the highest quality was ensured.

Setting up of virtual teams enabled close interface between teams, ensuring constant updates and follow ups, and working overtime, enabled iPublishCentral to deliver a minimum of 150 titles per week.

Mondadori's review of the titles for quality and quick feedback enabled quick turn around time and also ensured that the feedback was be part of iPublishCentral's check list.

By 30th September 2010, the last batch of 1200 titles were delivered and Mondadori was able to successful launch their eBookstores in time for the Frankfurt Book Fair.