

The book is dead, long live the book!

Publishing, writing and reading in the digital age

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The book is dead?



Threats to the traditional book industry...



**“If you want things to stay as they are, things
will have to change”**

from *The Leopard*, Giuseppe Tomasi di
Lampedusa

Seizing the opportunities

- New formats and new retail & publicity channels
- Greater editorial flexibility / getting to markets faster than ever before: straight-to-digital publishing
- Conversations with readers / new ways of marketing & packaging content
- Thinking about publishing as a creative content industry – book publishing, events, writing classes, speaker bureaus
- The book as object / quality production
- “Format agnostic”: Story not format – let the reader decide
- Moving from B2B companies to B2C companies

Canongate

www.canongate.tv

The channel for book-lovers

canongate.tv

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Gil's channel

Gil performs 'The Other Side'

GIL SCOTT-HERON

Watch exclusive footage from Ridley Scott Associates London, of Gil Scott-Heron's haunting performance of The Other Side.



Dare you enter Wildwood?

COLIN MELOY

Canongate's first children's book by the lead singer of the Decemberists.



An Idiot Abroad

KARL PILKINGTON

Deleted scenes with Ricky Gervais and Merchant, from our favourite reluctant traveller.

Canongate

- Canongate.tv website designed to create loyalty
- Leading with content
- Bringing offline experience online (author signings and book launches etc)
- “Format agnostic” – about content not format (no pack shots of books – speaking to customers not retailers)

Faber & Faber

← → ↻ faber.co.uk



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Durrell 2012 Marking the Centenary

The centenary of Lawrence Durrell's birth is being celebrated in fine style by [durrell2012.com](#), a comprehensive website featuring all Durrell news and event listings, including a link to the *Guardian's* recent podcast with Jan Morris.



We Have What You Want John Lanchester on Capital

'I decided I wanted to write what I privately called a Big Fat London Novel, because London seemed to be in an extraordinary condition.' **Whoops!** was the finest explanation of the economic crash, and Lanchester again draws on the consequences of the meltdown in **Capital**. Great source material, as the author explains here. [More](#)



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'One of a Kind' The Alexandria Quartet



Faber & Faber

- Diversifying income streams
- Faber Academy / podcasts / events / Faber Finds / Faber digital innovation: Waste Land App / online writing courses
- Mental shift in what the company does: No one in-house is allowed to say that they've acquired a book – they have to say that they've “acquired a copyright”

Profile books

- Metadata on website needs to be excellent – relevant and regularly updated
- ATI keynotes for titles more important than ever
- Quality leads to discoverability on the internet



VINTAGE BOOKS

enter title, author or ISBN

search

sign me up

sign me in

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YOU ARE AWFUL (BUT I LIKE YOU)
 A competition celebrating the not-so-hot spots of the UK
 CLICK BANNER FOR MORE INFORMATION

Tim Moore

Vintage Books is the website of Vintage Publishing, a division of Random House which focuses on publishing quality literary fiction and non-fiction. It is made up of eight different imprints: [The Bodley Head](#), [Chatto & Windus](#), [Jonathan Cape](#), [Harvill Secker](#), [Vintage Books](#) (including [Vintage Classics](#)), [Yellow Jersey](#), [Square Peg](#) and [Pimlico](#).

RECOMMENDED books

The First Crusade: The Call from the East

by Peter Frankopan



'A dazzling book, perfectly'

LATEST news

5th March

[You Are Awful \(But I Like You\)](#)

We've been receiving some fantastic entries for our [Tim Moore You Are Awful \(But I Like You\) competition](#). Head over to our [blog page](#) by clicking [here](#) for a sneak peek at few of them! For those of you that haven't entered yet why not have a look at the places that some us at Vintage love and loathe for inspiration. Click [here](#) to view the Vintage blog.

your VINTAGE



Join us to comment on new releases, make recommendations, receive our monthly newsletter and be eligible for exclusive offers

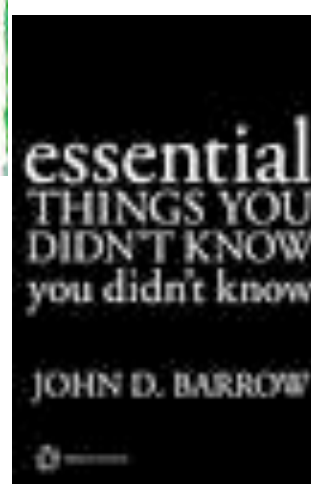
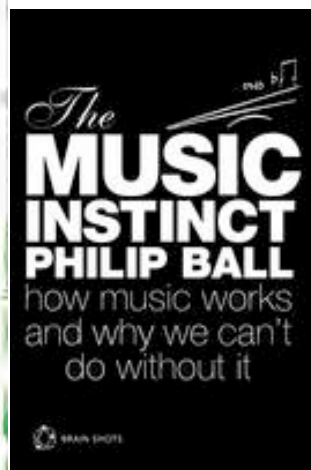
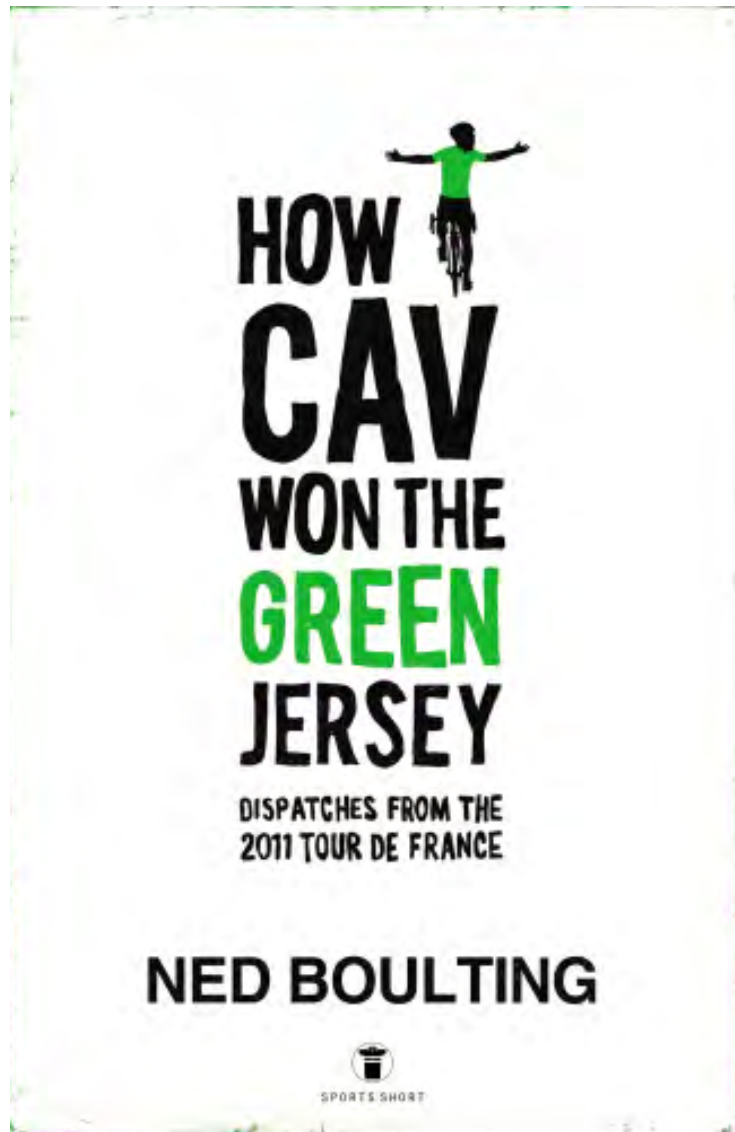
sign me up

sign me in

YOU ARE AWFUL (BUT I LIKE YOU)
 A competition celebrating the not-so-hot spots of the UK

twitter





Vintage today

- Brain Shots conceived in 2009 launched in 2010 and continuing to publish
- Story Cuts
- Night and Day magazine
- Vintage Podcast
- Bestselling Nigella & Primrose Bakery apps: sitting as a companion to the book
- Straight-to-digital publishing
- Interactive Vintage website

Vintage tomorrow

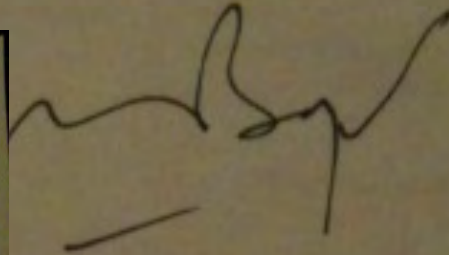
- Continue to explore new formats and delivery
- Continue to build brand & develop relationship with readers and authors
- Develop multi-media channels e.g. apps & multi-media
- Superb author care & ensuring that we have a strong connection with our readers
- Ensuring our readers can connect and share through our books
- Author events
- Ensuring a diversified and healthy marketplace
- **Publishers as curators**

The Book as object

Any Human Heart

WILLIAM BOYD

To Kay + Barry —
all good wishes



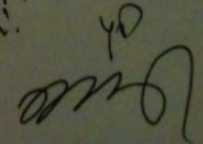
CHILDREN
OF THE
REVOLUTION

DINAW MENGESTU

To Kay,
Thank you for
all the
support on the
book. I hope
you enjoy the rest, and if not,
put it down!



Jonathan Cape
London

yo


For Kathleen,

LOUIS DE BERNIERES

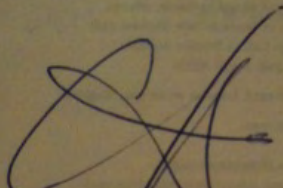
Captain Corelli's
Mandolin

Louis de Bernieres

Thanks for the dinner
cards!

CHINUA ACHEBE

Things Fall Apart



Inez

is for Kathleen,
return beauty
+ friend

3

IN THREE WORDS

WHAT IS THE

FUTURE OF BOOKS?

* * * * *

**OLD-FASHIONED
SOUVENIR EDITIONS**

Seth Godin

EBOOKS

J. A. Koussath

**AUTHORS
IN CONTROL**

Mark Coker

THE READER IS

Barry Eisler

**STORY
NOT FORMAT**

STORY

NOT FORMAT

Dan Blank

MORE DIVERSITY,

FASTER

Guy L. Gonzalez

BEYOND THE PAGE

Jane Friedman

REFUGE

FROM SOCIAL

Porter Anderson

READER COMMISSIONED

STORIES

Matt Gattland

I3W #003