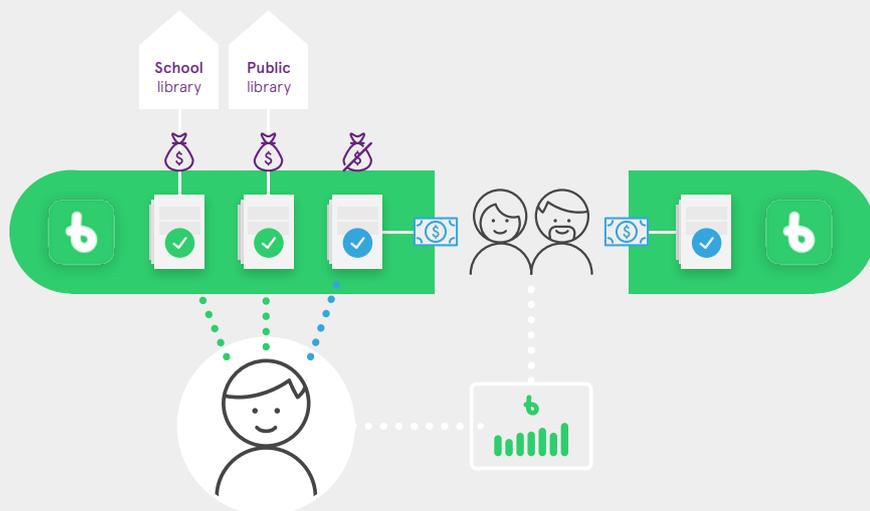


# For Publishers



- 1 Today students borrow books from school and public libraries but insufficient funds is the reason for limited catalogue and long queues.
- 2 Parents want insight into their kids' reading. Now they download BookBites and are able to pay for their children's reading when the public resources aren't enough.
- 3 New markets evolve when parents and even other adults become consumers. The new way of reading with insights and motivational goals means that more people read more.

## More Than Just a Bookstore

BookBites is an innovative reading app, which makes thousands of books accessible across publishers, and at the same time motivates readers to read more. There is huge potential through this digital universe to activate new groups of readers who don't necessarily visit libraries and bookstores. There is great market potential in parents with children in school. Half of them claim that they want to read but don't have the time. And yet, parents are role models, so while reading with their kids, but reading their own books, BookBites enters new markets.

## Making Digital Business

New business models are needed when going digital. A book is no longer a physical item, and can be distributed and handled in various ways. It's our ambition to provide as many books to readers as possible. To make this happen, we are operating with business models that work for both publishers and customers. This way, publishers adjust prices according to quality, amounts, and age of the book and readers pay for the time they have access to the book.



## Knowledge and Insights

BookBites gives publishers easily accessible insight into the use of their books. Publishers receive a wealth of information about user behaviour. Which books are most popular? When does reading decrease or when do the readers stop reading? Which books improve literacy? Which books are never read? Which books are easily read? Based on individual reading times, BookBites recommends an estimated time for lending the book.

Through the dashboard, publishers also get financial insights on general performance and selected books. By making comparisons with the overall use of BookBites, publishers can see their average performance and adjust prices according to expectations.

## Security of content

No compromises are made when it comes to security of content. All books are distributed in our own format with a secure layer of encryption.

It's important to us that readers have access to literature anywhere, anytime. This means that they don't have to be online to enjoy their favorite books. Therefore, we prefer downloading content to connected devices rather than stream in BookBites.



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Supported by The Ministry of Children, Education and Equality, The Ministry of Finance and The Association of Local Governments, Denmark.