



NEWS

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New Research Study Shows How Publishers are Implementing Print-on-Demand to Significantly Contribute to Book Sales

Study Available by Visiting www.vistacomp.com

November 30, 2006....Print-on-Demand (PoD) is a rapidly growing segment of the publishing industry that enables publishers to use digital technology to print short-run copies of books. This results in cutting carrying costs and carving out additional revenue from publishers' titles, according to a new research study sponsored by VISTA International, the leading provider of software solutions and services to the publishing industry. This 34-page report, *Trends in Print-on-Demand*, covers a variety of aspects of the recent PoD evolution—this “transitional” technology has hit its stride.

Authored by Jim Lichtenberg, President of Lightspeed, a New York-based consultancy, with contributions from Mark Bide and Sue Sparks of Rightscom, Marion Gropen of Gropen Associates, and John Harish of Infinity Publishing, this research answers questions about how publishers use the PoD model, the processes involved and their Return-on-Investment.

This report, the second in a three-part series, includes:

- An executive overview, discussing the benefits, modalities and impediments of using PoD
- The results of personal one-on-one interviews with key players in the PoD arena exploring their motivations and carriers to using PoD technology
- Case studies of two early adopters, a large educational publisher as well as a non-traditional publisher in the form of a literary agency

Aside from publishers' views, the author's perspective is also addressed, providing a contrary look at traditional publishing with the new author-initiated and short-run printing approaches—another opportunity made available through PoD technology.

VISTA is also including a comprehensive Return-on-Investment calculator to all those who register to receive the free Print-on-Demand report. The interactive calculator allows the user to evaluate the potential value of PoD by inputting all the relevant publishing costs throughout an organization including plant costs, royalties, distribution and fulfillment, warehousing, freight, marketing, general administration and working capital.

Cambridge University Press, one of the subjects for a case study, uses PoD for ultra-short runs and adds 1,700 titles to the digital program each year – more than half of which are new paperbacks. Through their program, a digital “first-time” paperback can breakeven after the sale of just seven copies. Last year, their ultra-short run program generated \$9 million worldwide.

Besides additional revenues, the survey and case studies indicate that publishers want better quality from future PoD, especially with regard to half-tone and color printing as well as lower costs. The study says that when PoD is part of a publisher's initial production process, preparing titles for short print runs can be organizationally efficient. Effective pre-planning can address the issues of cost and quality.

Furthermore, the research indicates the need for a seamless process from ordering to delivery. This process also would ideally require minimum human intervention and a maximum "do-it-right-the-first-time" approach to quality management.

According to the report, "The days are coming to a close in which the only option open to a publisher is to make an educated guess about the demand for a new title, print and warehouse some number of copies as a function of that guess, hoping for the best in terms of subsequent sales. (Along with successes there have been legendary disasters.) As digital printing continues to mature, publishers will find themselves in a position to make a reasonable *opening* gambit, with the assurance that they will be able to very quickly match changing levels of demand with flexible levels of supply."

Complimentary copies of *Trends in Print-on-Demand* and the ROI calculator are available only through VISTA International's Web site at www.vistacomp.com or by calling (UK) +44 (0) 1923-830-239, (US) +1 732-562-9292 ext. 202.

The third and final installment in this research series, *Trends in eCommerce*, will be available Spring 2007.

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About VISTA International

VISTA International is the leading worldwide provider of solutions and services for the publishing industry. VISTA is a committed business partner to publishers, distributors and booksellers supported by our systems throughout the world. Our solutions fit all aspects of the publishing value chain, from author care through production, rights and royalties to warehouse and fulfillment - all integrated in an e-business environment, with full access to the analytical power of Publishing Intelligence.

To complement our comprehensive enterprise solutions, the full range of VISTA services include applications implementation, applications management and hosting services, and publishing-specific business consulting, together with lifetime customer support.

VISTA was founded in 1977 and has offices in Europe, North America and the Asia-Pacific region. Visit us on the web at www.vistacomp.com.

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