

EDITECH 2011

MONDI CREATIVI

La creazione come «produzione»: costi e tecnologie

Digital Innovation: Enabling Factors for New Models



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PHYSICAL EXPLOITATION OF DIGITAL

2

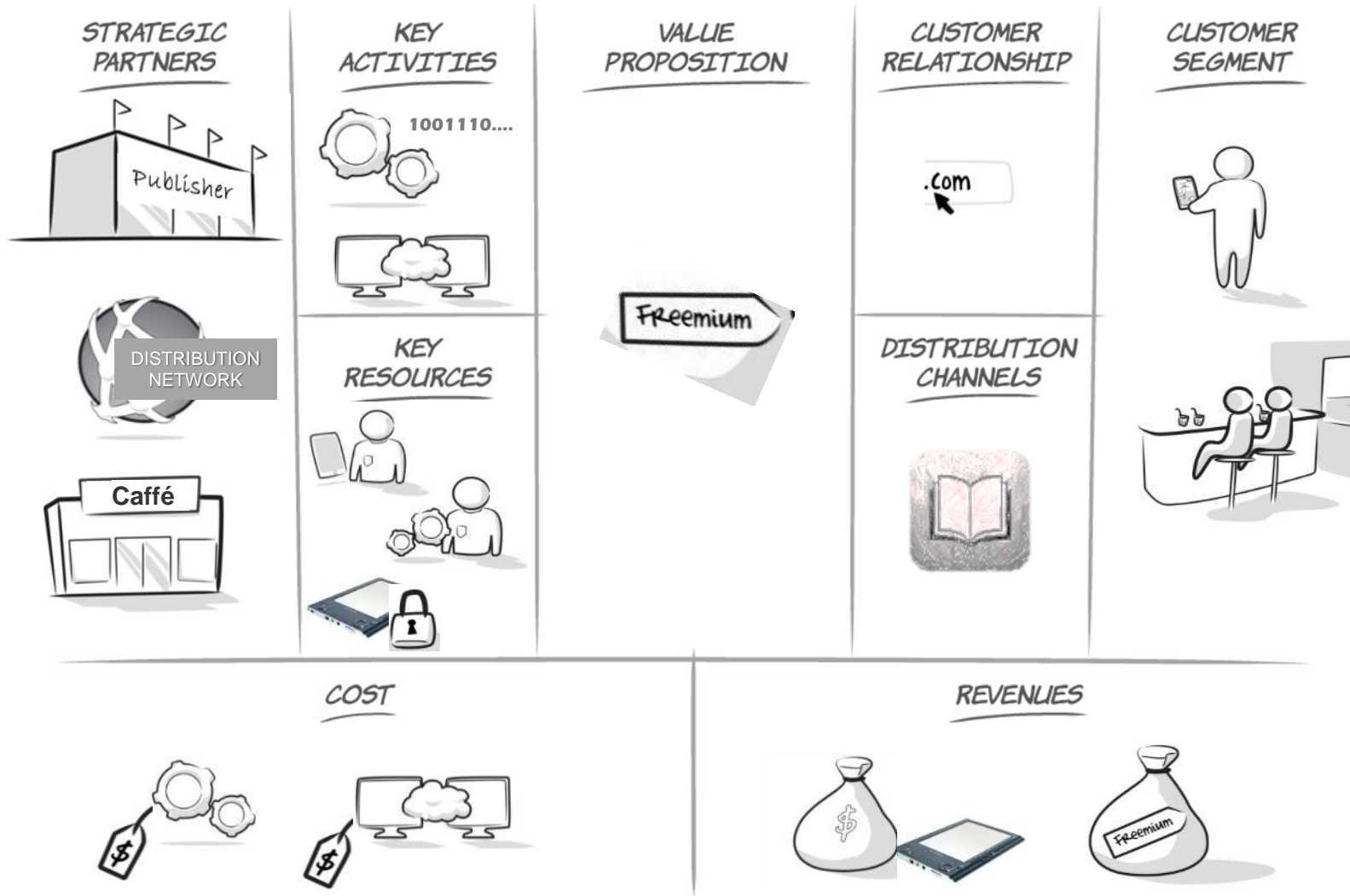


Starbuck's Digital Experience



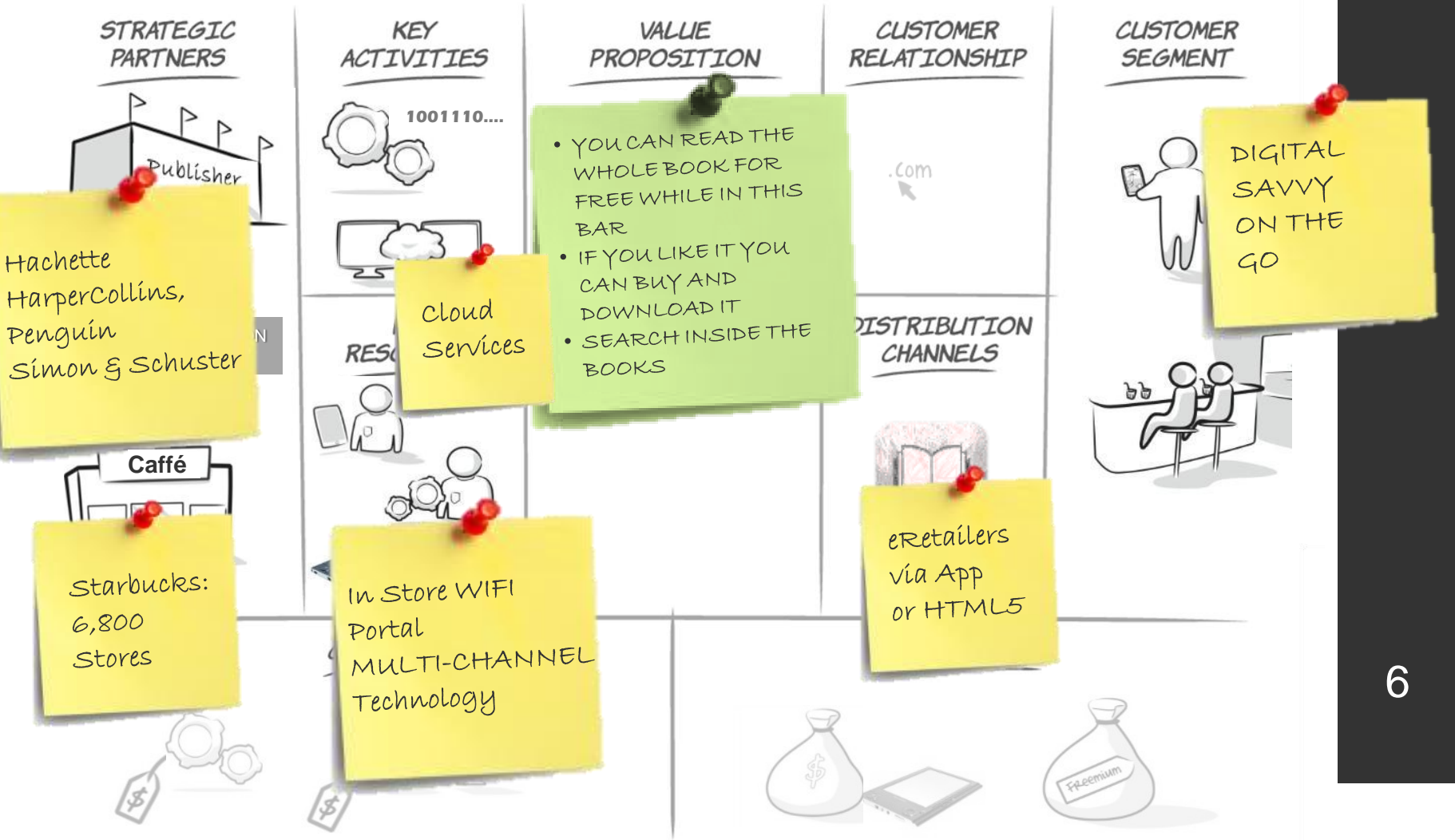
Starbuck's Bookish Reading Club

Sources thanks to Starbucks101, AdamJackson1984, PulseOnTech, Adam Tow



Full-Length Book Previews in “Coffee Shop”

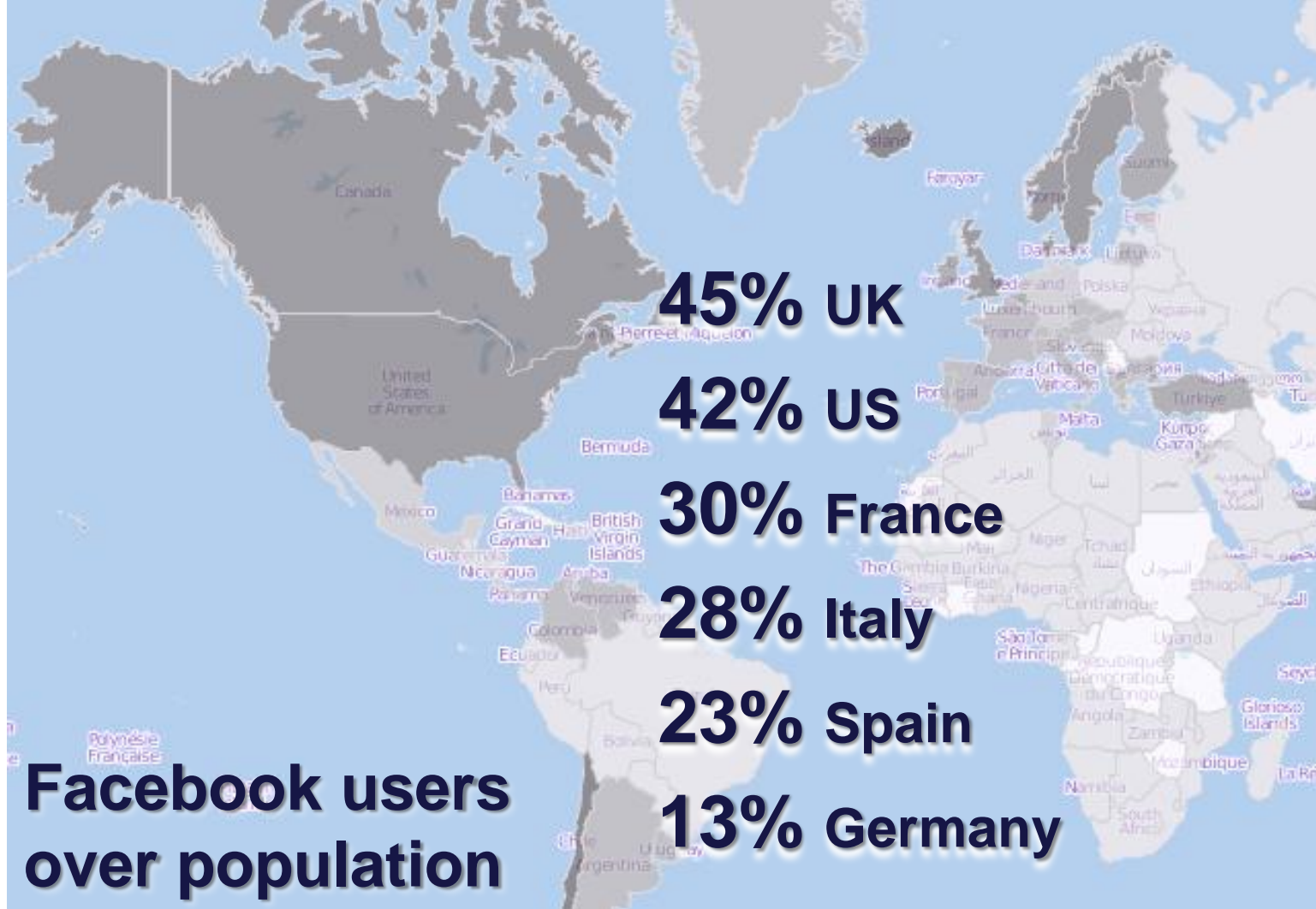
Canvas Model Source: Business Model Generation, Alexander Osterwalder, Yves Pigneur



Full-Length Book Previews in “Coffee Shop”

2

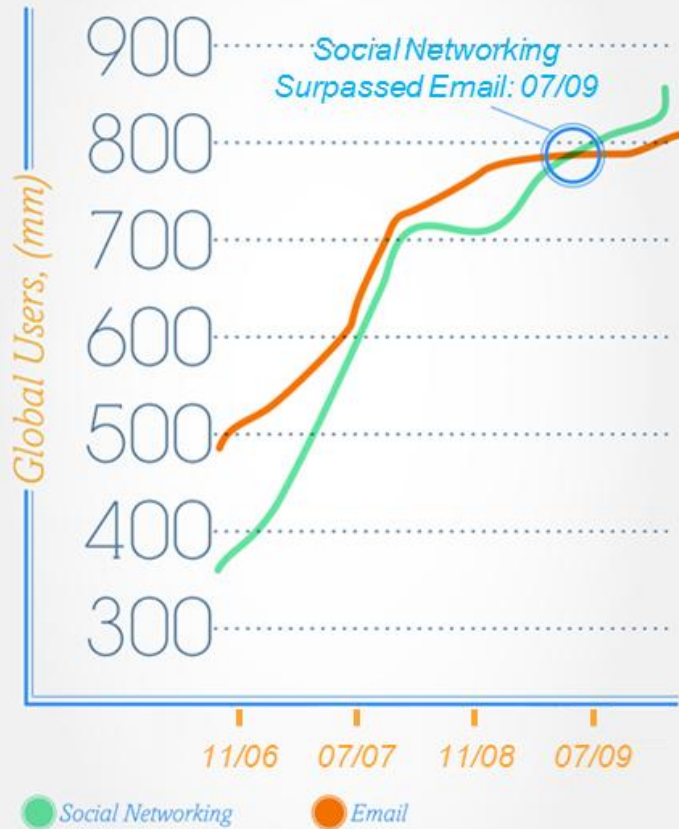
DIGITAL ENABLERS



Facebook: a Nation with 500 Millions of Users

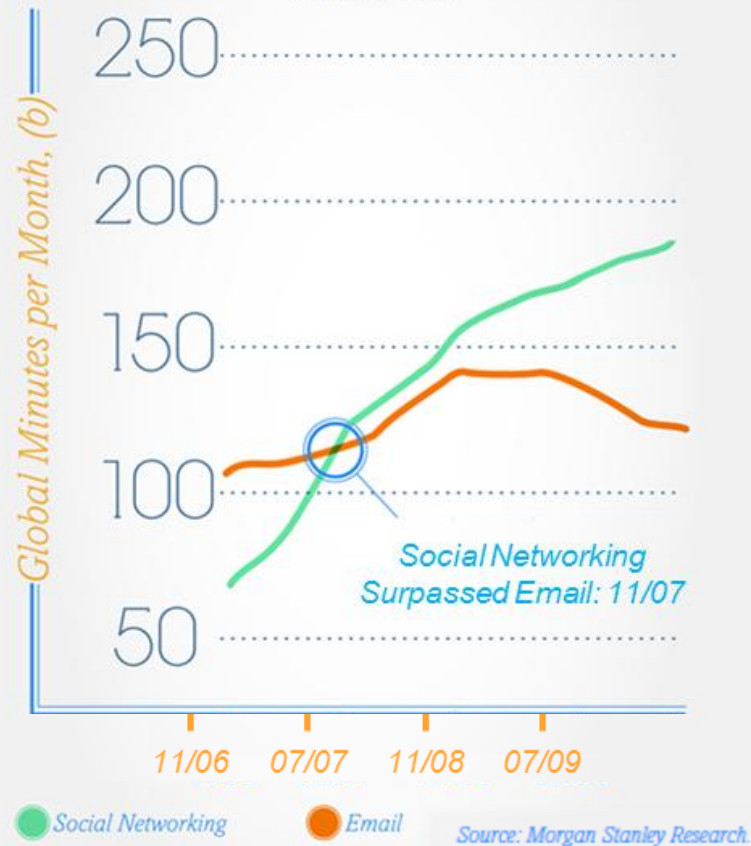
Global Users

11/06 - 12/09



Global Time Spent,

11/06 - 12/09

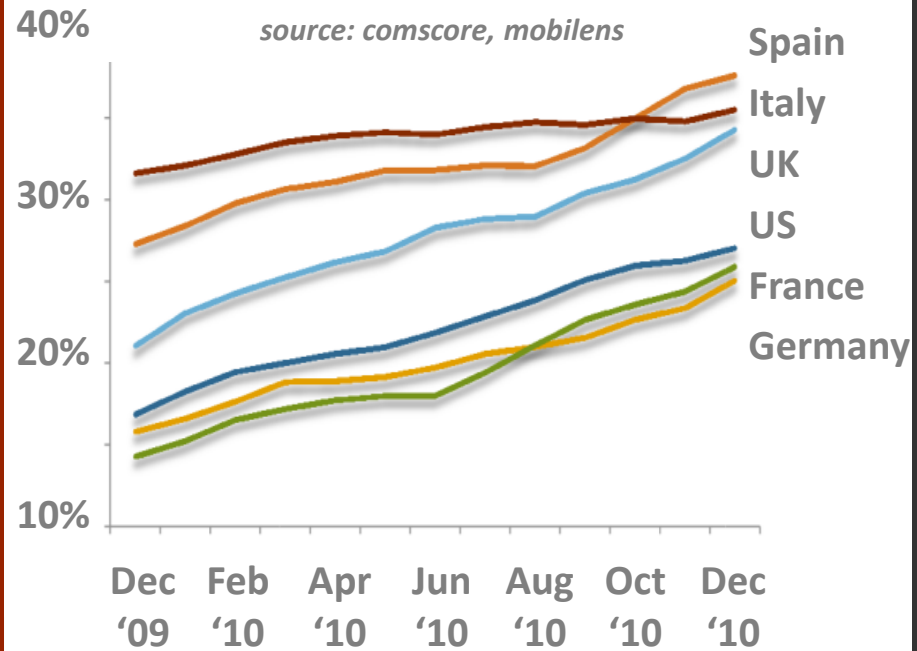


Users prefer Social Networking over Email

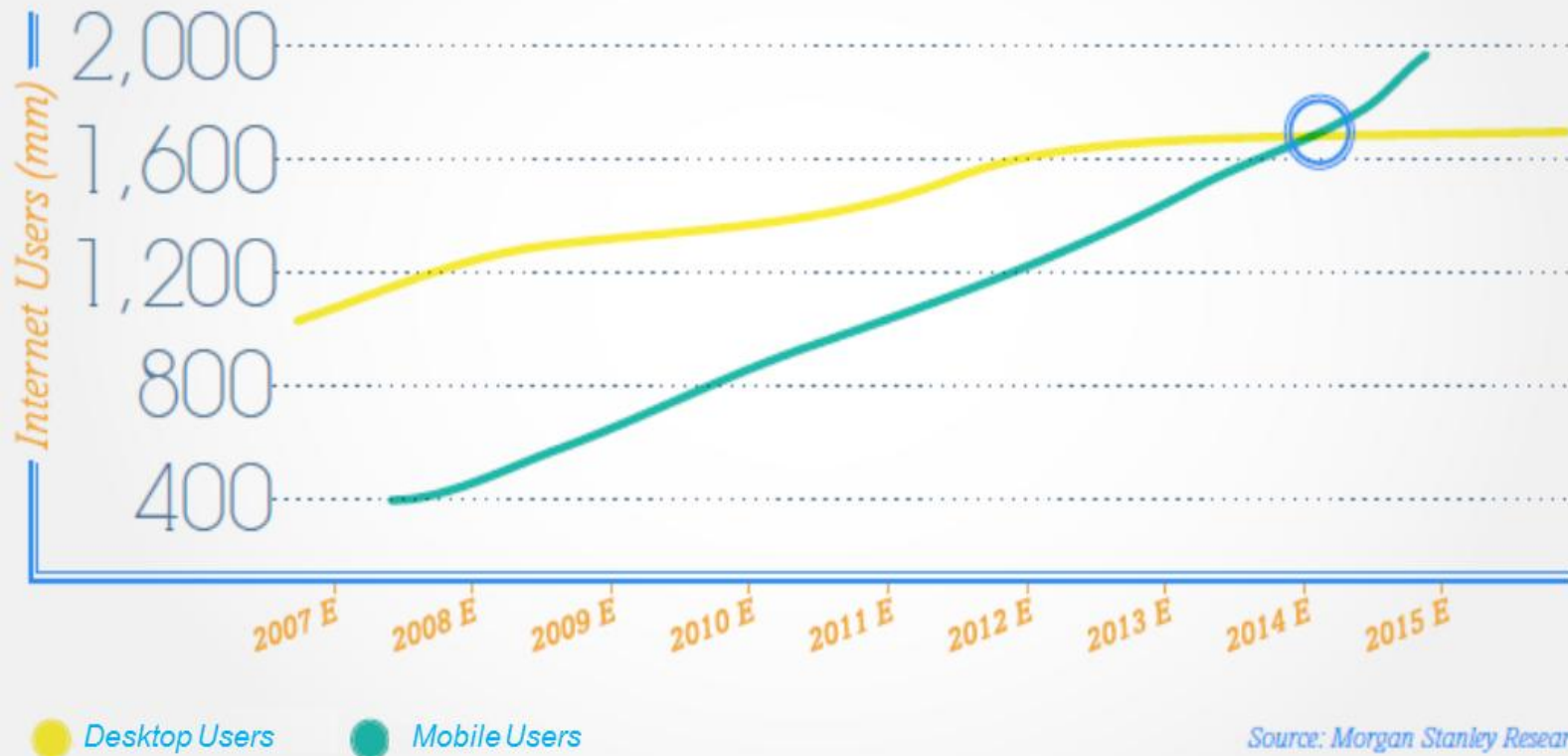
Over **30%**
of circulating phones
is a
smartphone

Smartphone Adoption by Market

source: comscore, mobilens



Global Mobile vs. Desktop Internet User Projection, 2007 - 2015 E



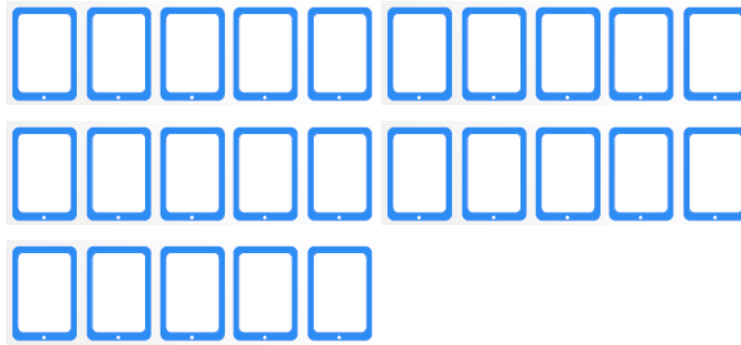
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Users prefer Mobile over Desktop Internet

eReaders & Tablets



An Unforeseeable Growth



25+ mln

Source: Apple

iPad Sold as of June 2011



10+ mln

Source: Businessweek.com

Kindle Sold in 2009 and 2010



3+ mln

Source: cnet.com

Nook Color as of April 2011

2

DIGITAL ENABLERS

**SEAMLESS
EXPERIENCE**

Devices: The New “Portal”

16



**User Centered
Design Services**

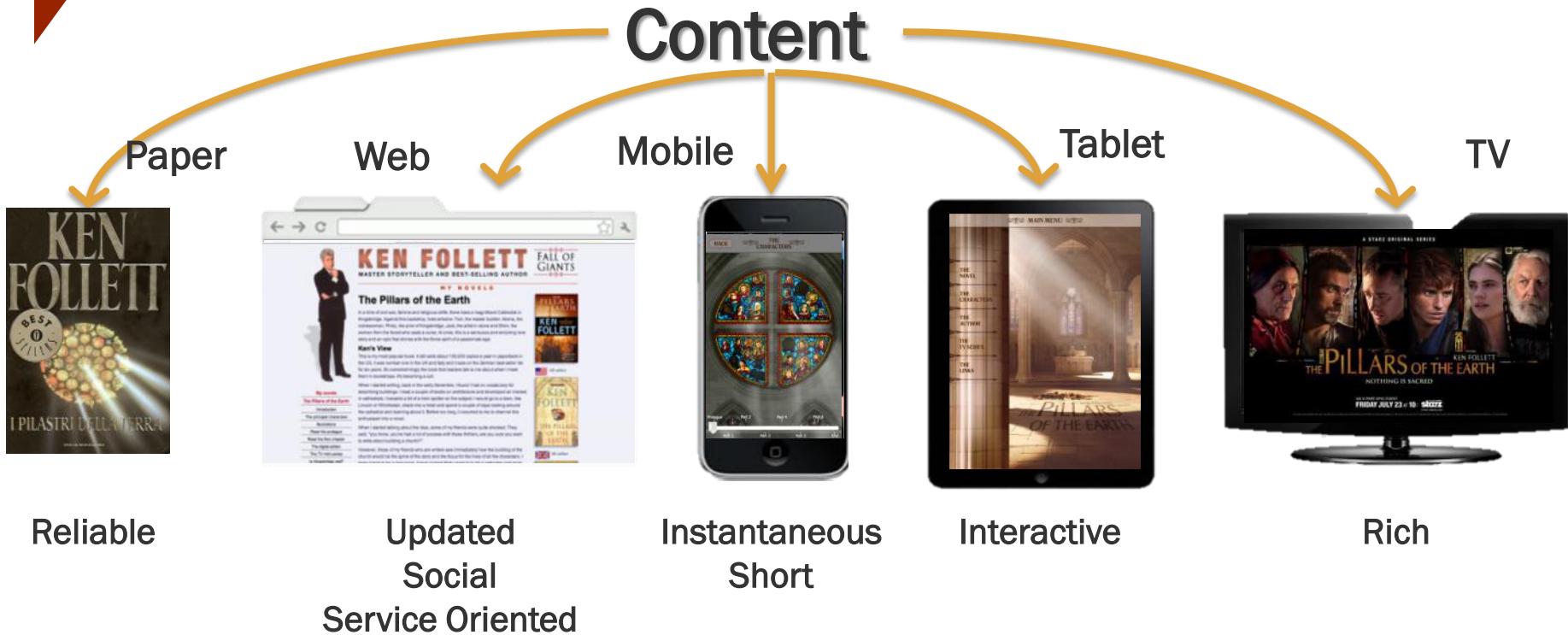
**ANY device, ONE
experience, EASY to
use, COMPLETE**



www.corriere.it

Devices: Context Usage

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HTML 5: Seamless Experience

18



- Interactivity
- Device Services Integration
- Improved Accessibility
- Geo Location
- Client-side database
- Offline Application Cache
- Smarter forms
- Sharper focus on Web application Requirements
- Multimedia Advanced Management



app.ft.com

asidemag.com





- Cross-platform reader
- Cloud Storage
- Discovery platform
- Distribution system



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Alice's Adventures in Wonderland

Lewis Carroll

Title
About
Chapter 1 - Down the Rabbit Hole
Chapter 2 - The Pool of Tears
Chapter 3 - A Caucus-Race and a Long Tale
Chapter 4 - The Rabbit Sends in a Little Bill
Chapter 5 - Advice from a Caterpillar
Chapter 6 - Pig and Pepper
Chapter 7 - A Mad Tea-Party
Chapter 8 - The Queen's Croquet Ground
Chapter 9 - The Mock Turtle's Story
Chapter 10 - The Lobster-Quadrille
Chapter 11 - Who Stole the Tarts?
Chapter 12 - Alice's Evidence
Recommendations
Download this book
Book information

Font: serif / sans Size: + / - No distractions

NEXT →

ALICE'S ADVENTURES IN WONDERLAND

ALICE'S ADVENTURES IN WONDERLAND



THREEPRESS CONSULTING

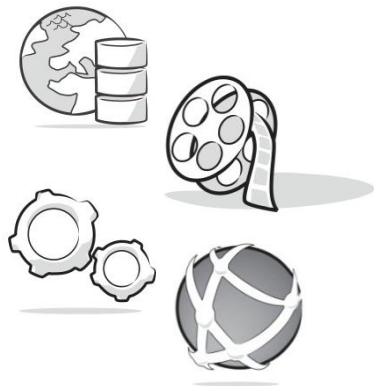
2

DIGITAL ENABLERS

THE CLOUD

The Cloud

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Contents
Products
Technologies

Convenient

Elastic

On demand



Services

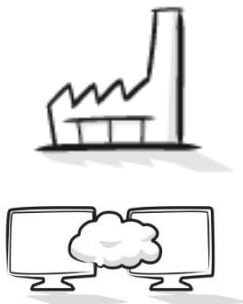


Rapidly provisioned

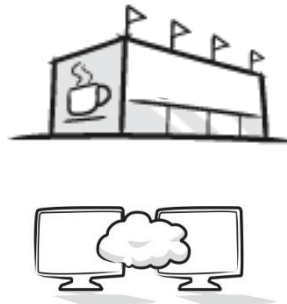
Minimal management

The «Souls of the Cloud»

23



Enterprise Cloud



Hybrid Cloud
Mixes internal cloud
services with external



Public Cloud

Apple & Cloud = iCloud

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Source: Engadget.com

eBook Cloud Services

25

**User
Centered**



**User +
Retailer
Centered**



	Download	Streaming
User Centered	Cloud Storage	Streaming My Books
User + Retailer Centered	Multiple Download	Merchant Cloud

2

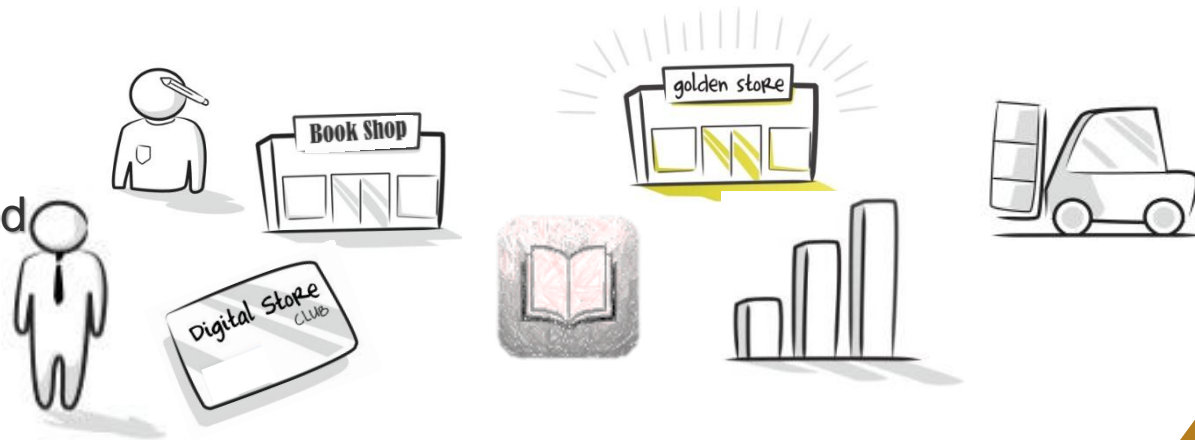
DIGITAL ENABLERS

WEB OF DATA

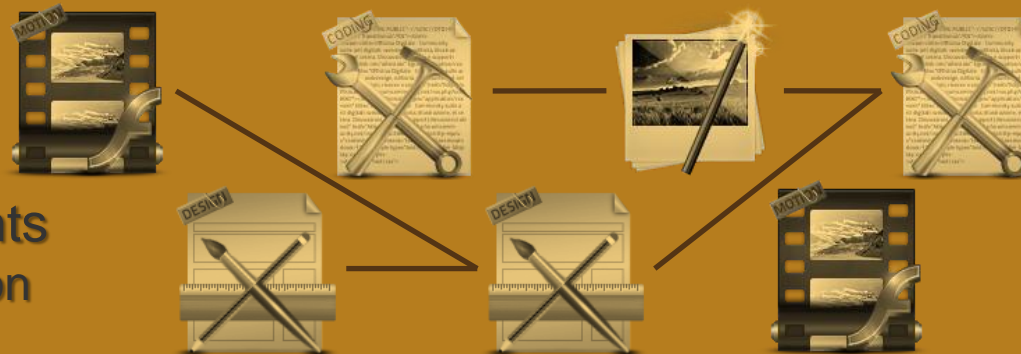
From Web of Documents to Web of Data

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Web of Data
Meaning-Enriched
Representation

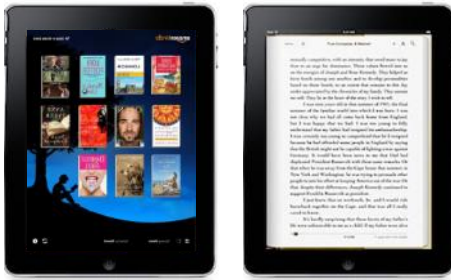


Web of Documents
Flat Representation



Web of Data for Emerging Digital Books

Apps as Silos



Apps with Web of Data



Apps with Open Data

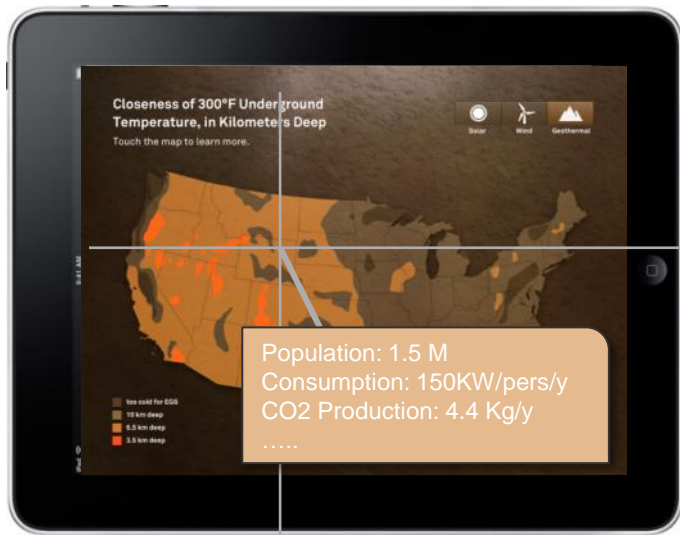


The Next Digital Book

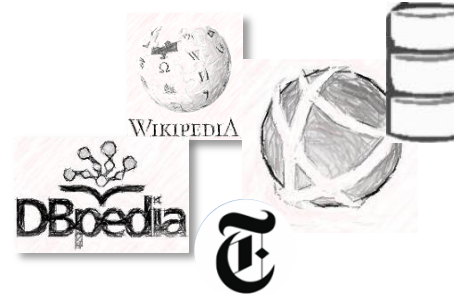
Today



The Future



Administrative Data
Geographic Statistics



Newspapers
Books
Events Info
....

Best Seller API

New York Times Initiative

I'm interested in the differences between the markets for digital and physical books. This page updates once a week, when the [New York Times Best Sellers list](#) is released. It uses the [Best Sellers API](#) to compare the e-book and hardcover lists and [highlight books](#) unique to each of them. If the API provides a link to a Times review, it's also included here. [Tweet](#)

BEST SELLER DIFFERENCES FOR THE WEEK OF JUNE 12, 2011

[Fiction](#) [Nonfiction](#)

FICTION, E-BOOK

Books unique to this list are [highlighted](#)

- 1. WATER FOR ELEPHANTS**
Sara Gruen (Algonquin)
- 2. SOMETHING BORROWED**
Emily Giffin (St. Martin's)
- 3. 10TH ANNIVERSARY**
James Patterson and Maxine Paetro (Little, Brown)
- 4. THE HELP**
Kathryn Stockett (Penguin Group)
- 5. BURIED PREY**
John Sandford (Penguin Group)
- 6. THE SIXTH MAN**
David Baldacci (Grand Central)
- 7. SOMETHING BLUE**
Emily Giffin (St. Martin's)
- 8. A GAME OF THRONES**
George R R Martin (Random House)
- 9. THE LINCOLN LAWYER**
Michael Connelly (Little, Brown)
- 10. DEAD RECKONING**
Charlaine Harris (Penguin Group)
- 11. THE FIFTH WITNESS**
Michael Connelly (Little, Brown)
- 12. THE JEFFERSON KEY**
Steve Berry (Random House)
- 13. THE PARIS WIFE**
Paula McLain (Random House)
- 14. FRANKENSTEIN: THE DEAD TOWN**

FICTION, HARDCOVER

Books unique to this list are [highlighted](#)

- 1. DEAD RECKONING**
Charlaine Harris (Ace)
- 2. 10TH ANNIVERSARY**
James Patterson and Maxine Paetro (Little, Brown)
- 3. CONVICTION**
Aaron Allston (Del Rey/Ballantine/LucasBooks)
- 4. BURIED PREY**
John Sandford (Putnam)
- 5. THE JEFFERSON KEY**
Steve Berry (Ballantine)
- 6. THE SIXTH MAN**
David Baldacci (Grand Central)
- 7. THE LAND OF PAINTED CAVES**
Jean M Auel (Crown)
- 8. THE GIRL WHO KICKED THE HORNET'S NEST**
Stieg Larsson (Knopf)
- 9. THE SNOWMAN**
Jo Nesbo (Knopf)
- 10. THE FINAL STORM**
Jeff Shaara (Ballantine)
- 11. SIXKILL**
Robert B Parker (Putnam)
- 12. CALEB'S CROSSING**
Geraldine Brooks (Viking)
- 13. THE FIFTH WITNESS**
Michael Connelly (Little, Brown)
- 14. 0000**

<http://robinsloan.com/bestdiff/>

Starting Point

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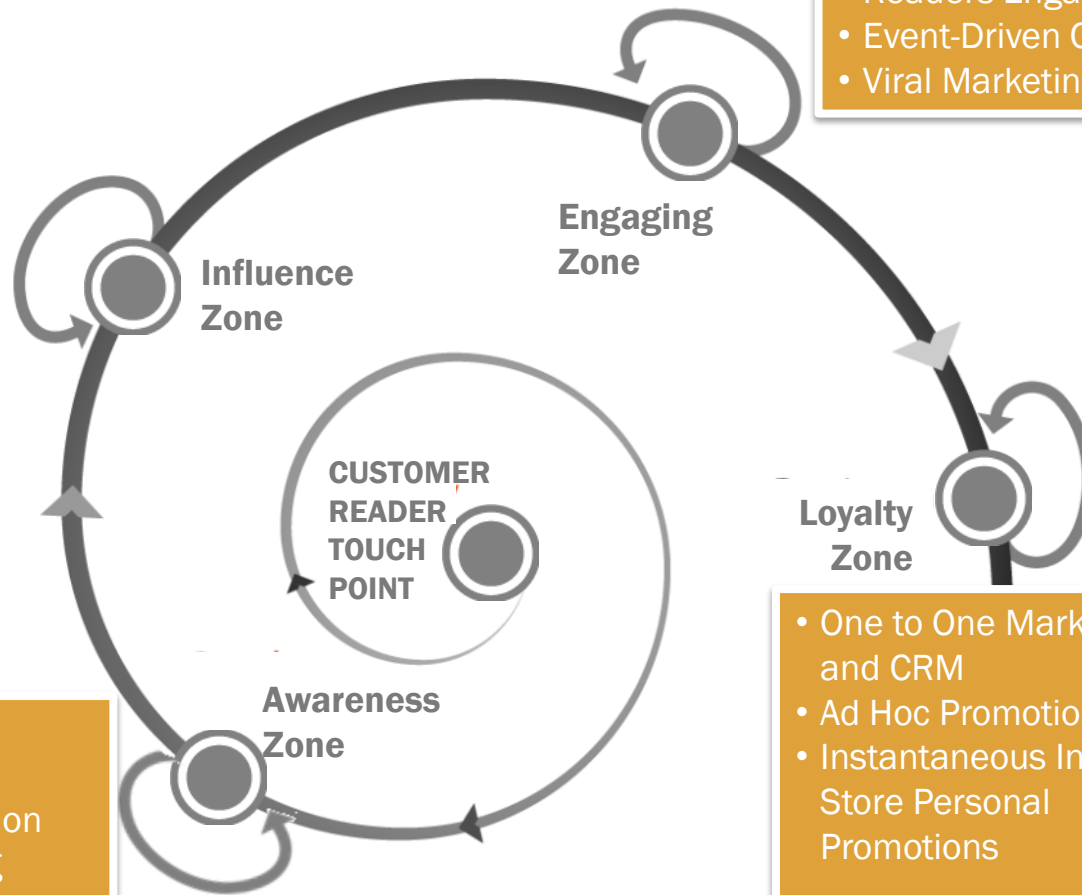
Discoverability
Full Text Search

3

STEPPING TO DIGITAL

- Book Mini-Sites
- Active Social Marketing
- Physical/Digital Bundling
- Hi-Profile Special Content

- Extensive Social Marketing
- User-Generated Reviews
- Readers Engagement
- Event-Driven CRM
- Viral Marketing



- One to One Marketing and CRM
- Ad Hoc Promotion
- Instantaneous In-Store Personal Promotions

The Publisher-Readers Evolution Spiral

The Journey of Digital Publishing

- Creativity x Execution
- Doing and Failure
- Smart and Quick
- Connecting the Dots
- Original Models
- Adapt to the Target

