



# Transformación de la sociedad



# Transformación del mundo del libro



Beatriz de Moura: ... **sistema de distribución obsoleto y la revolución digital** ("esto ha llegado para quedarse y en menos de año y medio, no más, será exponencial; quien se quede fuera de todo esto se hará mucha pupa").





# Compartir 12 tendencias – mundo del libro



Pensar que tecnología = servicio al cliente



# 1. Aceleración del mercado digital



En sólo tres años: del 3% al 8% y en 2012 - 15%



# Aceleración liderada por agentes externos



Daños colaterales: sector de contenidos





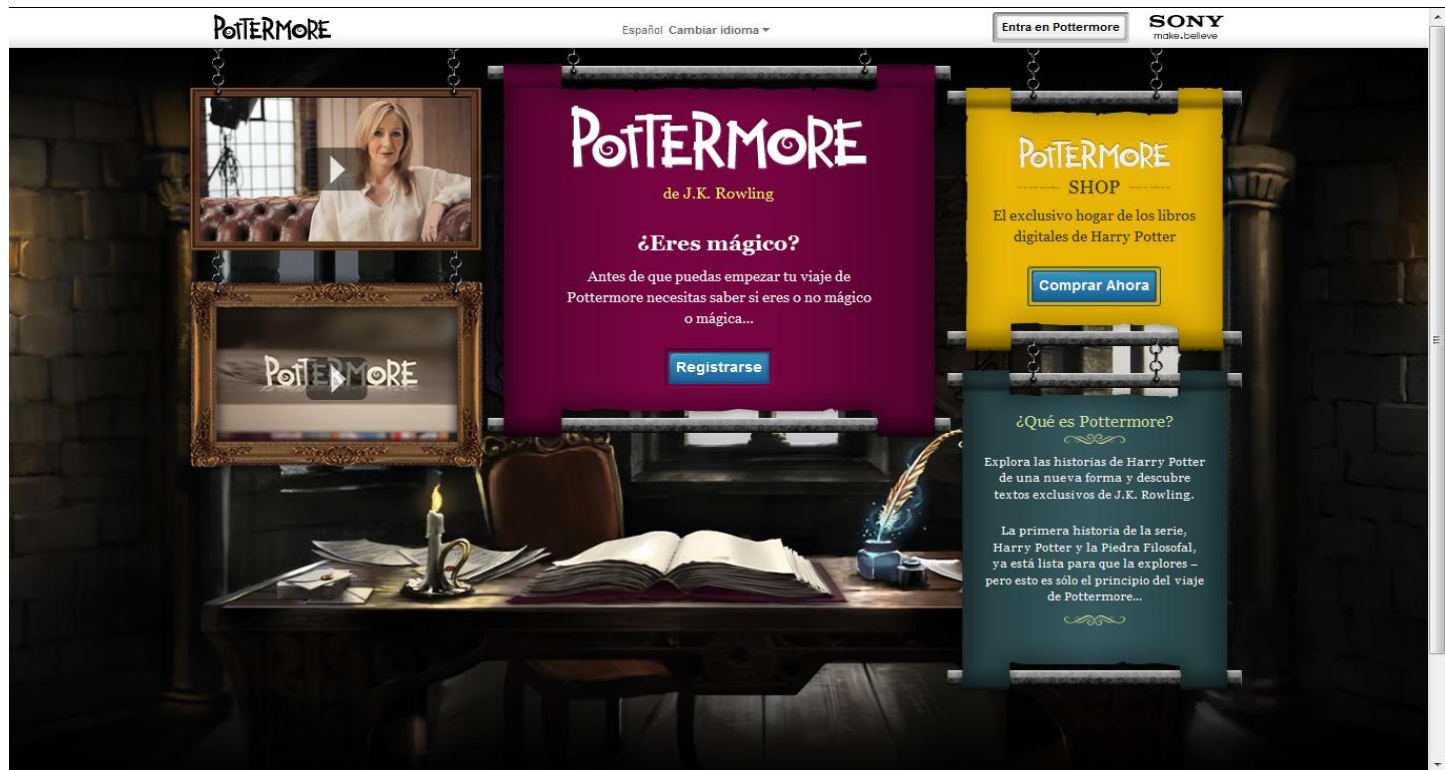
# Creciente interés por los contenidos educativos



Valoración Nook Business: \$ 2 mil millones / nuevos productos



## 2. Apuesta por la venta directa

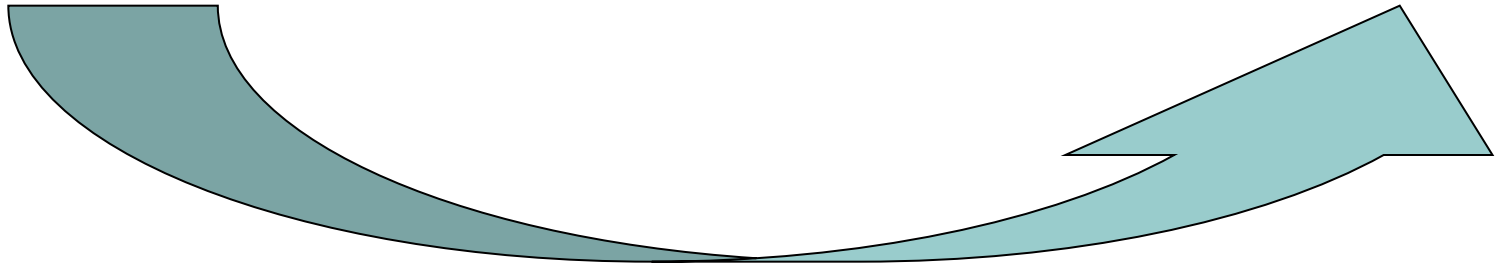
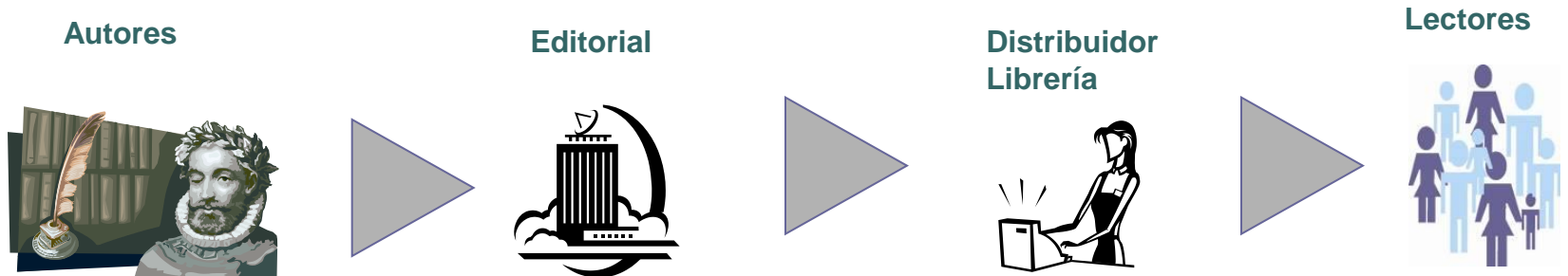


5 millones de usuarios registrados, 3 millones en ventas, 1 millón de unidades

Menor dependencia del canal, mejores márgenes y contacto directo (B2C)



En la era digital, tenéis que asumir toda la cadena de valor (sin ser excluyentes).



*De un mundo B2B a un entorno B2C*

# Iniciativas similares en vuestro sector

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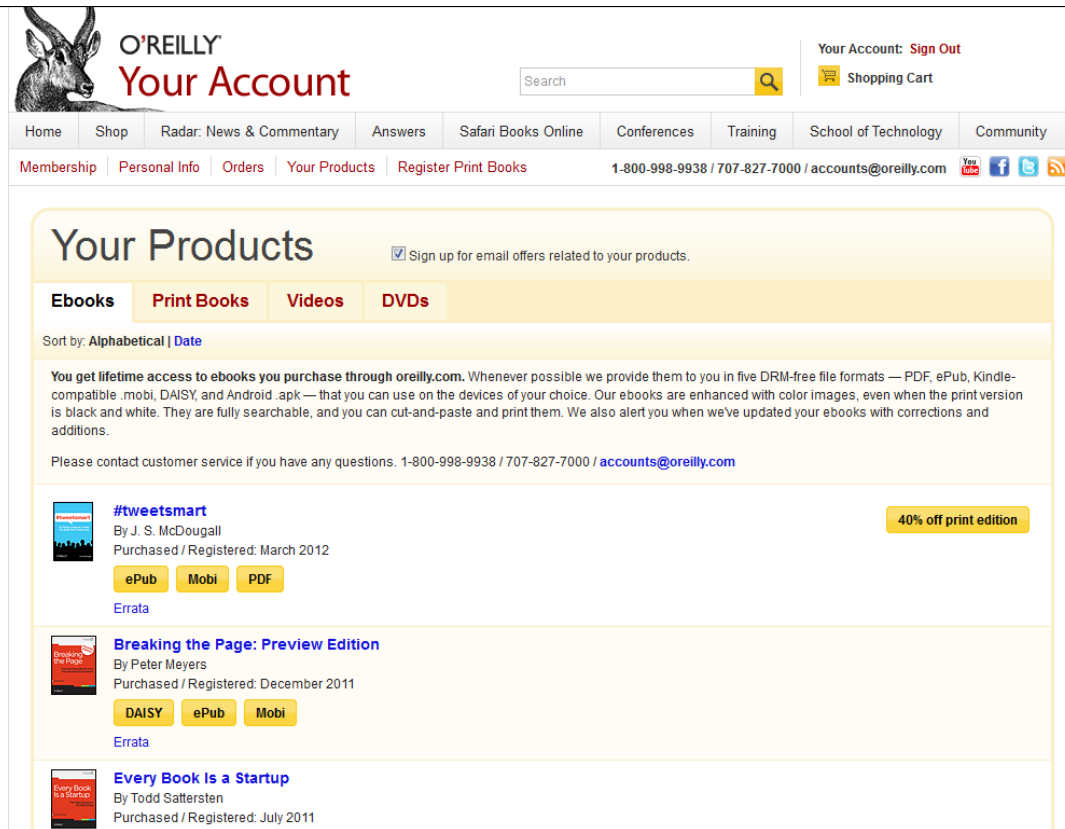


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 **Every Book Is a Startup**  
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# En todos los idiomas (exportación digital)

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## COMUNICACIÓN CULTURAL

QUIÉNES SOMOS [BLOG DE DOSDOCE.COM](#)

### Exportación digital. Un paso más en la venta directa

[Destacado](#) / [Digitalización](#) / [ebooks](#) / [marketing](#) / [Sector editorial](#) Etiquetas: [acceso](#), [derechos](#), [venta](#), [web](#)

7 de Mayo de 2012 3

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Se acaba de publicar un interesante informe sobre la [gestión internacional de derechos digitales](#) que puede tener un impacto muy positivo en el futuro modelo de negocio del sector editorial.

La velocidad de internet y la abundancia de contenidos limitan el tiempo de venta de derechos internacionales en la nueva era digital. El descubrimiento de nuevas obras será más rápido y transversal dado que será liderado por los propios lectores

De este modo, según [Brian O'Leary](#) -autor del artículo y del informe-, los propios consumidores, con acceso a todas las entradas y escaparates del mundo a través de la red, pudiendo acceder a todo tipo de contenidos, ven cómo crece su frustración cuando intentan comprar algún libro de su interés cuyos derechos no están disponibles en su territorio. El lector podrá encontrar otras vías para conseguir lo que quiere. Una primera razón para tener en cuenta la cuestión de la exportación digital.

La segunda razón que se menciona creemos que es aún más importante para las editoriales: la venta de los derechos de traducción de la mayoría de los libros no es viable. Es cierto, no hay suficiente mercado de lectores para traducir todas las obras de todos los autores de una editorial en todos los mercados internacionales (español, francés, alemán, etc.), pero las editoriales sí pueden vender sus libros de forma directa desde su página web en estos idiomas.

Esta nueva línea de ingresos -la de las exportaciones digitales- es una extensión del [concepto de venta directa](#) del que venimos hablando desde hace tiempo.

En poco tiempo veremos cómo las editoriales iniciarán campañas de marketing y ventas directa en mercado clave de sus

#### BUSCAR



El blog Comunicación Cultural quiere ser un punto de encuentro entre personas interesadas en el mundo de la comunicación y en el impacto de las nuevas tecnologías en el sector cultural. El equipo de redactores de este blog está formado por José Antonio Vázquez, Jorge Iriarte, Iñaki Saldaña y Javier Celaya.

Contacto: [info \(arroba\) dosdoce.com](#)

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<http://www.comunicacion-cultural.com/2012/05/07/exportacion-digital-un-paso-mas-en-la-venta-directa/>







# A precios muy competitivos y dinámicos

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**Every Book Is a Startup**  
By Todd Sattersten  
Purchased / Registered: July 2011





# Compra (regalo) de la versión digital

A screenshot of the dosdoce.com website displaying the product page for the book "A to Zoo: Subject Access to Children's Picture Books" by Carolyn W. Lima and John A. Lima. The page includes a search bar at the top, a book cover image, and detailed information about the book. The title is "A to Zoo: Subject Access to Children's Picture Books" by Carolyn W. Lima, John A. Lima. The publication date is December 2005, and the publisher is Libraries Unlimited. The ISBN is 9781591582328. The price for the hardcover is \$84.00, and there is a button to "Gift this book". The page also features tabs for "Overview", "Author", and "Reviews". Under "Details", it lists the title, author, and a description of the book. The "Community Scores" section shows a "Community Value" of 0 and a "Community Rating" of 1 out of 5, with 2 ratings and 0 reviews. The "Similar Reads" section at the bottom displays several other books. On the right side, there are buttons to "Add to Your Library" and "Add to Group Library", both with green checkmarks, and a "Tags" section with the tag "guidechildren's literature".

Compra padres / abuelos a un menor

# Y sin DRM (Ecosistema abierto vs. cerrado)



The screenshot shows the dosdoce.com website interface. The header includes the logo and navigation links: Inicio, Opinión, Estudios, Formación, Entrevistas, Libros, Empresa 2.0, and Comunicación Digital. A banner below the header states: "Desde 2004 dosdoce.com es un observatorio que analiza las nuevas tecnologías en el sector cultural".

The main content area features an article titled "Venta por capítulos a precios muy competitivos y sin DRM" dated 22-11-2011. The article is by Javier Celaya and discusses the digital version of the book "La empresa en la web 2.0". It mentions that the digital version is available for the first time in Spain and is priced at 4.99 €, significantly lower than the physical edition. The article also lists the chapters available for purchase separately:

- Capítulo 3. ¿Qué es la Web 2.0? 0,99 euros
- Capítulo 4. Visibilidad de la empresa en la web social. 0,99 euros
- Capítulo 5. Transformación del modelo de comunicación empresarial. 0,99 euros
- Capítulo 6. La empresa en las redes sociales. 2,99 euros
- Capítulo 7. La consolidación de los blogs y el videoblogging. 2,99 euros
- Capítulo 12. Redefinición de la estrategia de comunicación empresarial. 1,99 euros

The left sidebar contains links to "Quiénes Somos", "Servicios culturales", "Blog", and "Suscríbete". Below these are social media icons for Facebook, Twitter, and LinkedIn. The "LO MÁS LEÍDO" section lists two articles: "Narrativa transmedia" and "Derechos de los usuarios en la nube".



### 3. Metadata: más allá de la distribución /venta



Ventajas competitivas en el siglo XX



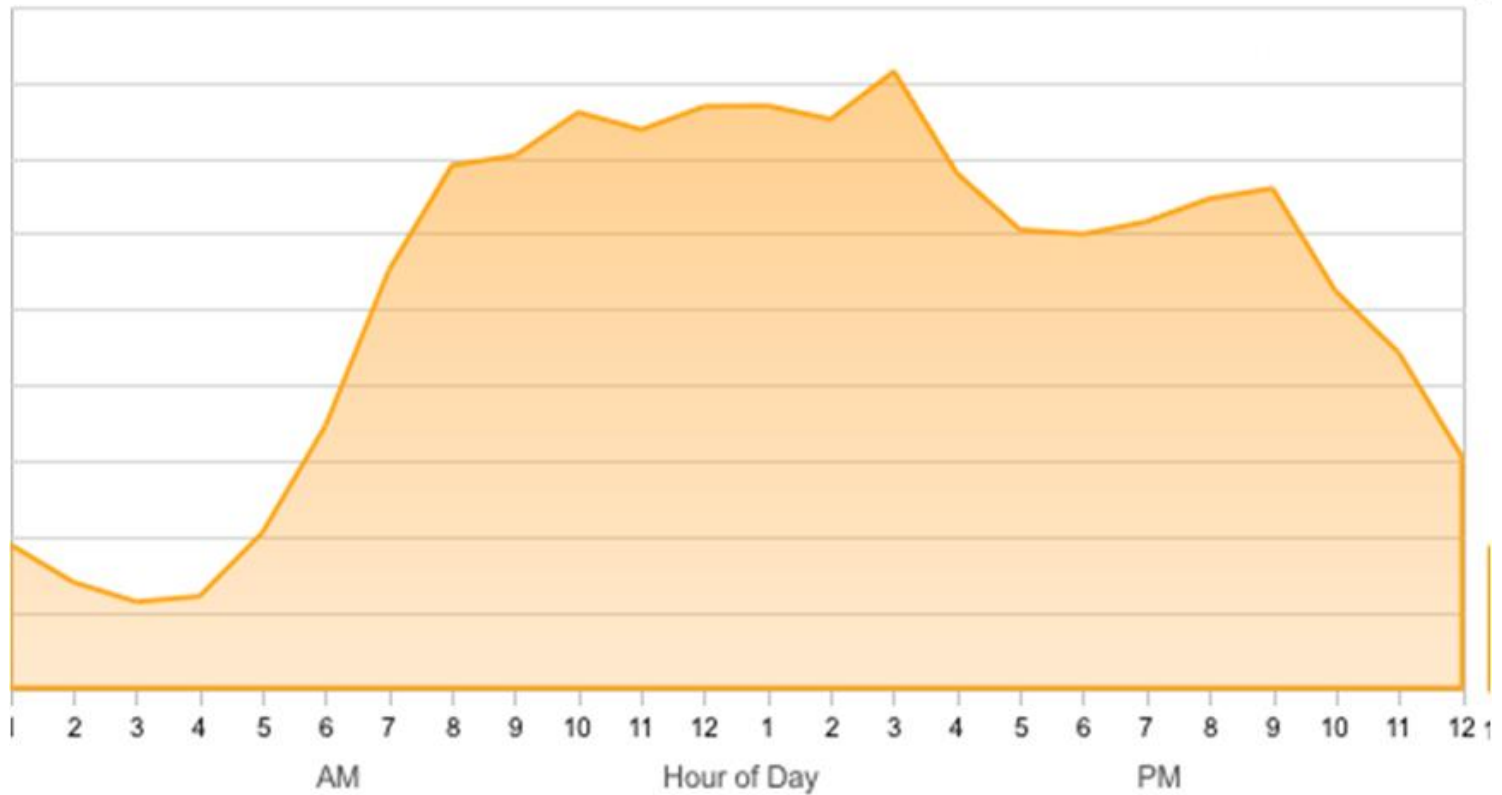


# Ventaja competitiva en el siglo XXI





# Debemos saber el día y hora que buscan libros



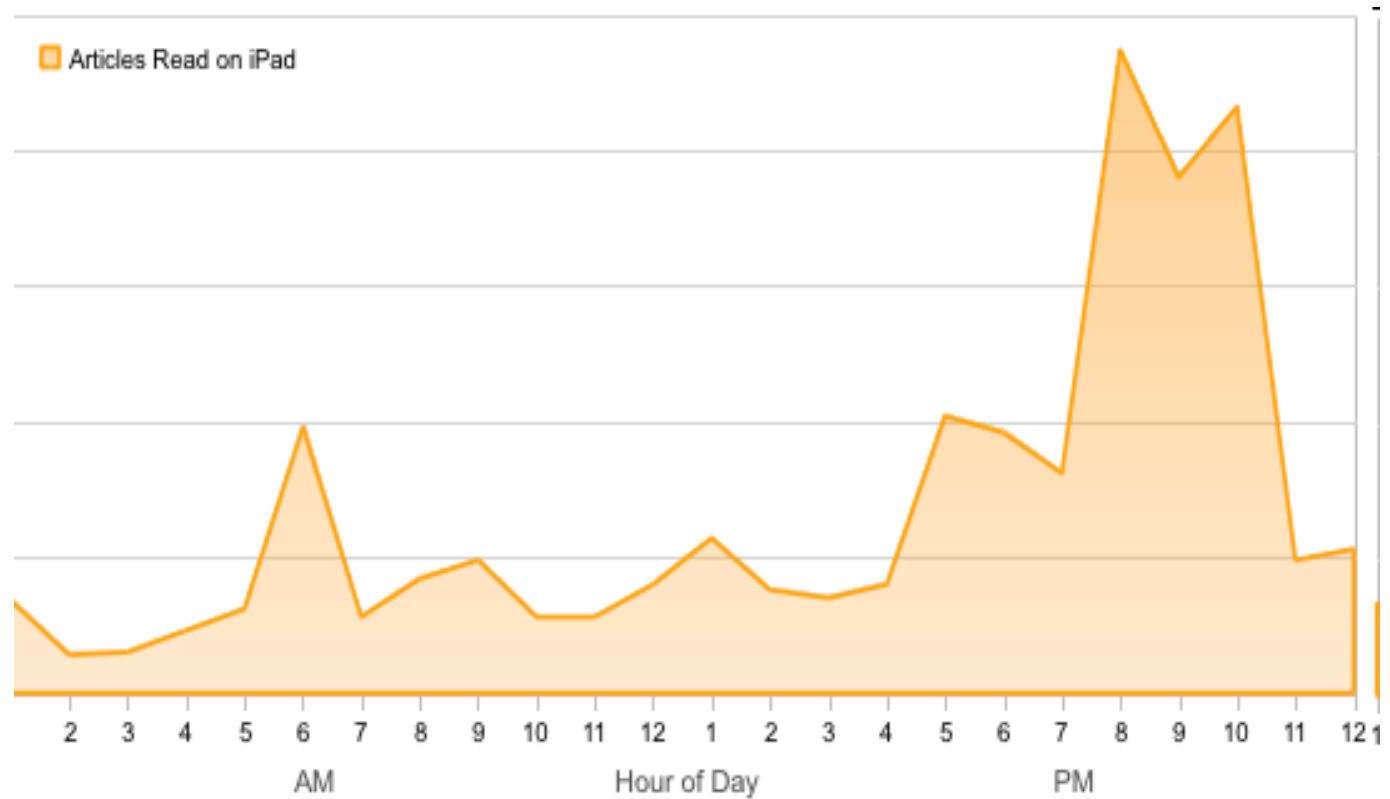


¿A qué hora del día compra?

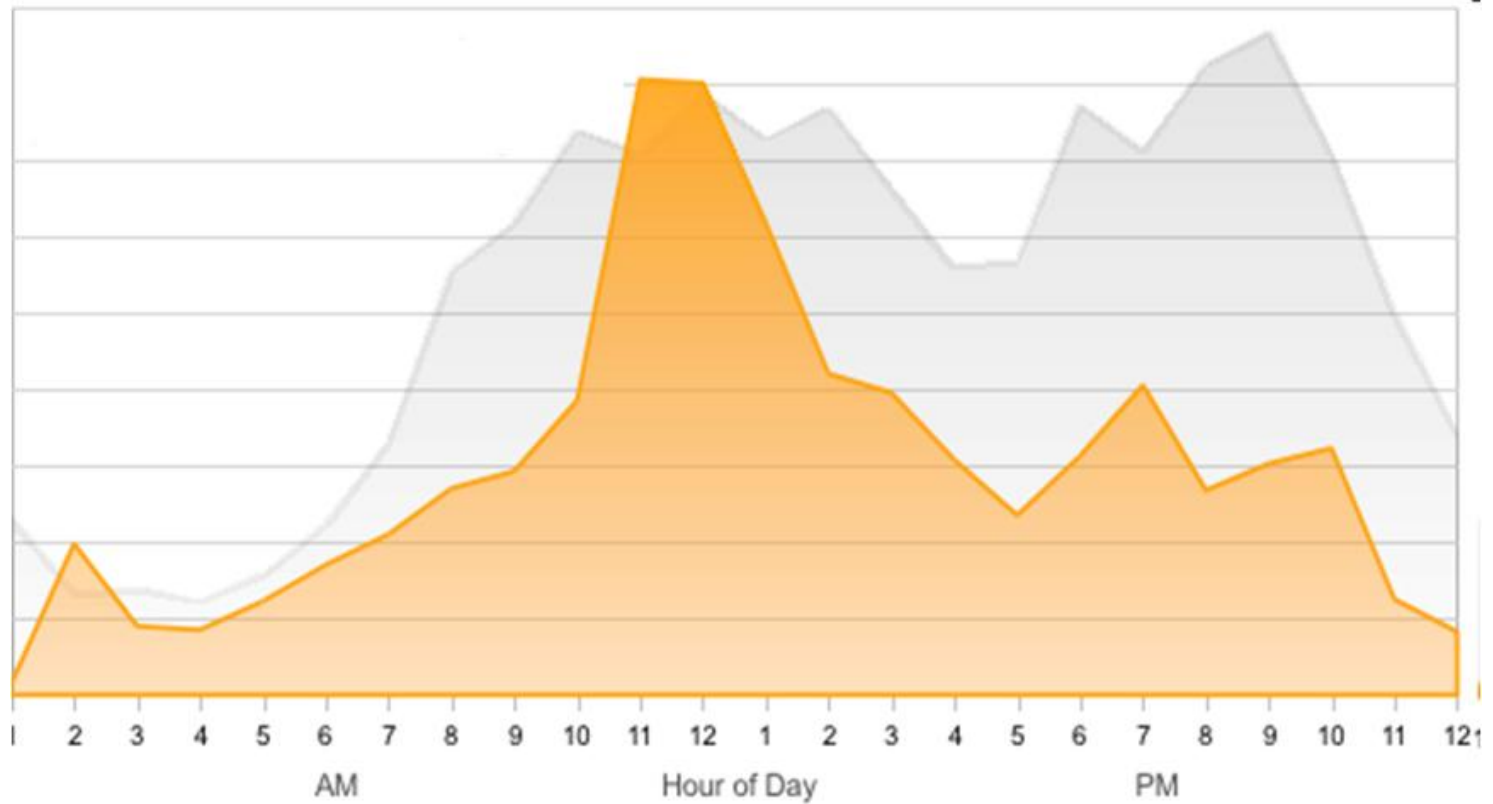




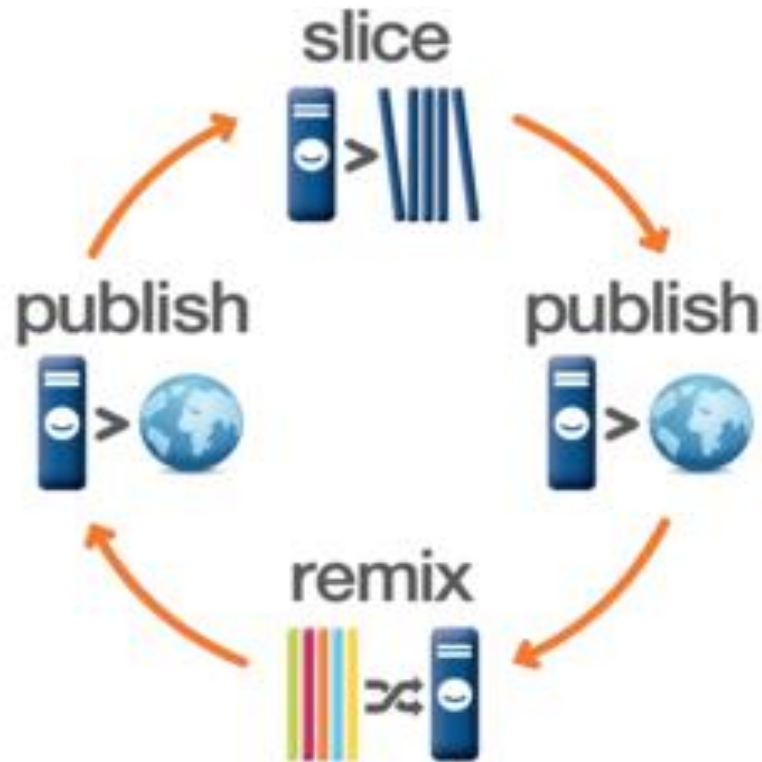
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## 4. Fragmentación / remix del contenido





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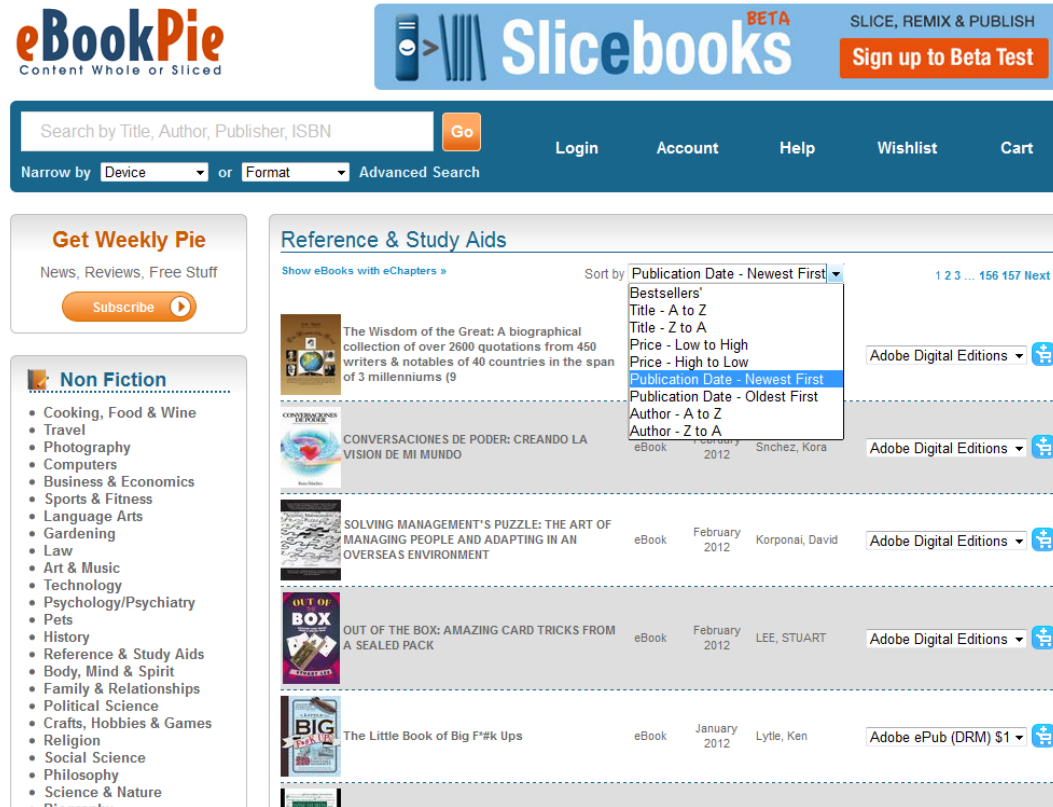
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# Plataformas de venta de contenido fragmentado



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Adobe Digital Editions

CONVERSACIONES DE PODER: CREANDO LA VISION DE MI MUNDO eBook February 2012 Snchez, Kora Adobe Digital Editions

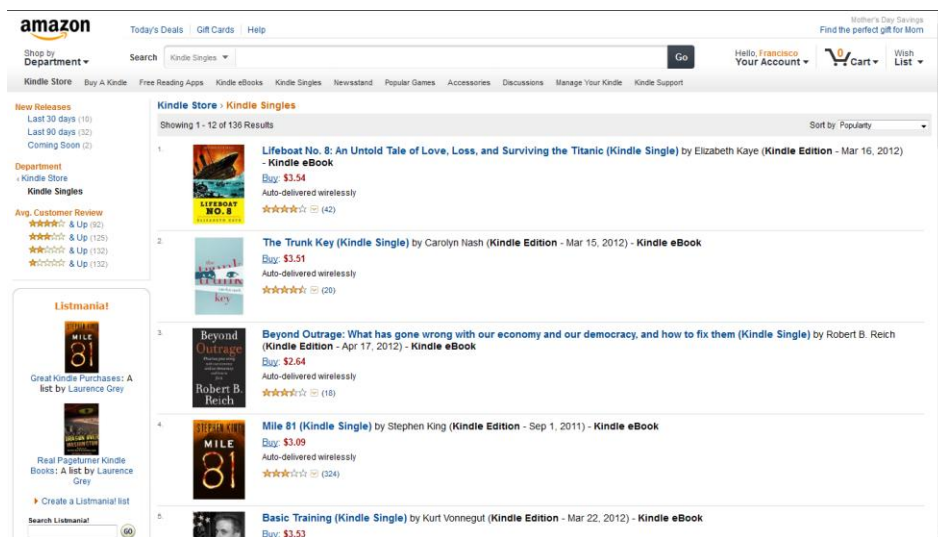
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# Fuerte demanda de Kindle Singles / Shorts (contenido fragmentado)



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# Cuesta “vender” los modelos de suscripción

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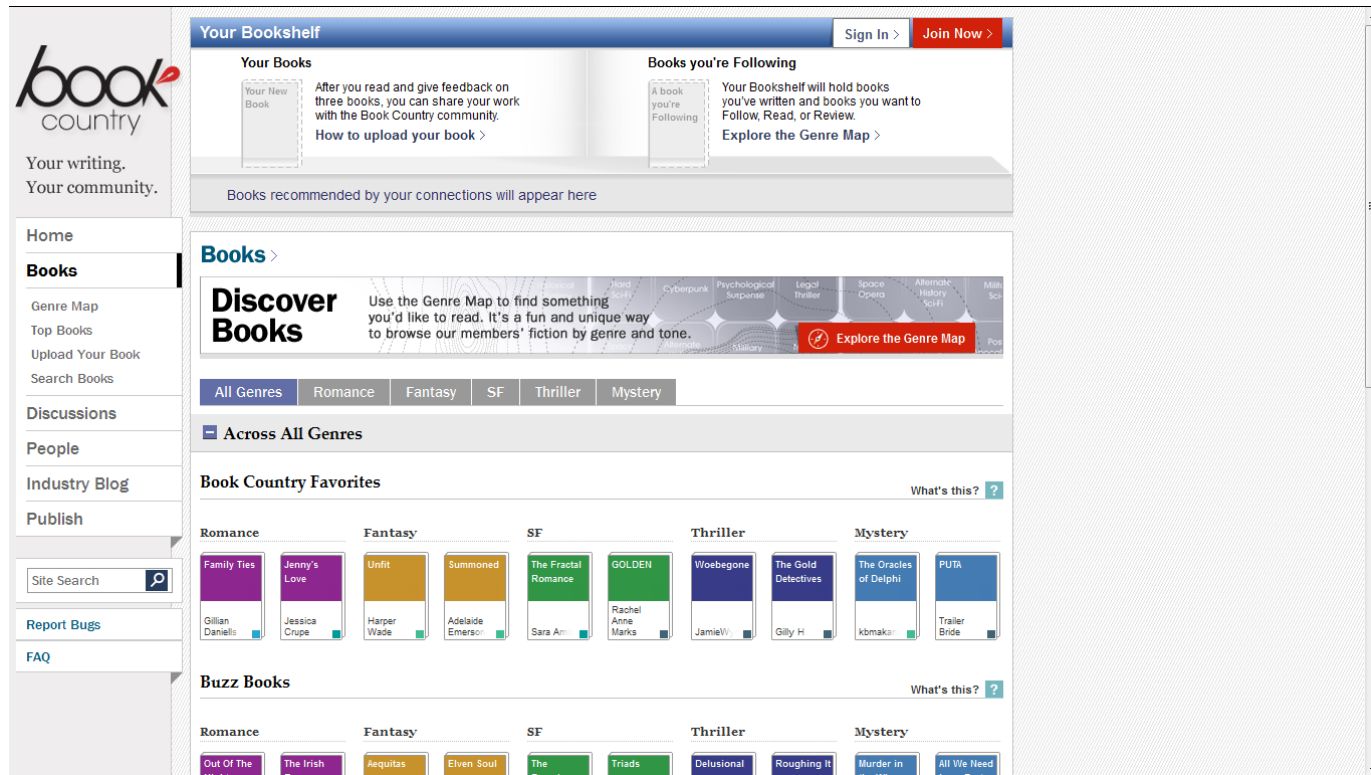


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Baja percepción de valor en el modelo de suscripción



## 5. Apuesta por la autoedición

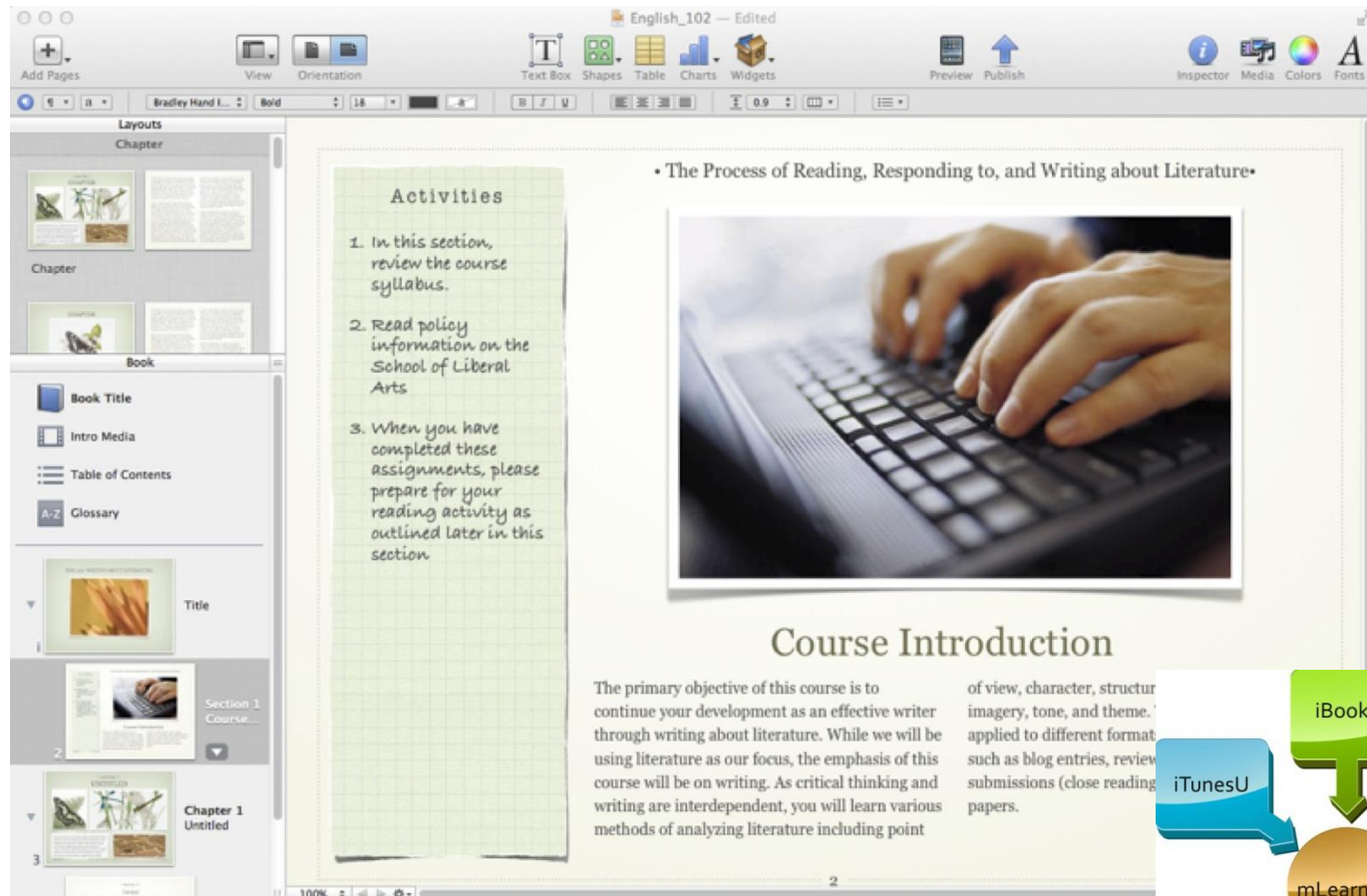


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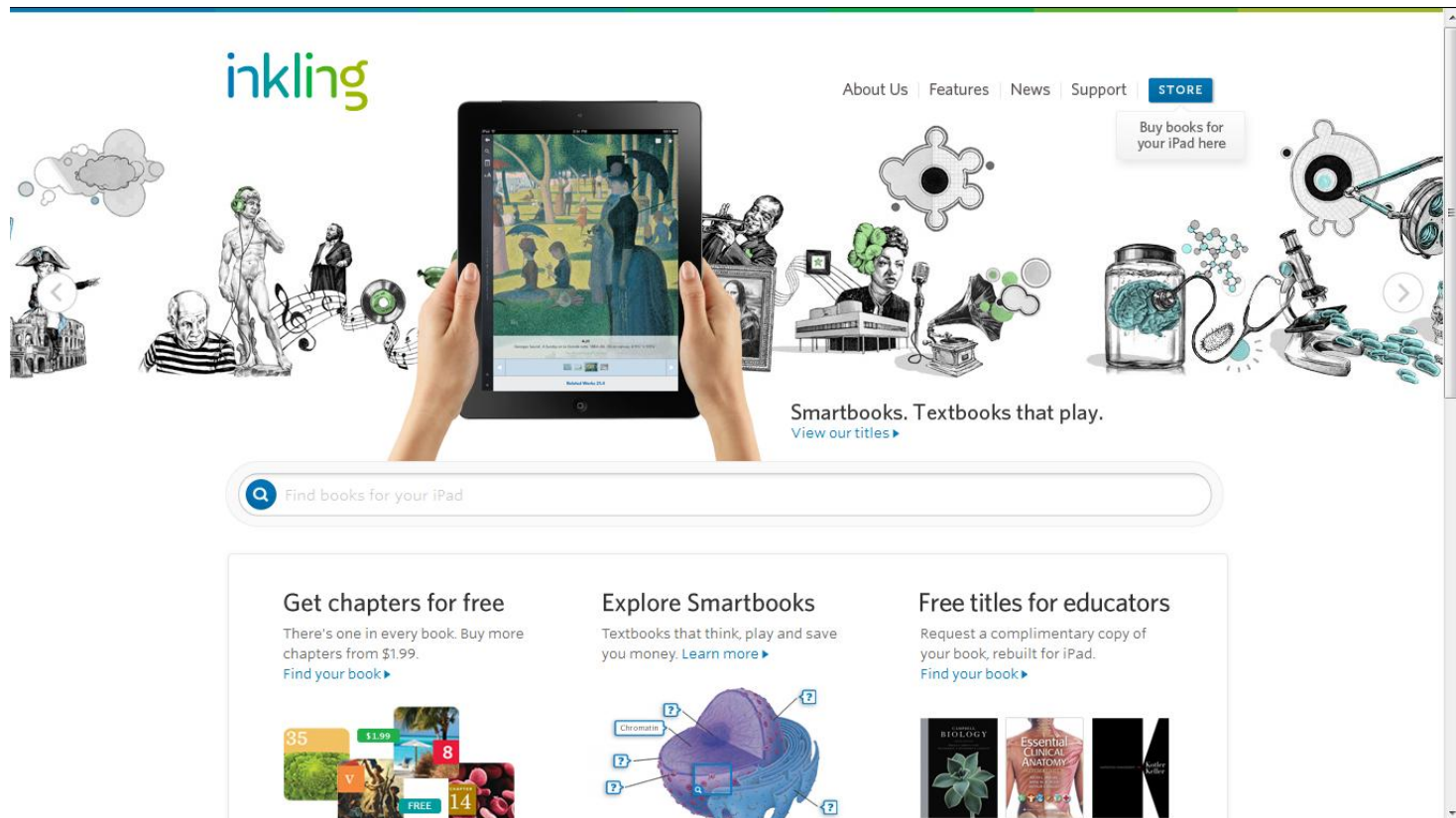
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# Iniciativas relacionadas con los contenidos educativos



# Plataformas de autoedición de contenidos educativos



The banner features the Inkling logo in green and blue. Navigation links include 'About Us', 'Features', 'News', 'Support', and a 'STORE' button. A call to action says 'Buy books for your iPad here'. The central image shows hands holding a tablet displaying a book page. Surrounding the tablet are various illustrations: a pirate, a man with a musical note, a woman in a dress, a man with a microphone, a microscope, and a brain. Below the banner is a search bar with the text 'Find books for your iPad'. The main content area has three columns: 'Get chapters for free' with a price list (35, \$1.99, 8, FREE, 14), 'Explore Smartbooks' with a diagram of a chromosome, and 'Free titles for educators' with book covers for 'BIOLOGY', 'Essential CLINICAL ANATOMY', and 'Anatomy Online'.

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Daños colaterales: sector de contenidos

## 6. Nuevos productos / habilidades



Gamificación de los contenidos, transmedia  
videojuegos educativos, móviles, etc.

## 7. Auge del comercio electrónico (social)



17% versus 60%

# Venta a través de estas nuevas plataformas de distribución



The screenshot shows the Facebook interface for the Penguin Books Shop. The top navigation bar includes the Facebook logo, a search bar, and links for Inicio, Perfil, and Cuenta. The main header for the shop features the Penguin Books logo and a banner for 'PenguinBooks Latest Titles' with 'FREE UK P&P ON ORDERS OVER £25'. Below the banner is a search bar and a 'Browse By Category Name' dropdown menu. The left sidebar contains navigation links for Muro, Información, Shop, Fotos, Vídeo, Jobs, and Foros. The main content area displays a 'Penguin Canvas Bag' for £5.11 and a book 'Caribou Island - David Vann (Paperback)'. The right sidebar shows recommendations for 'Tate', 'Pot Catalunya tenir més admiradors...', and 'Circuito de Navarra'. The bottom of the page shows the Windows taskbar with several open applications.

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The Penguin canvas bag is THE bag to be seen with this Spring. What could be more fashionable than a stylish, classic, canvas Penguin bag?  
**£5.11** BUY NOW More Details

**Caribou Island - David Vann (Paperback)**  
Buy Now  
On a small island in a glacier-fed lake on Alaska's Kenai Peninsula, a marriage is unravelling. Gary, driven by thirty years of diverted plans, and Irene, haunted by a tragedy in her past, are trying to rebuild their life together.

**Tú y Penguin Books**  
A 57 amigos les gusta esta página.

**Páginas recomendadas** Ver todas  
**Tate**  
A Luisa Miñana y 99 amigos más les gusta esta página.  
Me gusta  
**Pot Catalunya tenir més admiradors...**  
A Alba Cortada Valdepeñas y 10 amigos más les gusta esta página.  
Me gusta  
**Patrocinado** Crear un anuncio  
**Circuito de Navarra**  
iVen a la carrera del año! Campeonato del Mundo FIA GT1, Campeonato de Europa FIA GT3, MINI Challenge, Freestyle Motocross y Show aéreo  
Me gusta · A Bebidas Free le gusta esto.  
**jmbgrupo**  
Visita nuestra página y haz click en "me gusta"

**Información**  
Penguin Books UK publishes blockbusting, prize-winning, controversial, hear...  
Ver más  
**41.803** personas les gusta esto  
Me gusta Ver todos  
**I Am Number Four - Pittacus Lore**  
**Spinebreakers**

Intel® The Museum... Penguin Books (9) - ... Curso Facebook San...

11:51



## 8. Mayor vocación de servicio a autores y centros (factor humano)



**Plataformas no asistidas**



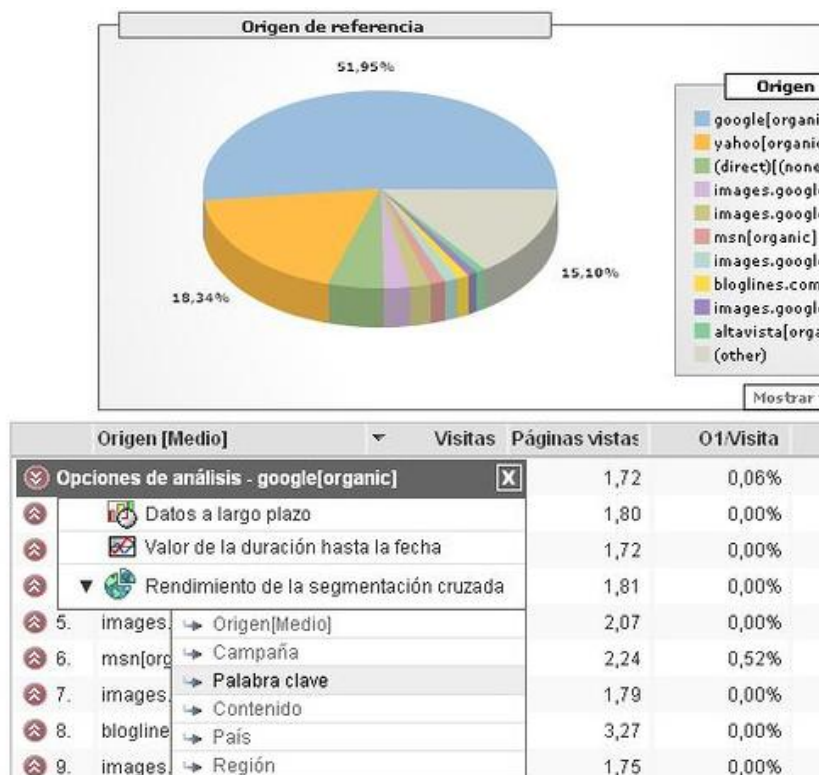


Mayor transparencia con los autores,  
docentes, escuelas, etc.



Contraprestación a autores, hábitos en los usos de  
sus contenidos, comportamiento de los usuarios, etc.

# Diseñar servicios alrededor de vuestra metadata



Comportamiento de los alumnos ante el contenido: contenidos más utilizados, más comentados, contextos de usos, horarios, etc



# Pagarán más por los servicios que por los contenidos....



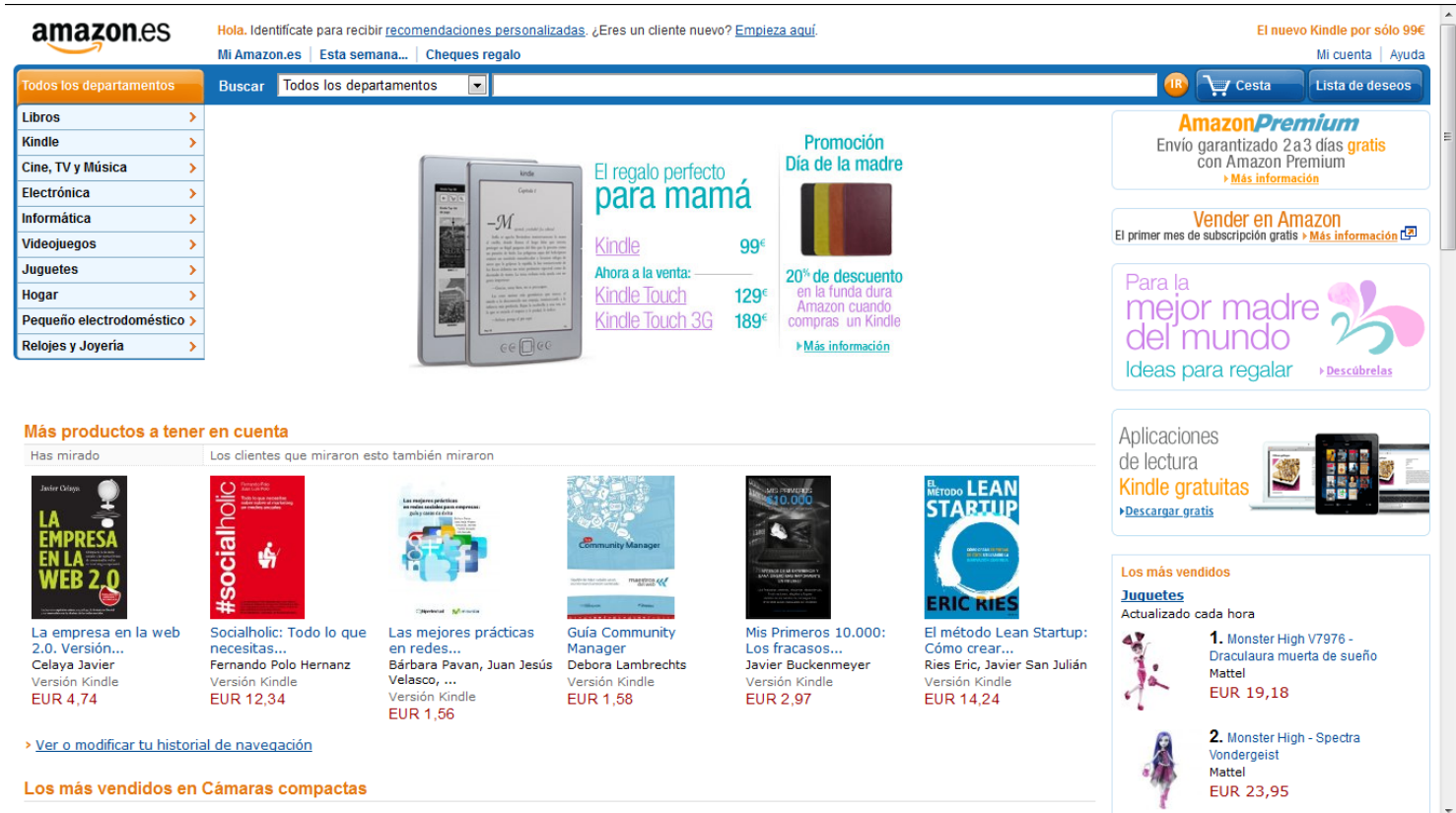
Sistemas de recomendaciones más allá de la compra, trato personalizado, compra online en las tiendas, comunidad alrededor de los contenidos, intercambio de libros, etc.

## Buscan y encuentran en tiendas físicas





# Pero comprarán online



**amazon.es** Hola. Identifícate para recibir [recomendaciones personalizadas](#). ¿Eres un cliente nuevo? [Empezar aquí](#)

[Mi Amazon.es](#) [Esta semana...](#) [Cheques regalo](#) [Mi cuenta](#) [Ayuda](#)

[Todos los departamentos](#)  [Todos los departamentos](#) [Cesta](#) [Lista de deseos](#)

**Libros** **Kindle** **Cine, TV y Música** **Electrónica** **Informática** **Videojuegos** **Juguetes** **Hogar** **Pequeño electrodoméstico** **Relojes y Joyería**

**El regalo perfecto para mamá**  
Kindle 99€  
Ahora a la venta: Kindle Touch 129€  
Kindle Touch 3G 189€

**Promoción Día de la madre**  
20% de descuento en la funda dura Amazon cuando compras un Kindle  
[Más información](#)

**AmazonPremium**  
Envío garantizado 2 a 3 días gratis con Amazon Premium  
[Más información](#)

**Vender en Amazon**  
El primer mes de suscripción gratis [Más información](#)

**Para la mejor madre del mundo**  
Ideas para regalar [Descúbrelas](#)

**Más productos a tener en cuenta**  
Has mirado Los clientes que miraron esto también miraron

**LA EMPRESA EN LA WEB 2.0**  
Celaya Javier  
Versión Kindle  
EUR 4,74

**#socialholic**  
Fernando Polo Hernanz  
Versión Kindle  
EUR 12,34

**Las mejores prácticas en redes...**  
Bárbara Pavan, Juan Jesús Velasco, ...  
Versión Kindle  
EUR 1,56

**Guía Community Manager**  
Debora Lambrechts  
Versión Kindle  
EUR 1,58

**Mis Primeros 10.000: Los fracasos...**  
Javier Buckenmeyer  
Versión Kindle  
EUR 2,97

**EL MÉTODO LEAN STARTUP**  
ERIC RIES  
Versión Kindle  
EUR 14,24

**Aplicaciones de lectura Kindle gratuitas**  
[Descargar gratis](#)

**Los más vendidos**  
**Juguetes**  
Actualizado cada hora

**1. Monster High V7976 - Draculaura muerta de sueño**  
Mattel  
EUR 19,18

**2. Monster High - Spectra Vondergeist**  
Mattel  
EUR 23,95


**Los más vendidos en Cámaras compactas**

Servicios, lista de deseos, historial de compra, compra de otros productos, etc.






# Nuevos hábitos (aplicaciones) para comparar opiniones, historial de compras de mis amigos, promociones, etc.

[Today's Deals](#) | [Gift Cards](#) | [Help](#)


Shop by Department ▾

Search

Hello, Your Account ▾

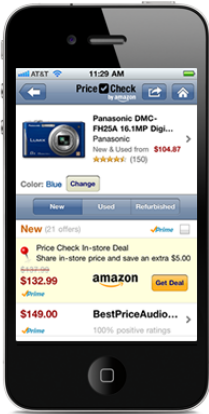
 Cart

[Wish List ▾](#)



## Price Check for iPhone

Check prices instantly on millions of products



Ever wondered if the “deals” you see while shopping in retail stores are really deals? Take Price Check with you to check and compare prices instantly — even share in-store prices.

### Scan It, Snap It, Say It or Type It

Use barcode scanning, camera, speech or text search to find the lowest prices from Amazon.com and our merchants.

### Share it

Share in-store prices with us to help ensure we're giving Amazon customers the best prices.

### Buy it

Shop with confidence and complete a secure purchase directly from the app.

Price Check by Amazon also available for Android [Learn more](#)

Also Available for Your iPhone

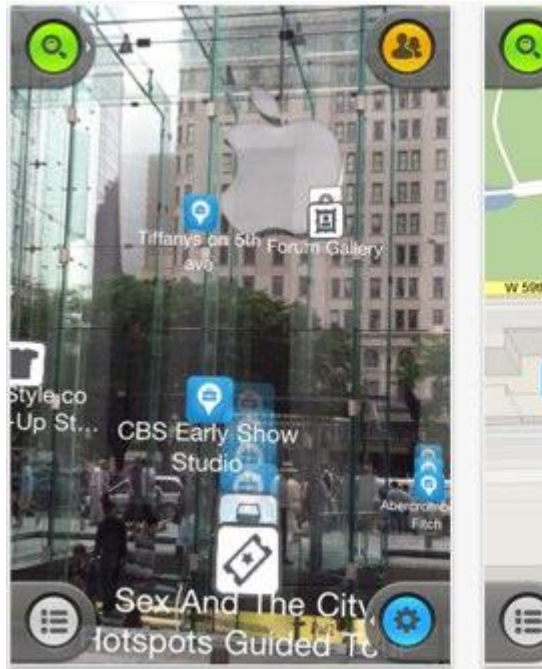
# Objetivo: No perder las ventas digitales



## 10. Fomentar la venta digital en las tiendas



# “Check-In” – trato personalizado





# Pantallas táctiles con información y posibilidad de compra del libro





## 11. Transformación del lugar de la búsqueda



400% incremento búsquedas a través de dispositivos móviles

44% de los españoles tienen un dispositivo inteligente

La búsqueda se realiza en el punto de compra

50% se comparte en redes sociales



# Códigos QR: Más información sobre el libro / autor y venta versión digital





## Vídeo nuevas formas de descubrir y compartir contenidos

### **Toca** el producto para:

- Obtener información extra
- Encontrar productos relacionados
- Ver webs relacionadas

0:10 / 2:20



Toca el producto para obtener más información

# Un punto de venta en cada esquina



## UN VIDEO EN EL PAPEL

1 En el diario aparece impreso un código QR junto a la información



2 Mediante una aplicación gratuita instalada en un teléfono móvil se captura el código QR. Existen varias aplicaciones, aunque recomendamos 'Bidi'



3 El programa descifra el código QR, que lleva incluida una dirección de una página web, en este caso la dirección de un video



4 El usuario puede visualizar el video directamente sin haber tenido que teclear la dirección web



# El negocio que no sea móvil en cinco años será irrelevante



Fuente: Chetan Sharma Consulting.

EL PAÍS



## 12. Apostar por los nuevos sistemas de recomendación



# Sistemas de recomendación basados en historial de compra, visita, etc.

[Share your own customer images](#)  
[Publishers: learn how customers can search inside this book.](#)

## Frequently Bought Together

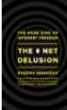




**Price For All Three: \$53.54**  
[Add all three to Cart](#) [Add all three to Wish List](#)  
 Some of these items ship sooner than the others. [Show details](#)

- ☒ **This item:** *Alone Together: Why We Expect More from Technology and Less from Each Other* by Sherry Turkle Hardcover **\$19.11**
- ☒ *The Net Delusion: The Dark Side of Internet Freedom* by Evgeny Morozov Hardcover **\$18.45**
- ☒ *The Shallows: What the Internet Is Doing to Our Brains* by Nicholas Carr Hardcover **\$15.98**

## Customers Who Bought This Item Also Bought

Page 1 of 15

 <b>Life on the Screen: Identity in the Age of the I...</b> by Sherry Turkle ★★★★★ (18) <b>\$10.09</b>	 <b>Evocative Objects: Things We Think With</b> by Sherry Turkle ★★★★★ (9) <b>\$16.77</b>	 <b>The Net Delusion: The Dark Side of Internet Fre...</b> by Evgeny Morozov ★★★★★ (5) <b>\$18.45</b>	 <b>Simulation and Its Discontents (Simplicity: Desi...</b> by Sherry Turkle ★★★★★ <b>\$13.57</b>	 <b>Personal Connections in the Digital Age (Digital Me...</b> by Nancy Baym ★★★★★ (3)	 <b>Is the Internet Changing the Way You Think?: The...</b> by John Brockman ★★★★★ (1) <b>\$9.11</b>	 <b>The Second Self: Computers and the Human Spirit...</b> by Sherry Turkle ★★★★★ (5) <b>\$21.60</b>
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## Editorial Reviews

From Publishers Weekly

Starred Review. As the digital age sparks increasing debate about what new technologies and increased connectivity are doing to our brains, comes this chilling examination of what our iPods and iPads are doing to our relationships with MIT professor Turkle (*Simulation and Its Discontents*). In this third in a trilogy that explores the relationship between humans and technology, Turkle argues that people are increasingly functioning without face-to-face contact. For all the talk of convenience and connection derived from texting, e-mailing, and social networking, Turkle reaffirms that what humans still instinctively need is each other, and she encounters dissatisfaction and alienation among users: teenagers whose identities are shaped not by self-exploration but by how they are perceived by the online collective, mothers who feel texting makes communicating with their children more frequent yet less substantive, Facebook users who feel shallow status updates devalue the true intimacies of friendships. Turkle's prescient book makes a strong case that what was meant to be a way to facilitate communications has pushed people closer to their machines and further away from each other. (Jan.)  
 (c) Copyright PWxyz, LLC. All rights reserved.

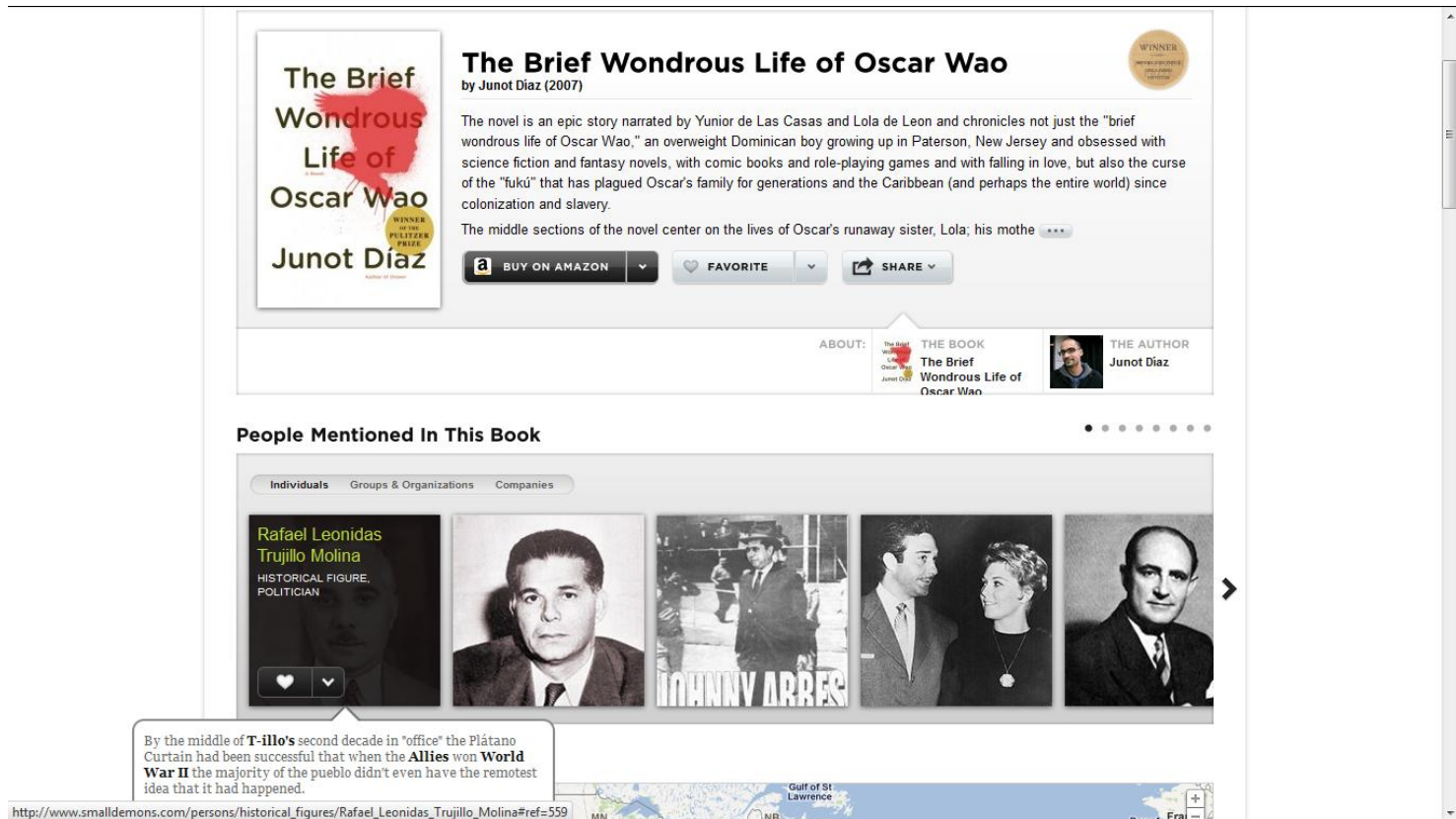


# Tecnologías que analizan la forma, lenguaje y estructura de los contenidos



Ritmo, densidad, acción, diálogos, etc.

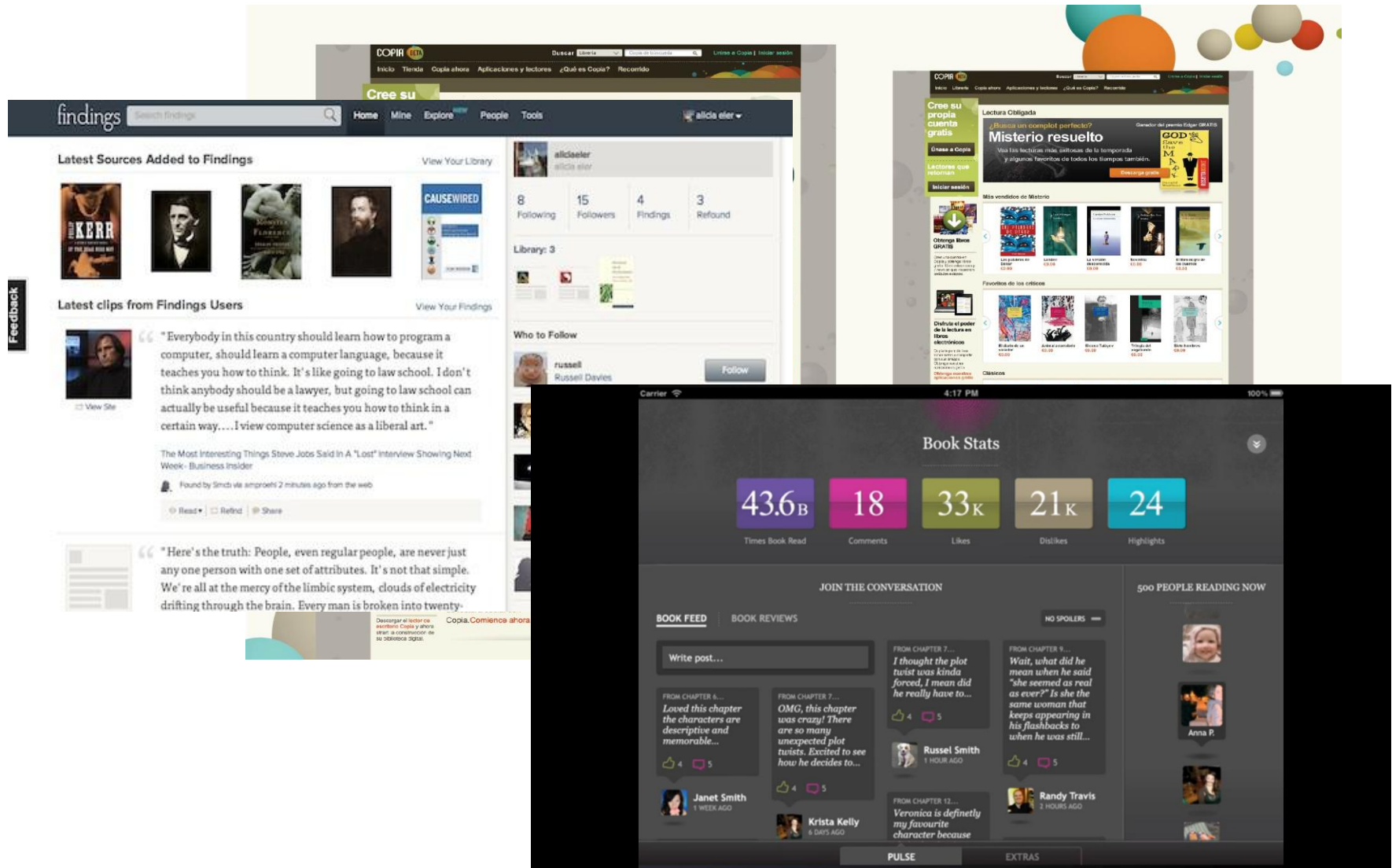
# Tecnologías que interconectan los contenidos de un libro con otros libros, una película, una canción, etc.



The screenshot displays a digital book interface for "The Brief Wondrous Life of Oscar Wao" by Junot Díaz. The top section features the book's cover on the left, which includes the title, author's name, and a "WINNER OF THE PULITZER PRIZE" badge. To the right of the cover, the title and author are repeated, followed by a synopsis: "The novel is an epic story narrated by Yunior de Las Casas and Lola de Leon and chronicles not just the 'brief wondrous life of Oscar Wao,' an overweight Dominican boy growing up in Paterson, New Jersey and obsessed with science fiction and fantasy novels, with comic books and role-playing games and with falling in love, but also the curse of the 'fuku' that has plagued Oscar's family for generations and the Caribbean (and perhaps the entire world) since colonization and slavery." Below the synopsis, there are buttons for "BUY ON AMAZON", "FAVORITE", and "SHARE".

Below the book information, there is a section titled "People Mentioned In This Book". It includes a sub-header "ABOUT:" followed by "THE BOOK" and "THE AUTHOR". The "THE BOOK" section shows a small thumbnail of the book cover. The "THE AUTHOR" section shows a small portrait of Junot Díaz. Below this, there is a horizontal scroll of images related to the book's themes, including a portrait of Rafael Leonidas Trujillo Molina, a photo of Johnny Arbes, and a photo of a couple. A tooltip is visible over the first image, containing the text: "By the middle of T-illo's second decade in 'office' the Plátano Curtain had been successful that when the Allies won World War II the majority of the pueblo didn't even have the remotest idea that it had happened." At the bottom of the interface, there is a URL: [http://www.smalldemons.com/persons/historical\\_figures/Rafael\\_Leonidas\\_Trujillo\\_Molina#ref=559](http://www.smalldemons.com/persons/historical_figures/Rafael_Leonidas_Trujillo_Molina#ref=559).

# Nuevos sistemas de recomendación de lecturas basados en consumo real



The collage illustrates four different systems for recommending books based on real consumption:

- findings:** A website where users can explore the latest sources added to findings, view their library, and read clips from other users. It features a search bar, navigation tabs (Home, Mine, Explore, People, Tools), and a 'Latest Sources Added to Findings' section with book covers like 'KERR' and 'CAUSEWIRED'. Below this, 'Latest clips from Findings Users' shows a quote about learning to program a computer and a clip about Steve Jobs.
- Copia:** A website with a 'Crea su propia cuenta gratis' (Create your own free account) button. It features a 'Lectura Obligada' (Mandatory Reading) section with a 'Misterio resuelto' (Mystery solved) banner and a 'Mitos vendidos de Misterio' (Mystery books sold) section. It also has a 'Favoritos de los críticos' (Critics' favorites) section.
- Copia (User Profile):** A user profile page for 'aliciaser' (Alicia Ester) showing 8 Following, 15 Followers, 4 Findings, and 3 Refound. It also displays a 'Library: 3' section and a 'Who to Follow' section with a 'Follow' button for 'russell' (Russell Davies).
- Book Stats:** A mobile app interface showing book statistics. The top section displays 'Book Stats' with five colored boxes: '43.6B Times Book Read' (purple), '18 Comments' (pink), '33K Likes' (green), '21K Dislikes' (grey), and '24 Highlights' (blue). Below this is a 'JOIN THE CONVERSATION' section with 'BOOK FEED' and 'BOOK REVIEWS' tabs. The 'BOOK FEED' shows a 'Write post...' input and a list of reviews from users like Janet Smith, Krista Kelly, Russell Smith, and Randy Travis. The 'BOOK REVIEWS' section shows a 'NO SPOILERS' filter and a list of reviews from users like Anna R. and Randy Travis. The bottom of the app has a 'PULSE' and 'EXTRAS' section.



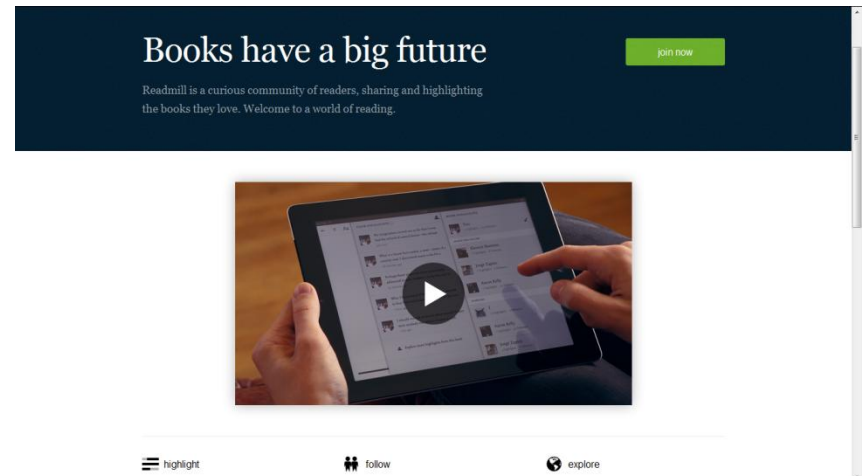
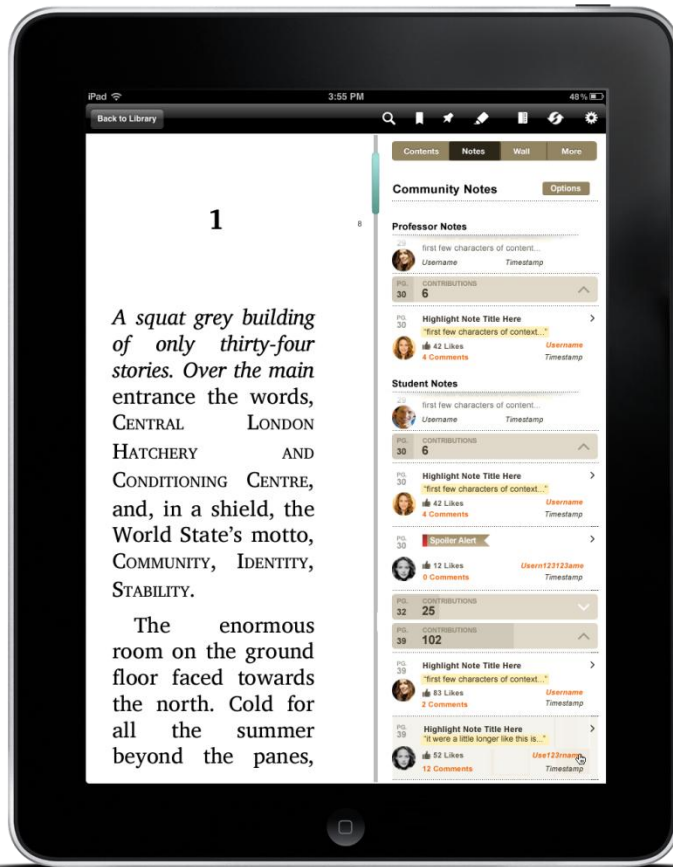


# Tecnologías que te descubren lectores con tus mismas afinidades

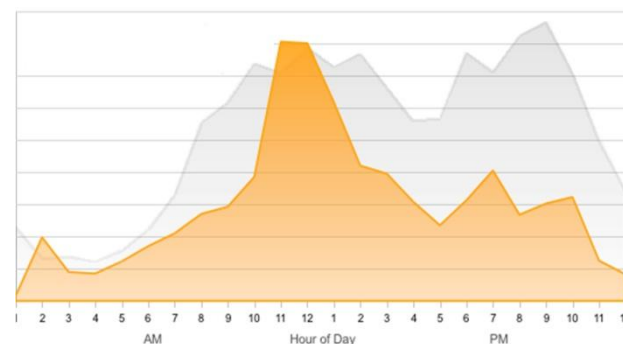
The collage features three overlapping screenshots of the dosdoce.com website interface:

- Top Left Screenshot:** Shows the 'Mi Biblioteca' (My Library) section. It includes a search bar, a sidebar with categories like 'Libros', 'Música', 'Revistas', and 'Periódicos', and a main area displaying 'books i love' with a count of 3, 'pop' with 11, 'entrenamiento de la música', 'mis favoritos' with 45, and 'fácil de leer' with 23. Book covers for 'Shoeless Joe' and 'Guy Kawasaki' are visible.
- Top Right Screenshot:** Shows a user's profile page for 'jimmymithson'. It displays a Venn diagram indicating 255 titles in the library, 91 titles in another library, and 22 titles in common. The profile also shows a list of books and a 'Salpicadero' (Dashboard) section.
- Bottom Screenshot:** Shows the 'findings' section, which displays 'Latest Sources Added to Findings' and 'Latest clips from Findings Users'. It includes a quote about Shakespeare's world of ants and a link to a Harvard Magazine article.

# Apostar por el concepto de “lectura social” como servicio a vuestros clientes



# Más allá de las notas compartidas



Recomendaciones basadas en otras lecturas, historial de lectura, archivo de notas, valor comunitario del centro escolar / grupo de lectura, pago basado en el uso de los contenidos, etc.

Apostar por la tecnología = servicio al cliente



Buscar un socio tecnológico



# Muchas gracias

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Web: [www.dosdoce.com](http://www.dosdoce.com) Twitter: [www.twitter.com/javiercelaya](https://twitter.com/javiercelaya) LinkedIn: [www.linkedin.com/in/javiercelaya](http://www.linkedin.com/in/javiercelaya)