

**ANELE**

Madrid

10 de Mayo de 2012

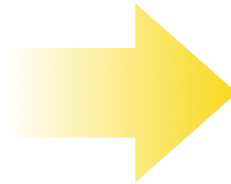
# ***Distribución de contenidos digitales: Marco Jurídico***

**Luis Collado**

Director Google Books Spain & Portugal



# El avance de la tecnología



# ¿Hay futuro?



# eBook



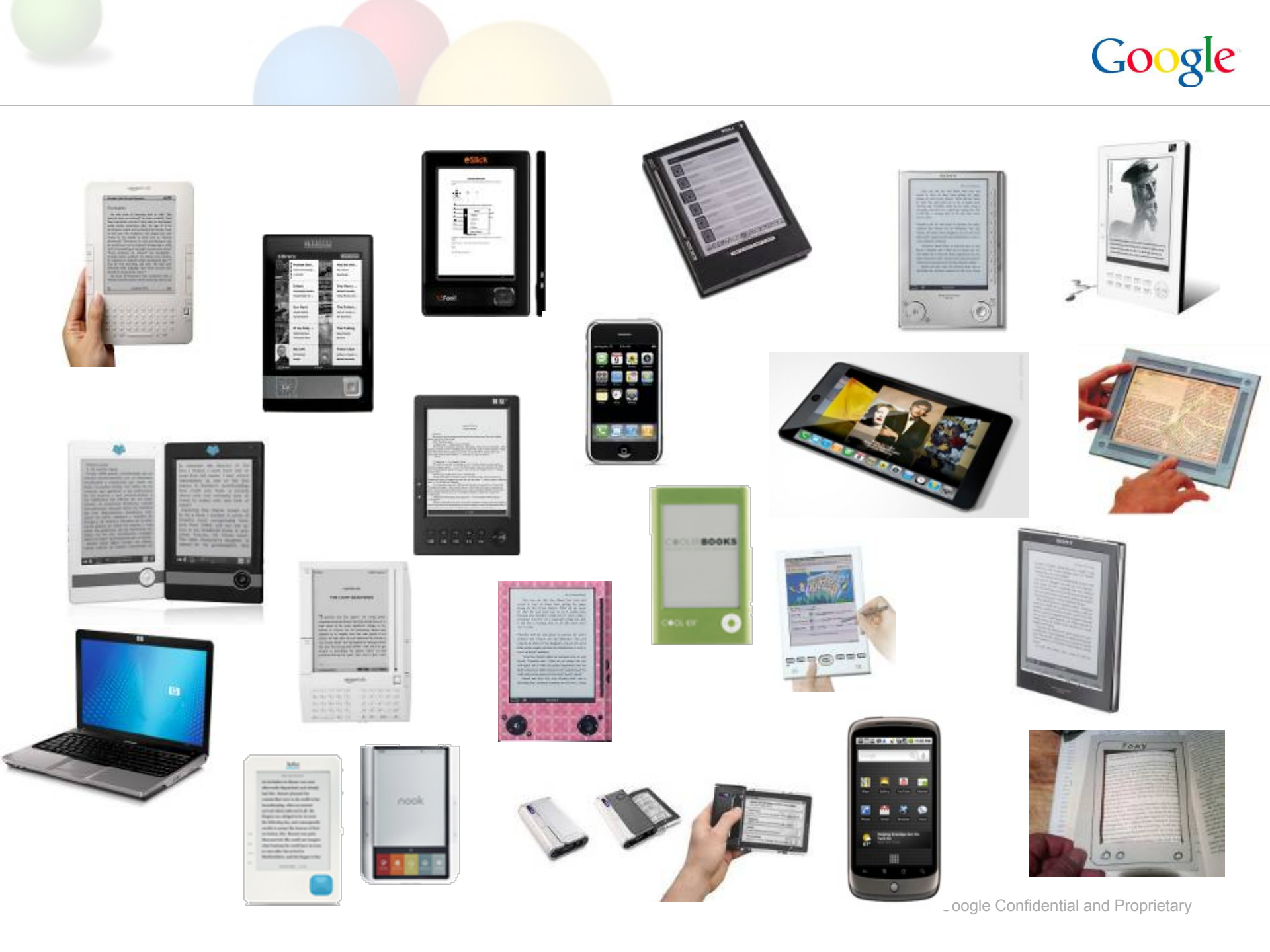


- **Grandes ventajas ...**

- Durabilidad..., Tamaño..., Capacidad almacenamiento..., Atractivos..., Manejo..., Facilidad acceso a la información ..., Comodidad..., Portabilidad..., Facilitan compra de libros..., Gestión de los contenidos..., Preservación ..., Ecológicos..., Accesibles ....., Formateables..., Multimedia..., Visibilidad..., Combinables con otras tecnologías..., Sencillez..., Diseño...

- **Y algunos inconvenientes ...**

- Dependencia de fuente de energía..., Duración baterías..., Precio..., Microlectura..., Deslealtad..., Maldad del hipervínculo..., Dispersión..., Concepto de Obra ..., Oferta de libros..., Piratería ..., Perdurabilidad..., Usabilidad..., Conectividad..., Decisión compra..., Dependencia ...

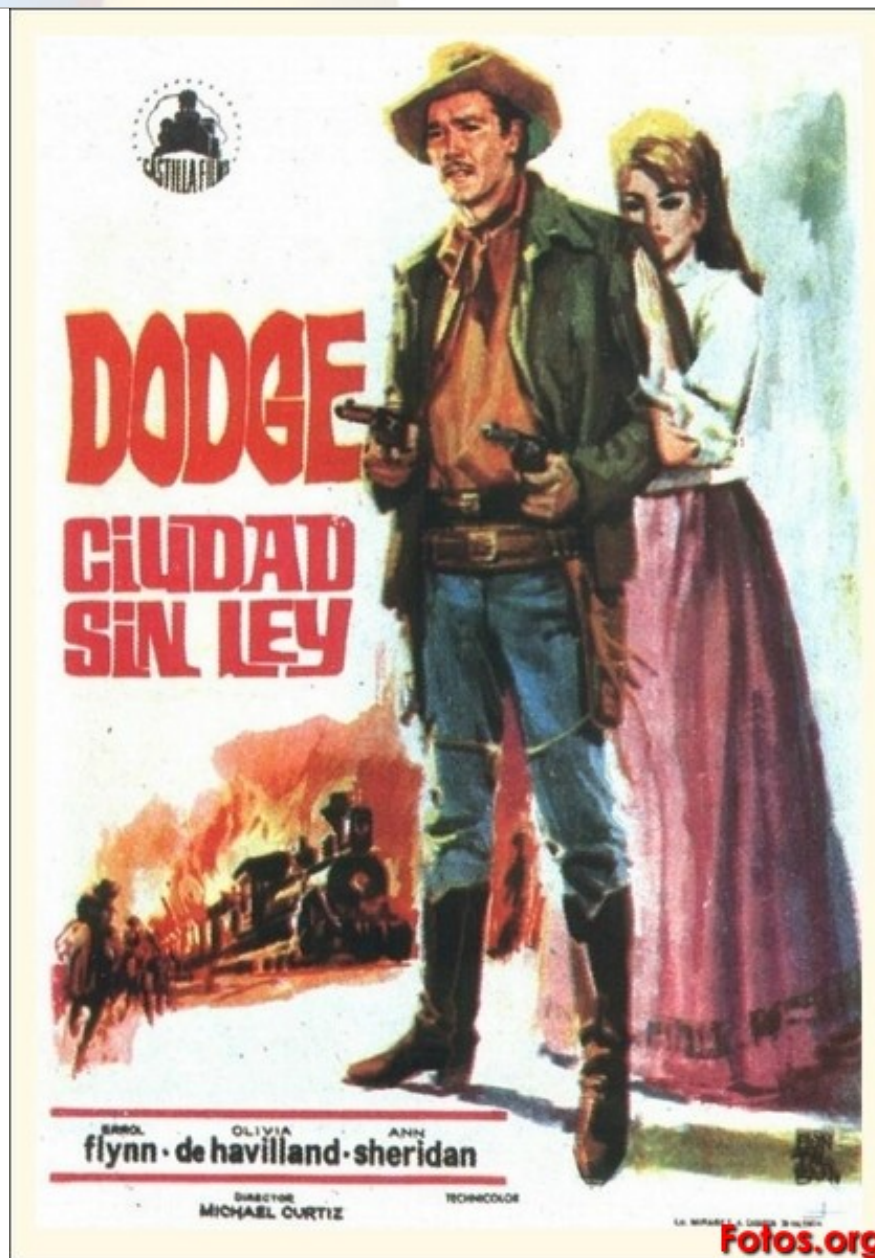




ePUB

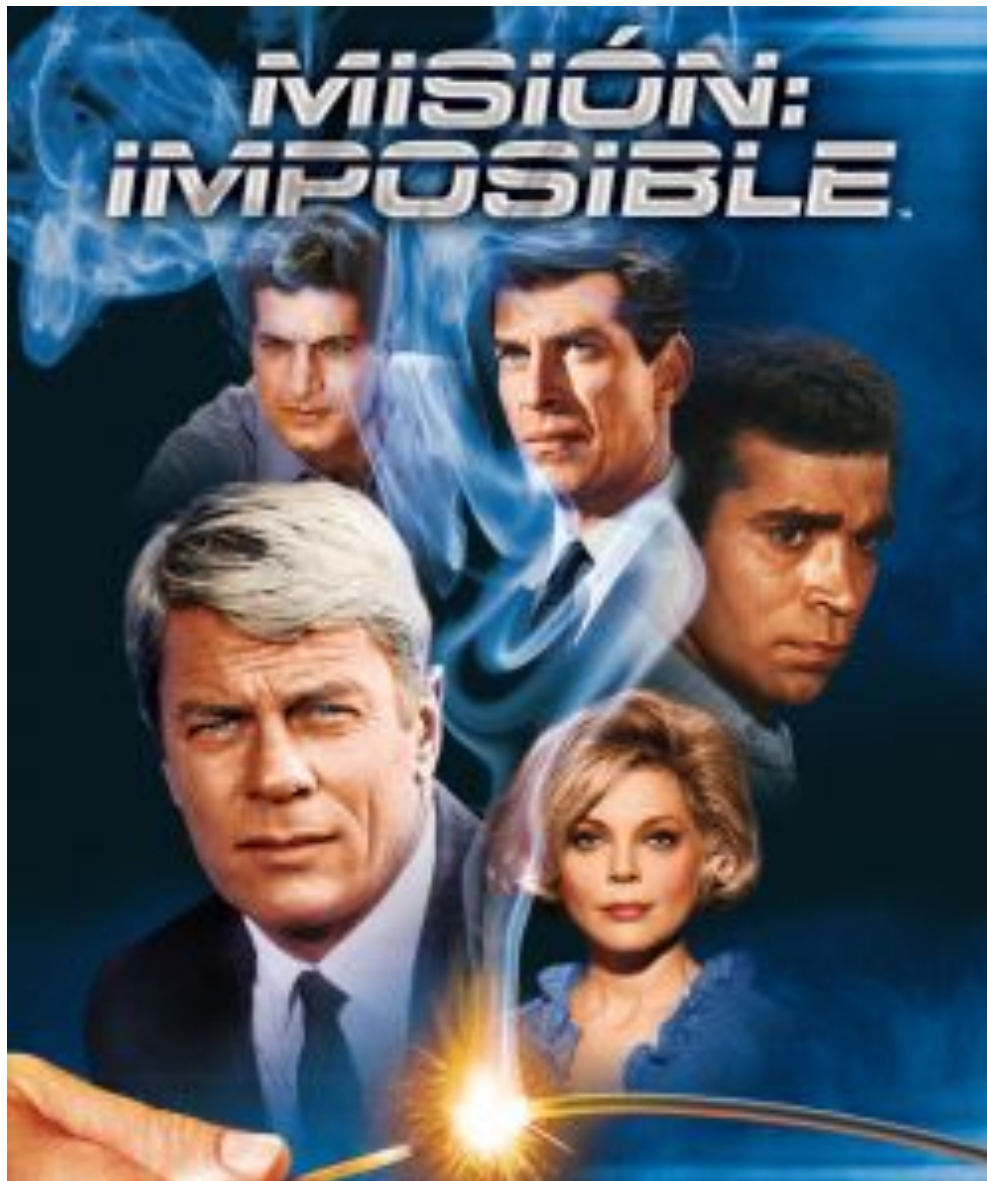






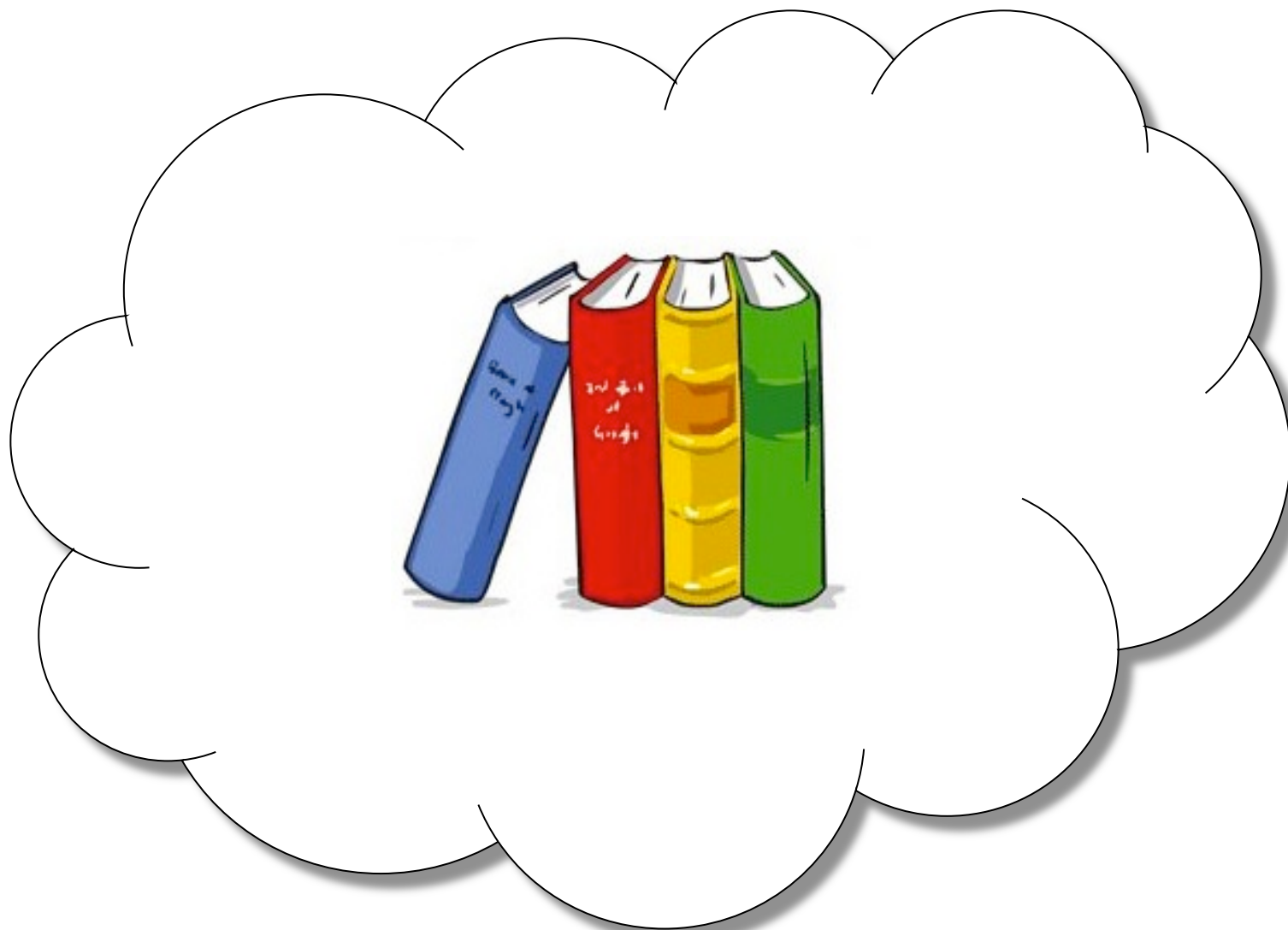








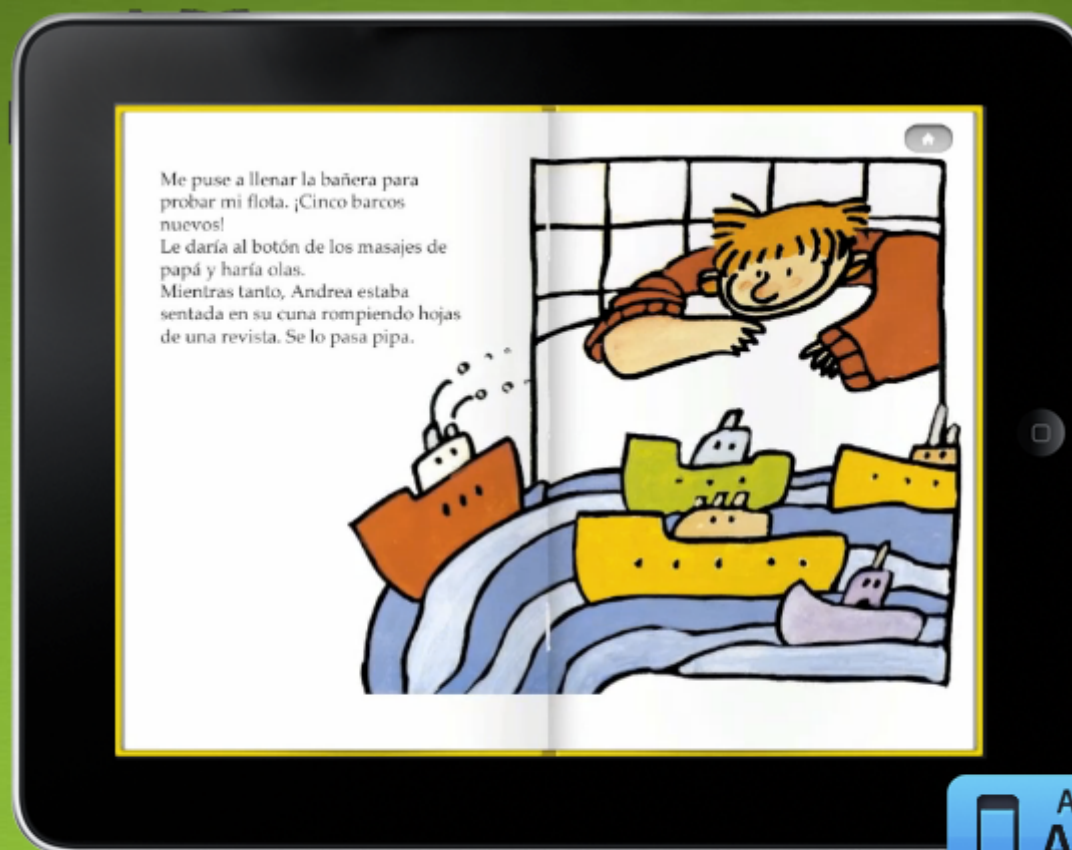








## Tour



Available on the  
**App Store**

free

The screenshot displays a digital story map titled "Moby-Dick: A Whaling Voyage". The map shows the North Atlantic Ocean, with a green line tracing a whaling route from the coast of North America, around the Cape of Good Hope, and towards the South Pacific. A pop-up window for Nantucket, Massachusetts, is open, featuring a photo of a whale harpoon and text about the 19th-century whaling industry. The background is a collage of text from Moby-Dick, including the famous line "Capt'ing! Capt'ing!" yelled the bumpkin, running towards that officer; "Capting, Capting, here's the devil."

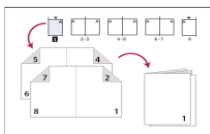


# Un mundo de oportunidades

## Autores



## Editores



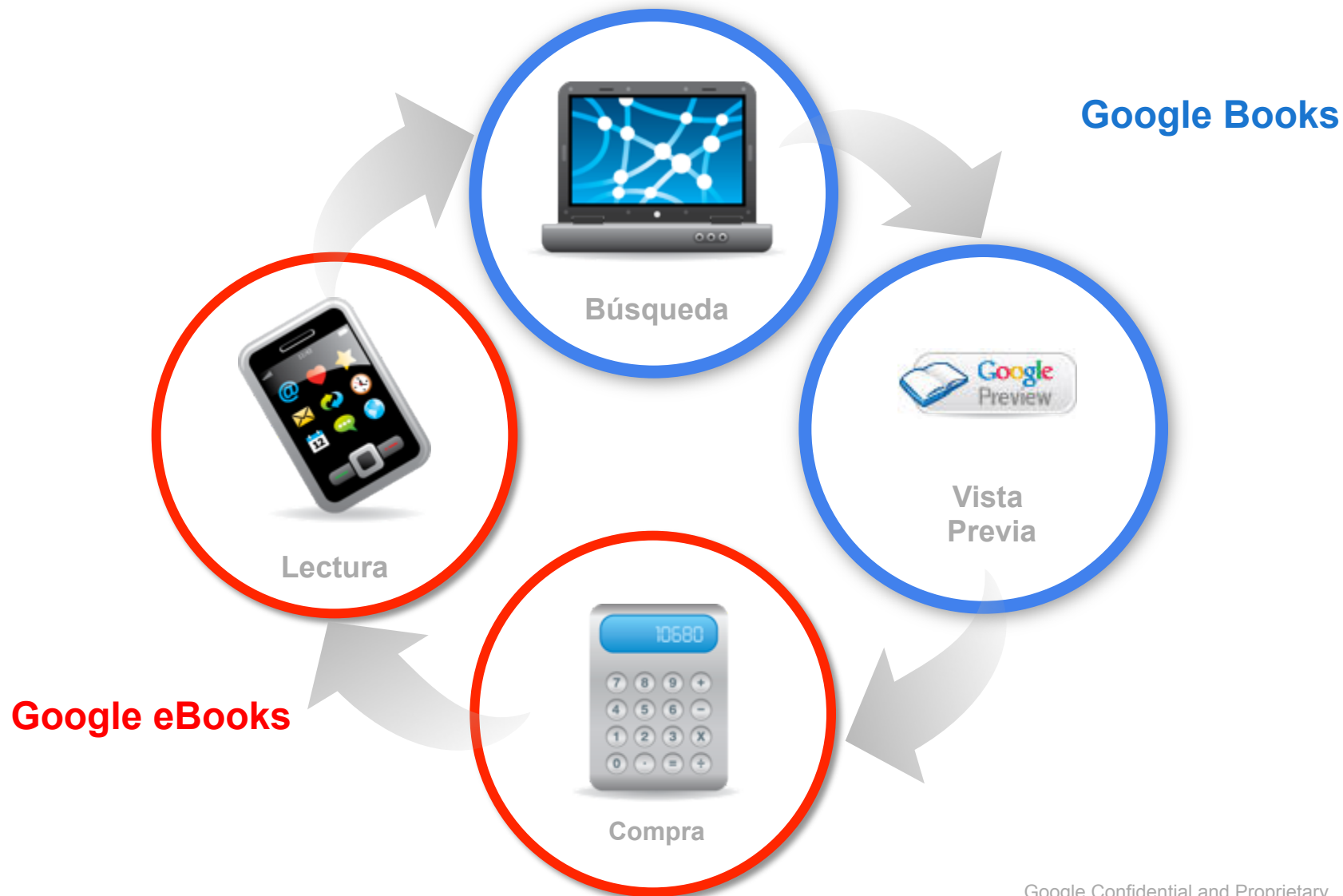
## Retailers



## Usuarios



# Un ecosistema del libro en Internet



# Compra y lee donde y cuando quieras ...



- **Universalidad**
- **Sencillez**
- **Confianza**
- **Seguridad**



Google books

agassi

Search Books

[Advanced Book Search](#)

**Open: An Autobiography** By Andre Agassi



★★★★★

2337 Reviews

[Write review](#)

[About this book](#)

Search in this book

Go

[Add to My Library](#) ▾



**Google eBook** <sup>New!</sup>  
Another edition is  
available as an  
eBook. [Learn more](#)

**\$5.00** ~~\$15.95~~

[About the eBook edition](#)

[View eBook](#)

[View sample](#)

[Terms of Service](#)

**Get this book**

[Random House, Inc.](#)

[Amazon.com](#)

[Barnes&Noble.com](#)

[Books-A-Million](#)

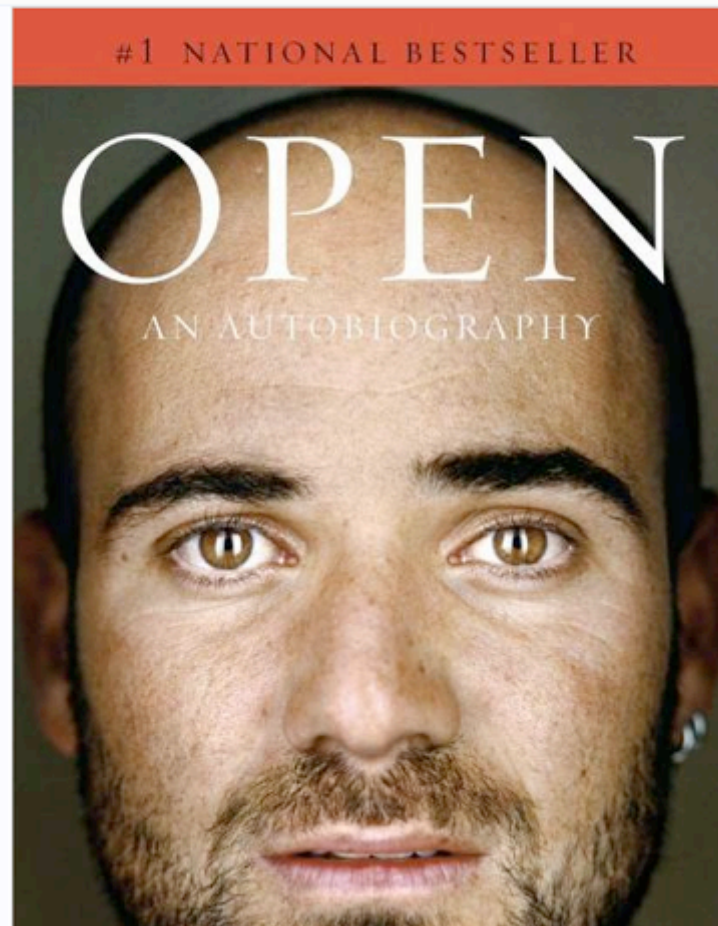
[Find in a library](#)

[All sellers »](#)



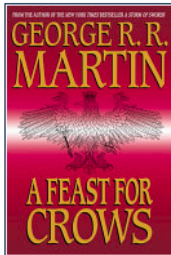
[Contents](#) ▾

Front Cover



## SONG OF ICE AND FIRE, V.4 - A FEAST FOR CROWS: SONG OF ICE AND FIRE, Book 4 (Google eBook)

Overview - [Reviews](#)



GEORGE R. R. MARTIN

★★★★★ 14 Reviews



Random House Digital, Inc., 2005 - Fiction - 784 pages

It seems too good to be true. After centuries of bitter strife and fatal treachery, the seven powers dividing the land have decimated one another into an uneasy truce. Or so it appears... With the death of the monstrous King Joffrey, Cersei is ruling as regent in King's Landing. Robb Stark's demise has broken the back of the Northern rebels, and his siblings are scattered throughout the kingdom like seeds on barren soil. Few legitimate claims to the once desperately sought Iron Throne still exist - or they are held in hands too weak or too distant to wield them effectively. The war, which raged out of control for so long, has burned itself out. But as in the aftermath of any

[More »](#)

\$8.99

Buy now

View sample

[Save sample for later](#)

### Good for:

- ✓ Web
- ✓ Tablet / iPad
- ✓ Nook / Sony
- ✓ Smartphone

### Features:

- ✓ Flowing text
- ✓ Scanned pages

[Help with devices & formats](#)

### What people are saying - [Write a review](#)

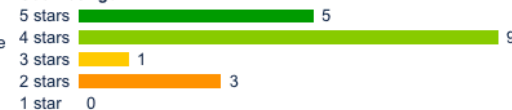
#### Review: A Feast for Crows (A Song of Ice and Fire #4)

User Review ★★★★★ - Caroline - Goodreads

Loved this, although spent a lot of it badly wanting to hear the story of the characters who were left out for the next book in the series. Amazing story, but boy has it been an agonizing wait.

[Read full review](#)

#### User ratings



#### Review: A Feast for Crows (A Song of Ice and Fire #4)

User Review ★★☆☆☆ - Halsted - Goodreads

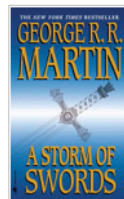
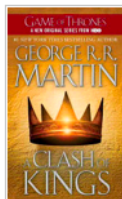
ugh. i waited ages for this and it's beyond tedious. i hope the next one is significantly better ... [Read full review](#)

Editorial Review - [Reed Business Information](#) (c) 2005

Long-awaited doesn't begin to describe this fourth installment in bestseller Martin's staggeringly epic Song of Ice and Fire. Speculation has run rampant since the previous entry, A Storm of Swords, appeared in 2000, and Feast teases at the important questions but offers few solid answers. As the book begins, Brienne of Tarth is looking for Lady Catelyst's daughters, Queen Cersei is losing her mind and Arya Stark is training with the Faceless Men of Braavos; all three wind up in cliffhangers that would do justice to any soap opera. Meanwhile, other familiar faces-notably Jon Snow, Tyrion Lannister and Daenerys Targaryen-are glaringly absent though promised to return in book five. Martin's Web site explains that Feast and the forthcoming A Dance of Dragons were written as one book and split after they grew too big for one volume, and it shows. This is not Act I Scene 4 but Act II Scene 1, laying groundwork more than advancing the plot, and it sorely misses its other half. The slim pickings here are tasty, but in no way satisfying. (Nov.)

[All 14 reviews »](#)

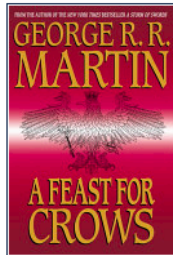
### Related books





## SONG OF ICE AND FIRE, V.4 - A FEAST FOR CROWS: SONG OF ICE AND FIRE, Book 4 (Google eBook)

Overview - [Reviews](#)



GEORGE R. R. MARTIN

★★★★★ 14 Reviews

1

Random House Digital, Inc., 2005 - Fiction - 784 pages

It seems too good to be true. After centuries of bitter strife and fatal treachery, the seven powers dividing the land have decimated one another into an uneasy truce. Or so it appears... With the death of the monstrous King Joffrey, Cersei is ruling as regent in King's Landing. Robb Stark's demise has broken the back of the Northern rebels, and his siblings are scattered throughout the kingdom like seeds on barren soil. Few legitimate claims to the once desperately sought Iron Throne still exist - or they are held in hands too weak or too distant to wield them effectively. The war, which raged out of control for so long, has burned itself out. But as in the aftermath of any

[More »](#)

\$8.99

Buy now

View sample

[Save sample for later](#)

### Good for:

- ✓ Web
- ✓ Tablet / iPad
- ✓ Nook / Sony
- ✓ Smartphone

### Features:

- ✓ Flowing text
- ✓ Scanned pages

[Help with devices & formats](#)

### What people are saying - [Write a review](#)

#### Review: A Feast for Crows (A Song of Ice and Fire #4)

User Review ★★★★★ - Caroline - Goodreads

Loved this, although spent a lot of it badly wanting to hear the story of the characters who were left out for the next book in the series. Amazing story, but boy has it been an agonizing wait.

[Read full review](#)

#### User ratings



#### Review: A Feast for Crows (A Song of Ice and Fire #4)

User Review ★★☆☆☆ - Halsted - Goodreads

ugh. i waited ages for this and it's beyond tedious. i hope the next one is significantly better ... [Read full review](#)

Editorial Review - [Reed Business Information](#) (c) 2005

Long-awaited doesn't begin to describe this fourth installment in bestseller Martin's staggeringly epic Song of Ice and Fire. Speculation has run rampant since the previous entry, A Storm of Swords, appeared in 2000, and Feast teases at the important questions but offers few solid answers. As the book begins, Brienne of Tarth is looking for Lady Catelyn's daughters, Queen Cersei is losing her mind and Arya Stark is training with the Faceless Men of Braavos; all three wind up in cliffhangers that would do justice to any soap opera. Meanwhile, other familiar faces-notably Jon Snow, Tyrion Lannister and Daenerys Targaryen-are glaringly absent though promised to return in book five. Martin's Web site explains that Feast and the forthcoming A Dance of Dragons were written as one book and split after they grew too big for one volume, and it shows. This is not Act I Scene 4 but Act II Scene 1, laying groundwork more than advancing the plot, and it sorely misses its other half. The slim pickings here are tasty, but in no way satisfying. (Nov.)

[All 14 reviews »](#)

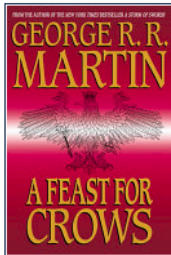
### Related books





## SONG OF ICE AND FIRE, V.4 - A FEAST FOR CROWS: SONG OF ICE AND FIRE, Book 4 (Google eBook)

Overview - [Reviews](#)



GEORGE R. R. MARTIN

★★★★★ 14 Reviews



Random House Digital, Inc., 2005 - Fiction - 784 pages

It seems too good to be true. After centuries of bitter strife and fatal treachery, the seven powers dividing the land have decimated one another into an uneasy truce. Or so it appears... With the death of the monstrous King Joffrey, Cersei is ruling as regent in King's Landing. Robb Stark's demise has broken the back of the Northern rebels, and his siblings are scattered throughout the kingdom like seeds on barren soil. Few legitimate claims to the once desperately sought Iron Throne still exist - or they are held in hands too weak or too distant to wield them effectively. The war, which raged out of control for so long, has burned itself out. But as in the aftermath of any

[More »](#)

**\$8.99**

[Buy now](#)

[View sample](#)

[Save sample for later](#)

Good for:

- ✓ Web
- ✓ Tablet / iPad
- ✓ Nook / Sony
- ✓ Smartphone

Features:

- ✓ Flowing text
- ✓ Scanned pages

[Help with devices & formats](#)

What people are saying - [Write a review](#)

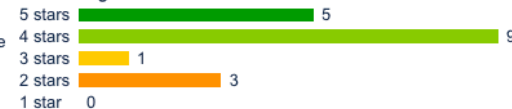
### Review: A Feast for Crows (A Song of Ice and Fire #4)

User Review ★★★★★ - Caroline - Goodreads

Loved this, although spent a lot of it badly wanting to hear the story of the characters who were left out for the next book in the series. Amazing story, but boy has it been an agonizing wait.

[Read full review](#)

### User ratings



### Review: A Feast for Crows (A Song of Ice and Fire #4)

User Review ★★☆☆☆ - Halsted - Goodreads

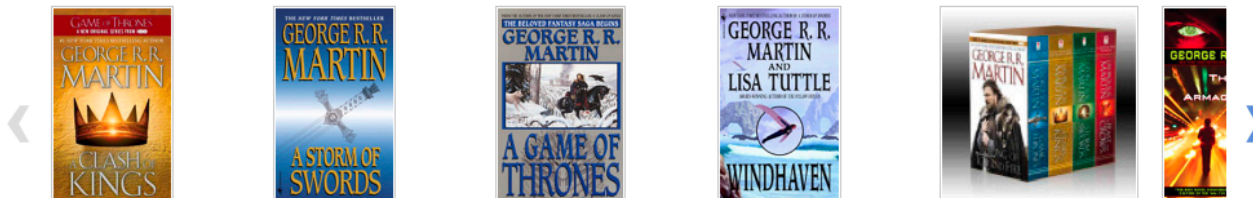
ugh. i waited ages for this and it's beyond tedious. i hope the next one is significantly better ... [Read full review](#)

Editorial Review - [Reed Business Information](#) (c) 2005

Long-awaited doesn't begin to describe this fourth installment in bestseller Martin's staggeringly epic Song of Ice and Fire. Speculation has run rampant since the previous entry, A Storm of Swords, appeared in 2000, and Feast teases at the important questions but offers few solid answers. As the book begins, Brienne of Tarth is looking for Lady Catelyn's daughters, Queen Cersei is losing her mind and Arya Stark is training with the Faceless Men of Braavos; all three wind up in cliffhangers that would do justice to any soap opera. Meanwhile, other familiar faces-notably Jon Snow, Tyrion Lannister and Daenerys Targaryen-are glaringly absent though promised to return in book five. Martin's Web site explains that Feast and the forthcoming A Dance of Dragons were written as one book and split after they grew too big for one volume, and it shows. This is not Act I Scene 4 but Act II Scene 1, laying groundwork more than advancing the plot, and it sorely misses its other half. The slim pickings here are tasty, but in no way satisfying. (Nov.)

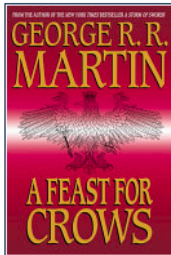
[All 14 reviews »](#)

Related books



## SONG OF ICE AND FIRE, V.4 - A FEAST FOR CROWS: SONG OF ICE AND FIRE, Book 4 (Google eBook)

Overview - [Reviews](#)



GEORGE R. R. MARTIN

★★★★★ 14 Reviews



Random House Digital, Inc., 2005 - Fiction - 784 pages

It seems too good to be true. After centuries of bitter strife and fatal treachery, the seven powers dividing the land have decimated one another into an uneasy truce. Or so it appears... With the death of the monstrous King Joffrey, Cersei is ruling as regent in King's Landing. Robb Stark's demise has broken the back of the Northern rebels, and his siblings are scattered throughout the kingdom like seeds on barren soil. Few legitimate claims to the once desperately sought Iron Throne still exist - or they are held in hands too weak or too distant to wield them effectively. The war, which raged out of control for so long, has burned itself out. But as in the aftermath of any

[More »](#)

\$8.99

Buy now

View sample

[Save sample for later](#)

### Good for:

- ✓ Web
- ✓ Tablet / iPad
- ✓ Nook / Sony
- ✓ Smartphone

### Features:

- ✓ Flowing text
- ✓ Scanned pages

[Help with devices & formats](#)

### What people are saying - [Write a review](#)

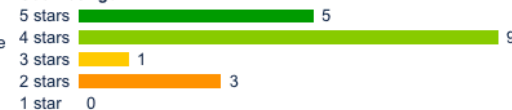
#### Review: A Feast for Crows (A Song of Ice and Fire #4)

User Review ★★★★★ - Caroline - Goodreads

Loved this, although spent a lot of it badly wanting to hear the story of the characters who were left out for the next book in the series. Amazing story, but boy has it been an agonizing wait.

[Read full review](#)

#### User ratings



#### Review: A Feast for Crows (A Song of Ice and Fire #4)

User Review ★★☆☆☆ - Halsted - Goodreads

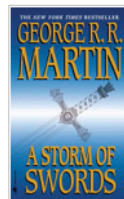
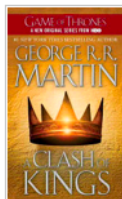
ugh. i waited ages for this and it's beyond tedious. i hope the next one is significantly better ... [Read full review](#)

Editorial Review - [Reed Business Information](#) (c) 2005

Long-awaited doesn't begin to describe this fourth installment in bestseller Martin's staggeringly epic Song of Ice and Fire. Speculation has run rampant since the previous entry, A Storm of Swords, appeared in 2000, and Feast teases at the important questions but offers few solid answers. As the book begins, Brienne of Tarth is looking for Lady Catelyn's daughters, Queen Cersei is losing her mind and Arya Stark is training with the Faceless Men of Braavos; all three wind up in cliffhangers that would do justice to any soap opera. Meanwhile, other familiar faces-notably Jon Snow, Tyrion Lannister and Daenerys Targaryen-are glaringly absent though promised to return in book five. Martin's Web site explains that Feast and the forthcoming A Dance of Dragons were written as one book and split after they grew too big for one volume, and it shows. This is not Act I Scene 4 but Act II Scene 1, laying groundwork more than advancing the plot, and it sorely misses its other half. The slim pickings here are tasty, but in no way satisfying. (Nov.)

[All 14 reviews »](#)

### Related books



feels like my body, especially in the morning. Consequently my mind doesn't feel like my mind. Upon opening my eyes I'm a stranger to myself, and while, again, this isn't new, in the mornings it's more pronounced. I run quickly through the basic facts. My name is Andre Agassi. My wife's name is Stefanie Graf. We have two children, a son and daughter, five and three. We live in Las Vegas, Nevada, but currently reside in a suite at the Four Seasons hotel in New York City, because I'm playing in the 2006 U.S. Open. My last U.S. Open. In fact my last tournament ever. I play tennis for a living, even though I hate tennis, hate it with a dark and secret passion, and always have.

As this last piece of identity falls into place, I slide to my knees and in a whisper I say: Please let this be over.

Then: I'm not ready for it to be over.

Now, from the next room, I hear Stefanie and  
Ch. 4: Launching my Career breakfast, talking,

laughing.

My overwhelming desire to see and touch them, plus a powerful craving for caffeine, gives me the inspiration I need to hoist myself up, to go vertical. Hate brings me to my knees, love gets me on my feet.

I glance at the bedside clock. Seven thirty. Stefanie let me sleep in. The fatigue of these final days has been severe. Apart from the physical strain, there is the exhausting torrent of emotions set loose by my pending retirement. Now, rising from the center of the fatigue comes the first wave of pain. I grab my back and it grabs me. I feel as if someone snuck in during the night and attached one of those anti-theft steering wheel locks to my spine. How can I play in the U.S. Open with the Club on my spine? Will the last match of my career be a forfeit?

I was born with spondylolisthesis, meaning a bottom vertebra that parted from the other



punctilious gentleman, at least for a sea captain - this commander was invited to the wedding feast of Queequeg's sister, a pretty young princess just turned of ten. Well; when all the wedding guests were assembled at the bride's bamboo cottage, this Captain marches in, and being assigned the post of honor, placed himself over against the punchbowl, and between the High Priest and his majesty the King, Queequeg's father. Grace being said, - for those people have their grace as well as we - though Queequeg told me that unlike us, who at such times look downwards to our platters, they, on the contrary, copying the ducks, glance upwards to the great Giver of all feasts - Grace, I say, being said, the High Priest opens the banquet by the immemorial ceremony of the island; that is, dipping his consecrated and consecrating fingers into the bowl before the blessed beverage circulates. Seeing himself placed next the Priest, and noting the ceremony - being Captain of a ship - as having a mere island King, especially in the Kingdom of the Captain coolly proceeds to wash his hands, taking it I suppose for a huge finger-glass. "Queequeg," "what you tink now, - Did

At last, passage paid, and luggage safe, we stood aboard the schooner. Hoisting sail, it glided down the Acushnet river. On one side, New Bedford rose in terraces of streets, their ice-covered trees all glittering in the clear, cold air. Huge hills and mountains of casks on casks were piled upon her wharves, and side by side the world-wandering whale ships lay silent and safely moored at last; while

**wharf:** A level quayside area to which a ship may be moored to load and unload. [More »](#)

Add note...

Copy

Define

Translate

Search Google

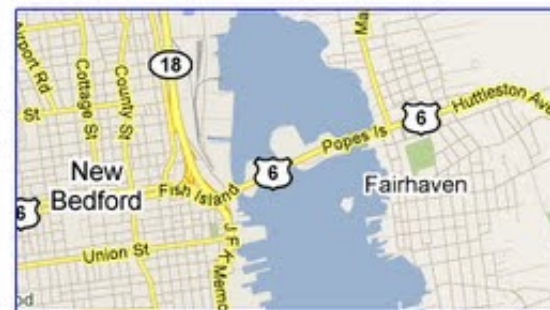


punctilious gentleman, at least for a sea captain - this commander was invited to the wedding feast of Queequeg's sister, a pretty young princess just turned of ten. Well; when all the wedding guests were assembled at the bride's bamboo cottage, this Captain marches in, and being assigned the post of honor, placed himself over against the punchbowl, and between the High Priest and his majesty the King, Queequeg's father. Grace being said, - for those people have their grace as well as we - though Queequeg told me that unlike us, who at such times look downwards to our platters, they, on the contrary, copying the ducks, glance upwards to the great Giver of all feasts - Grace, I say, being said, the High Priest opens the banquet by the immemorial ceremony of the island; that is, dipping his consecrated and consecrating fingers into the bowl before the blessed beverage circulates. Seeing himself placed next the Priest, and noting the ceremony - being Captain of a ship - as having a mere island King, especially in the Kingdom of the Captain coolly proceeds to wash his hands, taking it I suppose for a huge finger-glass. "Queequeg," "what you tink now, - Did

[Acushnet river, New Bedford, Bristol, MA](#)

The Acushnet River is the largest river flowing into Buzzards Bay in southeastern Massachusetts, in the United States. ...

[en.wikipedia.org/wiki/Acushnet\\_river](https://en.wikipedia.org/wiki/Acushnet_river)



Add note...

Copy

Define

Translate

Search Google



At last, passage paid, and luggage safe, we stood aboard the schooner. Hoisting sail, it glided down the Acushnet river. On one side, New Bedford rose in terraces of streets, their ice-covered trees all glittering in the clear, cold air. Huge hills and mountains of casks on casks were piled upon her wharves, and side by side the world-wandering whale ships lay silent and safely moored at last; while



The prodigious start  
parted the weather-  
boom was now flyin  
sweeping the entire

The prodigious strain parted the weather-sheet boom was now flying from sweeping the entire after

It flew from right to left, and back again, almost in one

## 101

- **Mucho más que un mero contrato de distribución**
- **Licencia para transformación tecnológica**
- **Limitaciones y controles técnicos**
- **Asegurar la disposición al comprador (Propiedad vs Acceso)**
- **Opciones adicionales, actuales y futuras**

# A tener MUY en cuenta...



- **Autores / Contenido**
- **Formatos**
- **Distribución / Venta**
- **Proceso de Compra**
- **Lectura**

- **Contenidos Multimedia**
- **Derechos Comercialización Digital – territorios y lenguas**
- **Royalties**
- **Previsualización / Promoción**
- **Obras abiertas / cerradas / fragmentadas**

- **Licencia de adaptación técnica**  
**¿transformación?**
- **Acceso + Descarga**
- **Multidispositivo / Multipantalla**
- **Sub-licencias / Sub-contratistas**
- **Metadatos / Ficheros originales**

- **Derechos territoriales - control**
- **Modelo negocio** — Venta / Alquiler / suscripción / Institucional
- **Política de Precios**
- **Precio Fijo vs Precio Libre**
- **Impuestos**
- **Coste / Exclusividad**
- **Descuentos**

- **Localización comprador**
- **Información Clientes pre/post**
- **Identificación Comprador**
- **Derechos del comprador**
- **Previsualización**

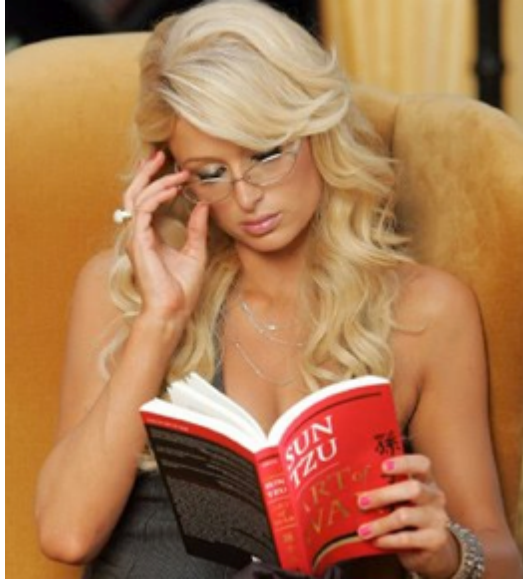
- **Lectura o Consumo**
- **Universalidad**
- **Préstamo / Regalo Copia Privada**
- **Social**



# El avance de la tecnología



# El avance de los hábitos de lectura





# Gracias

**Luis Collado**

[lcollado@google.com](mailto:lcollado@google.com)

627 96 34 76

@luiscollado

