

eBooks, Apps and the Multi-format Future – A Publisher's Perspective

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A changing market place

Key objectives:

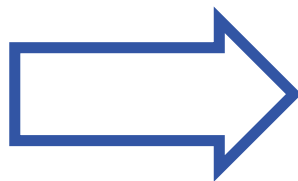
- Grow core publishing
- Take Walker up the value chain
- Create production opportunities





Content is king

- Print Publishing
- Digital Publishing
- Licensing
- Production



Story



Character



Brand



Digital children's publishing today

- Children's share of digital book business grew from 2% in 2011 to 6% in Jan 2012
- The App Store has 580k apps of which 61k are books and 6k are children's books
- Google Play store has 450k apps of which 30k are books
- Amazon app store has 31k apps, of which 470 are children's books
- Apple iBookstore has 2500 picture books, and 990 enhanced children's books
- Nook Kids has 1700 picture books of which 660 are read aloud, 40 read and play
- Kindle fire has 980 picture books

nook™
by Barnes & Noble

kindle fire



iBooks



Google play



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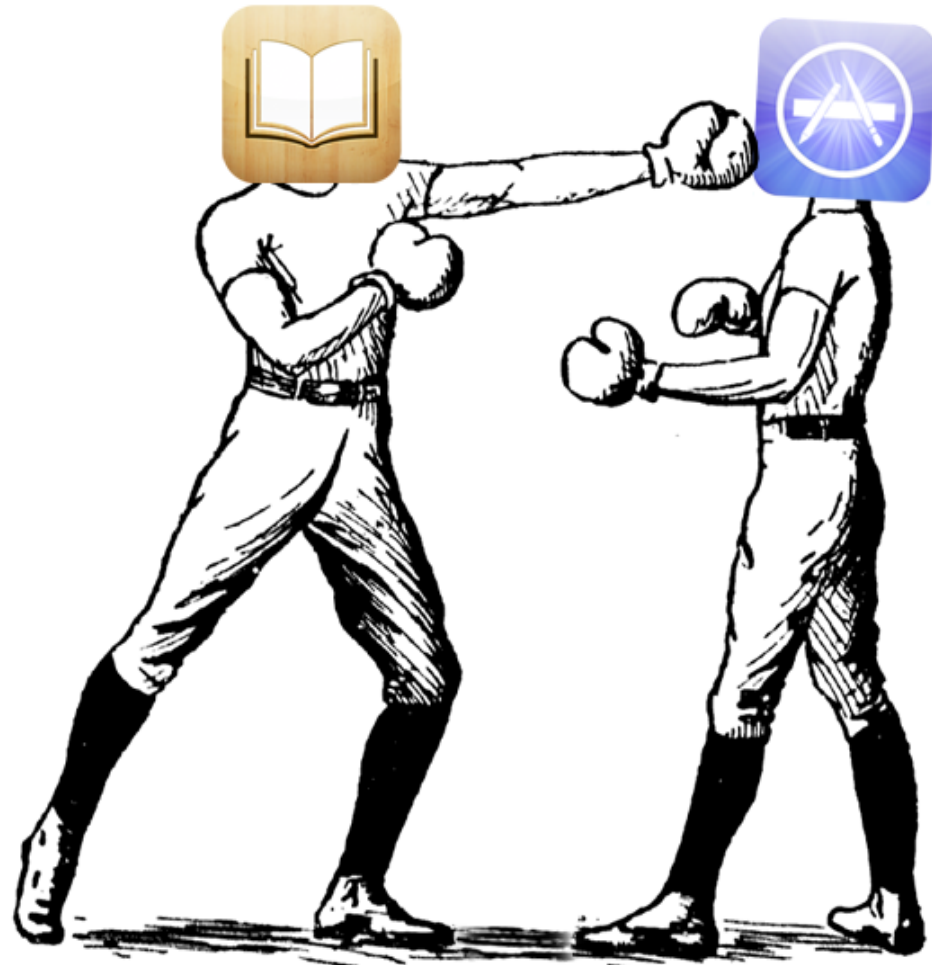
eBooks v's Apps

eBooks:

- The pros and cons

Apps:

- The pros and cons





Walker and Digital

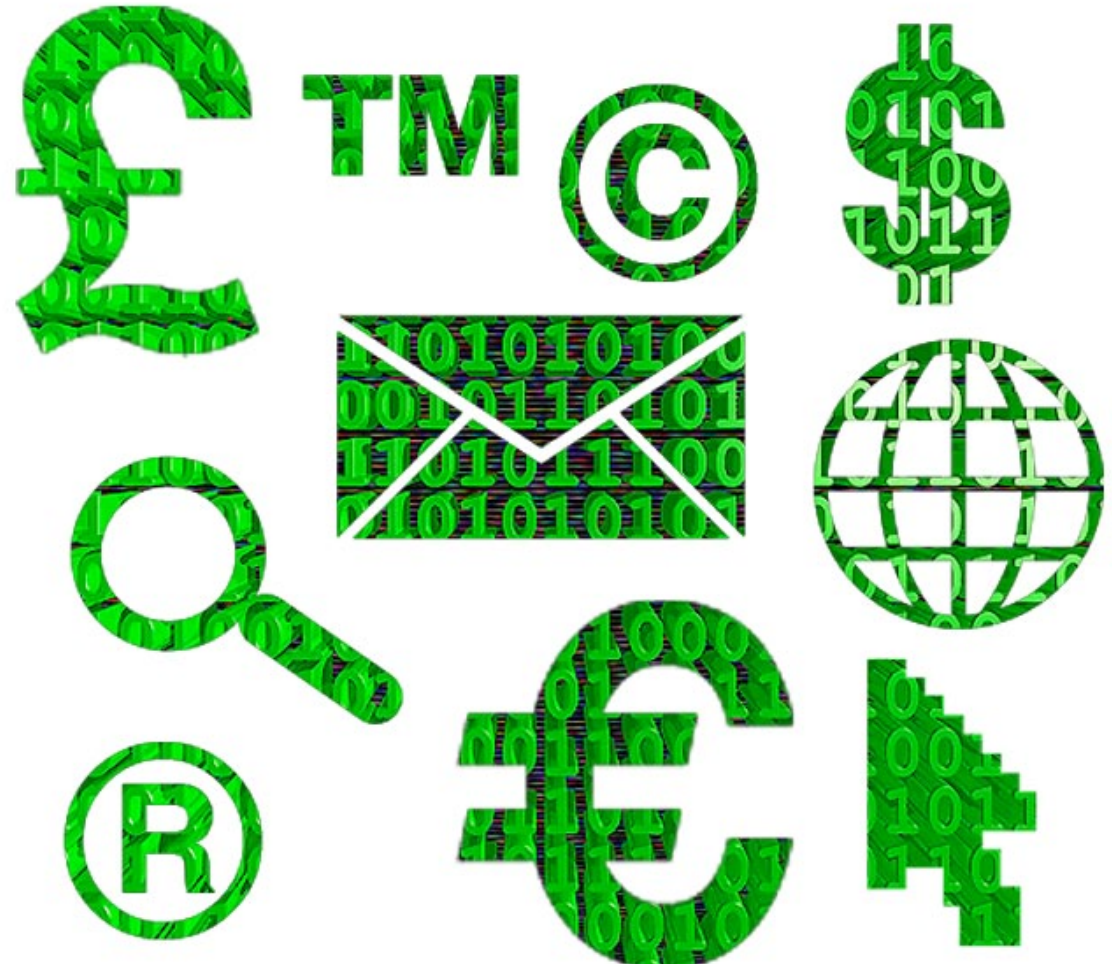
What we want:

- To establish a solid revenue base against growing digital marketplaces and falling physical retail sales
- To use bespoke digital publishing and marketing as a way to extend and develop key brands
- To identify opportunities beyond standard 'conversion' publishing in the digital space and create products accordingly



Challenges

- Pricing/Revenue
- Rights
- Discoverability/Profile
- Formats
- Distribution



- Pick the winners
- Acquire the rights
- Know the goal
- License where possible on new brands
- Partnerships



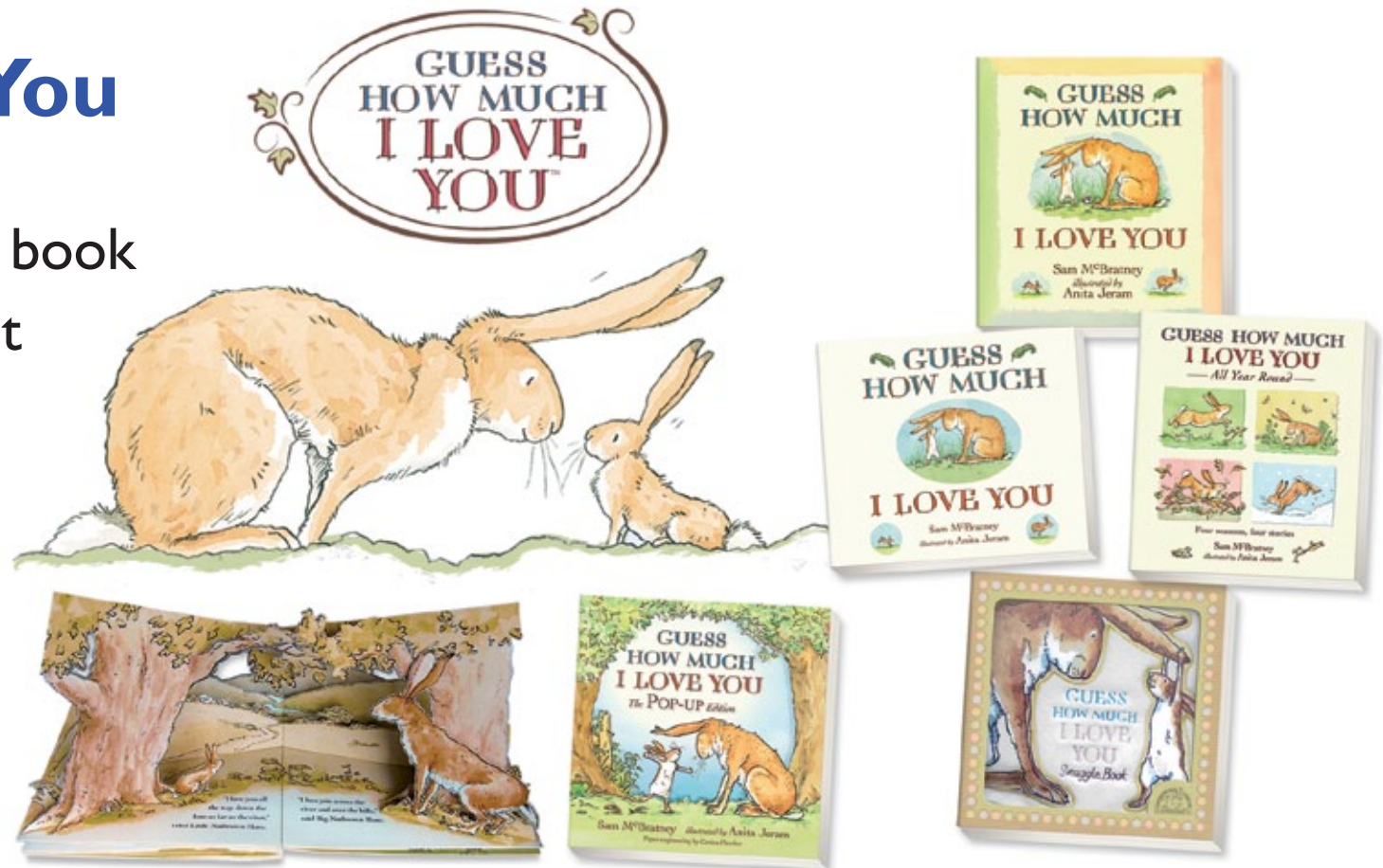
Walker Licensing

- Exploit and manage own merchandising rights where appropriate
 - **Maisy**
 - **Guess How Much I Love You**
 - **Projects from Walker Productions**
e.g. Tilly and Friends
- Increase our revenue and
- Ability to manage and control all of the brand



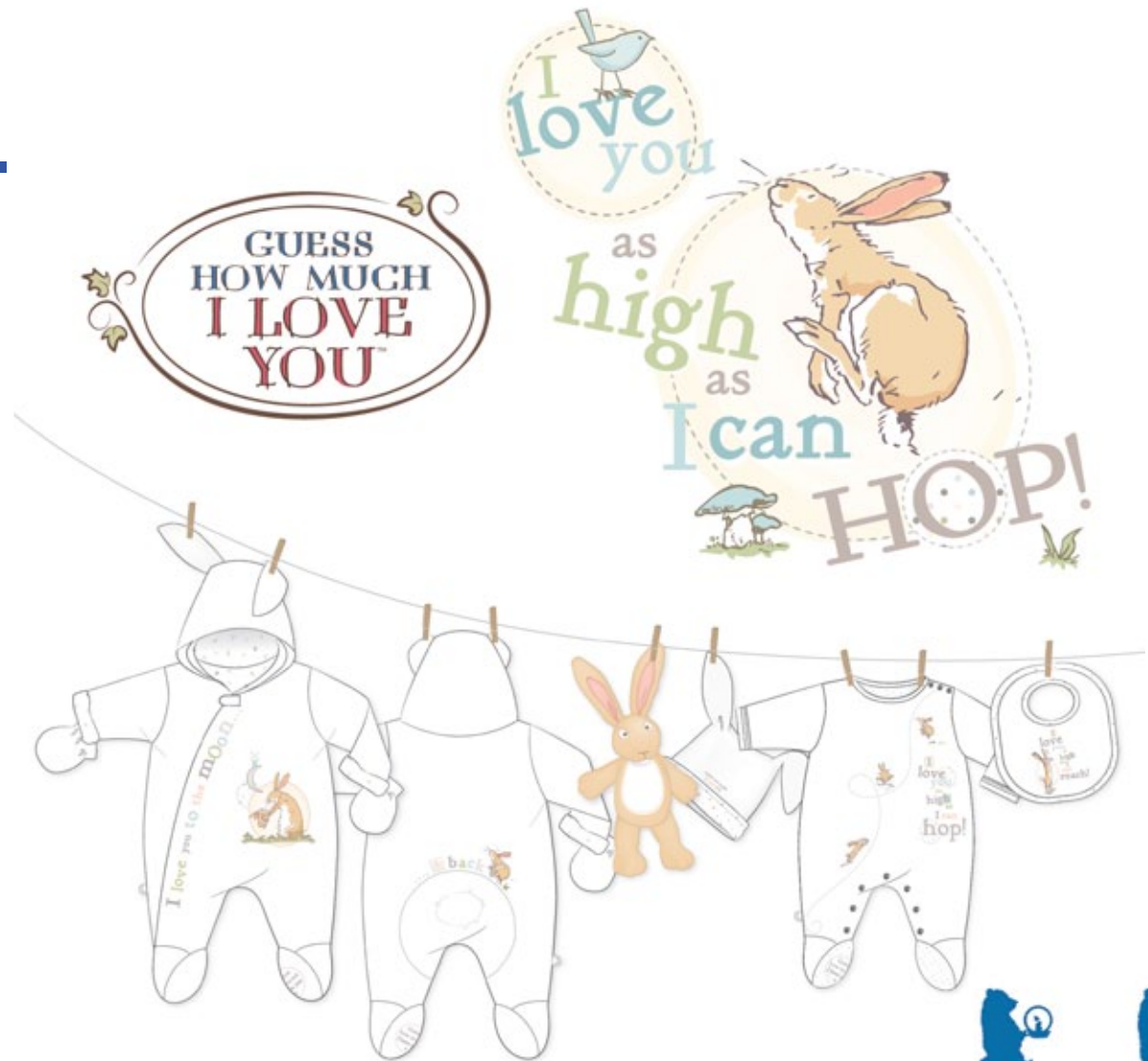
Guess How Much I Love You

- Internationally best-selling picture book
- Brand Management
- Proven success



Guess How Much I Love You – Baby and Infant

- The vision
- The product categories
- The logo





Walker Productions

is a global division of the Walker Books group and develops Walker content for other media platforms, along with a range of production partners

Choosing Projects

– what we look for

Choosing Partners

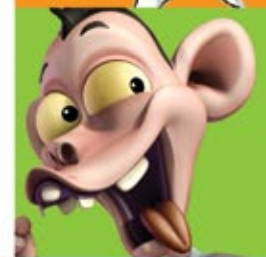
– who we look for



WALKER

PRODUCTIONS

Tilly
and
Friends



Fleabag Monkeyface – The Publishing Journey

- 6 books published between 2006 and 2011
- Almost 50,000 English Language copies sold
- Knife and Packer AKA Duncan McCoshan and Jem Packer
- Walker Productions acquired rights from authors in 2009
- Walker Books acquired TV tie-in publishing rights in 2011





Fleabag Monkeyface – The Production Journey



Tilly and Friends – The story so far

- The publishing
- The production

Tilly and Friends



Tilly and Friends – The Licensing



The Future

- Embrace the opportunities
- Maintain flow of quality content through business and balance core business revenue with new investment
- Clearly define rights contracts
- Experiment
- Invest resource in understanding the latest issues
- Keep an open mind

