

Publishing

An Opportunity for Growth

A Market Segment Series

Catalogues

Digital Packaging


Direct Mail

Marketing
Service Provider

Photo Publishing

Publishing

Transactional
Marketing

A close-up, over-the-shoulder shot of a person with dark hair, wearing a light blue sweater, sitting and reading an open book. The person's hands are visible holding the book. The background is a bright, out-of-focus outdoor setting, possibly a beach or a park, with warm sunlight filtering through. The book has text on its pages and a small circular logo on the bottom right of the left page.

Driven by transformations in market demands, business climates and technology advancements, the book printing supply chain has undergone significant changes.

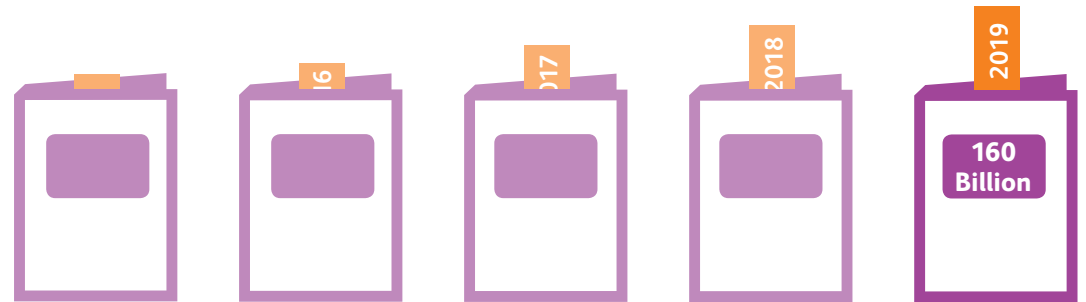
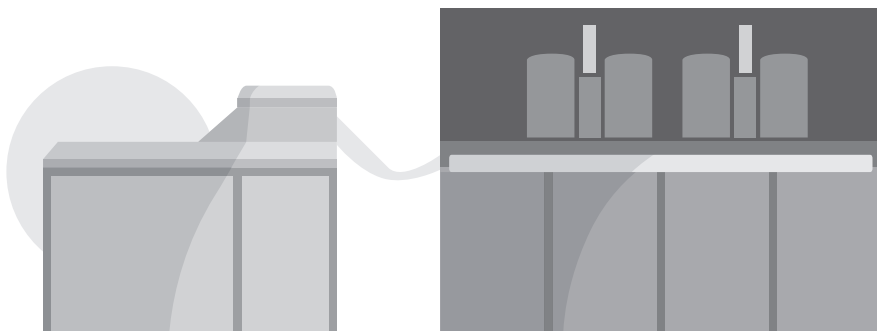
Even if you're already well established, this guide will provide new insights into the market landscape, as well as information you can use to enhance your strategic partnership with your clients.

Rewriting the Book on How to Thrive in the Publishing Market

Digital printing has, and continues to, redefine the entire book supply chain by mitigating the inherent risks of mass production and offering advantages such as faster time-to-market, reduced waste and lower fixed costs.

And while limitations on quality, speed, flexibility and affordability have traditionally slowed widespread adoption, high-speed production inkjet systems are changing that. This has had the single largest impact on the book supply chain, positioning digital print platforms as essential to the success of printers and publishers alike.

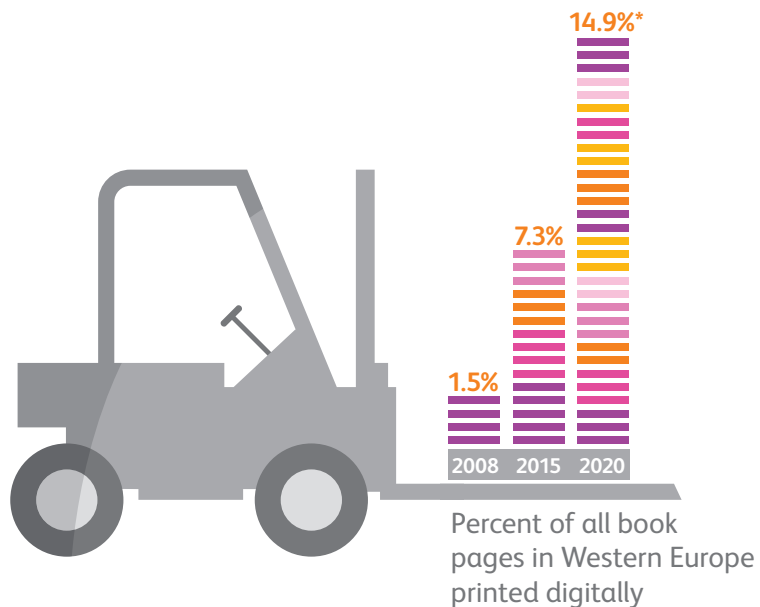
Digitally produced book pages in Western Europe and the U.S. will grow at a compounded annual growth rate of 12.3% between 2014 and 2019, surpassing 160 billion pages in 2019. This will largely be driven by more affordable inkjet technologies.*



Helping Publishers Overcome Challenges

As the number of book titles continues to rise annually, fuelled by a growing number of small- and self-publishers, many book publishers are faced with major challenges.

Print providers, especially those with inkjet technologies, can offer a number of solutions. This includes providing digitally printed, shorter run lengths to minimise inventory holdings – thus helping publishers get closer to their goals of managing production in a more cost-effective way without sacrificing quality.



*Digital Book Printing in Europe: Market Analysis & Forecast, 2015-2020, Interquest, 2015



Critical Challenges Faced by Publishers

- 1 How to efficiently produce titles in the right quantities at the point of need, so millions of dollars in working capital don't get tied up in unnecessary inventory.
- 2 How to remove themselves from the print distribution business and focus more on expanding and marketing titles.

Playing to Win

Here are some conversation starters to convey the value you can bring to your clients' business.



Bracing for a New Supply Chain

Book publishers and retailers can optimise print management with a distributed global print network. With distributed production, print partners and wholesalers globally will be able to fulfil direct orders at optimised quantities for local demand. This will help to shorten time to market and lower shipping costs.



Eliminating Warehousing and Mitigating Risk

For publishers, profitability depends on the ability to accurately predict book demand. Mistakes can result in costly book returns and big capital expenses. In many segments, zero inventory is achievable because of the economics enabled by production inkjet solutions.



Looking Beyond Unit Costs

To keep costs down, publishers become fixated on unit costs. Getting publishers to buy in on digital production models requires they analyse their entire supply chain (including printing, distribution, warehousing, obsolescence and returns), rather than simply looking at how to achieve the lowest cost per book.



Critical Insights You Need to Know

The market at a glance*

27,000
publishers¹

2.5 billion
units²

€22.3
billion in revenue³

Astronomical growth in publishing pages*²

Absolute page growth
(billions):

2015

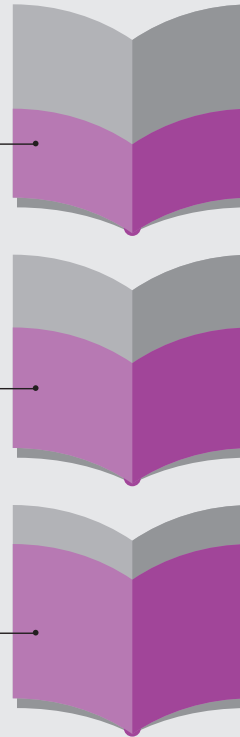
46.7

2018

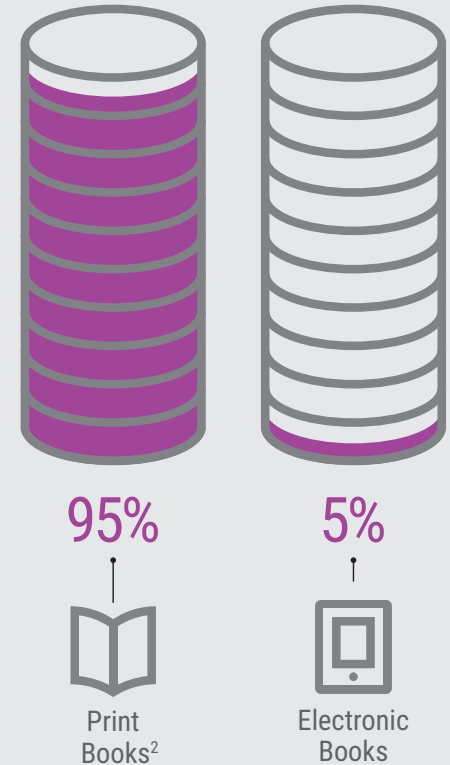
62.2

2020

82.0

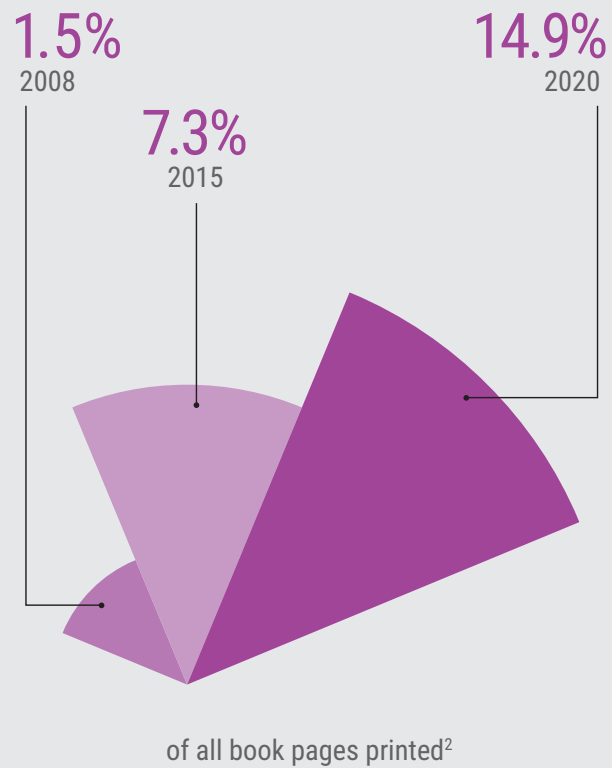


Print is the overwhelming source of revenue*²



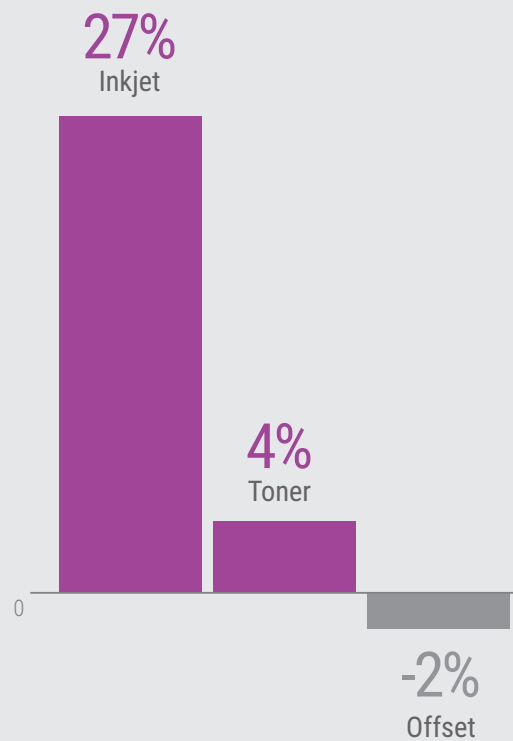
Excludes UK, where 17% of book sales are electronic

Digitally-printed pages are growing*

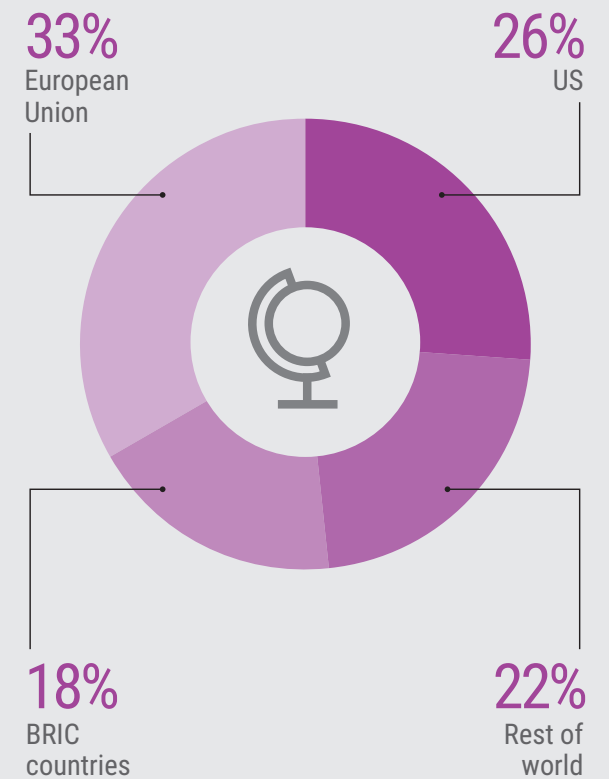



The rise of inkjet

Offset versus digitally printed pages, worldwide.
CAGR 2014–2018⁴



Country share of market⁵





To reap the rewards of participating in a new publishing business model, here are four critical must-dos.

Getting in the Game

1

Become a Relevant Player

➤ **Evaluate** production inkjet technologies. As trade book publishers embrace inventory management models, these solutions improve the economics of digital print, allowing book printers to move a greater amount of work from offset to digital platforms. This flexibility will improve both overall plant efficiency and bottom-line profitability.

2

Develop and Grow Services Around Customers

➤ **Work** with existing publishing customers to identify how digital print production can help them overcome key challenges, then scale the solution to others. Remember to educate your customers on how technology can improve the delivery of client messages and profits.

3

Start with the End in Mind

➤ **Consider** customer requirements and finishing options when making investments in digital printing devices. Finishing is an integral part of print production but it usually remains below the radar.

4

It's All About the Workflow

➤ **Assess** your current workflow and its ability to serve book publishers. Consider how workflow automation technology can help you lower per-unit costs so the volume of books produced doesn't influence costs.

Transformation in Action

Printing Books On Demand Fuels Growth

Russia

T8 Publishing Technologies

www.t8publishing.ru

Opportunity

Competing in a declining market, T8 Publishing Technologies saw the ability to offer short-run on-demand book printing as a significant growth opportunity.

Transformation

The idea was to transform the Russian book market by offering publishers the ability to simply focus on selling books, while T8 handled the production and delivery logistics. To fully automate the production workflow, the company invested in a digital cut-sheet device, the Xerox Nuvera® Production System.

Not long afterwards, T8 added production inkjet technology to their portfolio, choosing to purchase a Xerox® Impika® Compact Press. Today, the operation prints three million books

annually, and based on the economics enabled by inkjet technology, can print one book or 1,000 at roughly the same unit cost.

“We were once a very conservative publishing company but we realised that if we didn’t change, we would cease to exist. Today, we are transforming the Russian book market and project our business growth to at least double, if not quadruple, in the coming years.”

– Boris Makarenkov
Director of Development and New Technology,
T8 Publishing

Accelerating Book Business With Digital Technologies

Italy

LegoDigit

www.legodigit.it

Opportunity

To take advantage of growing opportunities in the digital publishing market, LegoDigit replaced their existing toner technologies with production inkjet.

Transformation

To support their vision for the future, LegoDigit invested in two Xerox® Impika® Compact Presses for monochrome production. Book covers are produced using a Xerox® iGen4® Diamond Edition Press, while a highly automated, inline workflow limits manual touches and human intervention.

With these solutions in place, LegoDigit delivers over one million books per year, helping cement themselves as a premier provider

of short-run, high-quality mono and colour books for the Italian publishing market.

“With our two Xerox® Impika Inkjet Presses, we have increased production speeds by about 30% and have seen our turnover increased by nearly 40% in the last two years. Xerox has helped us develop the right workflow to deliver the short-run, on-demand production our customers need.”

– Alessandro Leto
CEO, LegoDigit

Empowering Transformation

With a robust portfolio of digital technology, automation offerings and business development support, Xerox is driving transformation in the publishing market.

Market-Leading Technology

- **Xerox® Brenva™ HD Production Inkjet Press**, a cut-sheet inkjet device, is ideal for those looking to capitalise on the economics of inkjet printing but require all the versatility of a cut-sheet package.
- **Xerox® Rialto® 900 Inkjet Press**, with the world's first fully integrated, narrow web, roll-to-cut-sheet design, is for those seeking a smaller footprint and lower entry point into production inkjet technology.

- **Xerox® Trivor™ 2400 Inkjet Press** maximises productivity and offers automated image quality advancements inside a highly flexible system. The result is a press that delivers the quality and reliability your business depends on today, while providing scalable options to protect your investment for the future.
- **Xerox® Impika® Inkjet Presses** provide a flexible range of solutions to meet all your inkjet needs, while offering scalability to ensure your investment is protected in the future.
- **Xerox® CiPress® Production Inkjet System** uses waterless ink technology that produces consistent and vibrant colour on a range of low-grade and lightweight offset papers, helping to simplify production and reduce mailing costs.
- **Xerox Nuvera® Production Systems** offer industry-leading black-and-white quality and reliability in a variety of modular configurations.
- **Xerox® iGen® 5 Press** delivers world-class quality and benchmark productivity for high-volume production environments.



Visit www.xerox.co.uk/production.



Xerox® Brenva™ HD Production Inkjet Press



Xerox® Rialto® 900 Inkjet Press



Xerox® Trivor™ 2400 Inkjet Press



Xerox® Impika® Inkjet Presses

Workflow Automation

With our award-winning Xerox® workflow portfolio and working collaboratively with our partners, we have assembled the industry's most comprehensive array of workflow solutions to help you capture book publishing business.

- **Xerox® FreeFlow® Core** automates and integrates the processing of print jobs, from file preparation to final production, for a touchless workflow that reduces time and costs.
- **Xerox® FreeFlow® Digital Publisher**, a digital publishing software solution, can help you meet the diversified needs of publishers by complementing print with electronic communications simultaneously, using a single, unified workflow.
- **Xerox® IntegratedPLUS Colour Management** is ideal for those who need a cloud-based solution to manage colour across multiple presses, at one or multiple locations.
- **Xerox® IntegratedPLUS Finishing Solution** transforms your most challenging job stream into efficient, highly automated and predictable production with one-touch prepress and automatic finishing setup.
- **Xerox® MatchAssure Solution** delivers simple, fast, consistent colour to meet the most demanding standards on a single printer or over a fleet of printers.
- **Xerox® PrintCise®** is a flexible, closed-loop order, production control and accounting management system that automates “order-to-fulfilment” while integrating with your existing workflow components and hardware.
- For input data streams, composition, colour management and more, you'll find solutions from CGS-Oris, CMI and Chemistry by Solimar to fit your specific needs and unique business environment.



Visit www.xerox.co.uk/workflow.



Xerox® CiPress® Production Inkjet System



Xerox Nuvera® Production Systems



Xerox® iGen® 5 Press

Business Development and Professional Services

The Xerox® ProfitAccelerator® programme, with a portfolio of 100+ tools, resources and training services, is designed to support your efforts from sales and marketing, business planning, operations and new application development. Other services help to:

- Design an optimised workflow tailored to your requirements
- Leverage digital technologies for profitable growth
- Take advantage of market disruption



Visit www.XeroxDigitalHotSpot.com.

Discover more opportunities in this Market Segment Series.



Catalogues



Digital Packaging



Direct Mail



Marketing Service Provider



Photo Publishing



Publishing



Transactional Marketing

This series provides insights and practical advice on how to thrive in seven business-boosting markets for print providers. See more at www.xerox.co.uk/applicationseries.

We're Xerox.

Xerox helps print providers work better by combining people, processes and technology in more efficient and cost-effective ways.

To find out more, visit www.xerox.co.uk/production.