



Delivering Immersive Publishing Experiences

Klaasjan Tukker - Adobe Systems Benelux

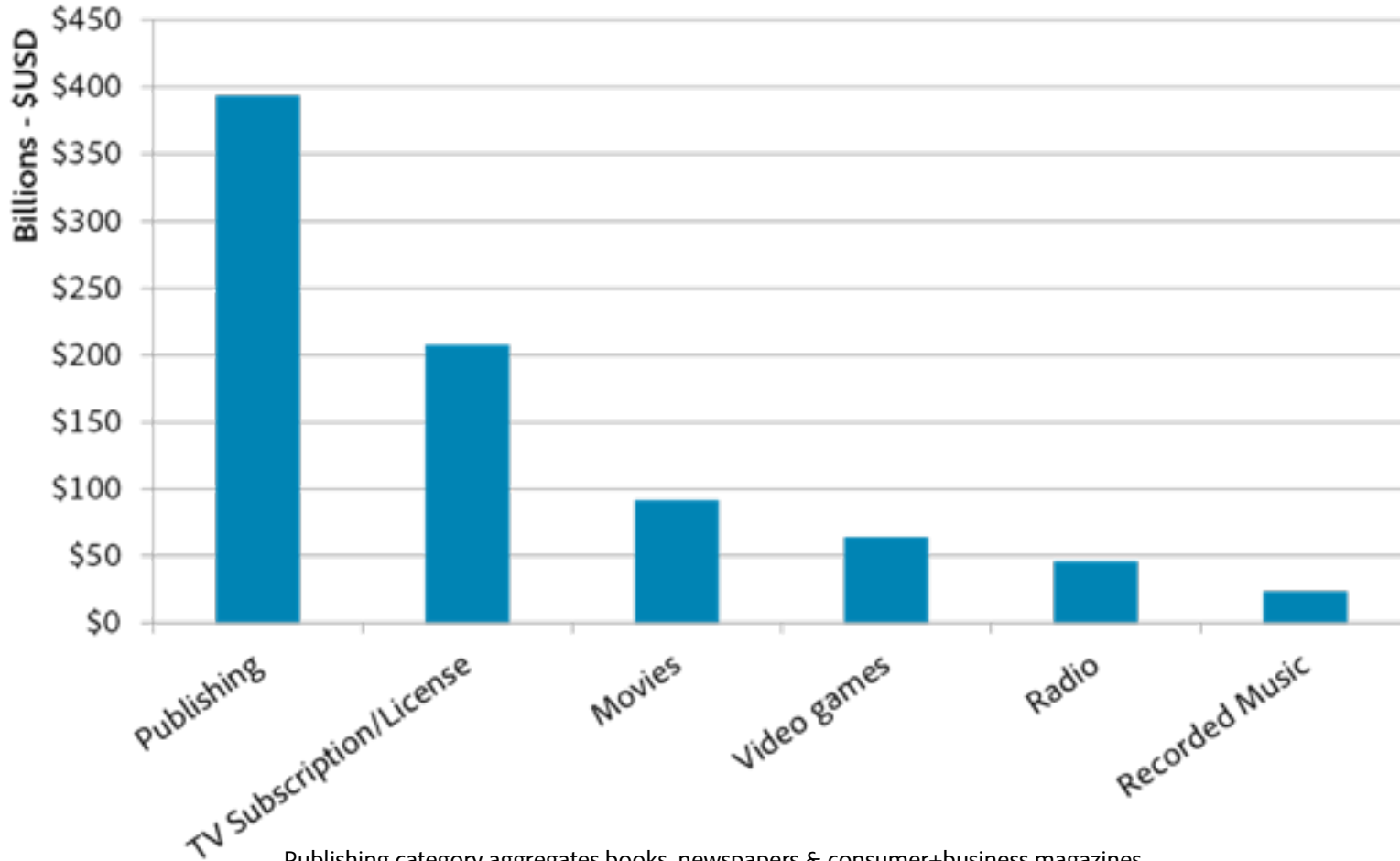
@ktukker / ktukker@adobe.com



Changing the world through digital experiences

Publishers can
transform their
businesses
through the power
of
digital experiences

Global Media & Entertainment Market - 2011 (est.)

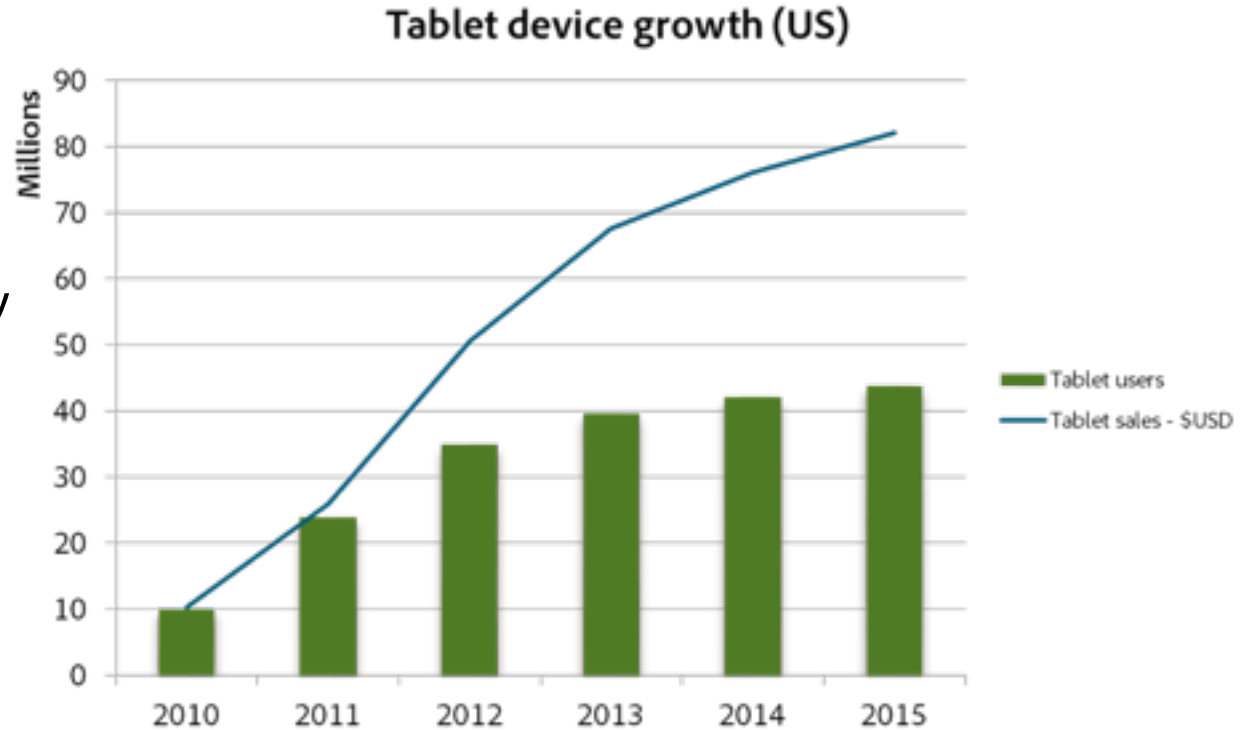


Publishing category aggregates books, newspapers & consumer+business magazines

Source: PriceWaterhouseCoopers, "Global entertainment and media outlook: 2010-2014, 11th Annual Edition"

Tablet devices are exploding

- 10.3M tablet users today (US)
- 82.1M tablet users in next 5 years

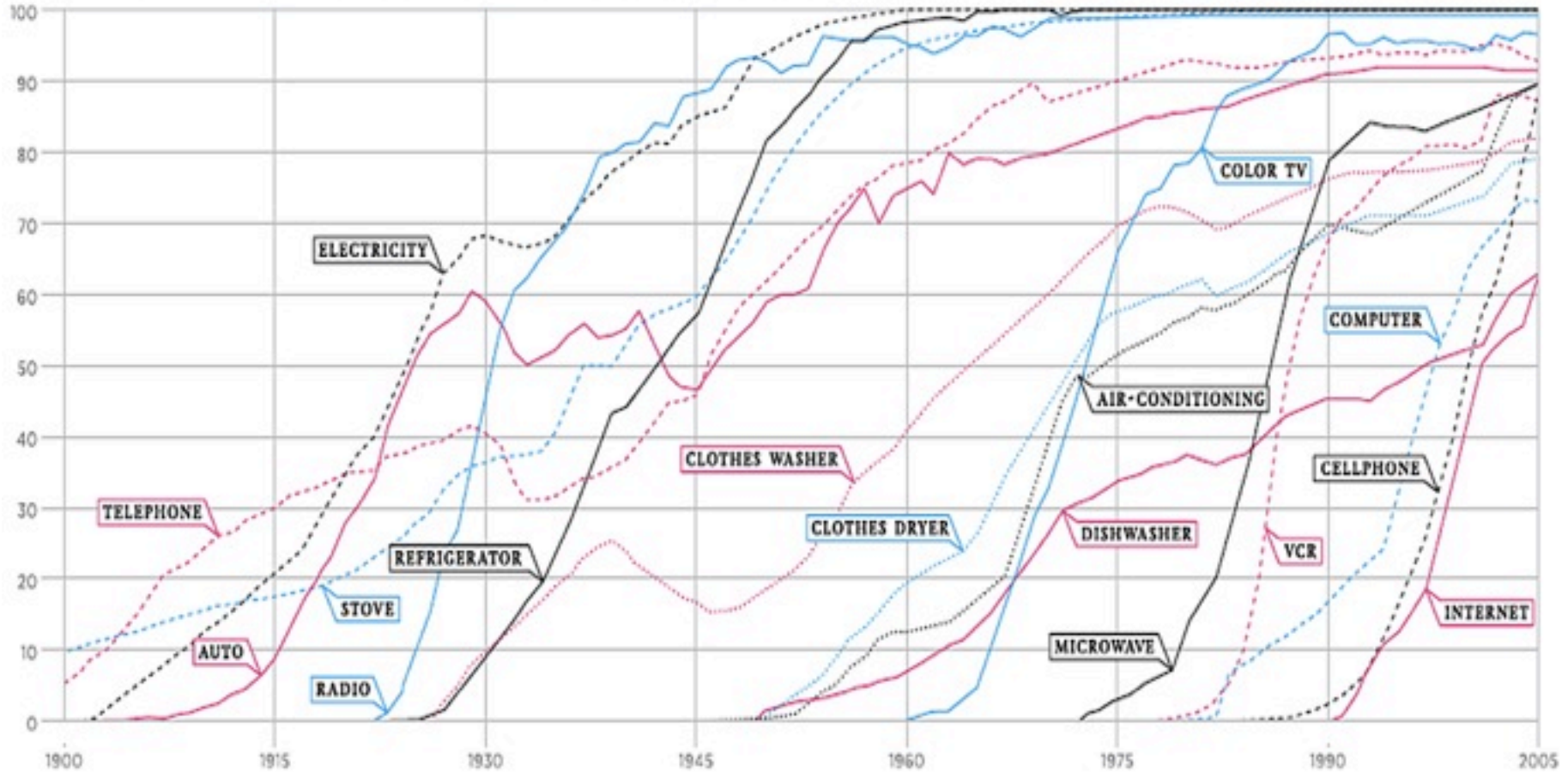


Source: Forrester Research, "Tablets will grow as fast as MP3 players", January 4, 2011, p. 3

Adoption

CONSUMPTION SPREADS FASTER TODAY

PERCENT OF
U.S. HOUSEHOLDS



Source: NY Times

A new type of publishing experience



PRINT



VIDEO



INTERACTIVITY



*A more valuable product
for advertisers and consumers*

Publisher Opportunities

Engaging reading experiences



- Consumers want print reading experiences on mobile devices
- Brand consistency across print and digital critical to consumer acceptance
- Interactivity drives deeper engagement with content

Shift to immersive brand advertising



- Drive deeper consumer engagement with brand advertising
- Maintain print CPMs in digital medium
- Optimize advertising inventory through actionable insight via analytics

Device proliferation drives content consumption



- Tablet devices exploding in next five years
- Demographic of device ownership is generating new patterns in content creation and consumption

New business models offer opportunity



- New players control business terms, market access and customer ownership
- Flexible commerce models critical to success
- Access to editorial analytics inform strategic publishing business decisions

Rich history in publishing



Adobe Digital Publishing Suite

A turnkey set of hosted services and viewer technology to **produce**, **distribute**, **monetize** and **analyze** digital content across tablet devices and mobile markets.



Digital Content Viewer



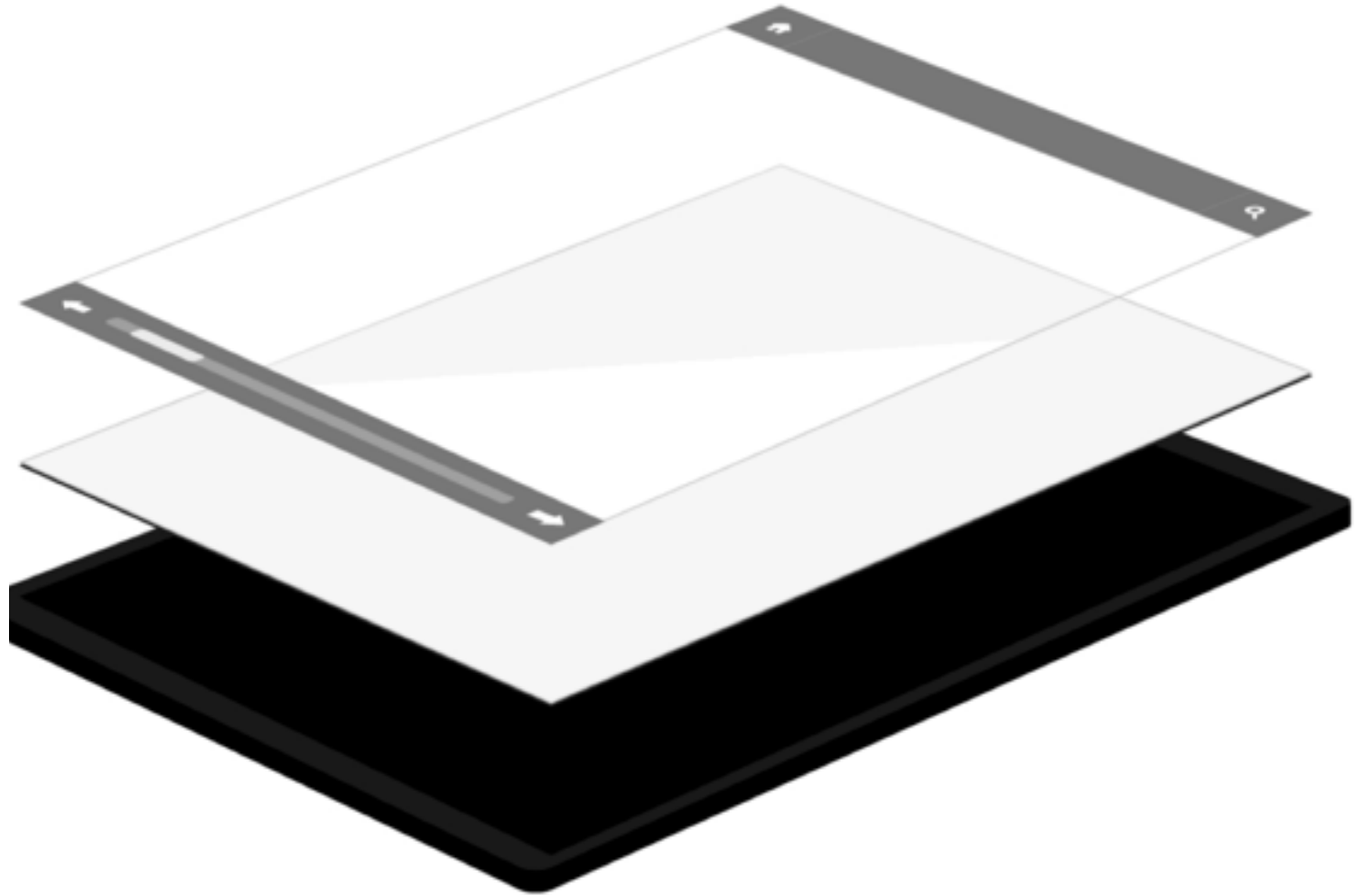
- Viewer technology that displays ".folio" magazine files
- Available for iOS and Android and Adobe AIR
- Enables immersive magazine experience via minimal chrome, innovative navigation features
- Publisher-branded to retain direct relationship with reader

Conceptual Overlays

UI Layer

Content

Device



Vertical Orientation

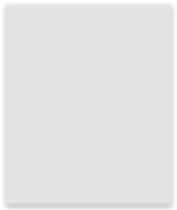




"Stacks"

We envision a magazine containing a range of template types – from totally custom to more 'pre-fab'. Designers and editors will have the option to put more effort into special features and spend less time on regularly occurring sections.

Issue Navigation



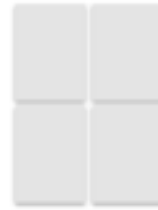
Continuous,
non-paginated content

Map
Poster
Scroll



Paginated content

Short Article
Long Article
Article with Sidebar



"Bite-Size" content

Slideshow
Flip-book
Tooltip



Rich media

Video
Game



Four Interactivity Options Available:

- Interactive Overlays
 - Interactive components for use in digital magazines



Video



Audio



Hyperlink



360 View



Image Pan



Slideshow

- InDesign CS5 Rich Interactive Document Features
 - Simple interactivity primitives that are now a native part of InDesign
- Embedded HTML5 Controls
 - Flexibility to develop embedded web controls
- Embedded Flash Controls (non iPhone OS platforms)

Digital Publishing Suite Overview

Create

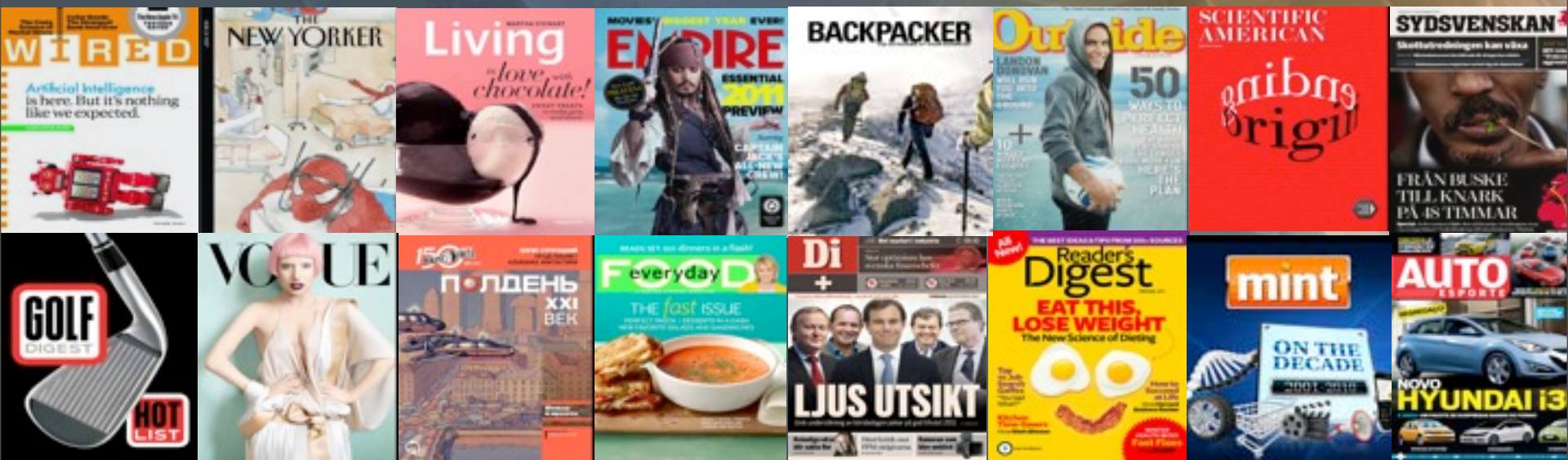
Produce

Distribute &
Monetize

Analyze &
Optimize



Publishers using Digital Publishing Suite



- 170+ publications in the app store from the world's leading publishers
- Dozens more coming soon
- Gallery: <http://adobe.ly/maggallery>

Innovative Reading Experience – Wired/Conde Nast

- Print “Plus” for deeper content engagement
 - Leveraged inherent benefits of iPad, video, photo galleries and intuitive interactivity to drive new type of story telling
 - Critical success with core WIRED readers
 - Digital sales are 37% of news stand sales over last 6 months - significant given nascent market



Brand Advertising Engagement – Martha Stewart Living Omnicom

- Digital magazine ads drive results
 - Martha Stewart Living's Nielsen study indicated every advertiser saw brand awareness increase, some 3-4X
 - Up to 70% uplift with interactive ads



ESTÉE LAUDER

★ macy's

FedEx Corporation

Nestlé

Mobile Marketing – Mercedes-Benz

- Tablet content deepens customer engagement and loyalty
 - Brand accessibility
 - Convenient access to content
 - Expanded editorial through use of interactivity



New Business Models – Dagens Nyheter (DN+) Bonnier Group

- Flexible commerce with support for direct and in-app purchase
- Launched application with direct entitlement
 - 15% subscription increase
 - Maintain access to customer data
 - Greater opportunity to up-sell print + digital bundles
 - Retain full subscription revenue



In-app single issue and subscription purchase



Direct subscription

Business Insight - InDesign Magazine

- Optimize editorial and business decisions through analytics
 - Leveraging analytics captured through Content Viewer
- Provide insight into page flows, advertising engagement and purchase trending



Publishers can
transform their
businesses
through the power
of
digital experiences

