

It's Time to Rethink Your Digital Distribution Strategy

For publishers, 2014 is the year for seizing opportunities to reach new audiences through expanded distribution channels and to maximise digital content monetisation. But to achieve success in the coming year, publishers need to rethink their digital distribution strategy and breakthrough traditional boundaries.

At PressReader, opening up digital distribution channels has been at the core of the company's business for the past 15 years. Its solutions have been helping publishers of all sizes and media types expand their platform availability, grow revenues, and increase access to their publications in domestic and international markets and verticals.

Here are three strategies to consider in the digital distribution decision-making process:

Exploit Opportunities in the Diverse Newsstand Landscape

Offering your publications through the traditional app stores such as Apple's Newsstand and Google Play is an essential part of any digital distribution strategy. However, in today's diverse global marketplace, it is simply not enough. With its complex ecosystem and vast offering of countless apps from games and music to lifestyle and retail, publishers seeking to gain discoverability of their titles without a marketing plan would simply be lost in an app store environment. Partnering with a number of global digital newsstands focused on delivering content to targeted audiences, is an essential step to newsstand growth and will help provide access to new customers, resulting in increased readership.

Millions of readers today choose to access their favourite publications in places other than traditional app stores and look to global kiosks like PressReader, with its unlimited subscription model, and Zinio (and others like it) with their individual title subscriptions. These global kiosks were designed with readers in mind, and at the end of the day, publishers should be on all newsstands to maximise their audience. They offer great content discoverability opportunities and marketing programs, which consequently help publishers find new audiences for their content.

By offering magazines on PressReader, publishers' content becomes instantly available to millions of readers who launch the PressReader service across a variety of platforms every day to explore new issues and search for engaging content. PressReader pioneered the all-you-can-read model in 2003 with thousands of publications under a single subscription on a product designed for daily

use, similar to other category leaders such as Netflix and Spotify who later launched all-you-can models for the film and music industries, respectively. In addition, features such as suggested top stories, recommended and related articles, new titles and multimedia content are presented daily to the attention of PressReader subscribers, resulting in increased discoverability, audited circulation and shelf life for magazines.

Embrace a Truly Global, Multi-Channel Distribution Strategy

Your audience is no longer defined by geographical borders and physical delivery routes. The locations and ways in which readers consume your content have become borderless. The availability of your content when and where readers want it is where new revenue growth opportunities lie.

With its proven multi-channel distribution solution, PressReader helps publishers to maximise their domestic presence and to capture the attention of new global audiences that are not easy to reach. It brings publishers' content to a whole new set of readers from a growing list of over 15,000 businesses worldwide, including libraries, hotels, cruise ships, yachts, airlines, airport lounges, retailers, media, and government and corporate offices.

Give Readers What They Want

The key to being successful is to focus on your readers. They are accessing content on a rapidly growing list of operating systems from many manufacturers. Gone are the days of publisher's needing to support only a single platform. With this proliferation of mobile devices in the market today, if there was ever a need for a complete cross-platform digital publishing solution to serve readers' needs, it is now.



Attempting to develop and maintain digital products for such a myriad of gadgets can be a challenging, expensive and risky proposition for publishers whose core expertise lies in great quality and branded content creation, not technology development.

A cost-effective and strategic solution is to partner with technology experts who can help you develop cross-platform solutions aligned with your readers' ever-changing buying and reading needs.

A technology provider, such as PressReader, with a vast and versatile scope of platform solutions is an ideal partner for publishers seeking to expand their distribution in a cost-effective way. Unlike most digital publishing platforms that are strictly available for Apple and Android devices, PressReader offers its

solution to readers with tablets, smartphones, Smart TVs and eReaders running on every operating system, including iOS, Android, Windows 8 and BlackBerry 10.

Its robust, secure, transparent and scalable content processing, application development and distribution solutions are second to none in the industry and just a few of many reasons

why over 3,500 world-class publications such as *Cosmopolitan*, *The Guardian*, *Harper's Bazaar*, *Golf Digest*, *Cleo*, *The Australian*, *Dish*, *Elle* and *ForbesDaily* have chosen PressReader to be a part of their digital distribution strategy.

“ PressReader shares our vision and has the innovative technology and market leadership we need to showcase our publications to more readers around the globe. ”

Joseph Lee

Managing Director, New Media
Singapore Press Holdings

To learn more about PressReader's digital publishing and distribution solutions, contact publishing@pressreader.com and visit the PressReader publishing team at the Digital Innovators Summit in Berlin on 24-25 March 2014.