

Reading in the Cloud



Overview

Part I – Radium Web

Where are we? A brief history and architecture overview of the **open source collaboration** behind Radium Web.

Part II – Applications for Reading in the Cloud

Why have Taylor & Baker, Bokbasen, NYPL and Jellybooks adopted Radium Web? What **unique needs** and **opportunities** does reading in the cloud address?

Part III – How People Read in Browsers

How do people read in the cloud? **Data** and **analytics** on reading, engagement and conversions from sampling to buying books.

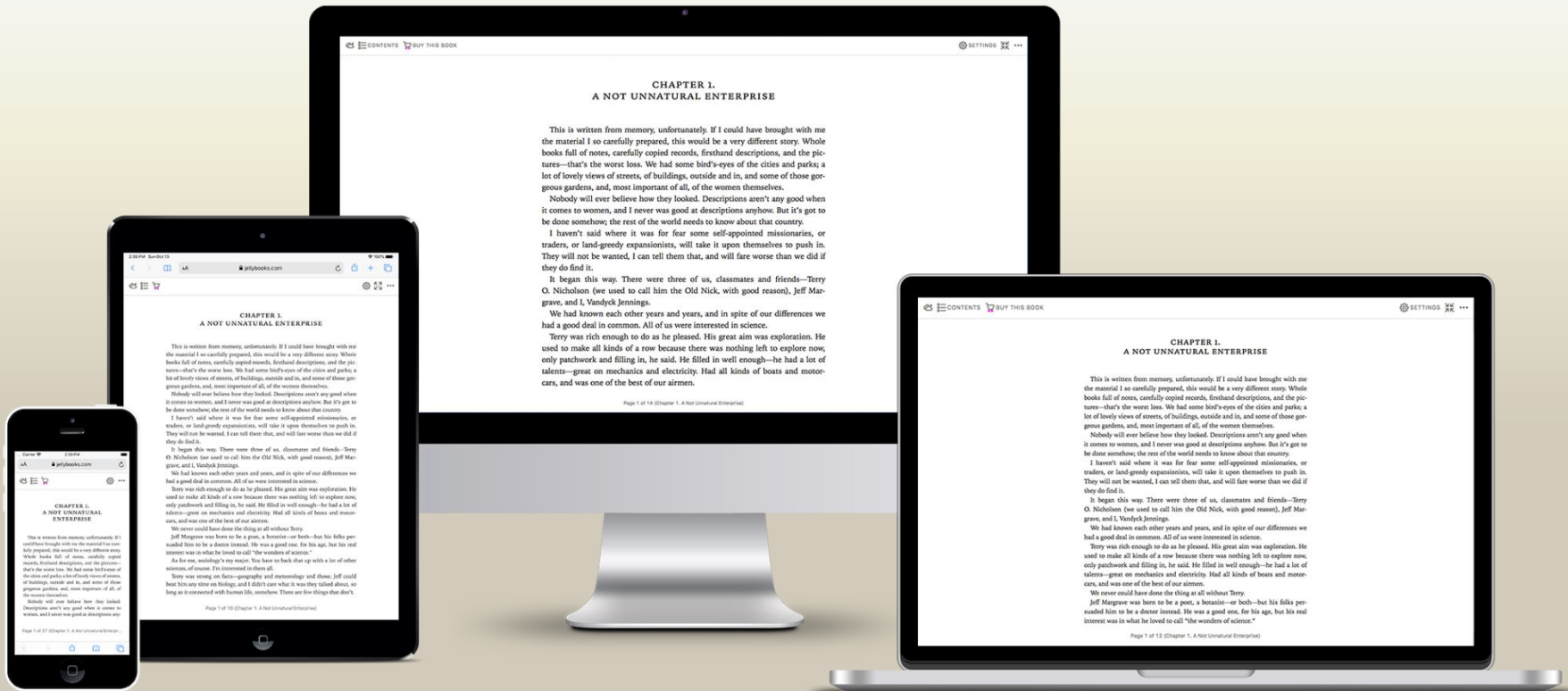
Part IV – The Future

What does the **future** hold and how might reading in the cloud progress?
The journey ahead...

Part 1 – Radium Web

A brief history of Radium Web,
and its mission to explore new ways of reading.

Books in Browsers </>



Ebooks (in ePUB format) become accessible on **any connected device** with browser support, such as smartphones, tablets, PCs, laptops, smart watches, etc.

Radium Web – What is it?

There is **no native app** (iOS, Android or Windows).

The book **rendering** and **reading experience** happens entirely in the **web browser** (Chrome, Firefox, Edge, Safari, Opera, IE, etc.).

Files are **optional**.

Radium Web History (many forks)

- 2016** proof of concept (Hadrien Gardeur)
- 2017** **NYPL** & NYC subway project (Amy Slagle)
- 2018** **Taylor & Baker Axis Now/Evidentpoint** (Juan Corona)
Jellybooks Cloud Reader 1.0 (Jiminy Panoz)
- 2019** Jellybooks Cloud Reader 2.0 to 4.0 (Jiminy Panoz)
Bokbasen Allvit/DITA (Aferdita Muriqi et al)
- 2020** **Bokbasen Allbok/DITA** (Aferdita Muriqi et al)
CAST/DITA (Aferdita Muriqi et al)
Jellybooks Cloud Reader 5.0 (Jiminy Panoz)

Radium Web – A New Beginning

Radium 2 architecture – modular and API driven

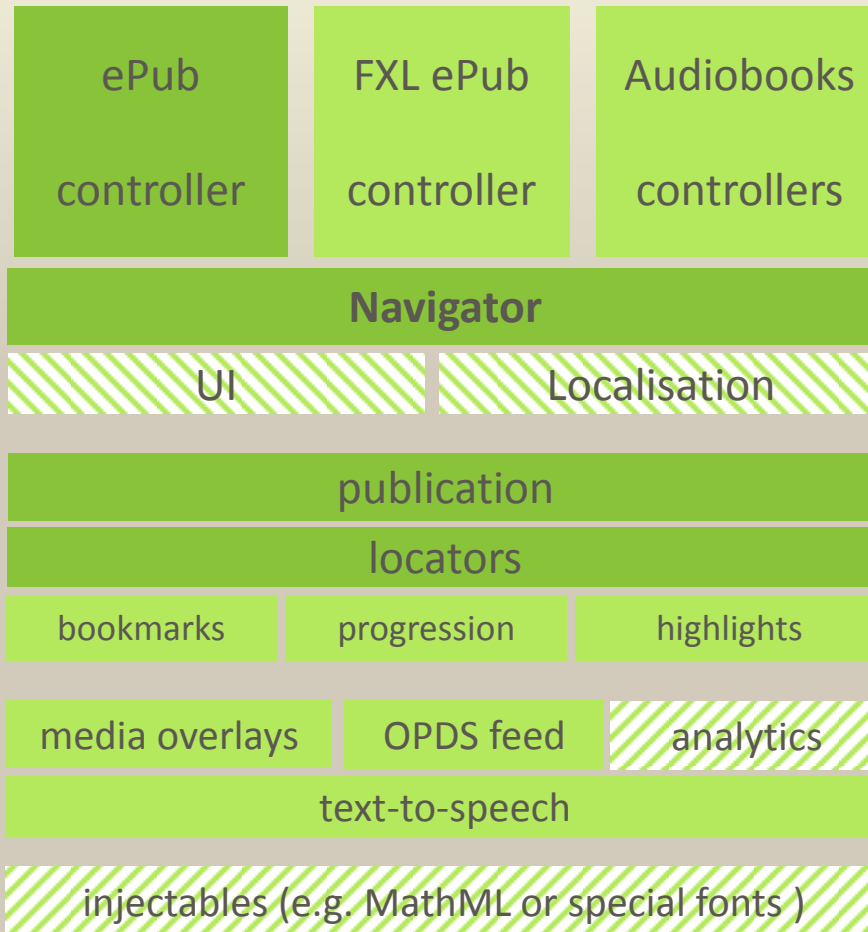
Complete refactoring of Radium Web code base and merging of NYPL/Jellybooks/Bokbasen/CAST forks.

A new drive to have a single, common, open source foundation for Radium Web.

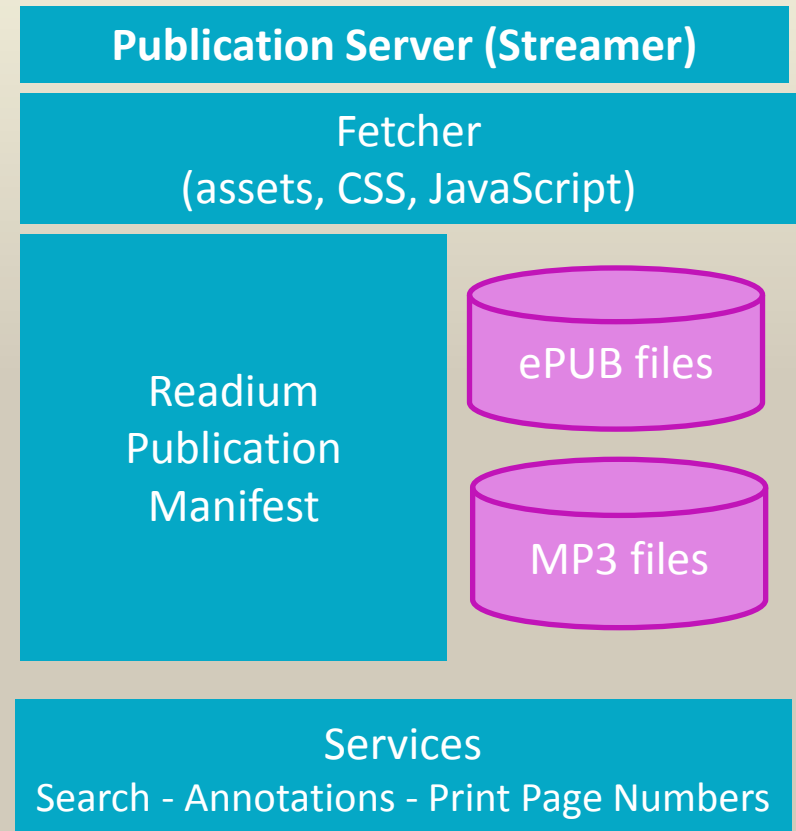
Makers: Jellybooks, EvidentPoint, DeMarque, DITA, EDRL

Radium Web - Architecture

Client-side



Server-side



Part II – Applications

Unique uses for reading in the cloud

New ways of engaging readers.

Why choose Radium Web?

Taylor & Baker – Axis 360

US platform for public circulation libraries

axis360
digital media library
by Taylor & Baker

Help | Login

Axis 360 is the best overall user experience for circulation of ebooks and audiobooks

Magic Wall App Zone Browse By Subject

Just Added New Releases Most Popular Hidden Gems Recently Returned

Adult Fiction

Adult Non-Fiction

Teen Fiction

Teen Non-Fiction

Children's Fiction

Children's Non-Fic

Featured

Cooking

THE SUMMER THAT MELTED EVERYTHING
LIZ MOORE

THE WOMAN IN CABIN 10
RUTH WARE

THE UNSEEN WORLD
LIZ MOORE

LIA MORIARTY
Truly Madly Guilty

THE DAY BALDACCI GOES GUILTY
LIZ MOORE

THE FORTUNES OF PETER HO DAVIES

THE RED QUEEN

THE DISCREET WOMAN
LIZ MOORE

South Day Cafe
RUTH WARE

As the Weather Turns
Kathleen Donohue

THE CABIN
ASHLEY & JACQUES

EMILY ARLO
In Search of the ROSE NOTES

THE BRANSON BEAUTY
CLAIRE BOOTH

LOI McMASTER BUILOD
GENTLEMAN JOLE AND THE RED QUEEN

YOU WILL KNOW ME
HEGAN ABBOTT

THE SECRET GARDEN
FRANCESCA SUTHERLAND

CROSS MY HEART
LIZ MOORE

THE SECO DEATH
PETER TREMAYNE

MAX SLADSTONE
THE FIGHT

THE FIGHT

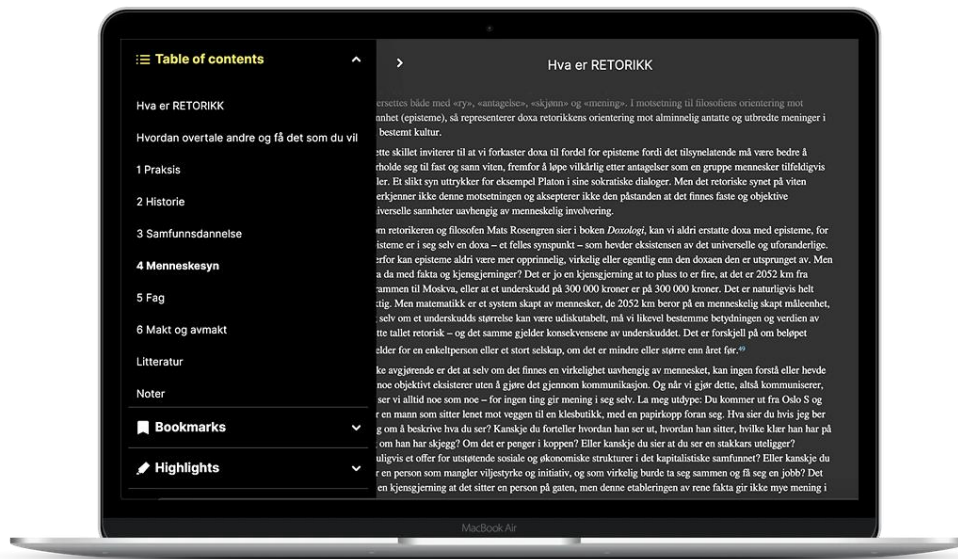
THE FIGHT

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Bokbasen - Allvit

Norway – academic books

- mostly short term rentals (semester/academic year)
- **no files** = less piracy

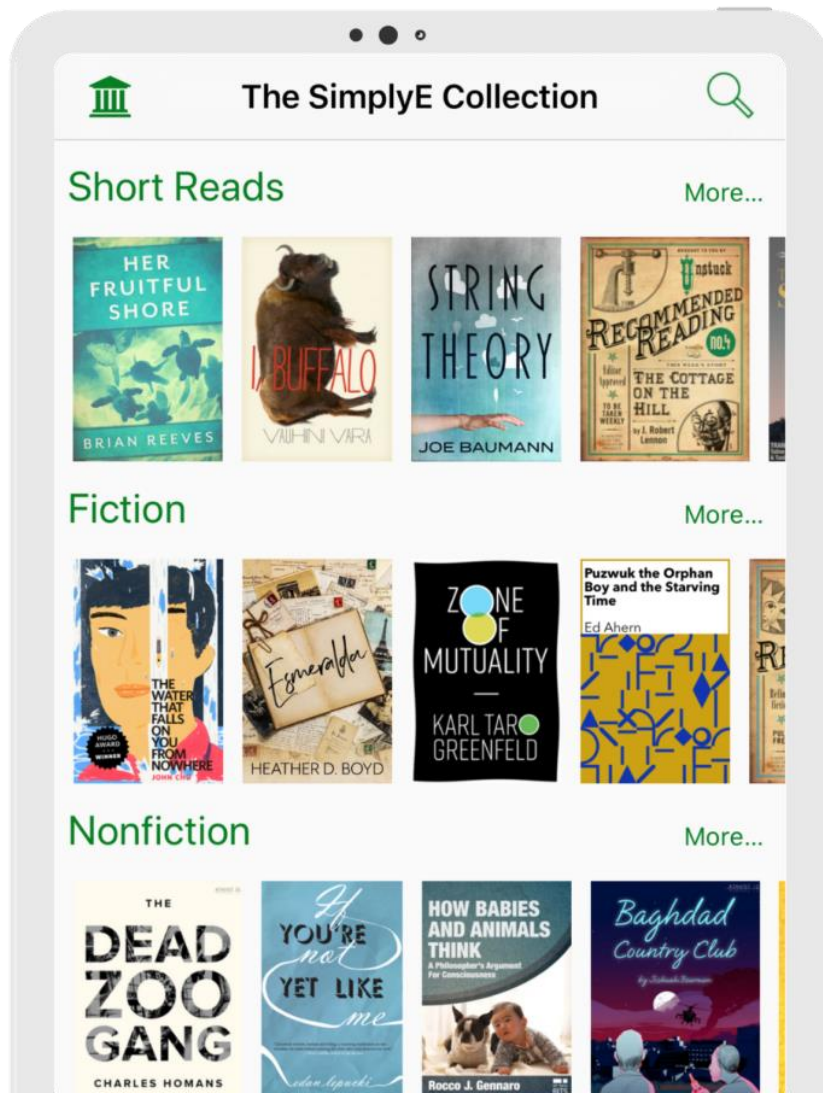


aimed at college students
(18 – 25 years old)

desktop focused
(always on)



NYPL – #Subway Library



Promotion to support launch of **WiFi** at **NYC** subway stations

- no app to install
- no files to download
- “grab & go”

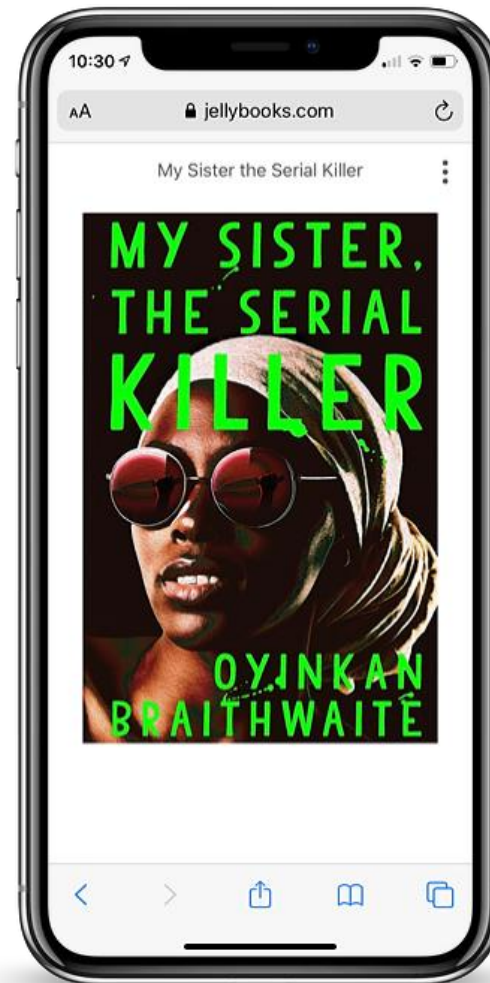
One chapter is cached offline.

Jellybooks Cloud Reader

One click, super-fast access to digital book (samples)

- no app to install
- no files to download
- **each title = its own link**
- “click & read”

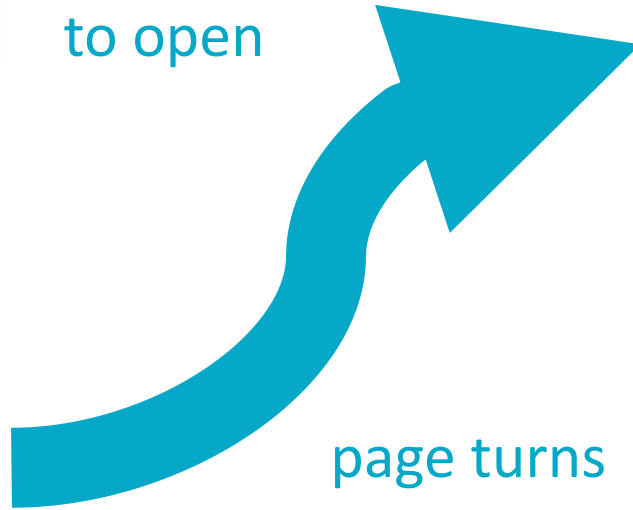
one chapter cached offline



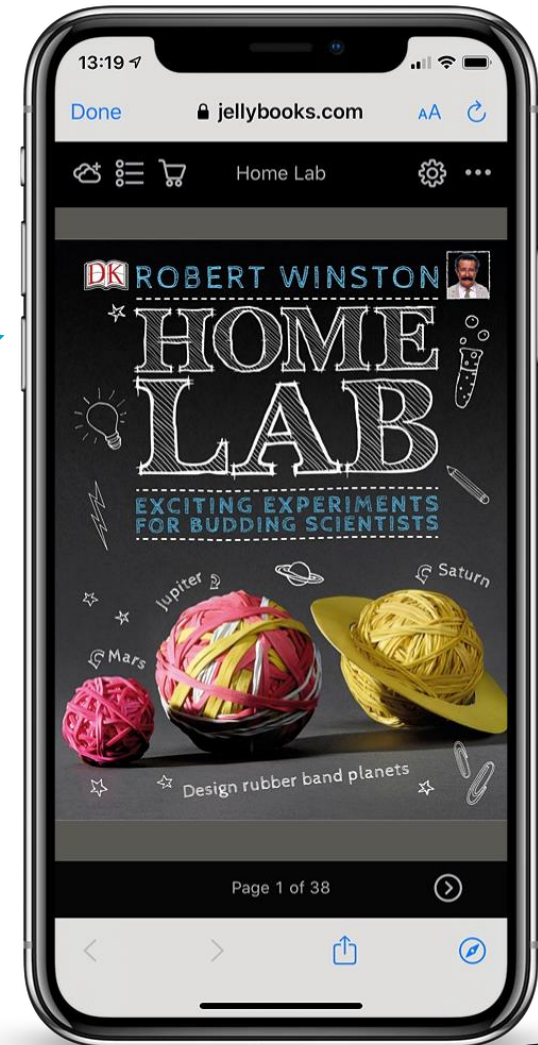
Pull the Reader in with Samples



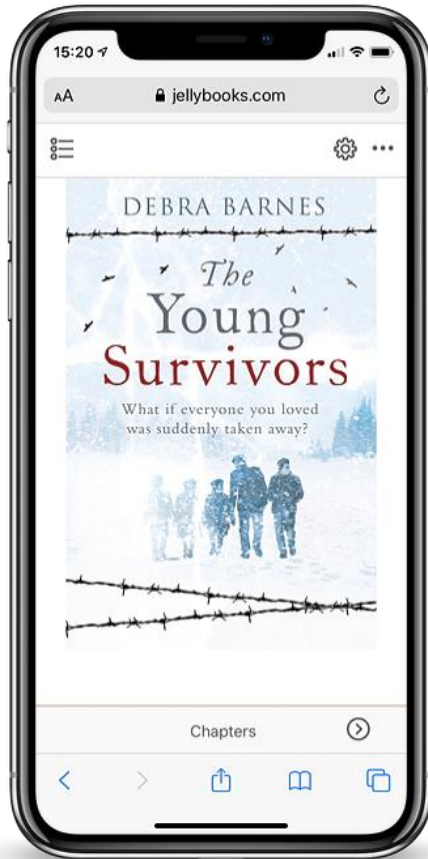
one click
(600 ms)
to open



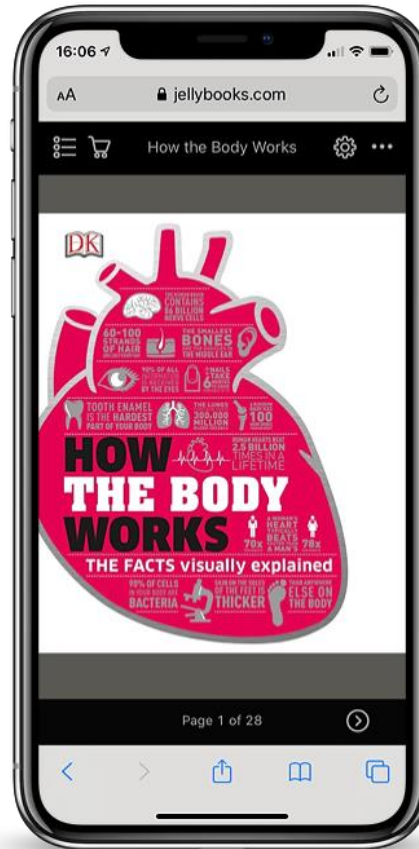
page turns
in 50 ms



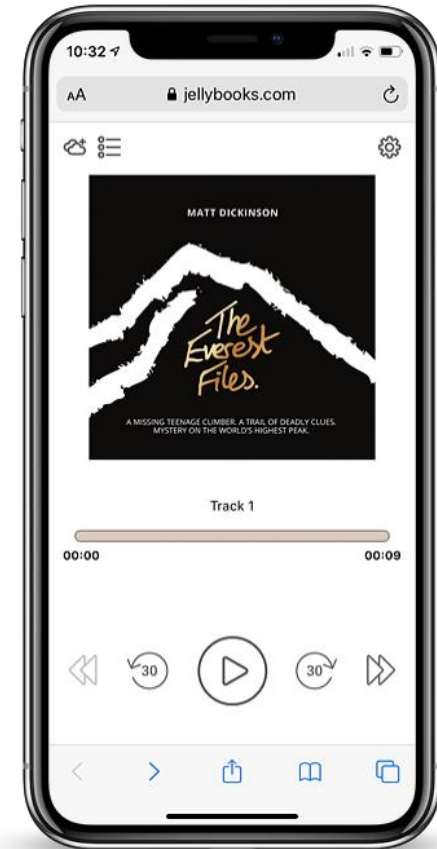
Jellybooks Cloud Reader



re-flowable ePub

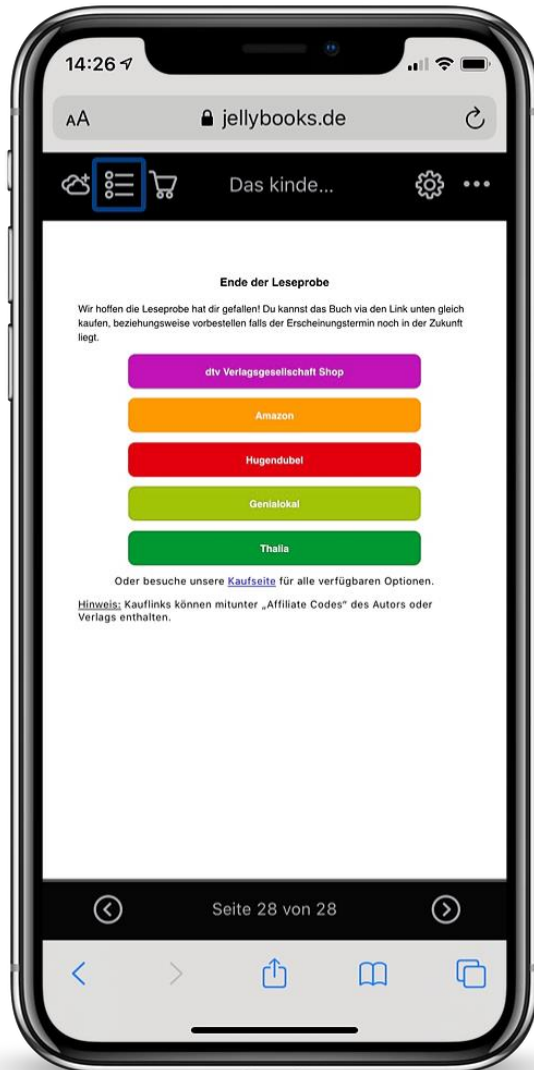


fixed-layout ePub



audiobook

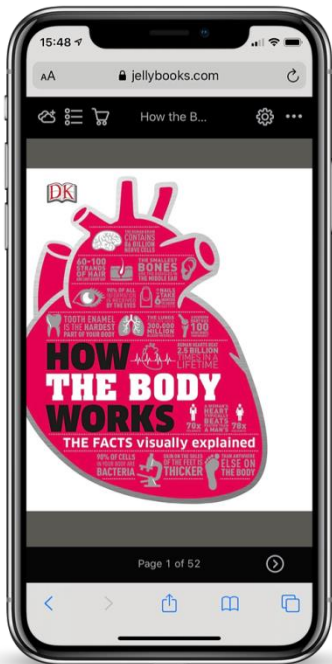
Purchase Funnel



- It's all about **getting readers interested in buying a book**
- **Promote both digital and printed editions** (print readers also use ebook samples to try before the buy!)
- **affiliate codes** used to track conversion to actual purchase
- We also measure **reading engagement** (open, reading length, finishers, etc.)

Gated Samples

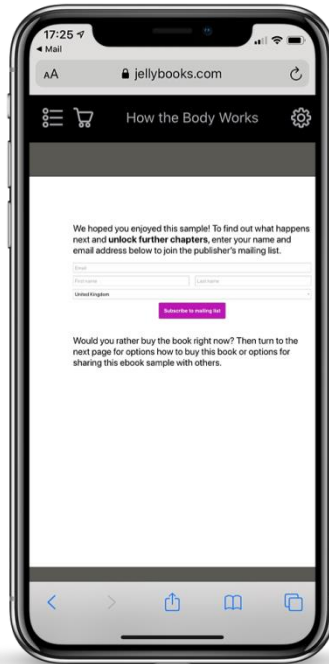
An email from reader unlocks additional content. This takes place entirely in-book and allows us to later nudge users (by email) about buying the book. It also allows publisher to build an author-specific email list of readers.



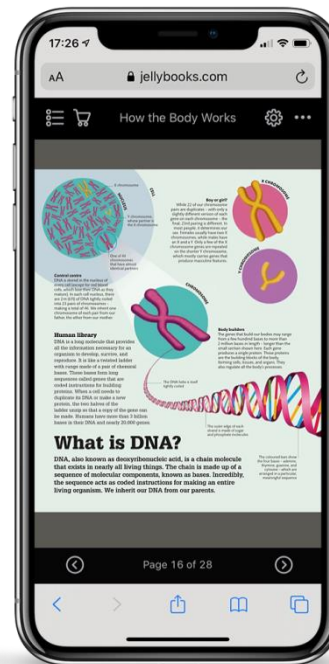
start



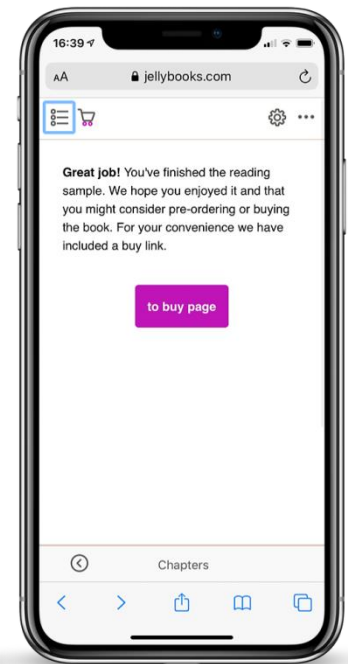
read



gate

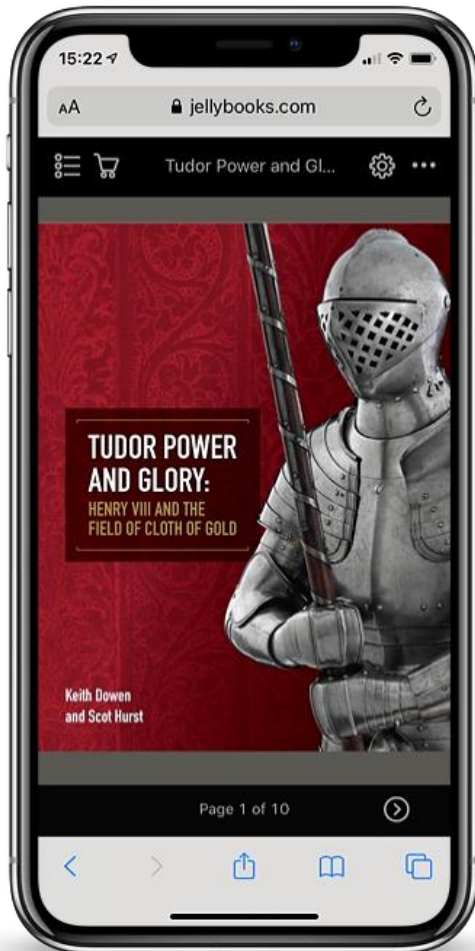


get extra



buy

Extra Touchpoints

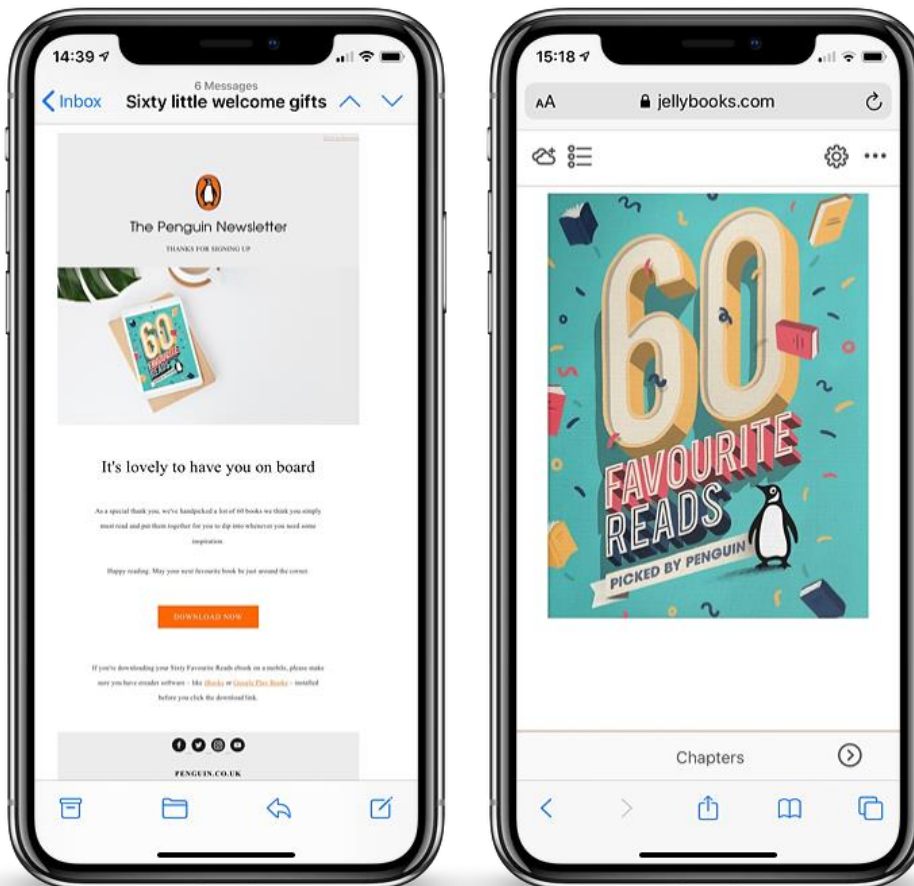


Royal Armouries

- **Companion book to spring exhibition** (exhibition postponed due to pandemic)
- Promote the illustrated book (gated FXL ePUB sample) to potential visitors
- Use email to invite them when the exhibition opens post-pandemic

Promotional Samplers

Sampler (ebook) that link to further ebook samples



Audience Outreach

Instead of a download button requiring app to be installed and ePUB file to be downloaded, a simple link can be used with the cloud reader: **one click to read**

The ebook then had discussions of **60 books each with its own link** to an ebook sample for that book ...

All clicks and reading session recorded and analysed to measure success of email campaign.

Special Summer Offer

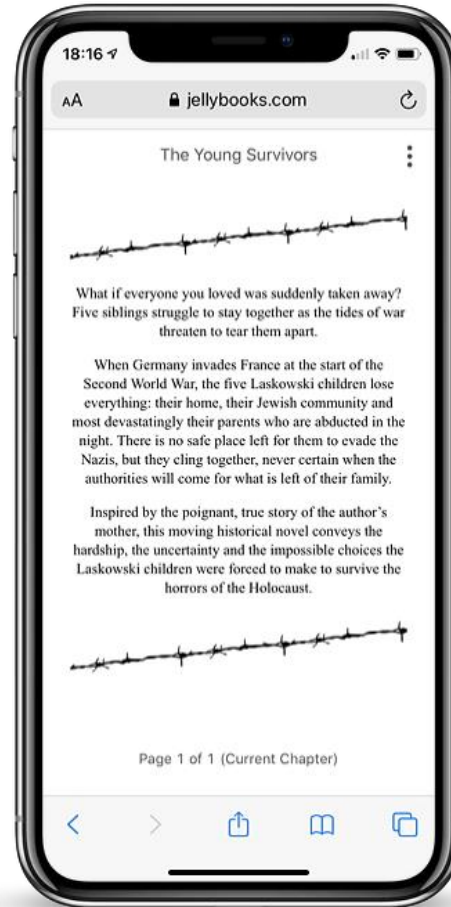
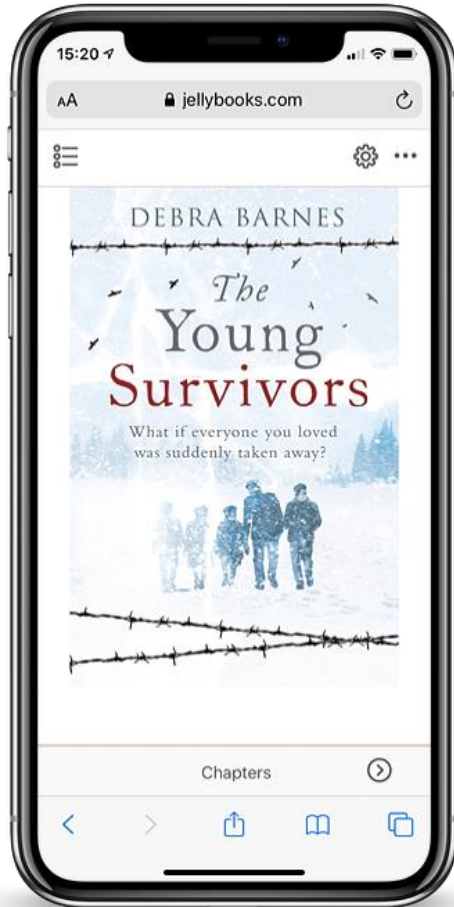
Free use of Jellybooks Cloud Reader for **publishers**.

- Duration:** July + August 2020
- What:** online book samples
- Formats:** re-flowable, illustrated, audio
- Limits:** up to ten samples/publishers*
- Languages:** English, German, French, Italian, Spanish, Catalan, Portuguese (BRA), Dutch, Danish, Russian, and more...



* Extra allowances for EDRL members!

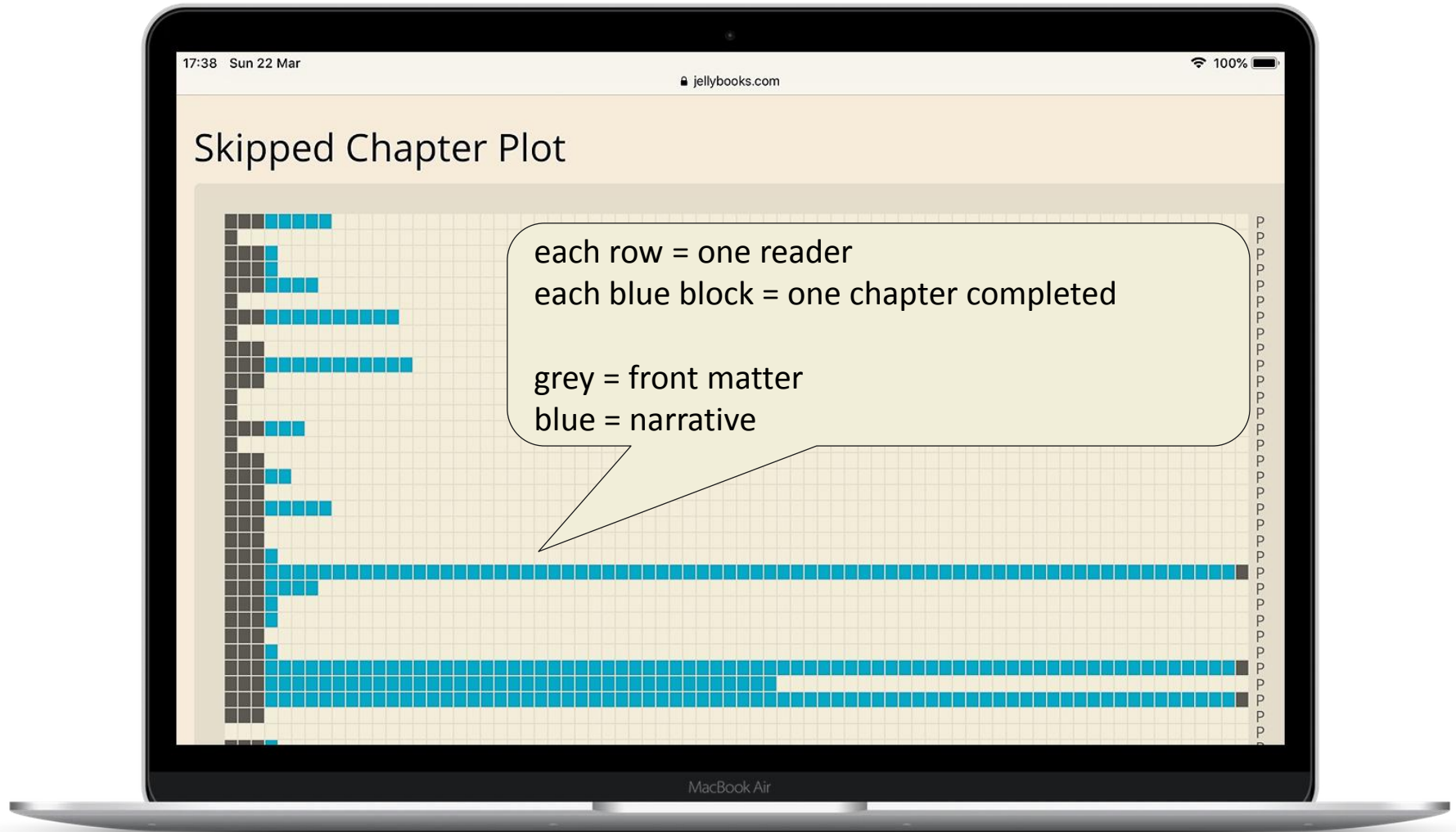
Another Application: Review Copies



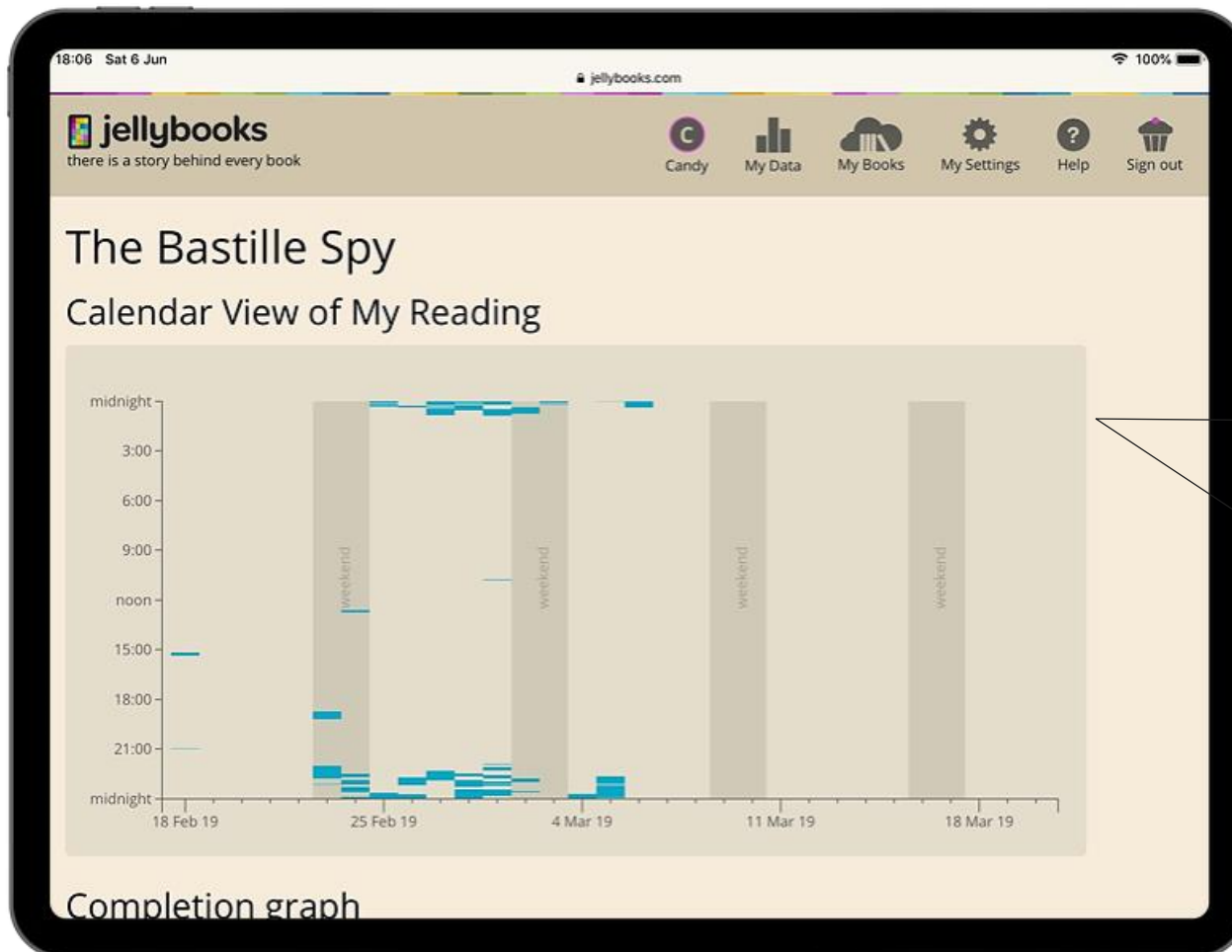
Review Copies

- No files, time-controlled access
- Monitor, if invitees are reading the book or abandoning the book...

Review Copies – Are they reading?



Fitbit for ebooks...

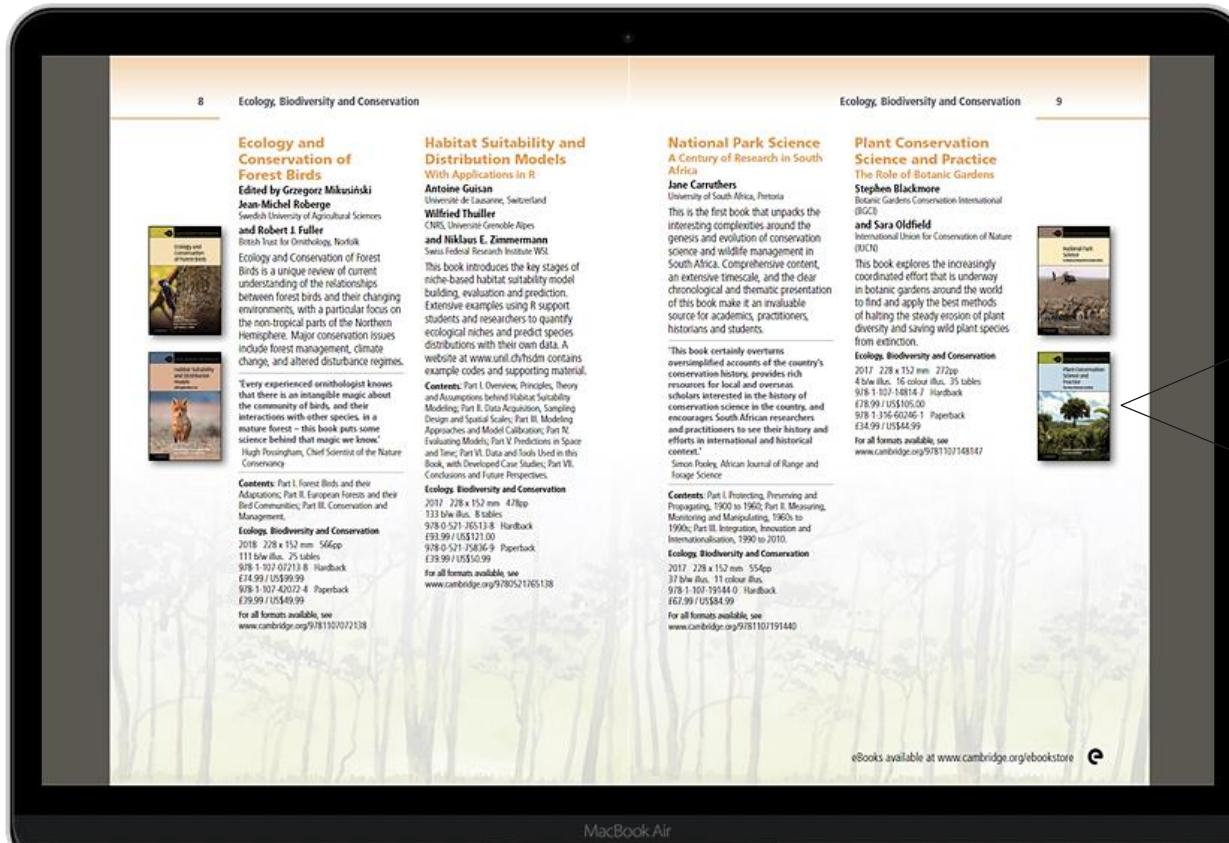


users can **view**
their **own data**...

...and keep **track**
of their personal
reading or
listening habits.

One More Application: Sales Catalogue

Publisher Sales catalogue as FXL ePUB with integrated sample & review links.



Each cover links to an ebook sample or digital review copy hosted with the Jellybooks Cloud Reader (**nested ebooks**).

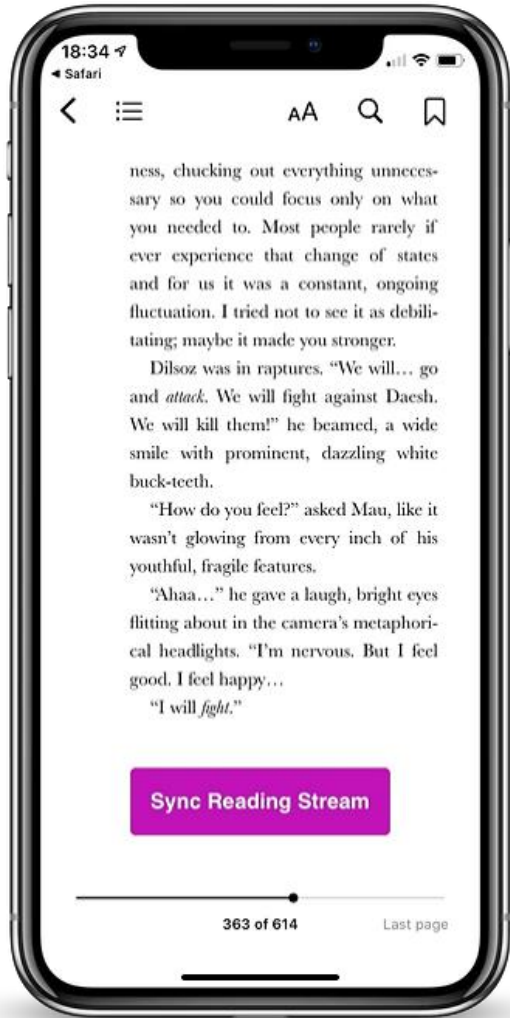
Part III – Learnings

How do people read in the cloud?

Data & analytics on reading

A|B testing

“Classical” Reader Analytics

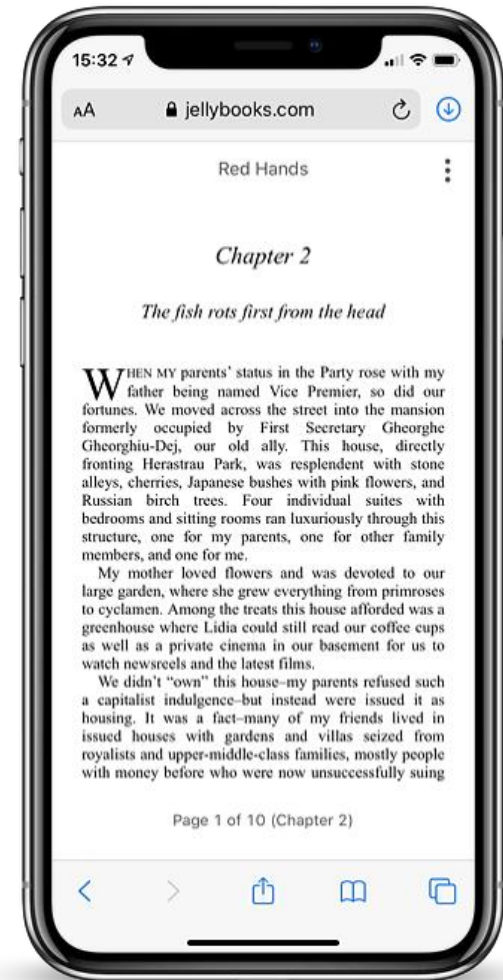


ebook modified with JavaScript software to collect data in third party apps which is extracted when user clicks the sync button.



Cloud: Direct Data Capture

- data is collected *in situ*, no modification of ebook files
- Data still *stored offline* in local storage for later retrieval and transmission
- data transmission in *background* at regular intervals
- easier for user +more granular data
- same *detailed disclosure* and access



Built for Publishers



SIMON & SCHUSTER



Penguin Random House



The MIT Press



CAMBRIDGE UNIVERSITY PRESS



PRINCETON UNIVERSITY PRESS



Fischer



Diogenes



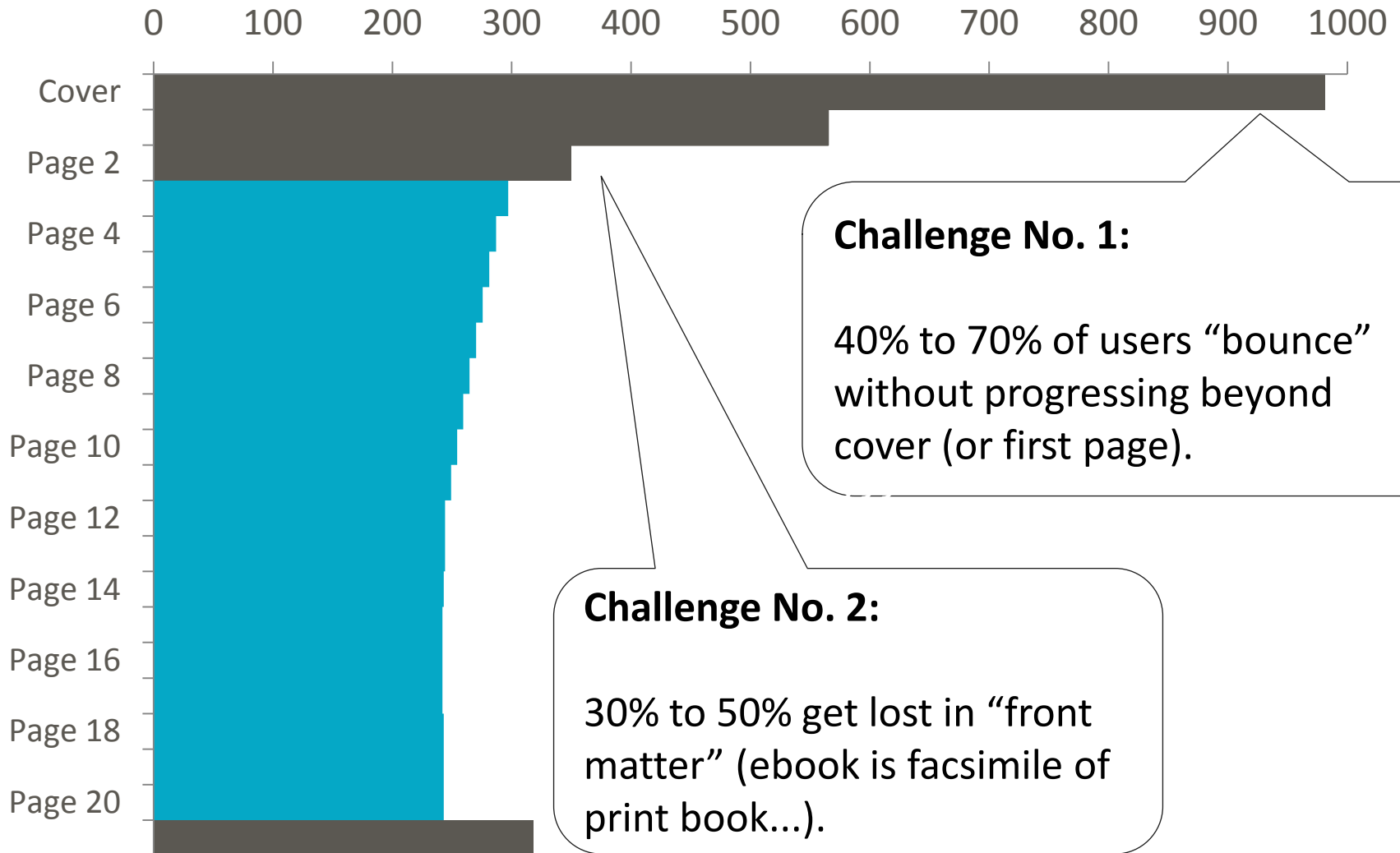
Get to know readers!

Data-smart tools that allow publishers to figure out:

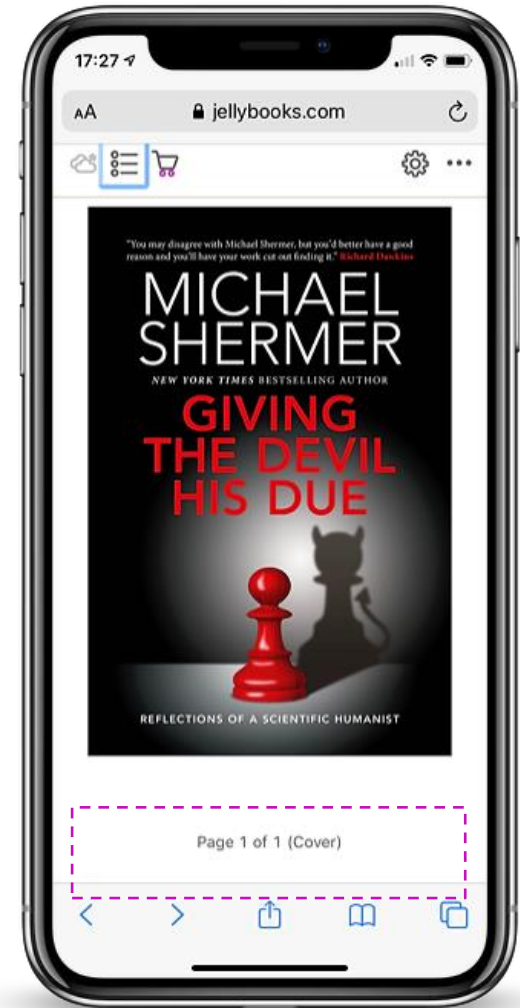
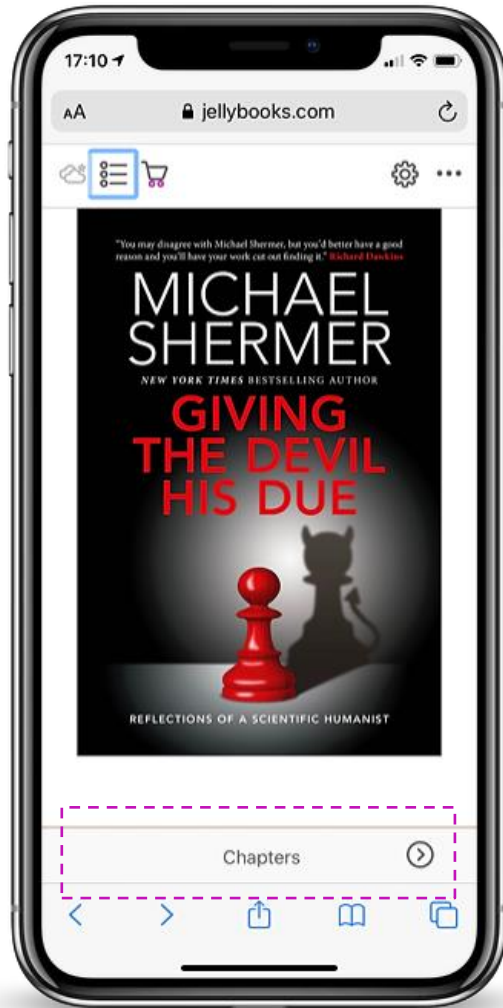
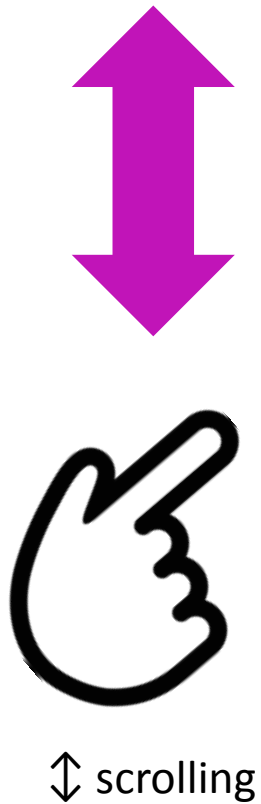
- **Who** is the audience?
- **Where** do they hang out?
- **Which** images and messages do they react to?
- **What** social media posts stimulate engagement?
- **How to convert** online browsing into buying?



Jellybooks Cloud Reader



Intelligent Gesture Control



Interactive Sample Configuration

Make it easy for publishers to create and configure samples

Landmark Preview

Title	Word count	Landmark
Coverpage EPUB/Text/coverpage.xhtml	0	
{untitled} EPUB/Text/front-matter-part1.xhtml	159	
Title page EPUB/Text/front-matter-part2.xhtml	8	
Imprints page EPUB/Text/front-matter-part3.xhtml	260	
Dedication EPUB/Text/dedication.xhtml	6	
Contents EPUB/Text/toc1.xhtml	23	
Figures EPUB/Text/toc2.xhtml	550	
Recipes EPUB/Text/toc3.xhtml	210	
Abbreviations EPUB/Text/glossary.xhtml	92	
{untitled} EPUB/Text/book-part1.xhtml	6726	start of content (bodymatter)
{untitled} EPUB/Text/book-part2.xhtml	9472	
	[gate]	
{untitled} EPUB/Text/book-part3.xhtml	8930	
	[buy page]	

Samples are generated from **full-size ePUB** (or Word!) files and **edited online** to define starting page, gate, location of buy page, end of sample, etc.

This **can be done by marketing people** without input from the in-house (or external) production department.

Results

Before

40% to 70% of users **bounced** at cover (or first page), which in turn damages SEO/social media campaign performance.

A further 30% to 50% of users were **lost** in “front matter”. The more front matter the bigger the losses.

Net result is that as few as 1% reached and clicked the buy button at the end of the book (“broken funnel” meaning **low buy conversion**).

After

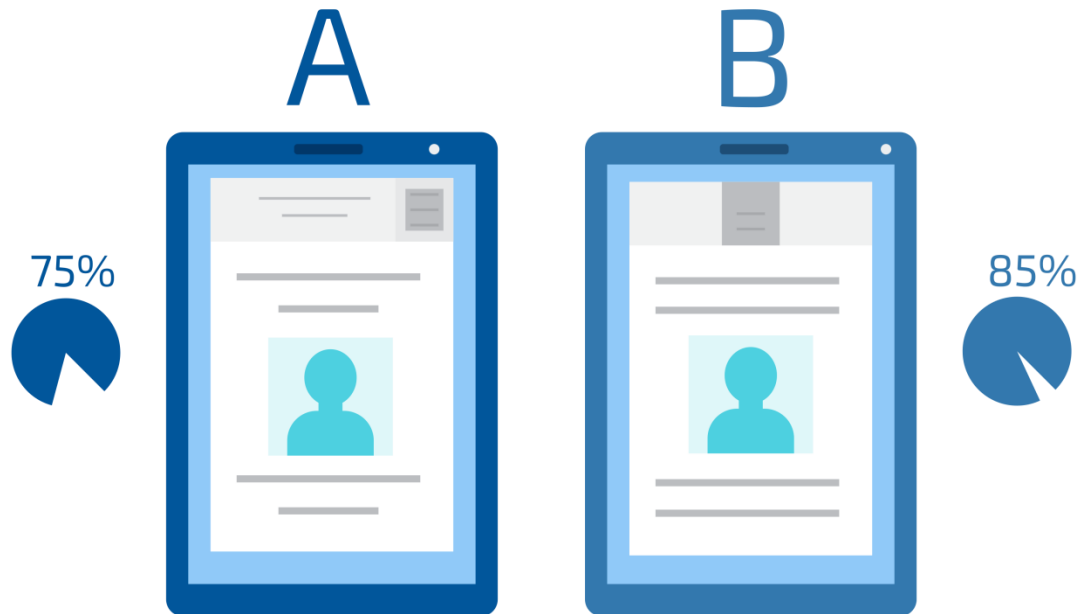
With intelligent gesture control bounce rate is **reduced** to 10% to 30%.

Using the interactive publishers tools to set the landmarks for start of narrative (and gate), “front matter” **losses are eliminated (<10%)** with little adverse effect on user experience.

Net result is that now as many as 25% of users who click on the promotional link, read the sample and, if content is great, **click on buy link** (“efficient purchase funnel”).

A | B Split Testing

- Optimum length of sample?
- Best position for gate?
- How many buy link options?
- How often to nudge users?



The Future

What is Next?

What are the new opportunities?



@arhomberg @jellybooks #dpubsummit

Online ↔ Offline

How do we merge **web app features** with **native app convenience** (personal library) and **offline reading support** when reading full-length books?



web app



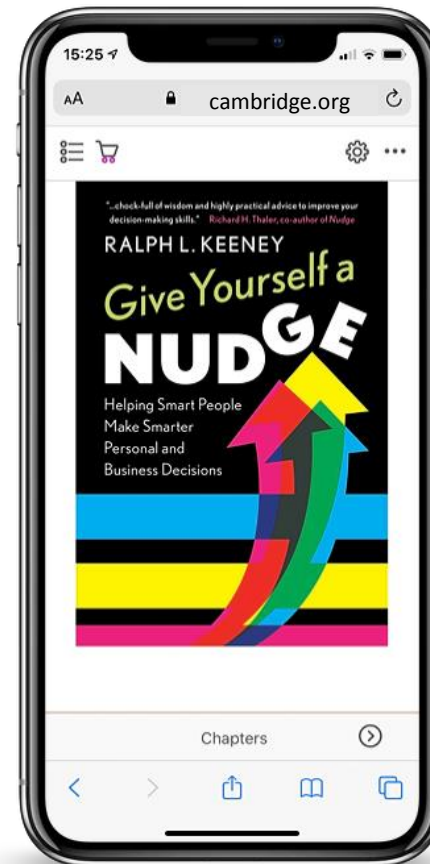
PWA
progressive
web app



native app

Hosted & Branded

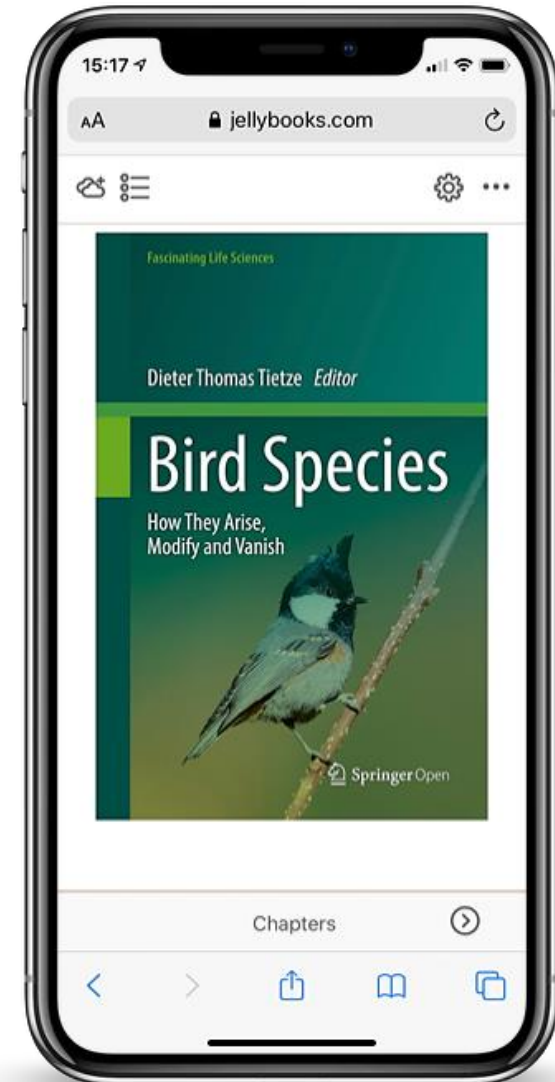
fully hosted, publisher branded service (SaaS)



Open Access Books

OA is a sea-change in **academic** and **STM publishing**, but...

- it's **not enough** to be OA as in free of charge/no cost, but
- books also need to be **easy to find, read** and **deep-link**, and
- **assess impact** not just in terms of citations and downloads, but by measuring **actual reading engagement**



Streaming books à la

NETFLIX

The pandemic **has changed publisher's minds** in the UK and US as regards the commercial potential and impact of streaming services.

The goal is to reach **new audiences** among younger and more male audiences, as well as **convert “non-readers”** across narrative, illustrated and audio books.

Reading in the Cloud is a natural platform for an all-you-can-read, streaming service and for capturing detailed reading and listening data to generate book recommendations that keep readers engaged (audience retention!).

Book Candy for Readers

Data Candy for Publishers

Please **explore** the Jellybooks Cloud Reader **examples** and access the links in the Swapcard session description!

For answers to questions or to **claim your free summer offer** contact us at: vip@jellybooks.com

