

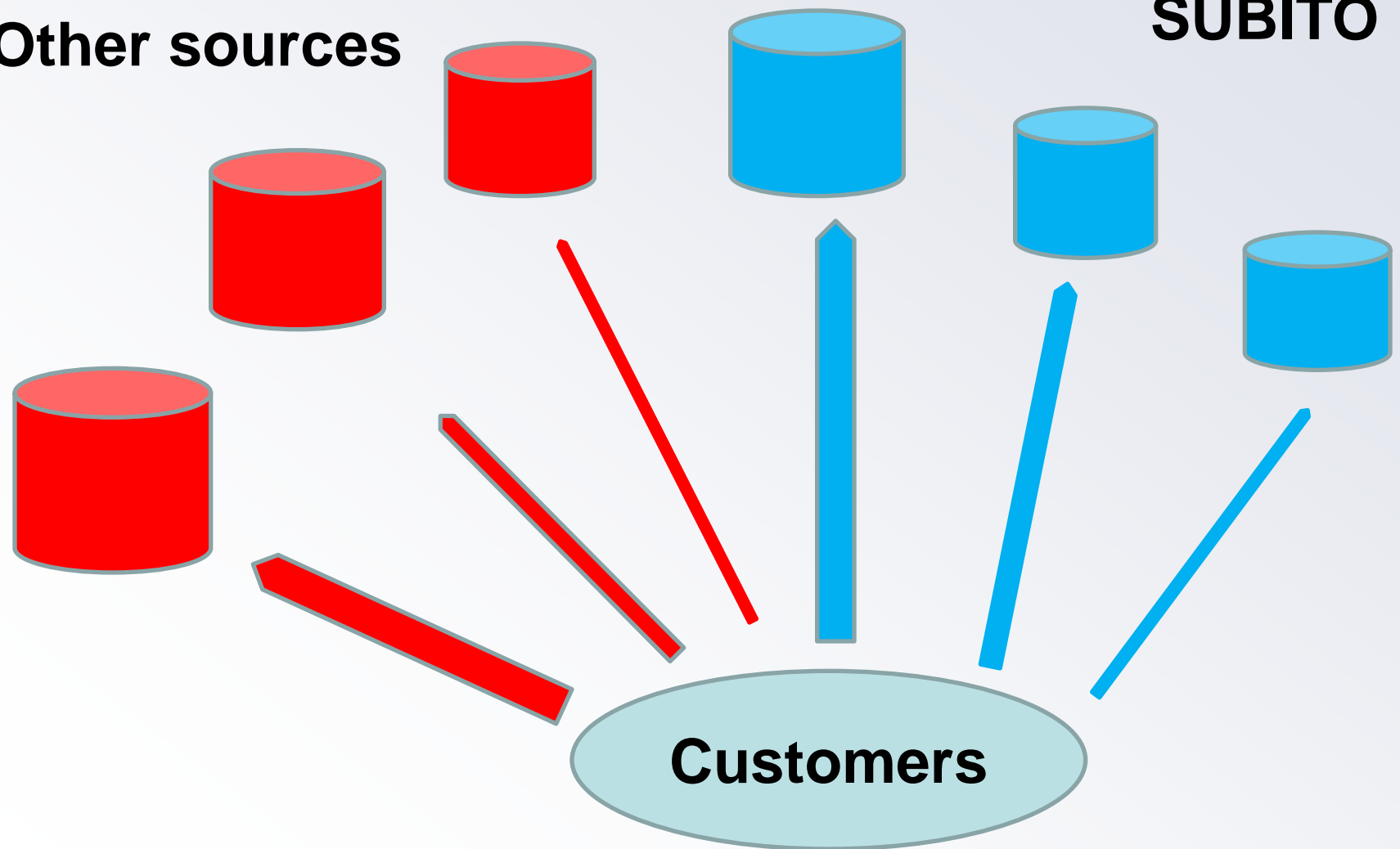
Subito Experiences

- Delivery of Copies is Declining
 - Different effects
 - No single cause
- Existence of Threshold Prices
 - Trend to replace electronic delivery by fax
- No Acceptance of DRM
 - Problem especially at commercial customers



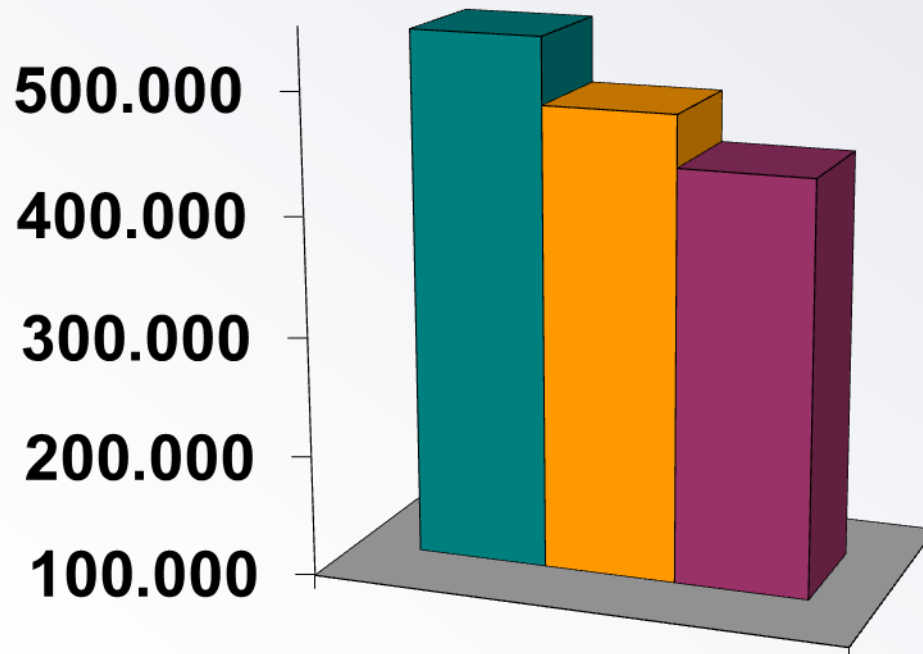
Other sources

SUBITO



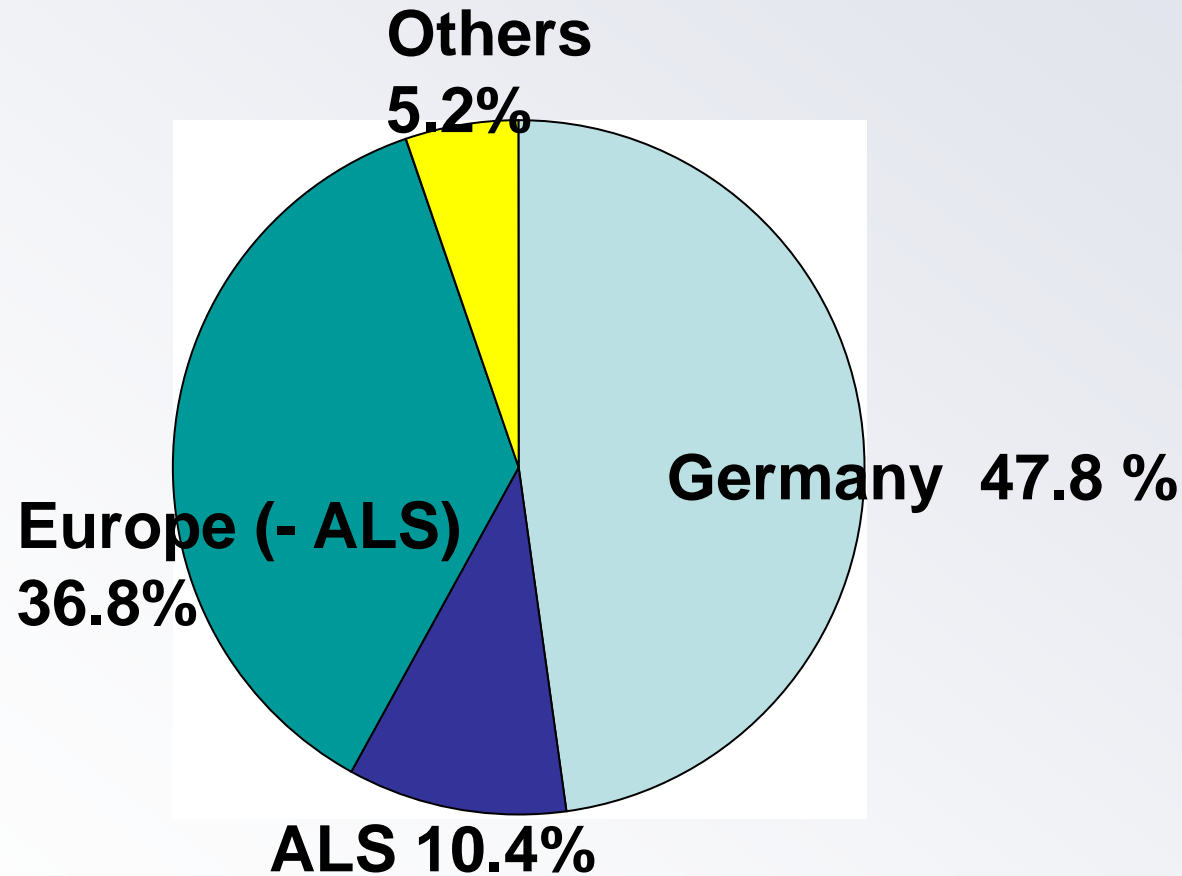
Delivery of Copies is a Declining Activity

- Jan. - Aug. 2008: 538.621
- Jan. - Aug. 2009: 484.099
- Jan. - Aug. 2010: 441.777



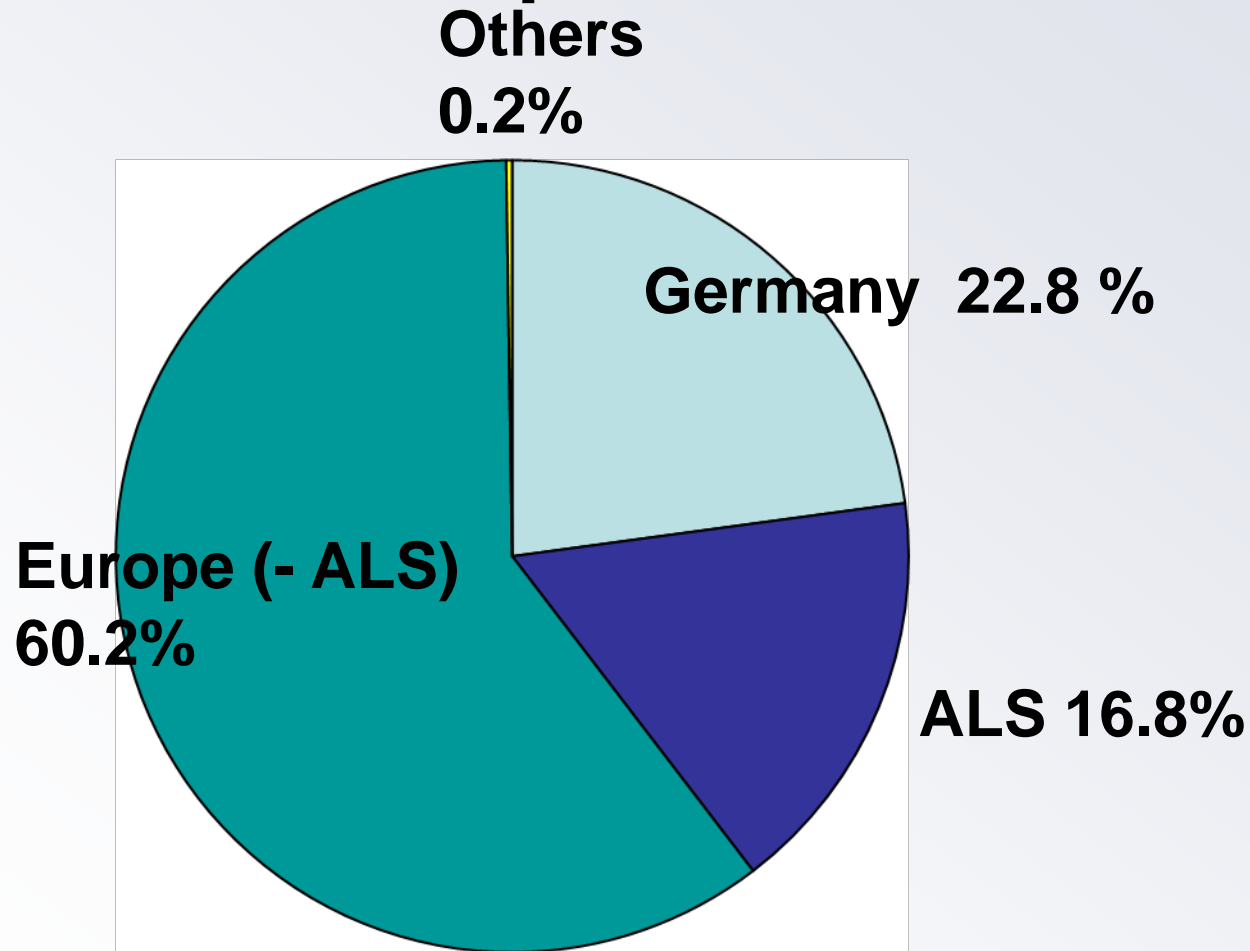
Average reduction rate 8,5%

Delivery Distribution 01 – 08 2010



Total Amount 441.772 Articles

Licence based Copies 01 – 08 2010

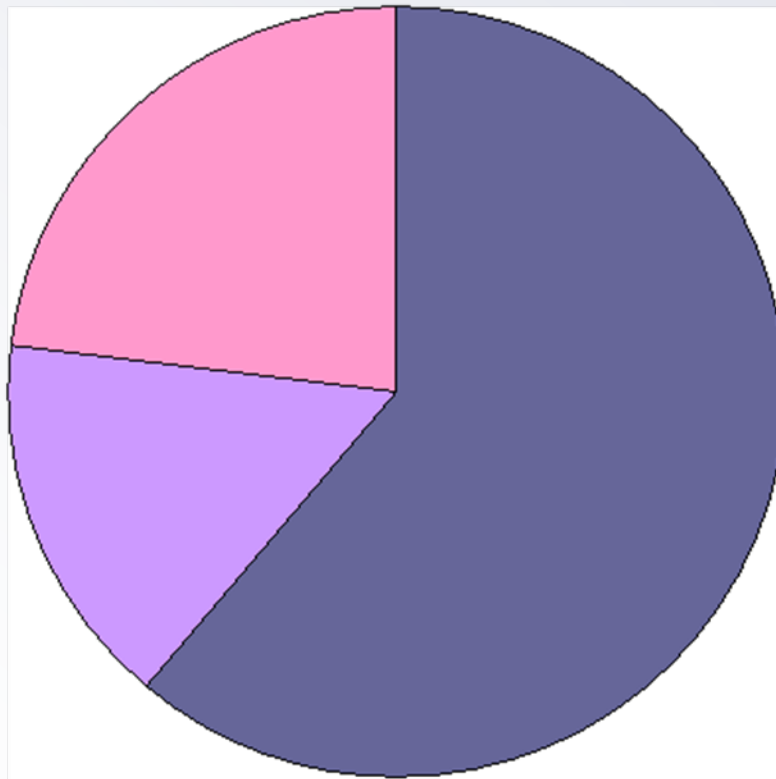


Total Amount 94.404 Copies

Delivery on the Basis of Exceptions in the Copyright Law with Royalties to VG Wort from 01.01.2010 until 31.08.2010

Mail
23,2%

Fax
15,6%



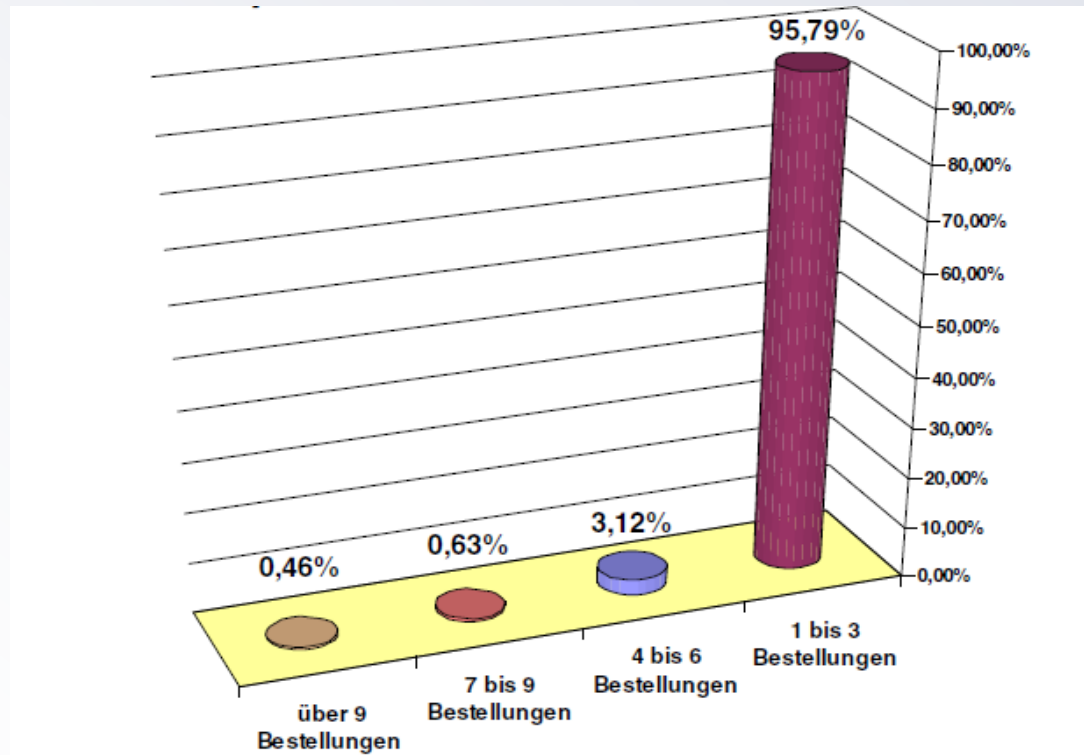
Email
61,2%

License Fees and Royalties (01 – 08 2010)

- Licence fees 494,794 €
- Royalties (VG Wort) 500,791 €

Total Amount 2010 (Estimated 1,500,000 €)

High Frequency Orders and Caps



A Few Facts about Commercials

- **Highest Reduction at Commercial Customers (17% per year)**
- **Comm. Cust. Prefer Fax**

A Few Reasons:

- **Prices for Electronic Delivery to High**
- **No Acceptance of DRM**

Possible reactions

- Reduction of prices (range 0.25 – 120 €)
- Replacement of DRM (Watermarks)

Some Successful Tests with Few Publishers

We want to have more

Activities in Accordance with § 52 a and b of German Copyright Law

- Project with Thieme Verlag
 - Ordering and Delivery of Chapters and Parts of E-Books
 - Delivery of E-Books without Package Contracts

Start: September 21st 2010



Contact

www.subito-doc.com

subito e.V. - Business Office
Berliner Straße 53
D – 10713 Berlin
Phone: +49-30-417497-10
Fax: +49-30-417497-20
Email: info@subito-doc.com