

# eBooks and the user: in the library, on the desktop and on the device

## A publisher perspective

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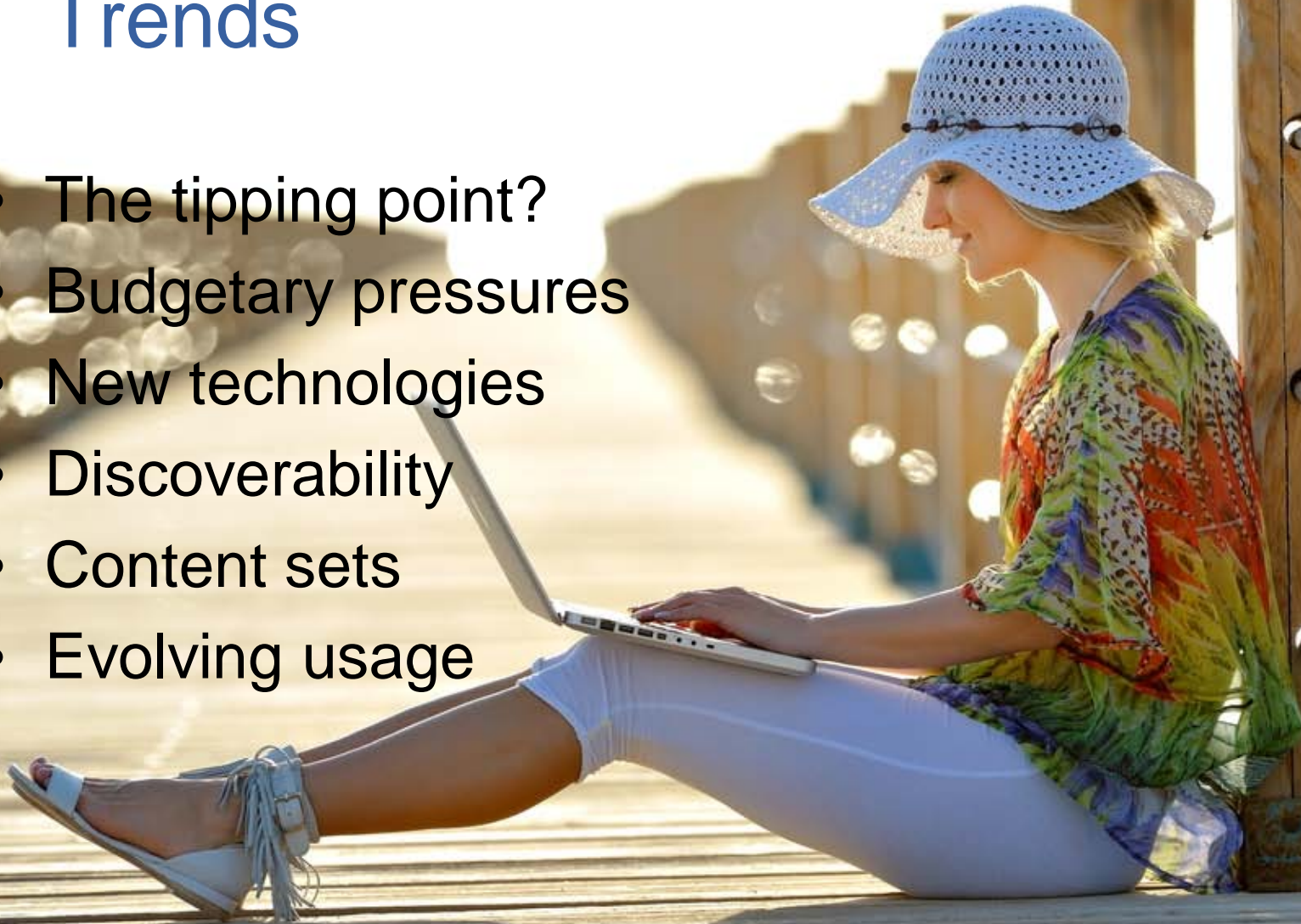
# Cambridge and eBooks

- A word about Cambridge University Press
- Our eBook story
  - History
  - Numbers
  - Subject areas
  - Channels
  - Markets



# Trends

- The tipping point?
- Budgetary pressures
- New technologies
- Discoverability
- Content sets
- Evolving usage





# Challenges

- Adding value
- Functionality
  - Pricing
  - Formats
  - DRM
  - Availability
- Channel integration
- Multiple interfaces
  - eTextbooks
  - Innovation
- User behaviour



# Opportunities

- Content availability
- Shared platforms
- Integration with third party channels
- Flexibility
- eTextbooks
- Innovation



# Thank you

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