Apps + Publishing

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More than the sum of their parts?
Introduction

Aimer

Octopus

Octopus & Aimer

Questions
Aimer

App publishing

App packaging

App developing
What problems does publishing have that apps might solve?

When you want a digital product but ebooks and websites aren’t the solution
Types of publishing

Children’s

Illustrated non-fiction

“How to”
Types of apps

Just in time/place

Interactive/creative

“Me apps”
3 good reasons to do an app

Reach
Impact
Utility
In Publishing ....

Apps work better when they complement or fit with existing products and processes
Fit

What is the key thing the book does that would work in an app?

Can the publisher and the developer work out a way of getting the best out of each other?
In Publishing ….

Creating more apps is better/easier/cheaper than trying to create one very big app
Scale

Planning an approach that creates possibilities for more apps and better apps

Creating a sustainable model for apps in line with print

Creating custom frameworks that work across a ranges of types of apps and types of publishing
In Publishing ....

It is better to think of your app developer as a book packager than an design agency
Collaboration

Both will bring publishing knowledge and experience to bear on the project

Collaboration over specification

Investment the long-term success of apps
Octopus

Illustrated non-fiction

Reference / Instructional

Non-linear

"Me content"
“Hachette UK has published over 300 apps since the iPhone was first released, for all major operating systems and for a variety of authors and books. We’ll continue to do so as the app affords us creative possibilities which other formats do not.”

George Walkley, Head of Digital, Hachette UK
Octopus app focus

Utility

Personalisation

Brands

Trends
Octopus apps

Ella's Kitchen: First Foods

Calmeleon: Colouring for Adults
Aimer’s Apps with Octopus

My Guru apps

The Perfect Puppy
“Our experience has taught us some valuable lessons about the differences between critical paths for print and apps,” he says, “the importance of data and an iterative approach, and of finding the right developers and partners.”

George Walkley, Head of Digital, Hachette UK
MY YOGA GURU

MY PILATES GURU

FREE

Quantum 11th April 2016
the perfect puppy
The Perfect Puppy

Collaboration

Communication

Flexibility & familiarity

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What are the next challenges?

Marketing & promotion

Integration & back office systems