

Learning Matters

Client profile

Learning Matters

Learning Matters (UK) has grown rapidly since its inception in 1999 to become one of Britain's leading independent academic publishers. Specializing in educational and social science learning material, they publish books for professional and vocational studies at universities and colleges as well as for teacher-training courses.

Learning Matters, a leading independent academic publisher in the UK, wanted to make their print titles available on their website as eBooks that readers could browse and buy. MPS designed a flexible eBook hosting, marketing, distribution and DRM solution as an integrated part of the Learning Matters site.

Challenge

Offering online customers integrated eBook browsing and purchasing

Learning Matters wanted a simple, no-frills eBook solution for their back-list titles that maintained the integrity of its online branding. Customers needed to be able to browse, search, and buy each eBook in the format of their choice without leaving the Learning Matters site at any point. As part of the package, Learning Matters also required digital rights management (DRM).

Solution

A customized, simple eBook platform built into the publisher's website

MPS built a modified version of their Instant BookStore platform that was fully integrated into the Learning Matters website so that users accessed each book within the same Learning Matters window. A pared-down suite of applications and widgets kept costs down while retaining the most essential features, such as Search and Browse Inside, Email a Friend and access tokens for reviewers.

MPS offered the publisher sophisticated DRM options using Adobe Content Server, allowing Learning Matters to manage the use of its content once purchased and protect its books against digital piracy. Learning Matters was able to build its eBook selection incrementally and with minimal outlay thanks to a pay-per-title model. Thus, armed with the eCommerce and DRM statistics the platform provided, they could continually review their eBook strategy and ensure that the returns justified the investment.



"We've recently gone live with eBooks on our website, and would like to thank MPS for all their support in making this possible. We're able to make multiple eBook formats available as a result of their cooperation, and we will very shortly have completed the conversion of all our back-list titles. The Instant BookStore platform has made it possible for us to achieve this at an affordable price, and has also provided us with a valuable Search Inside feature on our website."

Jonathan Harris, MD – Learning Matters



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