MPS

PRESS RELEASE

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# Taking the Power Back:
## Beyond Price Wars and iPads, What's Next for the Publishing Industry?

**London —** From high profile scuffles with online retailers to iPad fever and beyond, the first quarter of 2010 has proved that issues of digital distribution and content control are now steering the publishing industry's rapid evolution. As the international book industry gathers for the London Book Fair at Earl's Court April 19–22, a new generation of eContent technologies from MPS, a Macmillan Company, are encouraging publishers to declare their independence and to regain control of their content, digital rights management (DRM), and distribution strategies.

In an industry where slim margins are the rule, the digital transition has required significant investments and compromises, until now. Created to help drive sales while maximizing control of content, MPS's ContentStore puts the power to convert, host, market, and distribute content squarely in the hands of publishers; free from the power struggles that have hounded the industry of late. "Never before has it been easier and or more economical for publishers to capitalize upon new cost-effective digital solutions," says Rajiv K. Seth, CEO and Managing Director of MPS Limited. "We're not suggesting that publishers eliminate large online retailers from their digital strategies entirely. However we are opening the door to other alternatives that can build independence via new revenue streams and relationships with readers, and for a fraction of what it would have cost even a few years ago."

Although buoyed by recent victories, publishers know that the pricing and platform wars are still far from over. However solutions like ContentStore, which reduce the costs and pains of owning and maintaining an ecommerce platform, will set the stage for the next chapter of publishing history. Ratan Hastu, Sr VP and Head of Technology Solutions, explains: "Our extensive organizational strengths in both publishing and technology means we know what publishers' current and future challenges are. ContentStore gives them the opportunity to assert their own online retail presence, manage their own branding, marketing, and pricing."

With many more solutions currently under development, MPS will offer consultations on all aspects of a digital strategy as well as hosting demonstrations of tools and technologies including ContentStore, at London Book Fair, Booth X630, April 19–21, 2010.

**About MPS**
In today's digital world, content is becoming ever more sophisticated and increasingly inseparable from technology. MPS Limited, a Macmillan company with over 30 years of relevant experience with major publishers worldwide, helps you navigate this new market with high-quality solutions designed to transform and enrich your content for print, online, and mobile media.

We handle everything from the production of your book, journal or magazine right through to subscription management and BPO services. Our expertise spans digital publishing, interactive learning and multimedia, and creative design.

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