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BookStore plans launched by Holtzbrinck Group

The Holtzbrinck Group launched plans today to develop an online repository for digital book content that will enable publishers to deliver their content in any one of a number of digital formats via multiple delivery channels. All types of content will be supported, from academic monographs to trade books. The Holtzbrinck platform, provisionally called BookStore, will be accessible to search engines to help enhance the visibility and accessibility of publishers' content on the web.

In announcing the initiative Richard Charin, CEO Macmillan, said, "We are committed to using modern technology to help our readers find the books that they want whether it be for reading pleasure or study. Services such as Google Print have shown what can be done for books and we are keen to build on this by offering a range of services to our publishers from basic search and display to marketing and e-commerce".

"We are pleased to see book publishers moving more into the digital environment, and welcome all efforts to make more content digital and searchable," said Adam Smith, Sr. Product Manager, Google Print.

BookStore will bank content from all Holtzbrinck and Macmillan book publishing companies, and it will also be available as a third party service to other publishers. MPS Technologies will build the platform which will be available to publishers through MPS and through HGV in Hamburg.

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For editors:

MPS Technologies offers state of the art technology-driven related products and services to publishers and librarians. MPS Technologies is a subsidiary company of Macmillan India Ltd, a provider of publishing related services since 1893.

HGV is a publishing service company offering IT, financial, customer, and production services for publishers. HGV has more than 15 years of experience as IT service provider and is part of the Holtzbrinck group.