

## **Macmillan launches first eBook sites using ground breaking BookStore platform**

On 31st January 2007 Macmillan launched over 30 eBook titles from its Macmillan New Writing and Macmillan Science imprints. These are now available to search and purchase online through the new BookStore platform, built by MPS Technologies - part of the Macmillan group of companies.

Customers worldwide are able to browse inside the content of each book before downloading the books in one of three competitively-priced industry standard formats, Adobe eReader, MS Reader and Mobipocket Reader. Alternatively, readers can buy online access to the eBooks or purchase a print copy. Further titles from a range of Macmillan and non-Macmillan publishers will be available later in 2007.



BookStore is a digital content platform that stores, displays and sells eBook content on behalf of publishers. A notable advantage of BookStore is that it enables publishers to make their content available online, whilst retaining full control over all copyright, pricing and customer data, while it also provides publishers with access to a range of new, flexible business models.

“MPS Technologies’ BookStore is a great new way to get more books to more readers, while protecting authors’ intellectual rights” says Richard Charkin, CEO Macmillan Publishers Ltd. “I’m very pleased that *Macmillan Science*, and *Macmillan New Writing* are amongst the first publishers to showcase eBooks within BookStore thanks to their forward-thinking publishing models and courageous, enthusiastic authors.”

### Notes to editors:

**Macmillan Science** is the critically acclaimed global popular science list from the publishers of leading international journal of science Nature, launched in January 2003. The list features entertaining, authoritative books about the drama, politics, history and implications of research and discovery; all rights are contracted for no advances and high royalties.

[www.macmillansciencebookstore.com](http://www.macmillansciencebookstore.com) and [www.macmillanscience.com](http://www.macmillanscience.com)

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**Macmillan New Writing** is an innovative fiction list which gives a voice to talented new authors. Launched in April 2006 to great press coverage, MNW offers a streamlined publishing process which offers standardised terms and conditions which are modest at the outset but which nevertheless leave the commercial risk with the publisher rather than the author. The author receives no advance payment, but enjoys an open-ended royalty arrangement at a relatively high level. Authors are published in conventional book format and are distributed through the normal Macmillan sales and distribution channels.

[www.macmillannewwritingbookstore.com](http://www.macmillannewwritingbookstore.com) and [www.macmillannewwriting.com](http://www.macmillannewwriting.com)

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**BookStore** from MPS Technologies is a secure and scalable repository from which publishers may make their content available to search and purchase online. It enables the publisher to retain full control over all copyright, metadata, licensing (including price, territory and duration), payments and customer data, allowing them to utilise the new business models made possible by the evolution of online content.

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**MPS Technologies** provides a range of technology-driven services specifically designed to support libraries and publishers. In addition to content delivery, these services include web analytics, fulfillment services and content delivery. MPS Technologies is part of the Macmillan group of companies and has offices in London, Boston, New York, Basingstoke, Hamburg and Delhi.

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