

Macmillan shares details of first month's activity on its BookStore platform

19th March 2007 - Just over a month after launching its first ebook titles through Macmillan's BookStore platform, the company is sharing details of the activity on the site and reaction from authors so far.

On 31st January Macmillan launched over 30 ebook titles from its Macmillan New Writing and Macmillan Science imprints on the BookStore platform. Since then, there have been around 2000 page views and a modest number of sales. Ebook sales – at around £100 for the first month - currently represent less than 1% of the monthly turnover for each imprint.

Richard Charkin commented, "The ebook market is not there yet, so we are not at all surprised by the modest level of sales. However, BookStore has been developed to provide publishers with a platform that enables them to experiment with new business models, to engage with the consumer market for ebooks as it evolves. In this spirit we wanted to be transparent about our results as we develop the platform further. I hope that we can continue to work with the industry as a whole as we all climb the digital learning curve."

Editors at the two imprints have also been very pleased with the feedback from authors:

Roger Morris, author of Taking Comfort, said, "It seems the world is changing and once again Macmillan New Writing is leading the way. This is an exciting development which has got to be good for authors, because it increases the ways readers can access our work, which means it's good for readers too."

Cate Sweeney, author of Selfish Jean, said, "Once again MNW is at the forefront of publishing ideas and I feel privileged and proud to be one of their writers. What Macmillan does seems to make the publishing industry sit up and take note, and that can only be a good thing...What a great and positive idea for a new generation of readers too."

Notes for editors:

BookStore from MPS technologies is a secure and scaleable repository from which publishers may make their content available to search and purchase online. It enables the publisher to retain control over copyright, metadata, licensing, payments and customer data, allowing them to utilize the new business models made possible by the evolution of online content.

www.mpsbookstore.com

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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