Apps + Publishing

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More than the sum of their parts?

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Introduction

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Octopus

Octopus & Aimer

Questions

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App publishing

App packaging

App developing

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HODDER & STOUGHTON
Quercus
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BLOOMSBURY
NIV
NIV BIBLE
MENTAL MATHS 5-6
TELLING THE TIME AGES 6-8
10-11 MENTAL MATHS
Collins
TATE
VINTAGE
ROYAL COLLECTION TRUST
CHURCH TIMES
the world's leading Anglican newspaper
WORLD HERITAGE
TATE Modern Art Terms
NOISY NEIGHBOURS
MURAKAMI
CT
qf
YaleBooks
Berlitz
SOUTHBANK CENTRE
ARTS COUNCIL COLLECTION AT
MODERN TOSS
nudge
OSPREY PUBLISHING
International Labour Organization
PEVSNER
Quiz
Ergonomic
AIMER MEDIA
I KNOW THAT! 7-9
WILEY-BLACKWELL
CCU
INSIGHT GUIDES
LONDON
WORLD CITIES
Scripture union
CHURCH HOUSE PUBLISHING
Daily Prayer
brf Bible Reading Notes
Day by day with God
New Daylight
Guidelines

What problems does publishing have that apps might solve?

When you want a digital product but ebooks and websites aren’t the solution

Types of publishing

Children’s

Illustrated non-fiction

“How to”

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Types of apps

Just in time/place

Interactive/creative

“Me apps”

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3 good reasons to do an app

Reach

Impact

Utility

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In Publishing ….

Apps work better when they complement or fit with existing products and processes

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Fit

What is the key thing the book does that would work in an app?

Can the publisher and the developer work out a way of getting the best out of each other?

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In Publishing ….

Creating more apps is better/easier/cheaper than trying to create one very big app

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Scale

Planning an approach that creates possibilities for more apps and better apps

Creating a sustainable model for apps in line with print

Creating custom frameworks that work across a ranges of types of apps and types of publishing

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In Publishing ….

It is better to think of your app developer as a book packager than an design agency

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Collaboration

Both will bring publishing knowledge and experience to bear on the project

Collaboration over specification

Investment the long-term success of apps

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Octopus

Illustrated non-fiction

Reference / Instructional

Non-linear

"Me content"

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“Hachette UK has published over 300 apps since the iPhone was first released, for all major operating systems and for a variety of authors and books. We’ll continue to do so as the app affords us creative possibilities which other formats do not.”

George Walkley, Head of Digital, Hachette UK

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Octopus app focus

Utility

Personalisation

Brands

Trends

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Octopus apps

Ella's Kitchen: First Foods

Calmeleon: Colouring for Adults

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Aimer’s Apps with Octopus

My Guru apps

The Perfect Puppy

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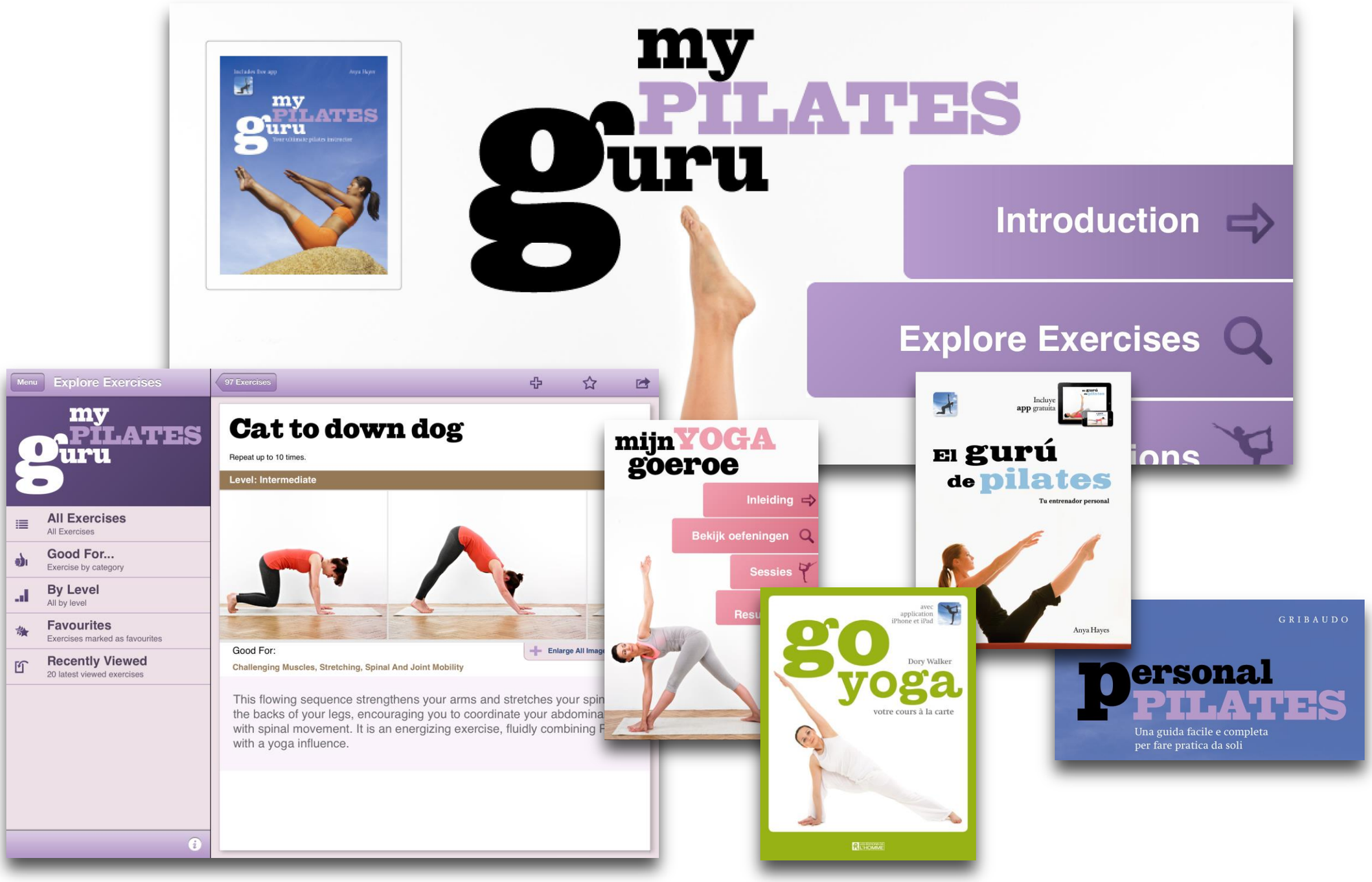
“Our experience has taught us some valuable lessons about the differences between critical paths for print and apps,” he says, “the importance of data and an iterative approach, and of finding the right developers and partners.”

George Walkley, Head of Digital, Hachette UK



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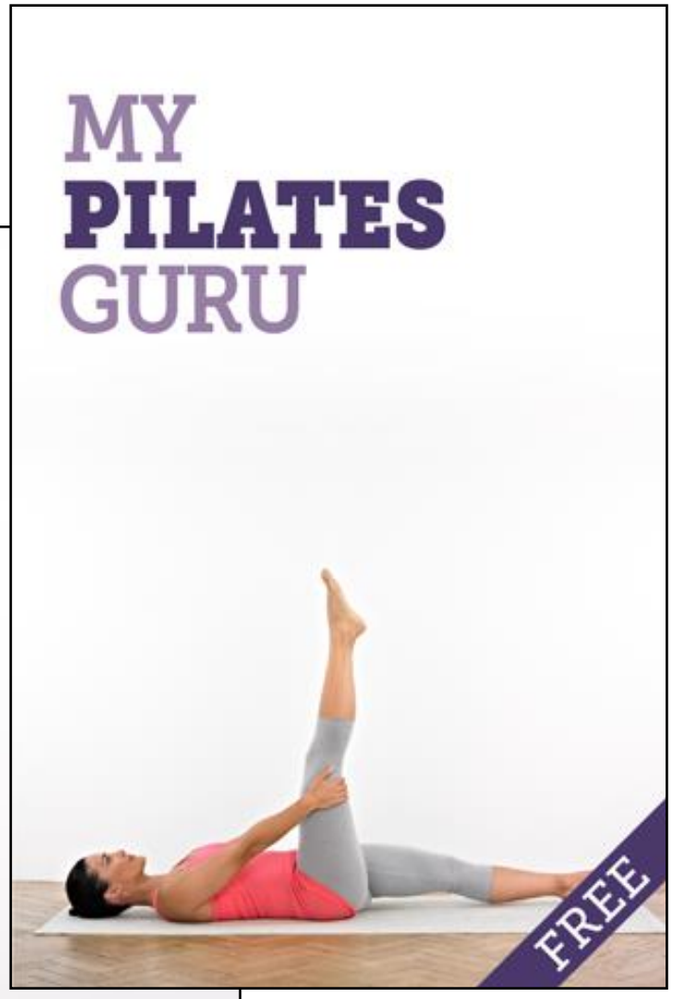

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hamlyn

the perfect puppy

The Perfect Puppy

Collaboration

Communication

Flexibility & familiarity

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What are the next challenges?

Marketing & promotion

Integration & back office systems

First Foods
App Store
BEST OF 2015
Categories
Education
Capturing Windsor Castle
Best New Apps
See All
Syllable Speed Rea...
Productivity
£1.99
Capturing Windsor C...
Reference
FREE
QuizUp™
Games
FREE
Featured
Top Charts
Near Me
Purchased
Updates
JUICES
KITCHEN STORIES
Night Sky
Astronomy, Stargazing & More
Become a Musician
Categories
Editors' Choice
WATCH
Order now from the Apple Store app.
Best New Apps
Best New Games
Oddwings Escape
Languinis: Match and S...
Let's Go Rocket - Ulti...
KANO
Games
Heroes and Castles 2
Splish Splash Pong
Knights of Pen & Paper 2
Drive Ahead!
Games
Paper by FiftyThree
Productivity
Nikon SLR Skills - Volum...
Photo & Video
£4.99
Eurovision Song Contest...
Entertainment
Sunrise Calendar - for...
Productivity
ShopStyle
Lifestyle
Fit Men Cook - Healthy Recip...
Food & Drink
£2.29

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