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Setting the Stage: Who is the Modern Citizen?

-- and How do you Reach Her/Him?

Learn about the Modern Citizen :

- What topics are they interested in?
- Where do they go to find content about those topics?
- In what formats do they like to receive their content?
- How can you get your content out in front of them?
- How can you make your content easier for them to find?

What people do and what they say

- Use data to improve decision-making.
- Downloads and purchases vs. surveys
- Google Analytics
- Use social media to help measure success.
- Look at publishing industry trends.

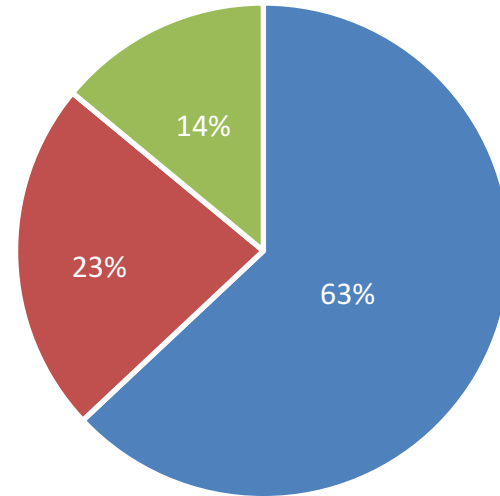
New Titles by Topic Subscribers

Topic	Subscribers
Health Care	322,704
Business	186,531
Employment & Occupations	142,965
Homeland Security	141,910
Travel, Tourism, Recreation	136,898
Scientific Research (incl. NASA)	136,883
Education	136,158
Energy & Fuels	96,235
Weather & Climate	75,697
Navigation & Transportation	49,599

Online Bookstore Sales

Agency/Topic
Code of Federal Regulations-Public Laws
Health & Human Services
Congressional
Treasury
Defense
Homeland Security
Interior/Park Service
Justice
Coast Guard
Office of Personnel Management

73% of adult Americans read a book in the last 12 months



■ Print ■ eBook ■ Audio

Source: Digital Book World Conference, January, 2017

Publishing Industry Trends- CY2016

- Publishing overall grew 3 to 4 %.
- Downloadable digital audio is growing like mad.
- Print and digital together have remained flat since 2013.
- Exception: self publishing through Amazon Kindle.
- eBook share of the market now 23%, down from 27%.

Source: Digital Book World Conference, January, 2017

Educational Publishing Trends

- Educational publishing decreased by 12%.
- Higher Ed going through a 3-4 year transition period to digital.
- Students slowly shifting from used print books to eBooks.
- Digital will eventually increase publisher profits despite lower prices, because of new purchases.

Create Once, Publish Everywhere

- Create it
- Get it out there
- Promote it

Create it – “And” Strategy

- Print
 - Book format
 - Reports/studies
- Audio
 - Audio books
 - Podcasts
- Digital
 - Online PDF or XML
 - eBooks
 - Articles/chapters
 - Blogs

Digital Reading Devices Used

- Tablets - primary
- Phones - growing
- eReaders - declining

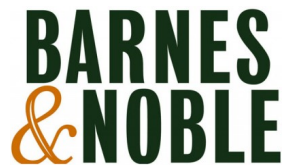
Accessibility – HUGE Trend

- WCAG – Web Content Accessibility Guidelines.
- Published by Web Accessibility Initiative of the World Wide Web Consortium.
- WCAG 2.0 “AA” – Most dominant standard in USA.
- WCAG 2.0 “AA” points to ePub 3.1 spec.

Reaching Your Target Audience

- Many Federal agencies simply post content to their websites
- It is now necessary to get content to where people search for it
- Requires planning and foresight
 - Is your content something that a person would search for on Google?
 - Look for in a Barnes & Noble store?
 - Research in an academic library?
 - Use as course materials?

 - Is your content something people might want to buy to have their own copy?
 - Must your content always stay together in “book” format?



GPO ebook Dissemination Options:

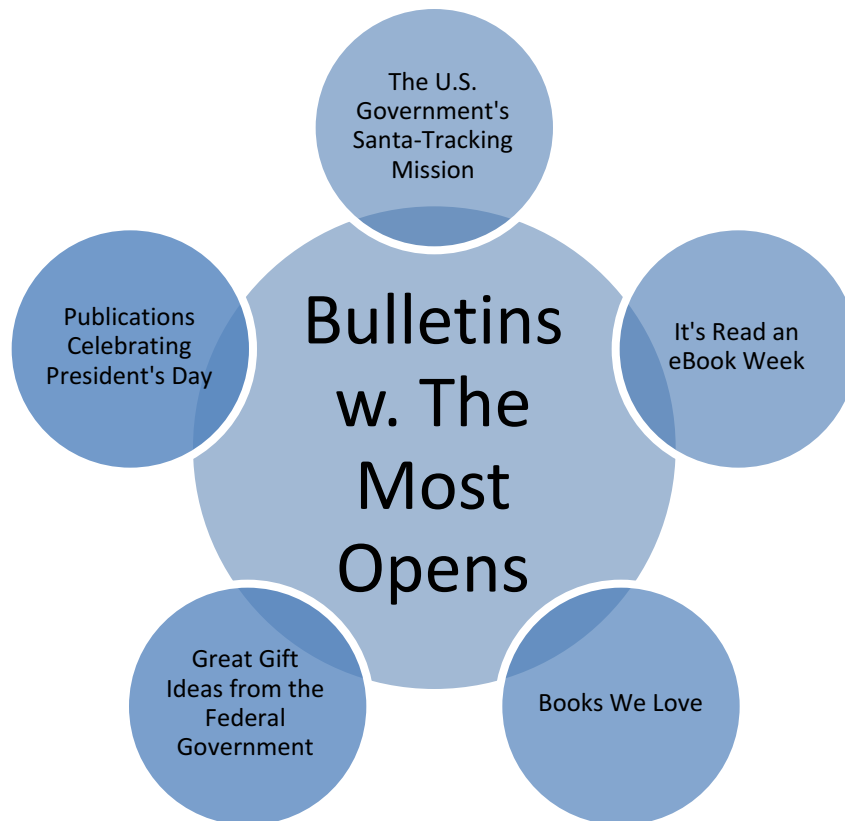
- If eBooks sold to the public, agency pays no setup or promotion charges
- If eBooks free to the public, agency pays setup and promotion charges

The Importance of Promotion

- Both print and digital content require promotional efforts
 - Press releases
 - Media appearances
 - Conferences
 - Other events
 - **Email**
- Very strong correlation between promotion and a book's success
- Barnes & Noble and others require written promotional plans before taking on a new title
- Feature your contacts and subject matter experts!
- GPO can dovetail our promotional efforts with yours

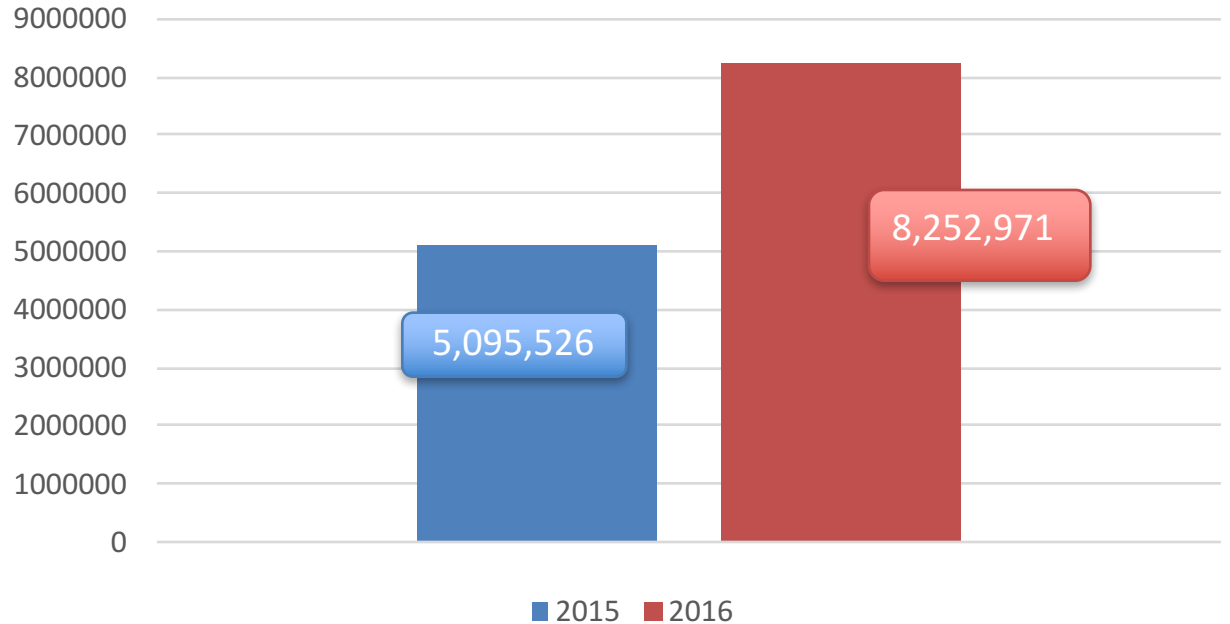


Promotion at work



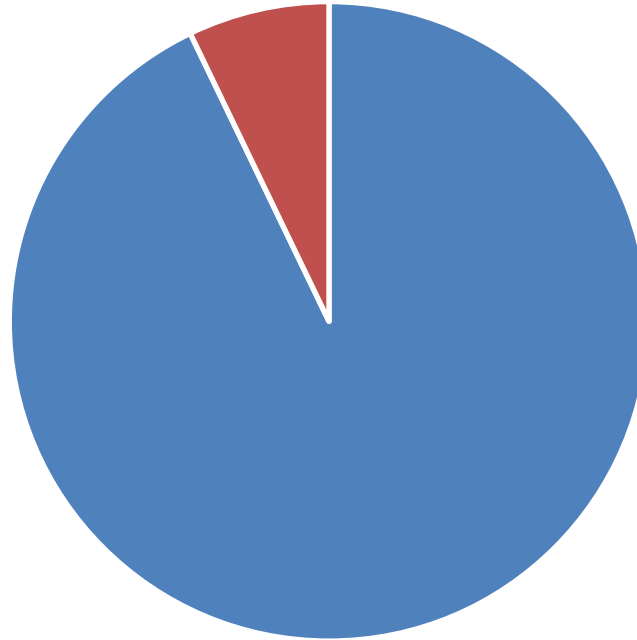
GPO's Reach

Sending Activity Growth



GPO's Reach

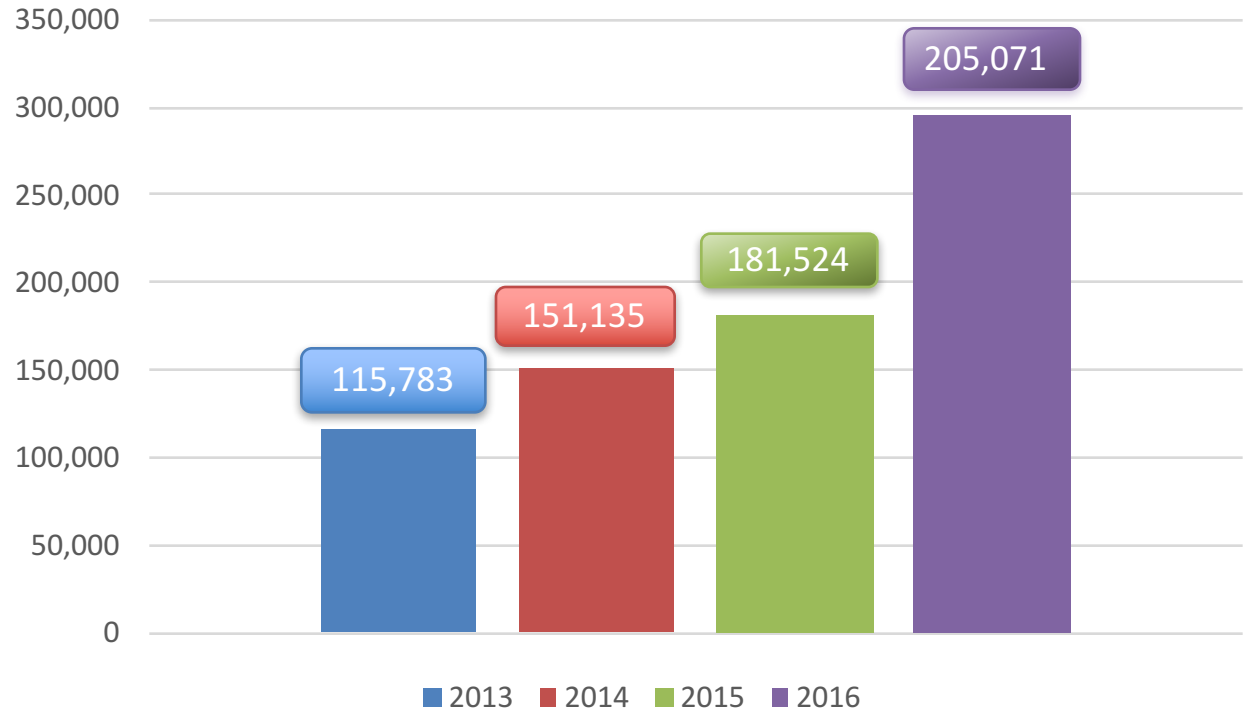
92.85% Audience Reach



■ Unique Recipients ■ Not Reached

GPO's Reach

Total Subscriber Growth



Best of All:

- No RFP is required
 - Government-to-government source
 - One simple form to get started

For More Information Contact:

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