

OSSERVATORIO SULL'EDITORIA E LA COMUNICAZIONE

SURVEY

PRINT ON DEMAND

Dear editor,

thank you for participate to the research of the Osservatorio sull'Editoria e la Comunicazione (Observatory in Publishing and Communication) and for filling up our questionnaire.

To answer to the questions, please select the squares with a "X" or answer in the free spaces.

TYPICAL CHARACTERISTICS OF A POD BOOK

1. Please select if there are qualitative differences between a book printed through print on demand and a book printed with conventional offset lithography in

Binding

Cover

2. Please select if there are limitations in

Kind of paper

Press size

Presence of coloured pictures

3. The quality of a POD book is:

low

medium

high

4. Minimum and maximum number of pages printed for book:
25 pages and up to 4" thick (approximately 3,000 pages)

5. Average time of production of a book: **3 minutes**

6. Average time of delivery to the consumer:

24 hours

PRODUCTION COSTS

7. Please fill in the production costs of a POD book of about 200 pages (in numbers or percentages):

⇒ editing cost:

⇒ layout cost:

⇒ royalties: 30%

⇒ print cost: \$1.00

⇒ distribution cost: None, because we distribute over the Internet and print the books at the point of sale.

⇒ other:

⇒ Final price for the customer: On average, \$4.00

8. How many copies is most profitable to print with the POD?

Less than 300

From 300 to 600

From 600 to 1000

More than 1000

9. Brand of your POD machine: InstaBook Maker III

10. Cost of your POD machine:

\$30,000.00

ROYALTIES

11. Royalties percentage of the cover price: 30%

12. Typology of the contract:

exclusive

non exclusive

13. Average life of the contract: Open. The author and/or publisher retains all rights.

PRODUCTION AND MARKETING

14. Please select how many copies do you approximately sell for every typology of book you print
100

TIPOLOGY OF BOOKS	NUMBER OR PERCENTAGES OF COPIES SOLD
Art/Architecture Contemporary novels Classics Children's books Engineering/Technology History Hobbies/Sport Geography/Tourist guides Legal/Economics/Management Math Media/Music Medicine Poetry/Theatre Philosophy Religion Other	

15. Where consumers can buy your POD books?

- Your website
- On line bookstores
- Traditional bookstores
- Other - *please specify: In our Self-Publishing Centers*

16. Would you refuse to print a book if you considered the file to be of insufficient quality?

Yes

Not

17. What editorial services do you offer and what marketing tools are available for promoting the POD books?

We offer full design services. We do not offer editing services. We have an on-line Bookstore, and we do proportionals through email.

18. Which are your future plans in POD field?

We are starting to place our equipment at the bookstore level. We have installations already in Canada, US, Mexico, and Italy. Our vision is that in a few years every city in the world will have an InstaBook Publishing Center, where customers will be able to download a book from any part of the world, in any language, and walk out with a book made to their specs.

19. The Italian POD publisher Mario Guaraldi during an interview has said that great publishing groups will hinder the development of POD until they will be sure of being able to control it.

I believe that more than controlling the process, many publishers will need to understand it and be able to make sure that their content is secure.

In your opinion which are the obstacles that limit the development of POD technology?

Mainly the fear from the publishers that the content of their books will be pirated, much the same way that it happened with music, movies, etc.

And which are the reasons that refrain the constitution of common associations of small publishers?

This I don't know. We make our technology accessible to anyone, both in price, ease of use, etc. We encourage small publishers to take advantage of it, but many of them are publishers with a political, religious, or economical perspective which clashes with other's publishers.

20. Other comments