

Online Content and Publishing



Electronic publishing has become common in scientific publishing where it has been argued that peer-reviewed scientific journals are in the process of being replaced by electronic publishing. It is also becoming common to distribute books, magazines, and newspapers to consumers through tablet reading devices, a market that is growing by millions each year, generated by online vendors such as Apple's iTunes bookstore, Amazon's bookstore for Kindle, and books in the Google Play

Bookstore. Market research suggests that more than half of all magazines and newspaper circulation will be via digital delivery by the end of 2021.

Electronic publishing is increasingly popular in works of fiction. Electronic publishers are able to respond quickly to changing market demand, because the companies do not have to order printed books and have them delivered. E-publishing is also making a wider range of books available, including books that customers would not find in standard book retailers, due to insufficient demand for a traditional "print run". E-publication is enabling new authors to release books that would be unlikely to be profitable for traditional publishers. While the term "electronic publishing" is primarily used in the 2010s to refer to online and web-based publishers, the term has a history of being used to describe the development of new forms of production, distribution, and user interaction in regard to computer-based production of text and other interactive media.

Who are Online Publishers/Content Providers?

A publisher is any business/individual/etc. that prepares and issues or delivers content to an audience. They may not actually create all the content. Some websites or online magazines, for example, buy content from elsewhere for publishing. In many cases, the publisher acts as a host or medium for the content, and there are many cases where advertising is placed around the content.

A content provider is a person/business/firm that creates content (copy, video, images, multimedia, etc). They may not necessarily publish it, but they could, for example, sell or provide it to a website or a company who would then publish it. A freelance journalist is one example of a content provider - they write the articles and snap the photos that an online magazine would publish. There are also many businesses that act as content providers, whether they write, say, the descriptions of TV shows for an electronic program guide or supply reviews of restaurants or movies (for publishing on movie websites, etc.)

Things to Consider For Online Publishing

- **Time and Money:** You will most certainly provide your work for free, but this will mean more time for content, and less time worrying about advertising sales. In print, you have the potential to make money, but you will spend a lot of time focusing on how to accomplish this.
- **Marketing, Distribution, and Circulation:** If you want your publication to reach the greatest number of people who will be interested in reading it then you have to adopt a good marketing and distribution channel.
- **Content and Quality:** A high quality publication with high quality content will attract more readers and advertisers.

Advantages of Online Publishing

- You have the **freedom of publishing your work.**
- **Low-cost production.** No printing charges or distribution charges
- **Quicker publishing:** While it takes forever to publish a book in print, publishing a book online is relatively quick. It takes just around 2–3 weeks.
- **Saves paper:** Environment-friendly
- **Instant corrections and updates.** Unlike in books where changes are irreversible once printed, online publishing gives you the freedom to edit your content at any point in time.
- **Distribution at a fingertip.** It takes a moment for anyone to purchase a copy of the books and can be sent all over the world in a matter of seconds.

Disadvantages of Online Publishing

- **Difficult to get the reach.** It takes a lot of effort from our side to get noticed. When the printed books are easily accessible in the libraries and bookstores, the responsibility of marketing an e-book rest on the author's shoulders.
- **Not always affordable.** Although the cost of production is less, the pricing is not that cheap.
- **Often left unrecognized by media.** You would never reach the media and newspapers unless you are very influential.
- **The feel of a 'book' missing.** New innovations like Kindle have been brought to retain the feel of the book while reading an e-book, but the connections with books can be deeper. A book with a signed autograph etc. will always remain special to the readers.