



**abannan** | UK  
DIGITAL SOLUTIONS

## Abannan is an App based digital publishing solution that delivers branded content for traditional print media.

We provide publishers of printed media with the most cost effective means to deploy world leading, app based publications. Utilising only the existing skill-set of a publisher's print design team, the solution harnesses the full technical capabilities of tablets, smartphones and computers to deliver the optimum experience to the user and the maximum revenue to the publisher.

The abannan software solution and consultancy strategy has been designed to harness the existing skill-set of the publisher to allow them to create and 'self-serve' a world class app-based digital version alongside the printed title. The strategy protects the integrity of the brand and provides an evolutionary path for the publishers existing commercial model.





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# We provide **six key Advantages**

**UNSURPASSED QUALITY** - A much higher quality, more immersive experience for the reader than any other solution. We facilitate the seamless integration of additional rich media content (video, sound, interactive segments etc), to provide a much more interactive and more 'fluid' experience to enhance the reader's 'journey' through the publication.

**INCREASED EFFECTIVENESS OF ADVERTISING** - An ability to enhance the opportunities for advertisers to utilise more appropriate formats for the 7" and 10" screen and methods that will increase the effectiveness of the adverts that would have relied on appearing opposite editorial content in the press version.

**INCREASED READERSHIP** – Tablet optimised publications facilitate efficient and instant growth in to a rapidly growing global market place. With the Abannan solution realising the full potential of the tablet to deliver enhanced content, the publisher can differentiate from potential competitors to fully exploit the opportunity.

**ADDITIONAL REVENUE STREAM** – In most instances, registration for the app version of the publication facilitates the capture of additional information (age, location etc) and this can be used by Abannan to drive additional, targeted, advertising.

**CONTROL AND VISIBILITY** - We give the publisher, complete visibility and control at all times via the Abannan Content Management System and Campaign Management System.

**HANDS ON SUPPORT** – Whilst we have an unrivalled content/campaign management system, we are more than just a solution! We provide the face-to-face, hands on assistance to help a club take the artwork they have produced for the existing printed formats and develop a rich, immersive version that fully exploits the iPad's interactive capabilities and market the finished product to the customer.

## Tablets - SoLoMo

**Publishers have had the opportunity to distribute electronic versions of printed publications for many years, but research shows there has been very limited success. Consumers are reluctant to take content delivered to desktop or laptop computers, due to the difficulty in relaxing with a bulky device.**

The tablet has created a unique environment that provides a powerful self-contained device that is ideally suited to leisure uses.

The user interacts with the device like a magazine or book, in the relaxed environment of the home (living room, kitchen and bedroom) and also in a variety of other relaxed contexts such as travelling and holidays. Research predicts the tablet will increase in volume and remain with the user more of the time due to the increased portability.

Whilst this means tablet users will increase their use individually, it will also mean that the device will be used more collaboratively in social gatherings such as during pub television audiences - deliver SoLoMo.

**We have begun to accept that the consumer tends to interact with desktops and also laptops in what we term a 'lean forward' experience and that 'lean forward' experience tends to create a formal environment that is not suited to the consumption of leisure content.**

# Social Local Mobile



Tablet users demand a better experience. More than just static pages of content that PDF page flippers provide. Redesigned content fully exploits the processing power and graphical capabilities in conjunction with the 'gesture' navigation of the touch screen environment to increase the value of the content with interactive features like slide-shows, navigable content and rich media, such as video and sound.

The current success stories have been achieved by providing an enriched experience when compared to printed publications. Many of the early success stories have seen publishers use extensive research within their subscriber base to establish a need before investing large sums of money to create bespoke solutions that will deliver the editorial content in a format that the tablet user will purchase.

Abannan create a digital publishing solution optimised around the existing standard workflows of **Adobe® InDesign**, **Adobe® DPS** and **QuarkXpress®** to facilitate publishers access to the full capabilities of the tablet at a fraction of the cost of investing in a bespoke solution.

Abannan's digital publishing model provides the means for publishers to exploit segmentation and analytic opportunities to generate additional revenue from targeted advertising.



**Adobe InDesign**



**Quark**

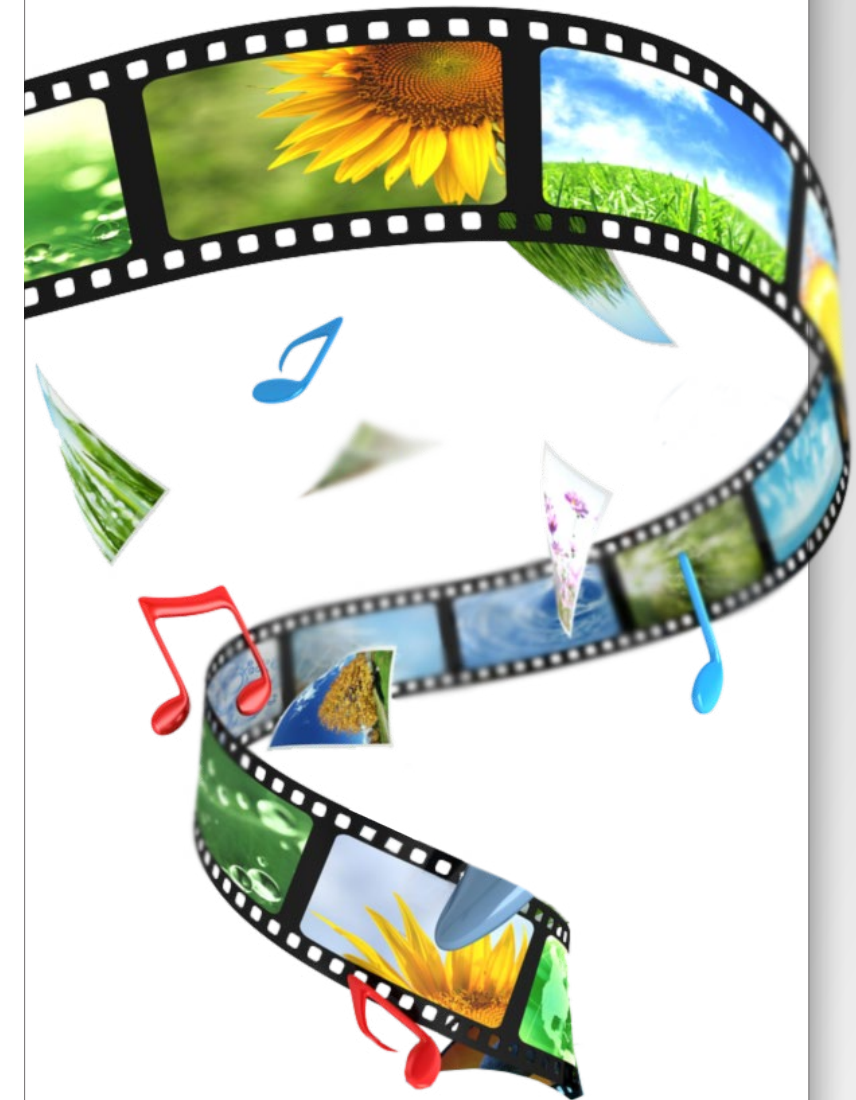


# The Abannan Solution



Digital Publishing is in a transitional stage with regard to the content that is being made available to the consumer. Publishers have had the opportunity to distribute electronic versions of printed publications for many years, but research shows there has been very limited success. The first significant factor has been that the consumer has been reluctant to take content that is delivered to desktop or laptop computer, due to the difficulty in relaxing with a bulky device. We have begun to accept that the consumer tends to interact with desktops and also laptops in what we term a 'lean forward' experience and that 'lean forward' experience tends to create a formal environment that is not suited to the consumption of leisure content.

The introduction of the 10" tablet computer, first by Apple and then with other manufacturers has created a unique environment that provides a powerful self-contained computing device that is ideally suited to leisure uses. The way the user interacts with the device is more akin to how the contents of magazines or books are consumed, in the relaxed environment of the home (living room, kitchen and bedroom) and also in a variety of other relaxed contexts such as travelling and holidays. With the introduction of the 7" tablet, market research predicts that existing use will increase in volume but it also predicted that the tablet will remain with the user more of the time due to the increased portability. Whilst this means tablet users will increase their use individually, it will also mean that the device will be used more collaboratively in social gatherings such as during pub television audiences.



Although some of the evolution of this market place for publishers is being driven by the 'lean back' relaxed consumer experience that tablet device provides, more importantly in the current commercial success has been delivering the right content to the reader. Tablet users expect more than just static pages of content that the 'page flippers' provide. The current success stories have been achieved by providing an enriched experience when compared to printed publications. The redesigned content fully exploits the processing power and graphical capabilities in conjunction with the 'gesture' navigation of the touch screen environment to increase the value of the content with interactive features (e.g. slide-shows, navigable content) and rich media (e.g. such video and sound).

Many of the early success stories have seen publishers use extensive research within their subscriber base to establish a need before investing large sums of money to create bespoke solutions that will deliver the editorial content in a format that the tablet user will purchase.

With the demand proven, Abannan saw an opportunity to create a digital publishing solution that was optimised around the existing standard workflows of Adobe® InDesign, Adobe® DPS and Quark® to facilitate publishers having access to the same full capabilities of the tablet at a fraction of the cost of investing in a bespoke solution.

It was also apparent to us that digital publishing provides the means for publishers to exploit the segmentation and analytic opportunities to generate additional revenue from targeted advertising.



Backed up by face-to-face consultancy, the resulting Abannan service and software allows publishers to self-serve and re-deploy existing printed content as market leading digital publications via an easy to use content management and publishing management solution.

Under the full control of the client, the Abannan team will work with a publishing team to create a template that will accommodate the generic structure of a publication and go on to release the first live issue without the client having to commit any hands-on resource.

## Abannan – Market Leading Content Creation



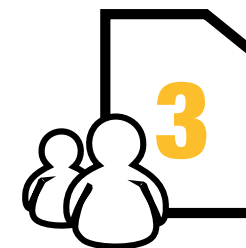
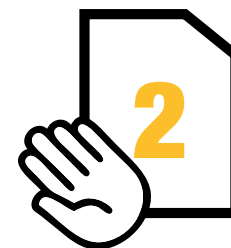
The Abannan solution provides access to the following opportunities within the Adobe® Digital Publishing Suite

- **Hyperlinking (interactive contents)**
- **Scrolling fields (text or imagery)**
- **'Click for more' text and thumbnail images**
- **Tabs and sliding tabs**
- **Slideshows & Multistate Objects**
- **Audio content (Autoplay or controlled)**
- **Video content (Autoplay or controlled)**
- **Hot Spot Toggle Buttons to choose image in main frame**
- **Pan and zoom**
- **Image Sequencing**
- **Live Web content**
- **HTML5 compatible**





Following the first issue, Abannan typically create the second issue and in the process hand over the template to the client and provide guidance for achieving an optimised workflow alongside the printed version. Once the client gets to the third issue, they are self-serving with minimal effort to create a digital version of their publication that maintains their branding but fully exploits the full potential of the tablet, PC and Mac delivery channels.



The Abannan Client Service team continue to work with the client to optimise the use of the solution and evolve the design of the digital publication in line with the evolution of their brand and editorial requirements and also in line with analytical data gathered about the customer journey.

**Rich media  
advertising  
represents  
a powerful  
creative  
opportunity**

## **The Opportunities for Advertisers**

**AD**

**Tablet advertising presents a powerful new media opportunity, allowing advertisers' campaigns to deliver greater impact and dwell time through video, sound and interactive content.**

Rich media interactivity delivers significant uplifts in ROI. The ability to insert pages according to known variables about the consumer combined with geo targeting provide comprehensive analytics deliver a completely new advertising model and non traditional revenue stream.





# ANALYTICS

## Currently Available:

### ■ CONTENT DOWNLOADS

- What
- Who (if provided)
- When
- How long it took

### ■ HYPERLINKS TO ANY EXTERNAL WEBSITES

- Captured
- Logged by time

### ■ REPORTING

- Automated delivery of raw data in previously agreed format



## Stack Plan

Below is an example of how an issue could look in a **Plan** or **Stack** view, it displays your content in **stacks** (columns) reading left to right through the issue as you would in a magazine but additional content contained in an article will scroll/swipe downward.







## Streamlined Workflow Designed for Publishers

The Abannan Publisher Tool is desktop software that enables publishers/editors to assemble their digital magazines seamlessly from **Adobe InDesign®**, **QuarkXpress®** or **PDF** files.

### KEY FEATURES:

- Content stacks can be easily added, removed and rearranged using any mixture of the above products. Full or partial editions can be built at the click of a button
- Publications can be viewed using the built-in Desktop Reader or sideloaded to an iPad running the Publisher App
- Advert content can easily be viewed for approval

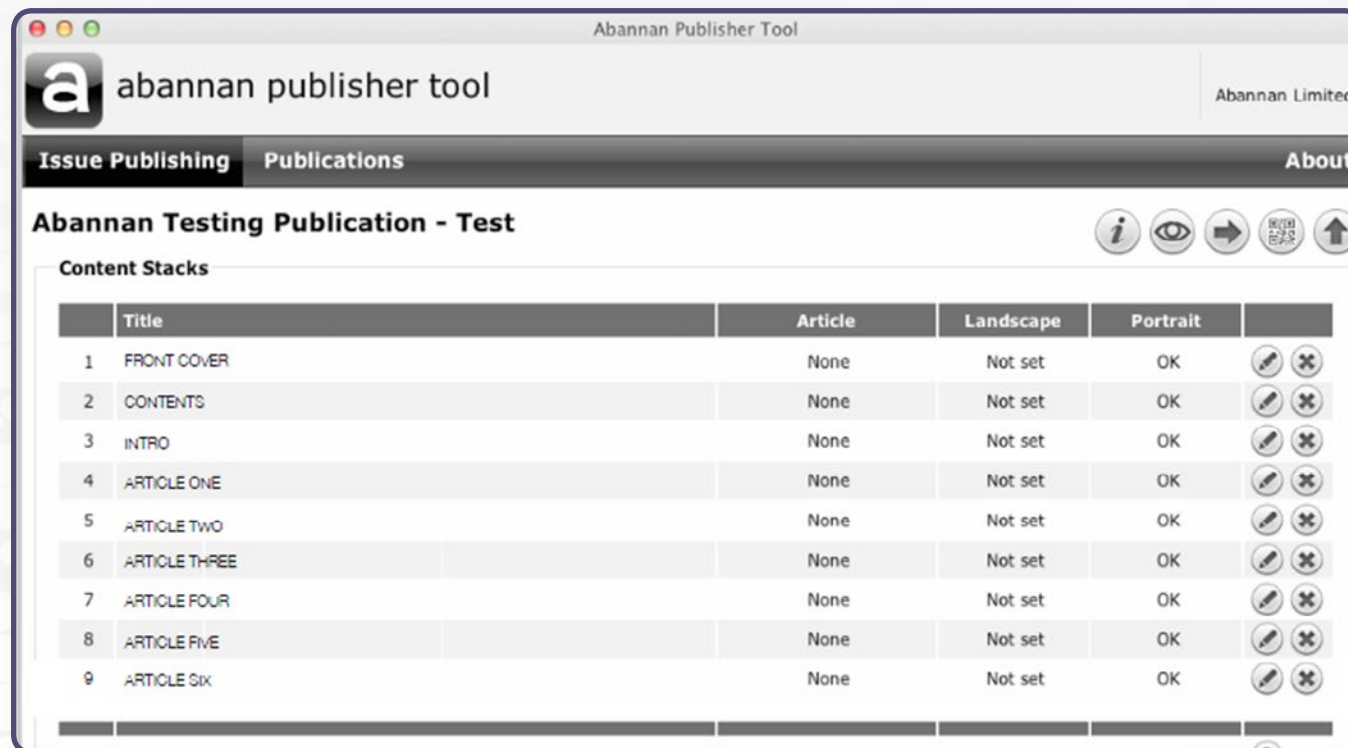






## Content Management

Once the content stacks are loaded to the publishing tool the client approves the content, choose to allocate the available advertising and publish at the touch of a button.



# DELIVERY OPTIONS



## OVERVIEW

Abannan takes a pragmatic approach to the devices that it supports and we provide the means to target any viable digital device with an app based reader that provides access to all of the advanced content that our publishing suite facilitates.

### The current supported devices are

- Apple iPad & iPad Mini
- PC
- Mac



### The devices within our current development roadmap are

- Apple iPhone
- Android phone & tablet
- Windows Surface
- Kindle Fire



# Why the Apple iPad/iPad Mini Tablet?

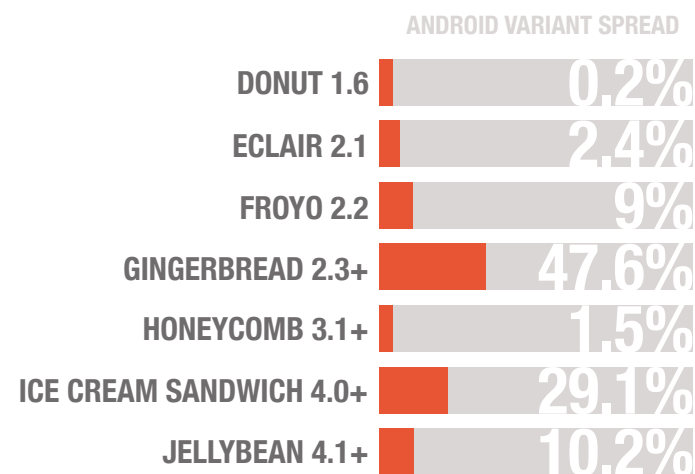
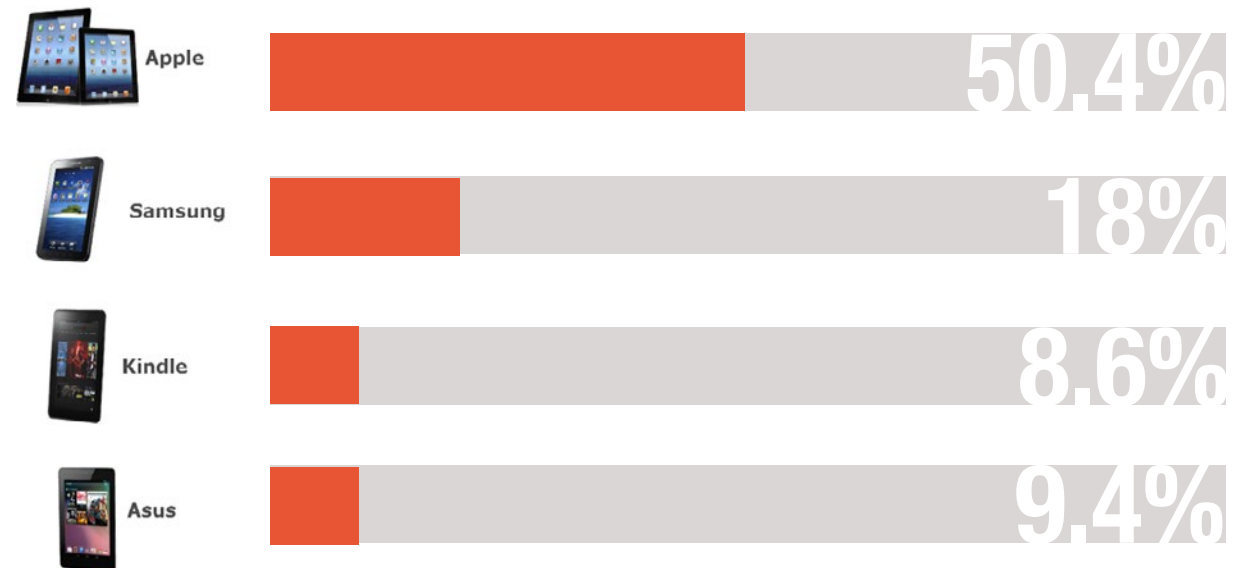


## EXISTING MARKET SHARE

Apple currently dominates the tablet market, although at first this may not be obvious.

When you look at the latest market share figures, Apple has 50.4% with Android following up with 18% of the market. Whilst the 18% that Android suggests a significant opportunity for more consumers you have to also consider that this is made up of 7 variants with 3 screen sizes/proportions, with the largest single variant only having 8% of the market.

Daily Telegraph 6th November 2012



## IMPORTANT NOTES

- Android currently comprises of over 7 variants (Jan 2013)
- There are 3 aspect ratios of screens across Android
- Apple lost Market share due to customers waiting for mini



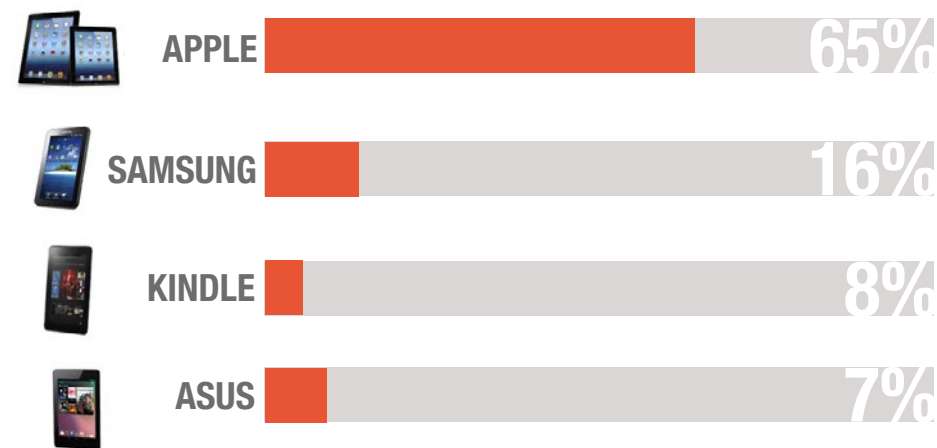
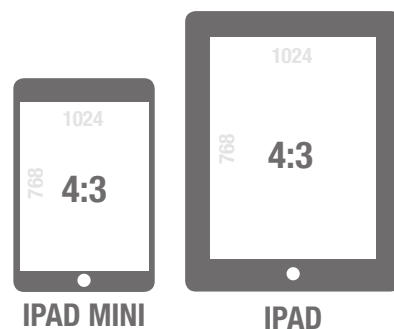
## Market Share through 2013

According to the investment banks, Apple will increase its global dominance into 2013 with an overall 65% of the market, giving a total number sold of c. 200 Million by the end of 2013

## Apple - Maximising the Opportunity

Android have fragmented their own market with the multiple variants of their operating systems and the variations of screen size, meaning publishers have to create multiple versions of artwork for small numbers of potential users.

Apple have followed Samsung and others in the release of a smaller and cheaper version of their tablet (the iPad Mini), but they have maintained the exact aspect ratio of the screen (the proportion of the width to the height). The screen, combined with the fact that they utilise an identical operating system across both, means any content that has been produced for a full size iPad will work seamlessly on an iPad Mini.



**Apple will increase its global dominance into 2013 with an overall 65% of the market**







**Apple have built up a much higher degree of customer trust and controlled piracy**



Apple also enhanced their market place early on with their unique approach to the app Store. To publish an app onto the Apple iOS operating system, app developers have to submit apps through a manual Apple vetting process that both ensures that apps meet a minimum quality standard and that they also do not saturate the market with duplicated apps. Using this system Apple have built up a much higher degree of customer trust and controlled piracy to much greater level than other providers.

Combined with a global billing solution that allows users to purchase anywhere in the world in their local currency (including China where Android has yet to set-up a billing solution), it has delivered a much more stable, robust and ultimately viable market place.

Unless anything significant changes, Abannan believe that Apple will provide the only viable global tablet market for digital publishing until later in 2013. We will continue to enhance the Apple solution in conjunction with the PC and Mac apps and maintain the Android and Microsoft development path in readiness for market developments.

In January 2013 Abannan will also release an Apple iPhone App version of the reader and as the publishing market adopts the smaller 'skinny' format opportunities we will bring an Android Phone reader version along shortly after.



## **PC & Mac Reader**

Abannan firmly believe that the tablet computer users will increase in their dominance as the leading consumers of digital publishing content due to the availability and usage behaviour that the tablet computer encourages. However, Abannan also recognise that for the foreseeable future the Laptop and Desktop PC & Mac will still be a viable market place for the right **'reader product'** delivering the right optimised content due to the sheer volume of PC users and Mac users that are out there.

Abannan are still therefore firmly committed to providing the market leading PC & Mac based technology to exploit all of the same interactive and rich media content that makes our publishing solution the leader that it is. The PC & Mac reader will be developed in line with tablet readers to ensure that there is consistency of the content that is delivered across all the formats.

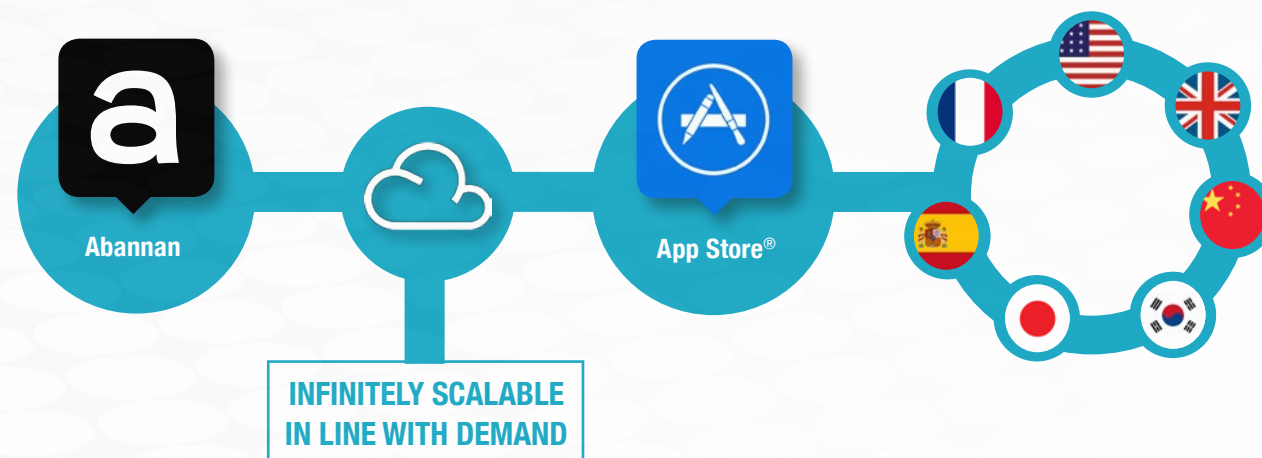




## Scalability

In recognition of the large spikes in demand associated with delivery of digital publications in conjunction with live televised events, Abannan have developed an infinitely scalable delivery mechanism utilising Windows Azure Cloud Platform.

The platform allows Abannan to deploy scalable instances of the solution to multiple data centres across Europe, North America and Asia, minimising customer download times and eliminating the potential for demand to exceed ability to deliver.



**Apple will  
increase  
its global  
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A large teal circular graphic on the left side of the page, partially cut off by the edge. It features a white circle inside it, creating a ring-like effect.

# **abannan** | UK

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