



**PRESS RELEASE
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Leading global publishers adopt digital marketing tool Value Chain's View Inside digital widgets set to become industry standard

Three of the world's biggest publishing players are using a new digital book-preview widget that is set to become the industry standard, as digital technology continues to transform the publishing trade.

Leading international academic publishers Taylor & Francis Group and Cambridge University Press have joined global wholesale distributor Gardners Books UK in adopting the **View Inside digital widget**, developed by UK digital publishing specialist, Value Chain International. Taylor and Francis will be launching View Inside digital widgets for more than 20,000 of its titles by September, and will produce widgets for all new titles. Cambridge University Press has already gone live with some widgets, with plans to increase the number of frontlist titles offered in this format by 1,800 a year. Meanwhile Gardners, a major trade channel, will be pushing View Inside widgets to its 1,500 Internet book stores.

Value Chain's View Inside digital widget gives publishers the ability to virally market their physical and digital titles online by allowing consumers to "view inside" a book – read free preview chapters and search for text and contents – as well as securely purchase books online. View Inside enables any publisher to configure and control widget features such as branding, the number of preview pages rendered, full book search, "buy now" resolution and the creation of multiple widgets for the same title. Users can also copy the widget to other website and blogs. Value Chain's View Inside widget was initially developed as part of the innovative Gardners Digital Warehouse programme.

However, its recent adoption by major publishing houses, such as Cambridge University Press and Taylor and Francis, has set the stage for Value Chain's View Inside to become the standard for the publishing industry, which is currently lacking uniformity and a streamlined digital widget model that can be used by all publishers.

Commenting on its adoption of View Inside, Mark Majurey, digital development director at Taylor and Francis Group, says: "This deal reflects our continued commitment to digitising our operations. We see the View Inside widget as a way of further marketing our titles globally and increasing our sales by offering the best user experience online."

Eric Baber, Content Innovations Director at Cambridge University Press, says:

"We have long recognised that our customers want the ability to view a book before buying online and this technology will allow them to do that. Our list of live widgets is set to grow significantly over the next two years, as they allow us to promote our titles, and demonstrate their quality and relevance, to the widest possible audience."

Bob Jackson, commercial director of Gardners Books UK, believes View Inside provides an integral offer to all publishers using Gardners Digital Warehouse Services:

"View Inside is one of the new and exciting marketing tools that we are developing to enable our retail customers to deliver a greater buying experience to their consumers and sell more books," Jackson explains. "We are offering all publishers the service to create widgets and distribute them into the market, alongside the likes of Taylor and Francis, Cambridge University Press and the major trade houses."

According to Martyn Daniels, Vice President Marketing, Media and Publishing of Value Chain:

"The publishing industry is at the tipping point of the next evolutionary step: the mainstream adoption of digital widgets that enable online book previews of sample chapters, made possible by the growing availability of digital content."

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About:

VALUE CHAIN INTERNATIONAL LIMITED (VCIL)

Value Chain, a wholly owned subsidiary of process collaboration company, Azurn International Limited, is a global specialist in digital publishing solutions. Value Chain helps publishing companies revolutionise how they do business by offering publishers a complete end-to-end managed publishing solution and unique applications to embrace the digital world and generate new lines of revenue. With a presence in the USA, UK, Singapore, India and Australia and more than 400 employees world-wide, Value Chain's world class solutions are found in some of the world leading publishing houses including Gardners, Taylor and Francis / Informa, Cambridge University Press, The Times of India, Greenwood Publishing Group, McGraw Hill Group Education and Central Books.

GARDNERS BOOKS UK

Gardners Books is a UK-based, full-service International wholesale distributor, providing same day despatch across our stock range of 750,000 titles to over 15,000 retailers based in the UK and throughout the world.

Established only 22 years ago, Gardners is now the largest, and leading UK wholesaler, with a comprehensive range of B2C and B2B solutions for high street, Internet and non-traditional retailers.

Uniquely, Gardners Digital Warehouse provides transactions between publishers and retailers of e-Books and audio downloads, alongside the UK's largest physical book range.

Publishers are offered, scanning, hosting, 'View Inside' and 'Hear Inside' widget technology, white label Internet retail solutions, typesetting and POD file creation.

TAYLOR & FRANCIS GROUP

Building on two centuries' experience, Taylor & Francis has grown rapidly over the last two decades to become a leading international academic publisher. With offices in London, Brighton, Basingstoke and Abingdon in the UK, New York, Boca Raton and Philadelphia in the USA and Singapore and Melbourne in the Pacific Rim, the Taylor & Francis Group publishes more than 1,400 journals and around 2,000 new books each year, with a books backlist in excess of 34,000 specialist titles.

Their customers are researchers, students, academics and, increasingly, professionals.

Taylor & Francis Group is an Informa business (www.informa.com). Informa plc is the global information provider for the academic, professional and commercial markets.

CAMBRIDGE UNIVERSITY PRESS

Cambridge University Press is the publishing business of the University of Cambridge, one of the world's leading research institutions. It is the oldest publisher and printer in the world, having been operating continuously since 1584.

Throughout its history, the Press has maintained a reputation for innovation and enterprise, through its use of printing technologies, through publishing the latest research, and through supporting the latest methodologies for teaching and learning. Its purpose is to advance learning, knowledge and research worldwide. It publishes over 230 journals and 2,500 books annually for distribution in more than 200 countries.

For further information about Cambridge University Press, go to www.cambridge.org

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