



## iofy spoken audio digital media services for publishers

iofy delivers the best spoken audio media conversion, management and publishing tools for publishers. Here's what we can do for you.

### Publishing Tools



Publishers can easily and inexpensively become their own resellers of their content, either on their own websites, or by the custom creation of new websites.

iofy can support an existing e-commerce site with back end services for downloadable titles and blind drop shipping of hard good titles, enabling you to minimize or even eliminate inventory hassles! Alternatively, iofy can quickly build a website for you using Yahoo's high performance store network. If you're

a publisher with spoken audio titles, **contact us** and we'll quickly get your titles ready for the web!

### Media Management



iofy's media management tools enable publishers to track financial information for individual titles, including purchase cost, vendor details, and other consumer and asset information. Titles managed by iofy can be offered by resellers on the web or at retail locations through our reseller services. Publishers then receive the details of the sales quickly and accurately.

As an on-demand web service, iofy media management deploys quickly and begins to track and manage spoken audio transactions immediately. It simplifies compliance metric reporting via an intuitive dashboard interface. This instantly improves a company's visibility into title sales and use activity. iofy can manage these services through its own back end, or publishers can opt to license the platform and do it themselves. Either way, our media management solution can bring your spoken audio content to market faster, cheaper and safer. **Contact us** and learn how we can help you make sales in the digital spoken audio market.

### Conversion



iofy offers cost-effective, comprehensive digital conversion of Spoken Audio CDs and cassettes. iofy's conversion suite of services enables publishers to get great audio quality and the best "chapterization" of the audio content. iofy uses its patent pending conversion process to automatically and cleanly create audio files for each section and chapter of an audiobook, and format each chapter's information, including title and narrator information. In addition, iofy's conversion services create the metadata files necessary for compatibility with the spoken audio standards of the **Audio Publisher's Association** and the **Consumer Electronics Association**, known as the **CEA-2003** specification.

Publishers can use the converted titles for download, or for sale as an iofy chip or MP3-CD. They are optimally formatted for podcasting or for use in streaming or for other mobile solutions. iofy may offer conversion services without charge as part of a media management agreement. Please **contact us** for more details about our conversion services.

#### Some of our partners:



simon & schuster, inc.



iNaudio



Gildan Media



#### Learn about the new iofy player

