

# DIGITAL CONTENT

eBOOK

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Reach the 2nd largest publishing market in the world with Gardners and Trajectory. We provide publishers with the unique opportunity to deliver your most popular eBooks to previously untouched markets.

## China - an untapped market -



There are over 300 million English language speakers and readers. It is the second largest publishing market worldwide with most children learning English starting at five years old. Digital publishing registered an impressive 61.6 percent annual growth rate, according to the China Digital Publishing Industry Report 2013-2014. Consumers have embraced new reading formats like no other nation in Asia. For readers, eBooks came as a natural and permanent choice in addition to printed books. At present, more than 500 million readers are accessing the internet via mobile devices.

## Digital content exposure -



We are delighted to offer publishers a service to expose their titles to this vibrant, emerging market. From your eBook files, we will translate the metadata into Chinese and further supplement this with the generation of enhanced keywords from the eBook, also translated automatically into Chinese. This information is then exposed to Chinese retailers, including those below, with new sales channels added regularly:

JD.com - Readmoo - Tencent - Doukan - Xiaomi - Amazon.cn - Dangdang - library systems on a directed basis

## Leading solution for access to China -



- Access to China – World's 2nd largest publishing market
- Experienced team with established relations in the China eBook supply chain
- Scalable production team for efficient backlist and Chinese metadata conversion
- Consolidated sales reporting within your existing Gardners account
- Digital exposure drives market awareness for foreign rights and offers global brand exposure

To discuss this service in more detail please contact:  
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