

# DOWNLOAD PDF FIVE-YEAR TECHNOLOGY FORECAST OF PRINTING AND PUBLISHING

## Chapter 1 : Ten Digital Publishing Trends From the Experts

*The Future of Global Printing* provides a detailed five year forecast of the global printing market. Based on expert research and analysis, this report contains more than tables and figures revealing essential industry trends and information on technology.

Ten Digital Publishing Trends From the Experts Why is keeping on top of trends in digital publishing and content marketing vital for your business? First of all, staying current with these trends can give you a big advantage when making decisions about your business. We asked several of our Future of Ink Expert Contributors and faculty for the upcoming Digital Publishing Online Intensive , to give us their opinion on what they think are the most important trends in digital publishing. Jim Kukral â€” Crowdfunding Expert: Or on a bus. Or in the airport waiting for a plane. Mobile is the future. Give people entertaining or problem-solving content that they want and need. We rent homes, cars, offices, furniture, equipment, servers and domains. We can even rent a coder. Why not rent your content? When I started licensing my IP in and renting my content in , we only had hard goods. Digital technology changed the game. With demand for digital content exponential, the rental market is ready to explode. The conversation shifts from selling products to collaborating about how to best capitalize and monetize our content and IP. Renting content is a winning play to add to your IP playbook. While there are several paid services available, I prefer two free services. One of these services is an online magazine called ScoopIt and the other is an online newspaper called Paper. ScoopIt allows you to easily draw in content from across the Internet, and create an attractive, online digital magazine, based on your topic or specific keywords. As content is curated, you have the option of sending out a notice and link to your Scoop. It publication, across a variety of social networks. In essence, with Paper. Sue Painter â€” Writer and Business Coach: I see more effort to make products even books more interactive with the end user. So digital publishing is becoming an amalgamation of read-only content, video, places to connect and chat, and interactive assessments. I think this trend will continue as digital publishers seek to give their end user a richer and more varied experience. People buy experiences, so if you get a reputation for providing that, your sales will be more robust. I see a maturing in the relationship between storytelling and technology. It allows for the inclusion of video, audio and artifacts that enhance the authenticity of the storyworld. Tech and creativity work hand in hand rather than fight for supremacy. But the age old rule applies â€” story must come first. With the flood of books coming to market on Kindle and other digital publishing platforms, I predict a return to thoughtful writing and high quality content. Do the opposite of the crowd and instead of slapping any old content together as an ebook, create a book your target market will love. Great market research and strategic writing will give you happy readers, amazing reviews, and word of mouth referrals. Less is more when you write stellar content that readers desire. You are going to be seeing more and more visually compelling messages as part of our online publishing and marketing strategies. Everyone has a mobile phone, tablet and a laptop so they need to be able to get your content easily and quickly while on-the-go and visual graphics helps you do this. Creating pictures, beautiful graphics, unusual logos, videos and integrating social media allows you to do this in a snap. Three shifts taking place that will increase the need for visual marketing: You see it now with the abundance of photos and videos for content. We are seeing a surge of content being put into mobile app form. Kathleen Gage -Product Creation Expert: Consider your perspective and point of view. Be willing to stand apart from the crowd. Do you want to blend in or stand out? Nina Amir â€” Ebook Blogging Expert Of course, for quite a while now, bloggers have been booking their blogsâ€”repurposing their content into books. However, they are now realizing they can blog booksâ€”actually write books as they blog. To speed this process along, there are more and more products coming on the market to help them turn those blogged books easily into digital productsâ€”ebooks, courses books and videos and even membership sites. I just saw one that allows you to produce all types of digital books yourself and offer them for download on your own siteâ€”without needing Amazon, Barnes and Noble

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or the Istore, for example. It even allows you to bundle your books together. For entrepreneurs who want to produce ebooks and related products fast—and have more control—these are exciting times. The use of images has skyrocketed as a key component to digital content creation. Digital video is now used as a first choice for many digital publishers who may have opted to write articles in the past. Consumers are becoming conditioned to respond first to visual stimuli in order to commit to consuming digital content. The proliferation of beautiful handheld digital screens is accelerating the trend. With the increased use of rich media, the narrative form is forever changed. This article was originally published on The Future of Ink and is reprinted here in its entirety for our Magnolia Media Network readers.

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## Chapter 2 : IDC Forecasts Worldwide Spending on 3D Printing to be Nearly \$12 Billion in

*Ten Year Technology Forecast of Printing and Publishing: (Pira International reports) [John W. Birkenshaw] on racedaydvl.com \*FREE\* shipping on qualifying offers.*

Predecessors[ edit ] Before the introduction of digital printing technology, production of small numbers of publications had many limitations. Large print jobs were not a problem, but small numbers of printed pages were typically during the early 20th century produced using stencils and reproducing on a mimeograph or similar machine. By about 1950, electrostatic copiers were available to make paper master plates for offset duplicating machines. From about 1960 copying onto plain paper became possible for photocopy machines to make multiple good-quality copies of a monochrome original. Book publishing[ edit ] Print-on-demand with digital technology is a way to print items for a fixed cost per copy, regardless of the size of the order. While the unit price of each physical copy is greater than with offset printing, the average cost is lower for very small print jobs, because setup costs are much greater for offset printing. POD has other business benefits besides lesser costs for small jobs: Technical set-up is usually quicker than for offset printing. Large inventories of a book or print material do not need to be kept in stock, reducing storage, handling costs, and inventory accounting costs. There is little or no waste from unsold products. Many publishers use POD for other printing needs other than books such as galley proof, catalogs and review copies. These advantages reduce the risks associated with publishing books and prints and can result in increased choice for consumers. However, the reduced risks for the publisher can also mean that quality control is less rigorous than usual. King and McGaw art prints are made on demand at their warehouse in Newhaven, England. Digital technology is ideally suited to publish small print jobs of posters often as a single copy when they are needed. The introduction of ultraviolet-curable inks and media for large format inkjet printers has allowed artists, photographers and owners of image collections to take advantage of print on-demand. For example, UK art retailer King and McGaw fulfils many of its art print orders by printing on-demand rather than pre-printing and storing them until they are sold, requiring less space and reducing overheads to the business. Service providers[ edit ] The introduction of POD technologies and business models has created a range of new book creation and publishing opportunities. There are three main categories of offerings. This section does not cite any sources. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. October Learn how and when to remove this template message POD creates a new category of publishing or printing company that offers services, usually for a fee, directly to authors who wish to self-publish. These services generally include printing and shipping each individual book ordered, handling royalties, and getting listings in online bookstores. The initial investment required for POD services is less than for offset printing. Other services may also be available, including formatting, proofreading, and editing, but such companies typically do not spend money for marketing, unlike conventional publishers. Such companies are suitable for authors prepared to design and promote their work themselves, with minimal assistance and at minimal cost. POD publishing gives authors editorial independence, speed to market, ability to revise content, and greater financial return per copy than royalties paid by conventional publishers. A class of companies like Lulu, Picaboo, Blurb, Peecho and QooP have chosen to be "author agnostic", attempting to serve a broad mass-market of ordinary citizens who may want to express, record and print keepsake copies of memories and personal writing diaries, travelogues, wedding journals, baby books, family reunion reports etc. The management of copyrights and royalties is often less important for this market, as the books themselves have a small clientele close family and friends, for instance. The major photo storage services e. However, they emphasize digital photography. The companies Blurb and Lulu apply this method to a greater volume of creative work primarily text, as typed in personal weblogs, and include the capability to embed photographs, and other media. QooP and Peecho assume the role of an infrastructure service provider, allowing any partner website to use its pre-designed payment and printing functions. The program Peecho

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provides an embeddable print button. Publisher use[ edit ] Print-on-demand services that offer printing and distributing services to publishing companies instead of directly to self-publishing authors are also growing in popularity within the industry. Many major publishers print on demand as a way to save money. It can become costly to print a book regularly that is going to sit on a bookshelf for more than a year before being purchased. Also by using print on demand allows you the ability to change texts and publishes changes rather more quickly. POD is environmentally friendly because there are only printing and shipping costs for actual sales. POD allows self publishers who want to get their books out for little start up costs. Maintaining availability[ edit ] Among traditional publishers, POD services can be used to make sure that books remain available when one print job has sold out, but another has not yet become available. This maintains the availability of older titles the estimated future sales of which may not be great enough to justify a further conventional print job. This can be useful for publishers with large backlists, such that sales for individual titles may be few but cumulative sales may be significant. Managing uncertainty[ edit ] Print-on-demand can be used to reduce risk when dealing with "surge" titles that are expected to have large sales but a brief sales life such as biographies of minor celebrities, or event tie-ins: POD offers advantages over conventional print production and distribution. POD service is not always easy to implement. Print providers and customers have to be willing to evaluate their business process with the flexibility and self determination to change what is necessary. Niche publications[ edit ] Print-on-demand is also used to print and reprint "niche" books that may have a high retail price but limited sales opportunities, such as specialist academic works. An academic publisher may be expected to keep these specialist titles in print even though the target market is almost saturated, making further conventional print jobs uneconomic. The local history of a small community is well adapted to print-on-demand, as these books are invaluable to libraries, museums and archives in that small community but are limited in their marketability outside their home region. Public libraries which normally avoid print-on-demand tomes due to their lesser quality will readily make exceptions if content is appropriate for a local topic which cannot be addressed by more conventional means[ citation needed ]. Many of the smallest small presses, often known as micro-presses because they have inconsequential profits, have become reliant on POD technology and ebooks. This is either because they serve such a small market that print jobs would be unprofitable or because they are too small to absorb much financial risk. Variable formats[ edit ] Print-on-demand also allows for books to be printed in a variety of formats. Economics[ edit ] Profits from print-on-demand publishing are on a per-sale basis, and royalties vary depending on the method by which the item is sold. Lesser royalties come from traditional bookshops and online retailers both of which buy at high discount, although some POD companies allow the publisher or author to set their own discount level. Unless the publisher or author has fixed their discount rate, the greater the volume sold the less the royalty becomes, as the retailer is able to buy at greater discount. Because the per-unit cost is typically greater with POD than with a print job of thousands of copies, it is common for POD books to be more expensive than similar books made by conventional print jobs, especially if a book is produced exclusively with POD instead of using POD as a supplemental technology between print jobs. Book stores order books through a wholesaler or distributor, usually at high discount of as much as 70 percent. Wholesalers obtain their books in two ways: Stocked titles are usually also available via sale or return, meaning that the book store can return unsold stock for full credit as much as one year after the initial sale. POD books are rarely if ever available on such terms because for the publishing provider it is considered too much of a risk. However, wholesalers monitor what titles they are selling, and if authors promote their work successfully and achieve a reasonable number of orders from book stores or online retailers who use the same wholesalers as the stores , then there is a reasonable chance of their work becoming available on such terms. Although returnability lessens the risk for book stores, only a certain proportion of such stock can be returned. Non-returnability can make bookstores less enthusiastic about POD books. Another issue is that these books are not available right away and take time to create Friedlander. When a customer wants to purchase one of these books they are less likely to follow through with the sale because they do not get the book that day. They are more likely to go home and order through another

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## Chapter 3 : Print & Printing Conferences, Printing Seminars, Summits & Popular Forums & Meetings in /

*The Forecast report provides detailed analysis of the latest WhatTheyThink Printing Industry Survey, the latest industry economic data and macroeconomic trends, as well as industry and cultural technological trends to look out for in*

This report is utilized for a range of strategic purposes, including benchmarking, due diligence, cost cutting, planning, evaluating opportunities, forecasting, streamlining, and gap analysis. The report covers over insightful data This report is utilized for a range of strategic purposes, including benchmarking, due diligence, cost cutting, planning, evaluating opportunities, forecasting, This report is utilized for a range of strategic purposes, including benchmarking, due diligence, This report is utilized for a range of strategic purposes, including benchmarking, due diligence, cost cutting, planning, evaluating opportunities, forecasting, streamlining, and This report is utilized for a range of strategic purposes, including benchmarking, due diligence, cost cutting, planning, evaluating This report is utilized for a range of strategic purposes, including benchmarking, due diligence, cost cutting, By fabrication technologies the market is divided into conventional fabrication and roll-to-roll fabrication. For printing and lithography technology, the report contains technology types Read More U. States and over metro areas. Other data include financial ratios, number of firms, payroll, industry definition, 5-year historical trends on industry sales, It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market Also, a six-year historic analysis is provided for these markets. The growing demand for digital printing machines, especially among packaging buyers is a major growth contributor. A majority of the printing technologies have been commercialized and used in the market for over a decade now. However the technological advancements in the printing industry continue with digital transformation. This report covers the scope, size, disposition and growth of the industry including the key sensitivities and success factors. Also included are five Covered in this report The report Label applying and printing devices allow users to customize labels by typing information into the device and Many small businesses have gravitated toward advertising online as consumer targeting has advanced and national networks have come to effectively serve localized marketing needs. Although improvements in consumer spending and business sentiment have driven growth in advertising spending, which is historically an indicator of demand Also included are five year industry forecasts, growth rates Operators also carry out postpress work, including gilding, embossing and foil stamping for specialty books. Printing and writing paper can be coated or uncoated. Vendors include paper manufacturers, paper product wholesalers and office supply retailers. This report excludes envelopes, finished packaging More growth opportunities will turn up between and as compared to the past five years, suggesting rapid pace This report covers activities such as printing, design, print, digital printing, artwork and includes a wealth of information on the financial trends over the past This report covers activities such as labels, security printing, printer, codesoft, zebra and includes a wealth

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## Chapter 4 : Digital Printing Services - Industry Analysis, Trends, Statistics, and

*Technology developments for each print sector over the next ten years Extensive, informed discussion of social and regulatory factors shaping the industry Changes in print buying and print management to , including digital printing, MIS developments, inkjet, toner and more.*

Request Report Methodology Commercial printing industry refers to the services offered by printing industry for commercial applications. Commercial printing services include binding, composition, layout, graphic design, plate making and press production. Commercial printers are used to construct phone books, magazines, labels, catalogs, advertising brochures, newspaper inserts, corporate reports, direct mail marketing, for printing financial documents, business forms, promotional materials and training manuals. Services included in commercial printing are lithographic printing, screen printing, flexographic printing, gravure printing, book printing, quick printing, loose leaf binding, prepress and trade binding services. Offset technology is the most widely used commercial printing technology. However, there is a shift in trend presently in commercial printing from offset technology to digital high speed inkjet technology. The transformation is due to the fact that inkjet is more effective and efficient way to print mails and other complex personalized messages than the offset technology. Reduced costs for color printing and better return on investments are some of the other advantages that has resulted in wide doption of inkjet technology. The demand for commercial printing is majorly driven by advertising needs of businesses such as advertising firms and the volume of commercial printing is highly dependent on the growth of the economy, particularly the consumer spending power. Large printing presses gain profitability by bulk buying materials such as ink and paper, thus serving a large customer base nationwide and making effective use of presses. However, small press companies compete by offering a service to specific applications. The demand for printing services is recurring and depends on economic activities in the country, owing to which major players are prepared for demand fluctuations by deploying multifunctional printing equipment that caters to the demand of various printing applications.. Currently, the commercial printing market is facing many challenges. Digital technology is a major threat to the commercial printing market. Prices for digital printing are reducing below the offset printing prices, owing to which companies that delays to shift to digital printing are expected to be at risk. Decreasing sales and the plummeting unit selling prices are also factors hampering industry profit of the commercial printing market. Companies in commercial printing market require a substantial capital investment to remain competitive, however, with a reducing sales volume, maintaining consistent market share is a challenge. However, the current trends in the commercial printing market are helping sustainability of the market in the competitive environment. Some of these trends are, advancements in offset printing leading to lowered cost per page, mass customization of printing services that helps to cater variety of customers and new printing technologies such as digital plate making has enabled acquisition of a wide customer base. Some of the major companies in the commercial printing market include Cenevo, Inc. This research report analyzes this market on the basis of its market segments, major geographies, and current market trends. Geographies analyzed under this research report include North America.

## Chapter 5 : Technological Forecasting and Social Change - Journal - Elsevier

*This report analyzes the opportunities and value propositions for metal 3D printing services from the perspective of the service bureaus (including specialty metal service bureaus) themselves and of printer makers, materials firms and the end user community.*

## Chapter 6 : Gartner Predicts | Information Technology Predictions

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## Chapter 7 : Magazine Industry Trends and Challenges

*Recent rapid advances in electronic technologies, especially those associated with powerful bit mapped workstations and raster printers, have enabled corporate electronic publishing as an effective and efficient process. Advances in the key technologies supporting electronic publishing are forecast.*

## Chapter 8 : Print on demand - Wikipedia

*In , 3D printing went mainstream in the dental industry. A number of high profile business ventures and acquisitions have continued to propel dental applications utilizing 3D printing technologies firmly into the sights of the largest dental services and solutions providers in the world.*

## Chapter 9 : Printing Market Research Reports & Printing Industry Analysis | racedaydvl.com

*Actual results: I thought publishers' printing prices had bottomed out in and were inching up, but Quad/Graphics recently reported that its prices across all types of printing had declined 1% to % in the past 12 months.*