



Delivering Immersive Publishing Experiences

Adobe Digital Publishing

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- **Shift from content → content + experience**
 - Publishers are creating differentiated experiences to build value & audiences

- **Build on/establish new business models**
 - Publishers want flexibility to optimize business models, to avoid “walled garden” lock-in, and retain ownership of reader

Publishing at a crossroads

- **Deliver audiences cost-effectively across devices**
 - Publishers want to leverage existing editorial workflows & reduce the cost to produce content across myriad emerging device types

- **Understand audience interaction/engagement**
 - Publishers want the right content in front of the right readers (and with the right ads)

Adobe Digital Publishing Solutions

BOOKS



MAGAZINES



NEWSPAPERS

