

## Q&A: Your Digital Comps

### 1. **What is Digital Comps?**

Digital Comps is an ebook distribution system based on voucher code authentication for access to titles. It provides you with the tools and platform to create voucher codes to provide access to DRM protected versions of your titles and distribute them direct to end users. Digital Comps includes an admin portal with intuitive and easy to use tools for quickly creating voucher codes and managing your end users. Also included is a bookshelf for your end users to request access to titles (request option can be turned “on” or “off”), redeem their voucher codes and read their books. Each portal is fully branded with your colour scheme and logo. Your books. Your brand. Your customer.

### 2. **Why would I want to use Digital Comps rather than just using my existing distribution partners?**

Digital Comps is in no way intended to replace your existing distribution partners; it was primarily created to address those scenarios where you may want to give away access to an ebook for free, or sell a voucher code with access to an ebook direct to consumer, rather than sell it through an existing sales channel. Digital Comps could be for you if:

- You would like to provide DRM protected electronic inspection copies to academics to consider a title for course adoption.
- You would like to provide DRM protected electronic review copies to editors / reviewers for journals and other relevant publications.
- You would like to set up your own direct to consumer DRM protected ebook sales platform, but don't currently have the budget to do this and would consider DRM protected fulfillment by voucher code as an option.
- You would like to experiment with direct to consumer ebook sales to determine whether or not it is economically viable for you to create your own DRM protected platform.
- You would like to try online marketing campaigns offering free, timed, DRM protected for some of your titles as a preview.
- You would like to experiment with bundling a voucher with access to a DRM protected ebook together with a print book.
- Your rights department would like to offer free, time limited, DRM protected access to your content for potential rights deals.
- There are other scenarios where you predict that sending a voucher code for ebook access would be cheaper and more effective than mailing out a print book.

### 3. **In the context of Digital Comps what is the difference between a “Promotion” and a “Request”?**

Your Digital Comps account has two primary functions. The first is to receive and respond to “Requests” from end users who are requesting access to a title to review for potential course adoption or to review for a journal. The second is to create “Promotions” with voucher codes that you send out to end-users proactively as part of a marketing promotion.

### 4. **How do I provide access to a title to my end user via the “Request” process?**

There are 6 simple steps to provide access to an ebook title via the Digital Comps Requests process and we provide you with simple tools to do each of these:

1. On your own website you can place a “Request Inspection Copy” button on the book product page. By following a standard URL structure that we will provide you with and appending the book's ISBN (13 digit for Print or Ebook) to the end of that you can direct your end users straight to your fully branded Digital Comps end user portal where they can make their request.
2. You can also place a link on your website to direct users to browse for and request review and inspection copies. This link will direct them to a dedicated user portal with your colour scheme and logo.

3. The end user locates the title that they are interested in via search and completes an online form that we host for you with information about why they would like access and why you should grant it.
4. When they submit the request for access an email is sent to you prompting you to login to the system and grant or deny access to the title.
5. You login to the system and review the customer's details and then decide how long you would like to provide access for, whether to allow them to download the book and what the print and copy permissions will be like.
6. When you decide to grant access an email will automatically be sent to the end user letting them know that their request has been granted and providing them with a voucher code and login details to their bookshelf to access the title.

**5. How do I provide access to a title to my end user via the "Promotions" process?**

There are 4 simple steps to provide access to an ebook title via the Digital Comps Promotions process and we provide you with simple tools to do each of these:

1. In your Ebook Services admin portal you can create a Promotion. As part of the Promotion creation process you'll need to decide how long you want to give access for, what formats to make the title(s) available in, what print and copy permissions you will allow and which title(s) to attach to the voucher. You can also limit where the voucher can be used by IP range and territory.
2. To distribute the voucher you can either upload email addresses to the system and allow the system to automatically send an email to the end user with the voucher code and instructions for accessing the ebook, or
3. You can download a spreadsheet of voucher codes and mail these out manually to your end users with redemption instructions.
4. The email will direct the end user to a bookshelf that is fully branded with your colour scheme and logo where they will be prompted to create an account, redeem the voucher and login to read the book.

**6. How does Digital Comps relate to eBooks.com, EBL and Ebooks Corporation?**

Ebooks Corporation Ltd has three different business units:

- eBooks.com (our retail offering)
- EBL (our academic library sales model) and
- Ebook Services (technology solutions for publishers).

Ebook Services is a suite of sales and marketing technology solutions that we make available to our publishing partners that includes:

- Digital Comps
- Ebook Engine (a retail sales model for publishers) and
- Ebook Collections (our collection building and direct sales to libraries solution for publishers).

While the Ebook Services products, including Digital Comps, draw on the expertise from the rest of the company, they are unique and distinct products.

## Q&A: Administering Digital Comps

**1. Are Digital Comps available for expiring and perpetual access?**

Yes. You can decide whether to make your ebooks available via voucher as perpetual or expiring access and you can also modify this on a customer-by-customer basis.

**2. How do I upload new titles and metadata to my Digital Comps account?**

When you sign terms with Ebooks Corporation we provide you with login details to our Publisher Interface for managing your inventory and an FTP account for uploading your ebook files and metadata. We will also provide you with a metadata template for metadata submission and a handbook to help you navigate the Publisher Interface.

**3. Can I make titles available through Digital Comps that are not also available through EBL or eBooks.com?**

Yes. You just need to indicate in your metadata which channels to make each title available through.

#### **4. Does Digital Comps provide downloadable usage statistics?**

Your Digital Comps Administration Portal provides a range of real-time usage statistics that can be downloaded as CSV files.

#### **5. Who manages customer support?**

You manage customer support, but your Digital Comps representative is always on hand to answer questions as they arise, and we provide you with a Help Manual to help you with common trouble shooting and FAQs.

## Q&A: Pricing

#### **1. Is there any set up cost associated with Digital Comps?**

We charge you no fees for setting up your Digital Comps account.

#### **2. Is there an annual maintenance fee?**

No. There are no annual maintenance fees for your Digital Comps account.

#### **3. What does it cost to use Digital Comps?**

Your Digital Comps account is free to use. We simply charge you either USD 2 or 3 depending on the type of access granted.

Fee:

- Initial setup fee \$0
- Annual maintenance fee \$0
- Online reader access (timed access) \$2
- Online reader + download (timed access) \$3
- Online reader (perpetual access) \$3
- Online reader + download (perpetual access) \$3

You are charged per book when:

- You approve a request. If there are 3 books in the request and you approve all three, we will charge you for each book, even if the user subsequently does not open the book.
- You directly allocate a book to a user's bookshelf
- A user redeems a voucher you have sent them. If there are 5 books in the promotion, you will be charged for all 5 books each time a voucher is redeemed.

#### **4. How often will Digital Comps bill me?**

The commission is calculated and payable monthly.

## Getting Started with Digital Comps

Interested in getting started with Digital Comps or setting-up a free trial? Getting started is easy; contact us to find out how...



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