



Experiments With Free Digital Content

May 14, 2008

- HC is pursuing a variety of experiments with **free access** to digital content to evaluate whether this can **increase sales** of **e-book** and **physical books**.
- Two types of experiments:
 - Partial Access
 - Full Access
- Two platforms:
 - Browse Inside on HarperCollins.com
 - e-book / digital audio
- **All experiments must be measurable!**

Browse Inside Platform

The screenshot displays the HarperCollins Publishers website interface for the book "American Gods" by Neil Gaiman. The top navigation bar includes "HarperCollins Publishers", "Books", "Authors", "Readers", and "Members", along with a search bar and a "Go!" button. The "Browse Inside" section is highlighted in blue and includes a "BETA" label. Below this, there are three interactive buttons: "E-mail this to a friend", "Put this book on your site", and "Send us your feedback".

The main content area features a large book cover for "American Gods" by Neil Gaiman, labeled as a "New York Times Bestseller". The cover art depicts a dark, stormy sky with a bright green lightning bolt striking down. The text on the cover includes "Trade PB Edition", "Table of Contents", "New York Times Bestseller", "NEIL GAIMAN", "Author of *Neverwhere*", and "American Gods". Navigation arrows are visible above the cover.

On the left side of the page, there is a sidebar with the following elements:

- A small book cover for "American Gods" with the text "New York Times Bestseller" and "NEIL GAIMAN".
- The title "American Gods" and subtitle "A Novel".
- The author "By Neil Gaiman".
- Two buttons: "Buy Now" (red) and "Buy the E-book" (blue).
- A search box for "American Gods" with a "Go!" button.
- A section titled "Browse Inside More Books by Neil Gaiman" featuring two smaller book covers: "ANANSI BOYS" and "FRAGILE THINGS", each with a "Browse Buy" button.
- A "More Book Information" section with an icon of an open book.
- An "About American Gods" section with a brief synopsis: "Released from prison, Shadow finds his world turned upside down. His wife has been..."

Why we think this is the right approach...

	Browse Inside	PDF Free Download
Visitors	83,102	20,000
Visits	85,867	30,000
Downloads	0	15,000
Page Views	3,827,306	
Avg Page Views per Visit	46	
Avg Visit Duration	15:55	
Clicks on Buy Link	1,177	
Emailed to a Friend	16,236	

...look at all these great things we're learning!

Case Study 1: Free partial digital audio

Offer:

- Neil Gaiman's A Study in Emerald; free story to promote sales of the whole book, Fragile Things
- Audio download **without DRM** or registration

Results:

- Blog and viral success story
- Sales impact hard to measure
- Did not drive registrations
- Readers bypassed our up-sell efforts

What we learned:

- **Too easy to take it and run**
- **Need to tie it to registration, use DRM, or watermark**

The screenshot shows the HarperCollins e-books & e-audio website. The header includes the site name and navigation links. A search bar is present with a dropdown menu for 'All formats'. A promotional banner for Neil Gaiman's 'A Study in Emerald' is featured, highlighting that it is available in e-book and e-audio. A sidebar on the left offers a 20% discount on digital purchases. Below the main banner, there are links to official Neil Gaiman web sites and a pink button for 'Instant Romantic Gratification'. The main content area includes a 'Download a Free Audio Story!' button and a description of 'A Study in Emerald' by Neil Gaiman, performed by Neil Gaiman, noting its Hugo Award status.

Case Study 2: Early access to partial book using Browse Inside

Offer:

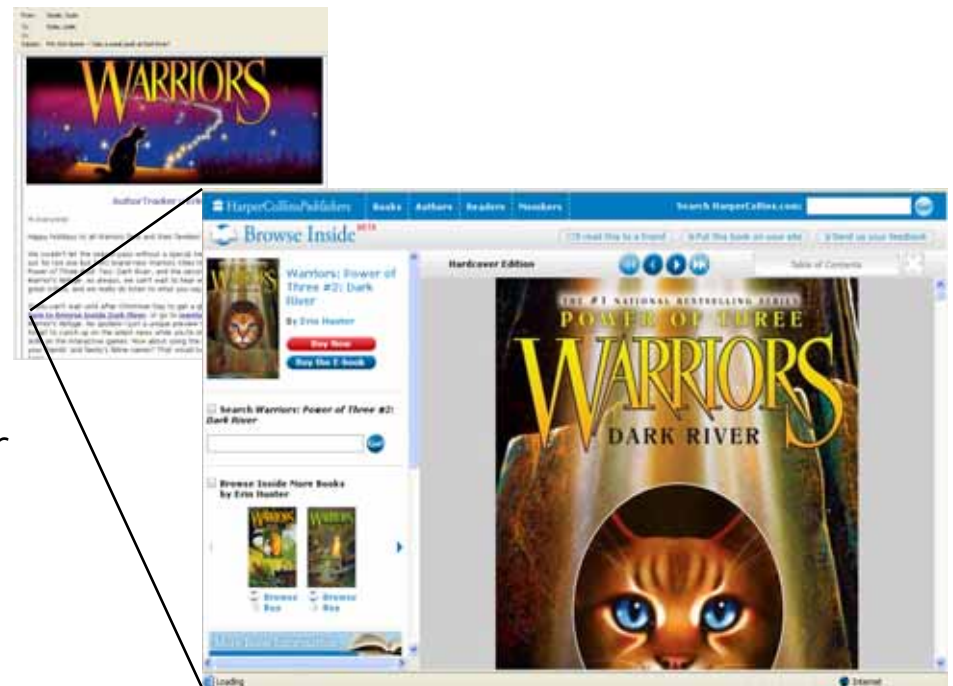
- Sneak Peek of Warriors Volume 3
- Browse Inside preview of 20% on HarperCollins.com
- Promoted to 30k subscribers to Erin Hunter's AuthorTracker mailing list

Results:

- **Increased preorders 30%**
- Member benefit, incentive to register

What we learned:

- **Online promotion can impact sales**
- **Value of promoting to AuthorTracker mailing list**



Case Study 3: Free whole DRM'd e-book

Offer:

- Robin Hobb's Shaman's Crossing
- E-book giveaway with DRM and registration

Results:

- Drove same-title and backlist sales of e-books
- Drove registrations

What we learned:

- **Free DRM'd e-book can drive sales**
- **People will register for free content**

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Save 20% off the physical book price!

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Free Audio Story
Download "a study in emerald"
written and read by Neil Gaiman

Free e-book
Title: **Shaman's Crossing: The Soldier Son Trilogy, Book One** **FREE except**
Author: **Robin Hobb (Author)**
List price: **\$7.99** Published: **September 2005**
Your price: **\$6.39 (20% savings!)**

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About the e-book

Nevare Buvelle is the second son of a second son, destined from birth to carry a sword. The wealthy young noble will follow his father - newly made a lord by the King of Gemia - into the cavalry, training in the military arts at the elite King's Cavella Academy in the capital city of Old Thares. Bright and well-educated, an excellent horseman with an advantageous engagement, Nevare's future appears golden.

But as his Academy instruction progresses, Nevare begins to realize that the road before him is far from straight. The old aristocracy looks down on him as the son of a "new noble" and, unprepared for the political and social maneuvering of the deeply competitive school and city, the young man finds himself entangled in a web of injustice, discrimination, and foul play. In addition, he is disquieted by his unconventional girl-cousin Epiny - who challenges his heretofore unwavering world view - and by the bizarre dreams that haunt his nights.

For twenty years the King's cavalry has pushed across the grasslands.

More by the Author

- ▶ **Renegade's Magic:** The Soldier Son Trilogy, Book 3
Robin Hobb
- ▶ **Forest Mage:** The Soldier Son Trilogy, Book 2
Robin Hobb

Case Study 4: Full Access to 100% using Browse Inside

Offer:

→ Neil Gaiman's backlist book American Gods

Results:

→ Increased weekly sales of physical book at independent retailers 250%

→ Valuable user feedback through online survey

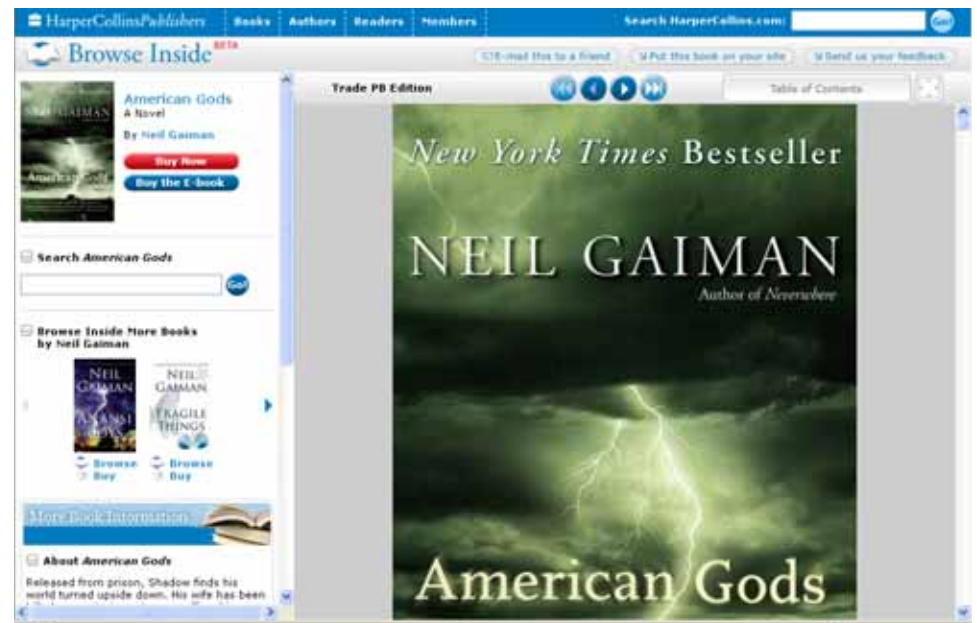
→ 41% had never read an e-book

→ 30% of those would use Browse Inside to read a whole book

What we learned:

→ **This type of promotion can bring new readers to ebooks**

→ **Consumers are motivated by "100% for free" – the viral pass-along rate is very high**



Coming up

- Upcoming free offers:
 - Full access to Paulo Coelho's *The Alchemist* and his new hardcover *Brida*
 - Sneak Peek at Starbucks pick *The Art of Racing in the Rain* by Garth Stein
- Lots more experimentation

