

Tizra Helps Publishers Find Growth In a Tough Market

As eBook sales buck the economic downturn, Tizra's web software offers a new way to seize online opportunities.

January 28, 2009 (Providence, RI)—In an economic climate that led *Publishers Weekly* to predict 2009 would be “the worst year for publishing in decades,” eBook sales are growing at more than 100% a year, according to the International Digital Publishing Forum (IDPF). Now, with the introduction of a fully self-service version of the Tizra Publisher web application, this online publishing upside is within reach of whole new categories of content owners—both inside and outside the traditional publishing industry.

The new self-serve signup means that anyone can have access to the same highly flexible content management and online commerce capabilities MIT Press uses in its CISnet collection of online computer science books (<http://cisnet.mit.edu>). Recently MIT Press has been joined by new Tizra customers including Indiana University Press, University of Texas Press, the Association of Research Libraries and Bloomsbury Academic.

A video showing how quickly Tizra Publisher sites can be created is at...

<http://tizra.com/index.php?page=tour>

Tizra Publisher's self-serve debut comes at a time when publishers are looking for alternatives to ad supported business models, which have suffered badly, and are eager to retain control over their brands and their content, avoiding complex technical and legal entanglements such as those entailed by the Google Book Settlement.

“In the current market, everyone knows they need to move online, both because that's where the readers are going and because it saves manufacturing and distribution costs,” says Tizra CEO David Durand. “Yet few can make the kind of investment traditional custom IT projects have required, and none want the loss of control involved in standardized solutions. With Tizra Publisher, we've proven there's a way out of this dilemma.”

Sites can be created from standard PDF files by filling out a simple web form at:

<http://tizra.com/index.php?page=signup>

The process takes less than 60 seconds and requires no more technical know-how than popular blogging software. Yet sites created with Tizra Publisher are fully customizable, can grow to enterprise scale, and offer a full range of features demanded by the most sophisticated publishers. For example, publishers can sell individual chapters or subsections of books, can remix them into larger collections by topic or other category, can sell corporate subscriptions authenticated by IP address, and can limit access based on a specific number of concurrent sessions or “seats.”

Because Tizra Publisher is delivered on a Software as a Service (SaaS) basis, customers not only skip the server management chores that traditionally go along with serious web publishing, but also benefit from frequent upgrades without the need to install new software. The current feature list is available here...

<http://tizra.com/press/feature-list.pdf>

About Tizra

Tizra's mission is to provide content owners large and small with unprecedented control over the marketing, sales and delivery of their online content. Tizra's first product, Tizra Publisher, is a hosted service that enables non-technical staff to create new online products from existing content and sell them through publisher branded web sites with highly flexible business terms. The company is headquartered in Providence, Rhode Island, and funded in part by Rhode Island's Slater Technology Fund. More at <http://tizra.com>.

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