THE MOST CONFUSING TECH TERMS (I)

- Metadata

- AI & Machine Learning

- The Metaverse

THE MOST CONFUSING TECH TERMS (II)

- Blockchain

- Cryptocurrencies (incl. Bitcoin)

- Web3

- NFTs

NFTS COME TO PUBLISHING

Thad McIlroy, The Future of Publishing

ABOUT ME

- Book publishing analyst

- Wading in the tech weeds (metadata)

- Partner in Publishing Technology Partners

- Adjunct Professor, Pace Mpub program

- Writing for *Publishers Weekly* and others

- Following publishing startups for 10 years

NEW EDITION COMING IN NOVEMBER

- 1300 startups (+400)
- Lots more investment ($3b)
- 36 focused on NFTs/blockchain

AN AUTHORITATIVE LOOK AT BOOK PUBLISHING STARTUPS IN THE UNITED STATES

PROSPECTUS

A *Publishers Weekly* Publication

Researched and authored by Thad McIlroy, Principal, The Future of Publishing

PW PUBLISHERS WEEKLY®

"Thad's work on wrangling the publishing startup universe is commendable in its diligence and breadth. There's no other source that I can think of, including a canonical database like Pitchbook, that tracks and organizes the often exciting and sometimes esoteric world of publishing entrepreneurship."

— David Lamb, Partner, Book Advisors LLC

"*An Authoritative Look at Book Publishing Startups* is an incredible resource for anyone leading or investing in book industry growth–detailing over 15 years of new book publishing ventures, successes and failures, while surfacing the latest developments in the fast-changing world of new book technology–it defines the state of booktech today!"

— Peter Hildick-Smith, President, Codex-Group

"Thad McIlroy's survey of the birth—and sometimes death—of 1,300 book publishing startup companies is a fascinating tale. While the list itself is a great resource, McIlroy's commentary is both illuminating and wonderfully wry. Everyone in the book publishing community should wander through these pages—and then pick up a good book."

— Lorraine Shanley, President, Market Partners International

This report provides an overview of the English-language book publishing startup scene in the United States and around the world as of the fall of 2022. At the center of the effort is a database of more than 1,300 companies, almost all founded since Amazon launched the Kindle in 2007.

We're surrounded by new business startups, corralling the attention of entrepreneurs and investors, and of a public seized by the energy and intrigue of the startup culture. Of course the publishing community has joined the startup party, attracting innovators and disruptors to this well-established industry. Some of the startups are one-person efforts, with a lonely dream of remaking how books are made, discovered, or sold while others are multi-million-dollar corporations with hundreds of employees.

36
BOOK PUBLISHING STARTUPS FOCUSED ON NFTS/BLOCKCHAIN

1	Adim	adimverse.com	A community of storytellers, fans	Authors	Service	Original Content
2	AuthorMint.io	authormint.io	Join in the success of bestselling	Authors	Tool	Self-publishing
3	Bookchain	bookchain.ca	Platform for publishing, selling a	Authors	Tool	Self-publishing
4	BookCoin	bookcoin.com	The first NFT marketplace for bo	Authors	Tool	Self-publishing
5	Bookcoin (Spain)	bookcoin.es	A cryptocurrency linked to cultur	Authors	Tool	Self-publishing
6	Book.io	book.io	An NFT marketplace for buying,	Authors/R	Tool	Self-publishing
7	BooksGoSocial	booksgosocial.	Social media advertising/marketin	Authors	Service	Marketing
8	BookVolts	bookvolts.com	Publish digital first edition NFT b	Authors	Tool	Self-publishing
9	Creatokia	creatokia.com/e	NFT platform for books, audiobo	Authors	Tool	Self-publishing
10	Cryptoversal Books	cryptoversalboo	NFT book publishing and marke	Readers	Tool	Retail/Ecommerce
11	Custos Media Tech	custostech.com	Uses imperceptible watermarking	Publisher	Tool	Business systems
12	iShook	ishook.io	Ebooks with social media all in o	Authors/R	Tool	Discovery
13	LBRY	lbry.com	LBRY does to publishing what B	Authors	Tool	Self-publishing
14	Lost Books	lostbooks.ca	Independent micro-publisher of I	Authors	Tool	Self-publishing
15	Metaverse Publish	metaversepubli	Preserve written history by publis	Authors	Tool	Self-publishing
16	Mirror	mirror.xyz	Mirror's robust publishing platfor	Authors	Tool	Self-publishing
17	NFTBook Bazaar	nftbookbazaar.	The only NFT marketplace dedic	Authors	Tool	Self-publishing
18	NFTBOOKS	nftbooks.info	Platform to publish works on boo	Authors	Tool	Self-publishing
19	NFT Bookstore	nftbookstore.xy	A literary NFT marketplace for au	Readers	Service	Retail/Ecommerce
20	NiftyLit	niftylit.io	Limited edition works of art and li	Authors	Tool	Self-publishing
21	Odiggo	odiggo.xyz	An NFT-marketplace for books, i	Authors	Tool	Self-publishing
22	PageDAO	pagedao.org	Mission is to fuel creative literary	Authors	Tool	Self-publishing
23	Paragraph	paragraph.xyz	Web3 newsletters & publishing	Authors/R	Tool	Self-publishing
24	Publica	publica.com	Evolutionary publishing platform	Authors/R	Tool	Self-publishing
25	Publish0x	publish0x.com	Earn Crypto for publishing and f	Authors/R	Tool	Self-publishing
26	Published NFT	publishednft.io	A blockchain eobok publishing p	Authors	Tool	Self-publishing
27	ReadFi	readfi.io	A Metaverse lifestyle app with bu	Readers	Service	Original content
28	Readl	readl.co	The tools to publishers, producti	Authors	Tool	Self-publishing
29	Scenarex	scenarex.ca	We partner with talented people t	Publisher	Tool	Production
30	Soltype	soltype.io	The first NFT marketplace for cre	Authors/R	Tool	Self-publishing
31	Spatium Stories	spatiumstories.	NFT book marketplace.	Authors/R	Tool	Original content
32	Storya	storya.app	Offers writers free access to AI a	Authors/R	Tool	Self-publishing
33	StoryPrima DAO	storyprima.io	Harnessing the power of NFTs to	Authors	Tool	Self-publishing
34	Tally Labs	www.tallylabs.x	A software-enabled Web3 media	Authors	Tool	Self-publishing
35	The Writer's Room	jenkinsthevalet	Join the decentralized future of c	Authors	Tool	Self-publishing
36	WIP Publishing	wippublishing.	Crypto-first publishing house he	Authors	Tool	Self-publishing

A (networked) spreadsheet that many people have copies of...

- ✓ Yet no single entity owns

- ✓ Anyone can add a row to the spreadsheet

- ✓ And everyone's copy is automatically updated

- ✓ ...and it's only possible to *add* rows to the spreadsheet

- ✓ Not to change or delete them.

BLOCKCHAIN

NFTs (Non-Fungible Tokens)

- ✓ are digital files

- ✓ that are *individually* secured on a blockchain

- ✓ which *ensures* ownership

- ✓ and creates scarcity.

(even though other people may possess the exact same digital file)

NFTS

CRYPTOCURRENCIES

- ✓ New-fangled currencies that reside on the blockchain.

- ✓ Such as Bitcoin and Ethereum.

- ✓ Putative advantages: Cost-effective, can't be tracked, seized, stolen, etc.

- ✓ Optimized for organized crime and for drug dealers generally

- ✓ And are also used to buy NFTs.

The New York Times

Cryptocurrencies Melt Down in a 'Perfect Storm' of Fear and Panic

A steep sell-off that gained momentum this week starkly illustrated the risks of the experimental and unregulated digital currencies.

WEB3

A vague new iteration of the Web, built on all this stuff.

And so, in this new Web3 world...

- NFTs are digital files

- Secured on a blockchain

- Purchased (usually) with cryptocurrencies.

(Their location on the blockchain is about all that makes them unique.)

THE VALUE PROPOSITION

For authors (& publishers?):

- Valuable collectibles
- An add'l revenue stream
- An alternative to Amazon
- DRM, of a sort
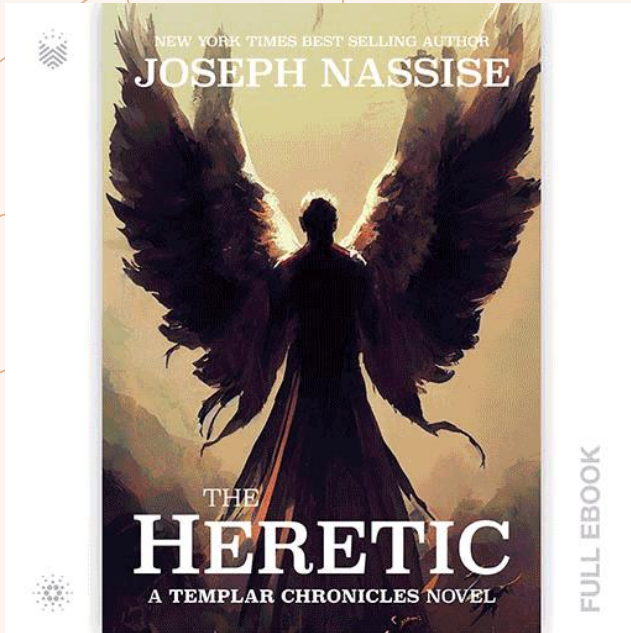- Closer to their readers:
  …a community "fan model"

DILEMMAS & DOUBTS

- No (few) restrictions on copying or viewing.

- A financial bubble around NFTs and crypto generally. Fraud abounds.

- Complexity.

- You can do all this without NFTs, blockchains and crypto.

THE MOST VALUABLE BORED APE YACHT CLUB NFT
PRICE: $3.4 MILLION

CASE STUDY

- The NFT edition of Joe Nassise's *The Heretic* (2017, $6.99)

- With 111 unique covers

- Sold all 2,764 copies in 45 seconds (October 20)

- At 55 ADA ($20).

BOOK.IO

- "An NFT marketplace for buying, reading, and selling e-books and audiobooks"

- Founded, like, yesterday…

- 70/30 split; authors set the royalty % on resales.

- "$BOOK tokens" are earned by readers based on the amount read.

- Mint & Print® — a print-on-demand service for Book.io digital books (via Ingram).

BIG-TIME INVESTMENT INTEREST

News

Ingram Backs Book.io OOKSELLER

Home > News

Bertelsmann's BDMI becomes latest
investor in e-book NFT firm

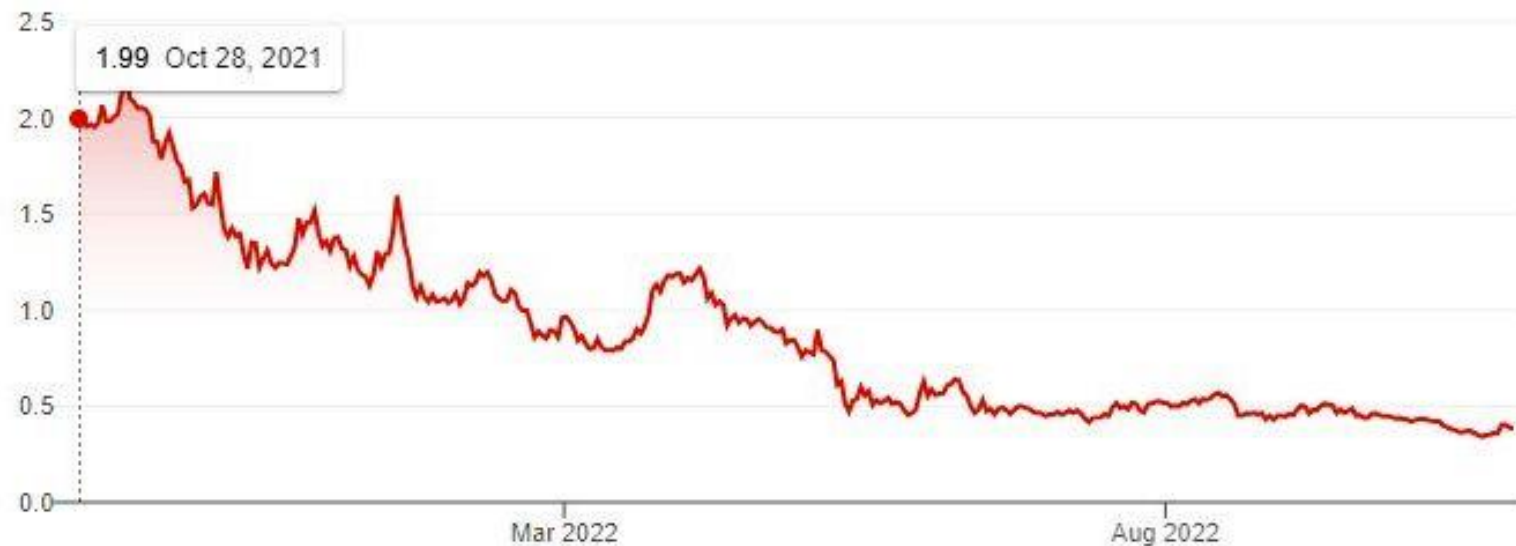NEWS   OCT 18, 2022   BY THE BOOKSELLER EDITORIAL TEAM

CARDANO ADA

LATEST PRICE — CARDANO ADA

Market Summary > Cardano

0.39 USD

+0.02 (6.89%) ↑ past 5 days

Oct 28, 4:51 AM UTC · Disclaimer

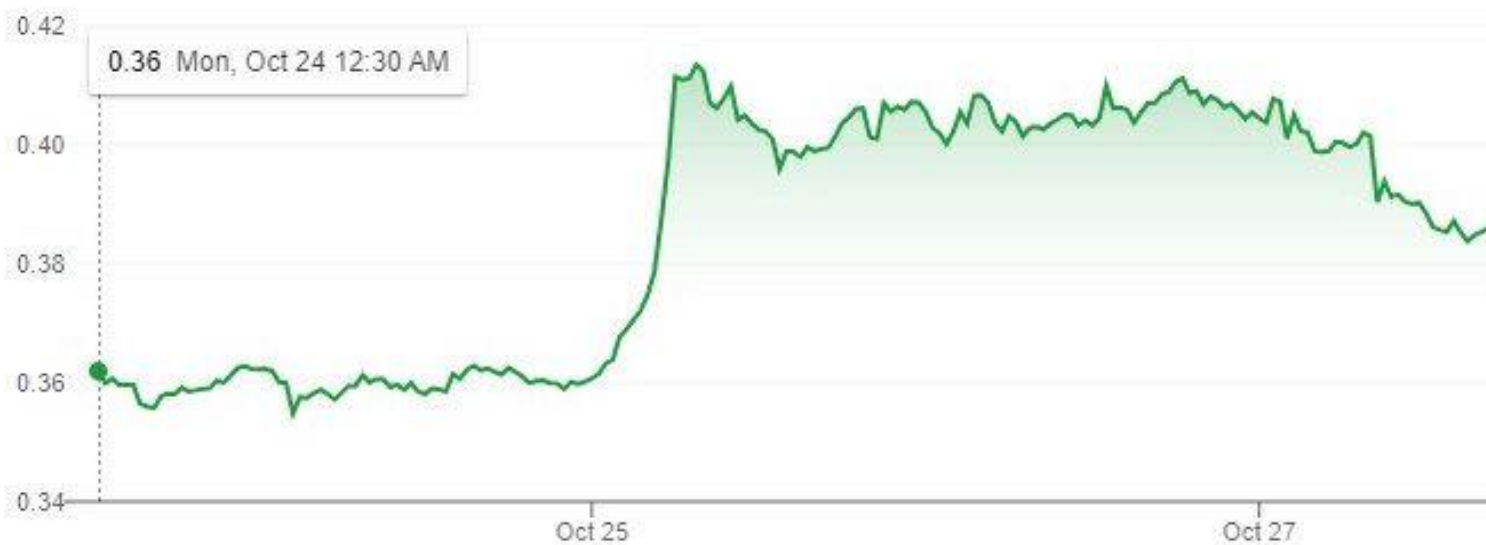1D | **5D** | 1M | 6M | YTD | 1Y | 5Y | Max
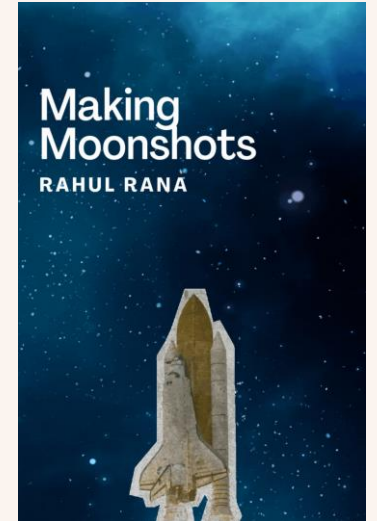
0.36 Mon, Oct 24 12:30 AM

ALEXANDRIA LABS

The next great Library of Alexandria

- Receive additional chapters, updated editions, exclusive editions, behind-the-scenes notes, future content, discounts, events and...

- "Correspondence from the author in perpetuity."

- Unlock a community of people aligned with your interests.

- Only a 15% commission.

NIFTYLIT

A new way to publish, powered by blockchain. Read, collect, and support writers & artists you love.

- Monthly "issues" with 5-10 individual literary works across all genres, and anthologies on a quarterly basis.

- Published pieces appear in print on the site for 60 days, and simultaneously published as literary NFT collections.
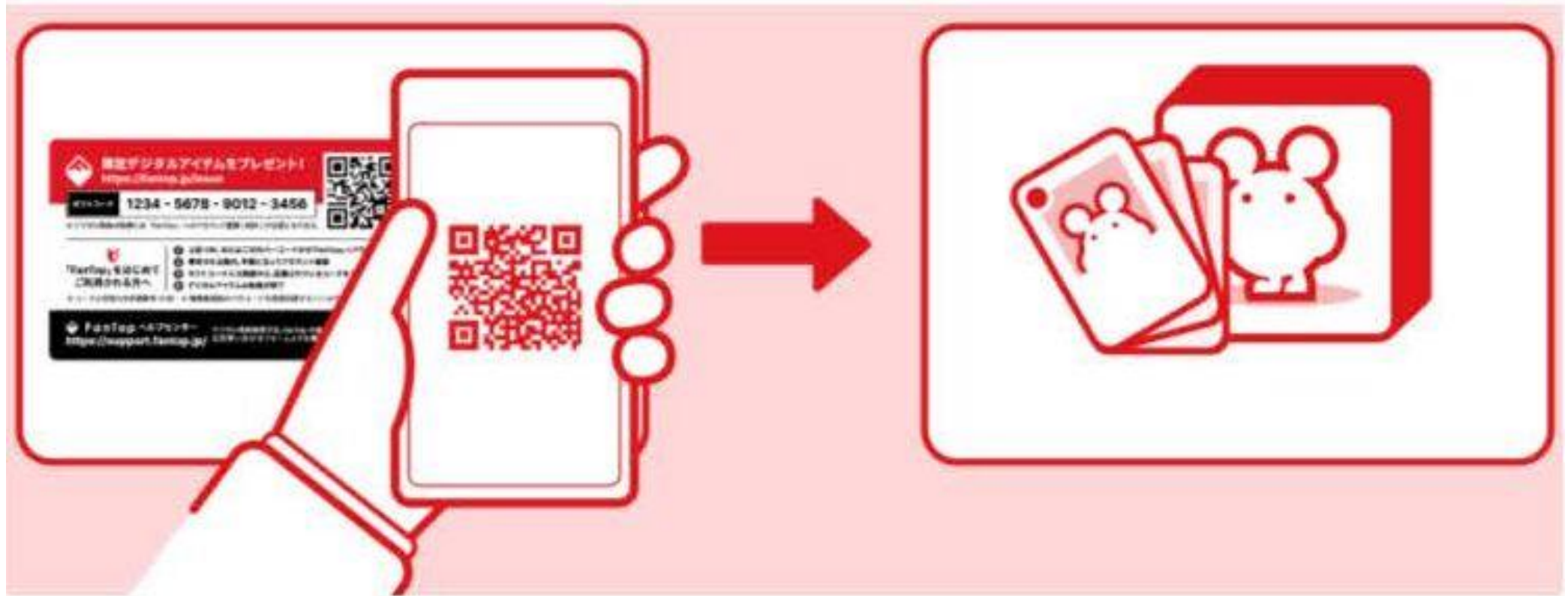
PEARSON JOINS THE PARTY

EDWEEK
Market Brief

Aug. 12, 2022

Pearson Exploring NFTs' Potential in the Textbook Market

MEDIA-DO FOCUSES ON PRINT

OPPORTUNITIES

- "There's enough IP in books to support NFTs."

- Low penetration of NFTs for books versus other "creative industries" such as art, music, gaming, sports.

- We need: low-friction NFT creation for books.

- We'll need: an Amazon-style marketplace for book NFTs.

CONCLUSIONS

- NFTs are real – cash is trading hands.

- ... But the bubble scenario is plausible.

- Publishing is thus far a minor player.

- Yet there's a *huge* amount of energy in the sector.

- And it's such early days.

THANK YOU

Thad McIlroy

Credits

NFTs:
https://www.creativeblog.com/features/what-are-nfts
https://www.theverge.com/22310188/nft-explainer-what-is-blockchain-crypto-art-faq
https://artessere.com/blog/37-what-does-it-mean-to-mint-an-nft-and-how-do-you-do-it
https://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/article/86104-could-nfts-work-in-publishing.html
https://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/article/79626-blockchain-for-the-book-biz-the-hype-vs-the-reality.html