

Achieve over 600% return on investment by converting your backlist

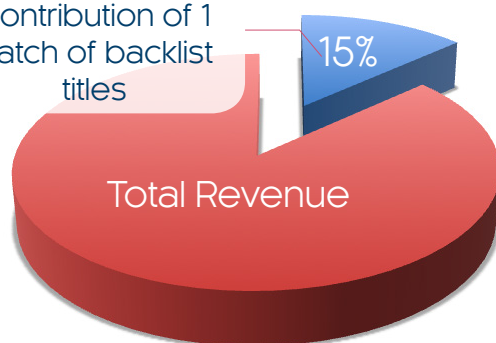
Have you considered how much your back catalogue can contribute to the bottom line as part of your digital strategy? Here at Vearsa we believe the data doesn't lie. We've been looking at the return on investment for publishers who have taken the leap and have been steadily converting and selling their backlist titles as eBooks over the last 2 years. We have found that digital backlist titles add upwards of 15% to the bottom line and recouped the cost of conversions incredibly quickly.

Client Profile:

A publisher invested €1572 in converting a portion (45 titles) of their extensive backlist through Vearsa Conversion Services. From June - Dec, sales of those 45 titles amounted to 15% of the overall revenue. The return on investment for the project was 637% over the period.

Total cost of conversions	€1,572
Total Earnings from these titles	€11,587
Total earnings in same period	€75,600
Return on Investment	637%
% contribution to overall revenue	15%

Contribution of 1
batch of backlist
titles



Cost

We understand that there is a financial outlay to convert your eBooks. But the cost is probably not as much as you think. We've recently been analysing our sales data and have found that on average the cost of converting a book is recouped within 1 month for backlist titles and within 1 week for a front list title.

Let's look at the conversion of a single popular backlist drama title. The conversion of this title was just €38, yet over 18 months that title earned over €975.

Cost of
Conversion €43



- Vearsa offers high quality conversion services from PDF (and other sources) to web ready PDF, ePub and Mobi format + Fixed and Enhanced versions.
- Quality Assurance (QA) is the cornerstone of what we do.
- Converting a title is a one-off investment by the publisher and the publisher retains ownership of the files.
- Cost effective packages and bulk discounts are available.
- Turnaround time: 7-10 working days.