Art book Magazine,

 a glance to art ebook market from a pure player perspective

Abstract

A report by Bain & Company presented at the Avignon Forum d'Avignon in 2013 indicates that the competition between platforms is a central element of cultural diversity and is an "ally of cultural industries". However, the economist Françoise Benhamou brings a bright precision for the publishing sector : "Two phenomena hinder the emergence of an" ecosystem " structured around an oligopoly with a competitive fringe like the traditional market structure of cultural industries. In this perspective, we believe that, like other successful platforms dedicated to specific genres (comics, professional, education …), Art Book Magazine can become a credible option for the diffusion of digital art books in France, Europe and worldwide.

Launched in 2012, Art Book Magazine is a digital bookstore available on the web and as a free iPad application. It features an ereader and a personalized bookshelf, dedicated to contemporary art and its surroundings (social sciences, literature and digital culture). Art Book Magazine sells books and magazines,(exclusive releases, re-releases or adaptations, enhanced versions or digital creations, catalogues, essays, novels or artist’s books), selected by an editorial committee of artists dedicated to printed and digital publishing.

In 2014, Art Book Magazine develops its catalogue, implements new features for readers to improve their reading experience and for the publishing partners to have a better understanding of the digital market. Art Book Magazine consolidates its expertise and its role as a platform and experimental library serving independent actors, both from a strategic and technical point of view but also from a perspective that includes editorial design, graphic and ergonomic.

In this perspective, Art, Book, Magazine would like to share on the one hand its best practices from past experiences in terms of production of digital artistic content as well as of their diffusion; and on the other hand its plans to help the market of art books to expand in a digital manner.