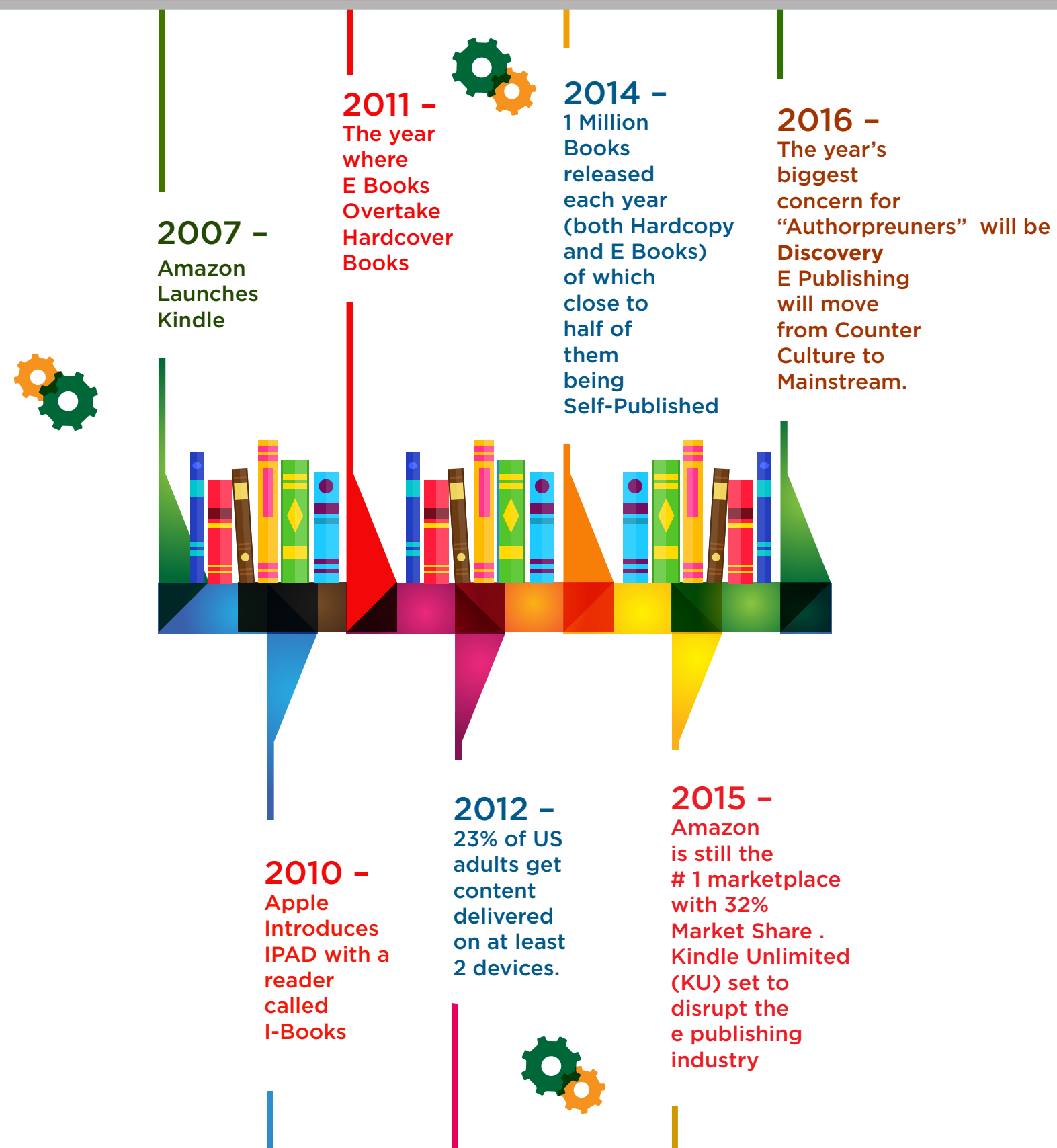


7 Growth Pillars in 2016 for Self-Publishing Technology Platforms



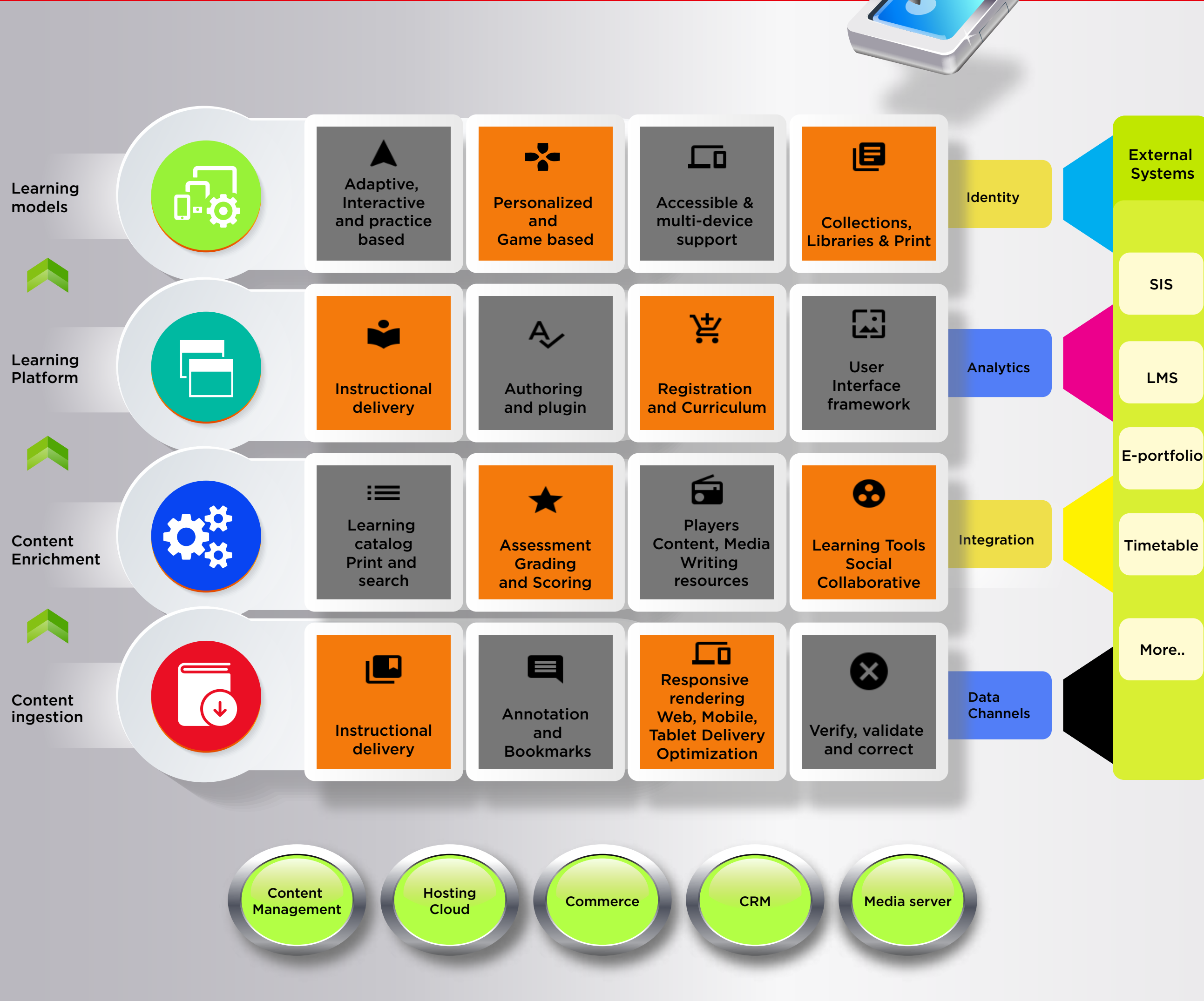
The Top 7 Growth Pillars for Self-Publishing Platforms



Top 6 Predictions for Self-Publishing Technology Providers

- Ability to support multiple formats and readers
- Platforms to provide content enrichment out of the Box!
- Work on Improving your **User Experience!** Its all about UI and UX
- Collaboration platforms to build books as a team
- Breathe **Analytics** to your consumers! They seek a lot of critical information to help them be discovered faster and better
- Dont neglect the importance of the lastmile component. Supplychain and Partnerships

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