Magazines Look to Join Books in Rapid Transition to Digital

AUSTIN, Texas -- (BUSINESS WIRE) -- Market-leading e-book distributor LibreDigital, reported today that its business in distributing digital magazine content generated 175% more revenue November through January that in the previous 12 months combined. Surge in demand for digital magazines from LibreDigital's tablet and e-reader partners drove the increase.

"Demand for digital reading is exploding," said Russell P. Reeder, LibreDigital President and CEO. "LibreDigital's goal is to bring scalable solutions to publishers and marketplaces to meet that demand. We are excited to be bringing our experience as the leader in the e-book distribution business to the early stages of an exciting digital periodicals market."

Explosive growth in media tablets, projected to grow 181% in 2011 to 54.8 million units by Gartner, is fueling strong consumer demand for digital reading. LibreDigital plays a key role in powering this growth by connecting device marketplaces and publishers in their efforts to serve digital readers. Working with LibreDigital gives marketplaces access to digital content that can be packaged to support the user experience on any particular device. Publishers, in turn, get access to multiple marketplaces through a provider they can trust to transform content according to each publisher's standards.

LibreDigital's marketplace and device partners for periodicals include Kindle from Amazon, Sony Reader, Kobo, NOOKnewsstand from Barnes and Noble, and others. The company supplies digital periodical content from leading newspapers like The New York Times and USA Today and hundreds of magazines including full color digital editions from publishers National Geographic and Bonnier who rely on graphically-rich reading experiences.

LibreDigital works with publishers and marketplaces to build new digital reading experiences from assets that publishers already have, with the flexibility to incorporate new assets that publishers are beginning to develop. While publishers experiment with new, more highly interactive formats, the LibreDigital solution allows them to make their full catalog available across multiple devices. As new interactive experiences gain traction, LibreDigital will partner with publishers and marketplaces to expand those experiences as well.

For more information on LibreDigital, visit: http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.libredigital.com&esheet=6649759&lan=en-US&anchor=http%3A%2F%2Fwww.libredigital.com&index=1&md5=4ccfd589486efa9e8479dd20b46380ae

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