



Positioning Paper: A W3C Workshop on Electronic Books and the Open Web Platform

lekiosk is an iOS and Android app that allows consumers to purchase magazines from a rotating 3D news-kiosk and start reading them in just a few clicks; users are able to create a virtual library of their favourite content to access whenever they want. Magazines are displayed in a visually stunning format and recreate the feeling of reading in print. Consumers can scroll through all magazines on offer as if they were at a real newsstand, and then purchase them on a one-off basis or as part of a subscription to lekiosk's unique '10 magazines for £10' monthly bundle

lekiosk has the most successfully monetized iPad app in France (where it is already on 1 in 4 iPads), and has just partnered with ASUS to further extend its reach within the Android ecosystem.

lekiosk has reached deals with leading publishing houses including Condé Nast, Hearst, Haymarket, and Immediate Media, and gives users access to more than 1,000 magazines published in the UK, Canada, France, Italy and India.

Given our position in the market, lekiosk is extremely interested in the W3C eBook Workshop topic. Our ambition is to offer the easiest and simplest service to access and read your magazines. Therefore we must keep ourselves informed permanently of all the new technologies coming up in this fast-moving industry.

Our work is very much focusing on understanding how people access and consume digital magazines. Dealing with all different kind, from the leading publishing house in the world to the small independent "very niche" magazine, has allowed lekiosk to understand the challenges and experiences of our partners. What we have been looking at is the standardization of the format we can offer to the reader. So far, one of our main concern is the fragmentation in the magazine industry in terms of digital format when it comes to interactivity. There is not yet a clear standard, path to produce fully interactive editions that have met significant success.

Not only being really expensive to produce, digital editions have required from publishers to rethink their organization, management, and editorial process. Publishing companies are evolving into technological and media companies. This is what is so exciting about this industry and the revolution we are living. The management of technology is an interesting challenge for traditional publishing houses which have to in consequence reinvent their culture and DNA.

Finally, social is key when it comes to online service. How to turn reading a digital magazine into a social experience is an area we are looking at. This will affect necessarily the format of magazines publishers produce and how to interact with content.



Therefore, we hope to be able to discuss all those topics and trends in the conference to understand better where the publishing industry is heading.

Nathaniel Philippe
Head of Publishers & International