

Blurb Platform: Deconstructing + Atomizing Publishing
MIT Media Lab
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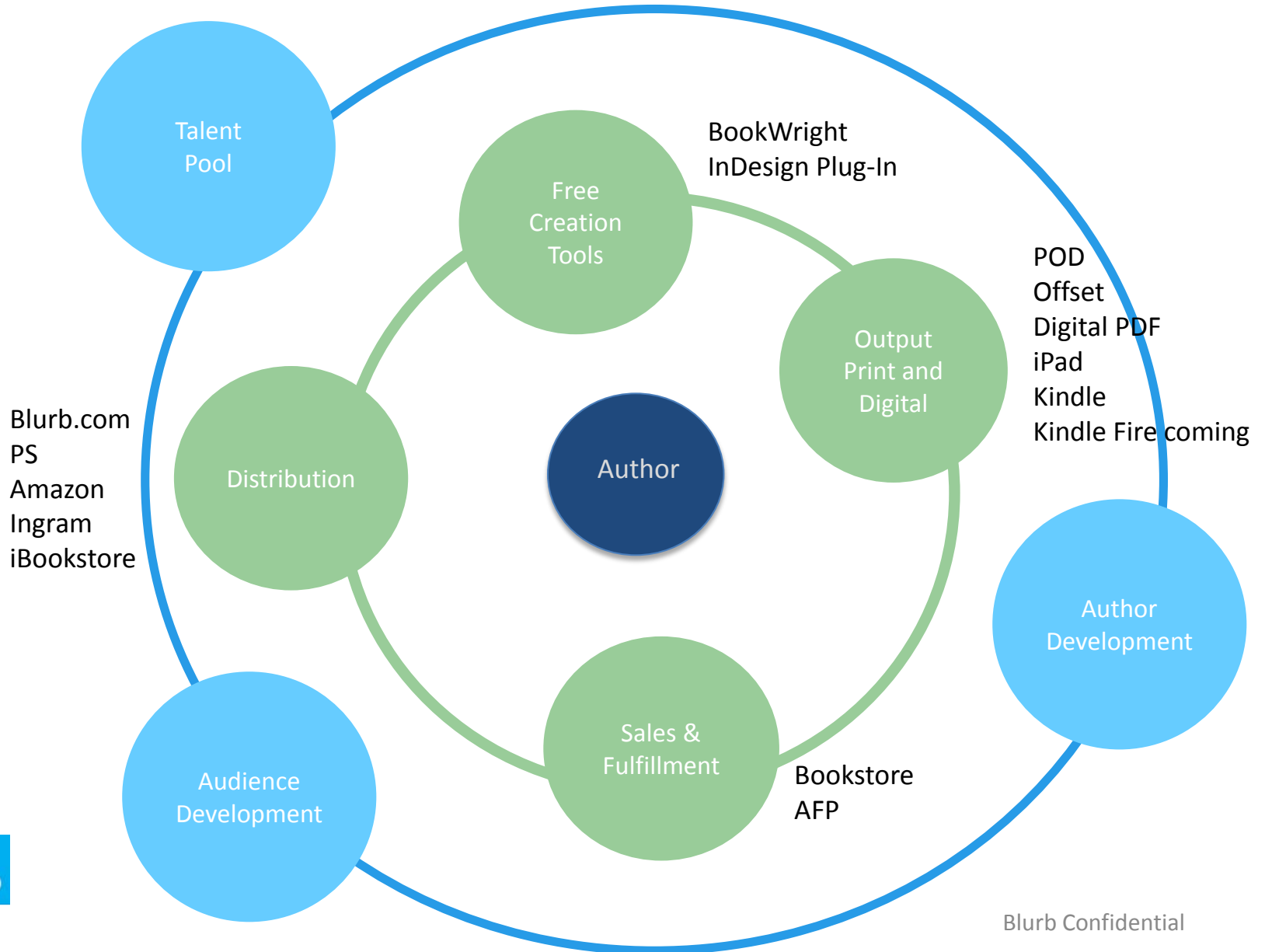


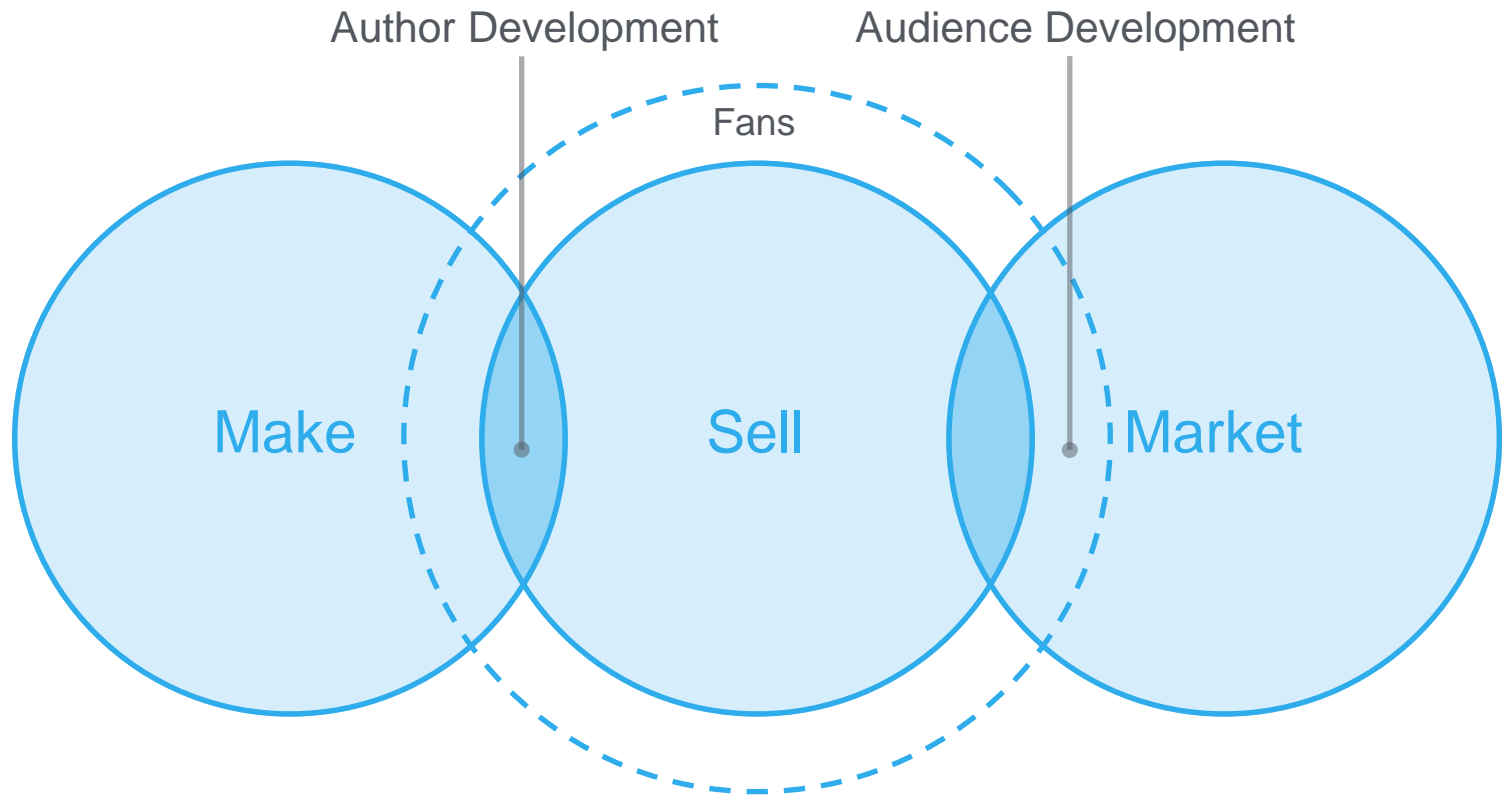
Business Overview

- HQ in San Francisco
 - EU office in London
- 125 people
- Launched in 2006
- \$19M in VC in 3 rounds
- ~\$90M revenue this year and profitable
- ~3M authors globally
- Peak volume – a new title every 2.1 seconds
 - Print and Digital



Blurb Publishing Platform





- Blurb Creation Tools
- Talent Pool
- Assets Marketplace
- Output to Print & Digital

- Author Financing
- Physical Distribution
- Digital Distribution

- Community Engagement
- Fan Reviews
- Social Media & Email
- Curated Bookstores

Challenge #1 – Culture Change

Situation: Blurb 1.0 focused on personal bookmakers creating photo intensive books for themselves and people they know. Now shifting to self publishers creating every kind of book for people they don't know.

Learnings: You can communicate all you want, but in the end it gets down to:

- Emotional attachment to the old
- What does this change mean for me and my job?

What We Are Doing: individual scrappy goals tied to the new stuff + personal and team goals tied to clear operational metrics.



Challenge #2 – New Platform Offerings Have Dramatically Increased Complexity

Situation: Entire website needs be to redesigned.

Learnings: Holy crap.

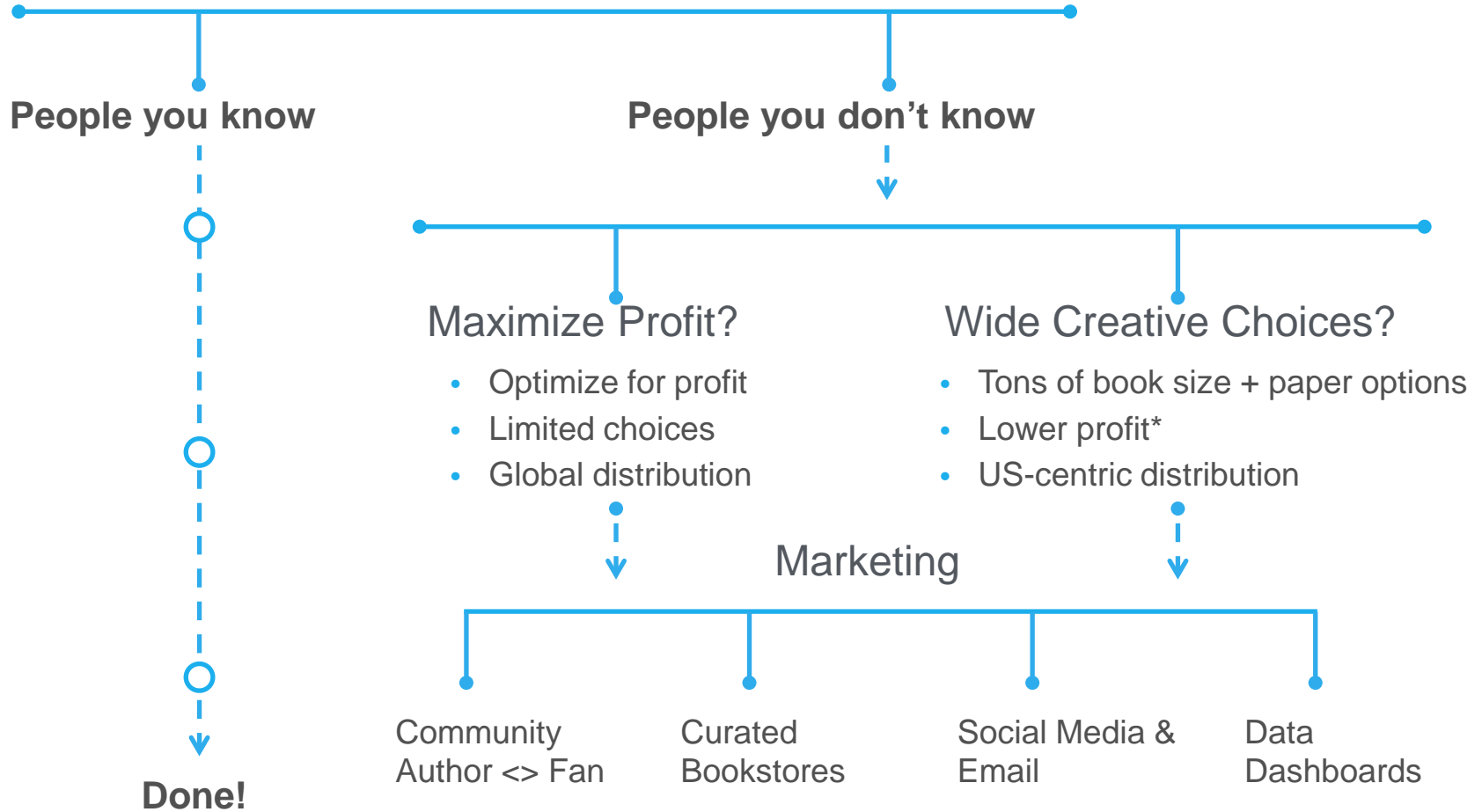
What We Are Doing: decision trees inform UX – hide complexity from those who don't require, offer high level animation videos to convey complicated information, make choices explicit via tightly designed recommender tools/wizards.

Eat a lot of kale. Pray.

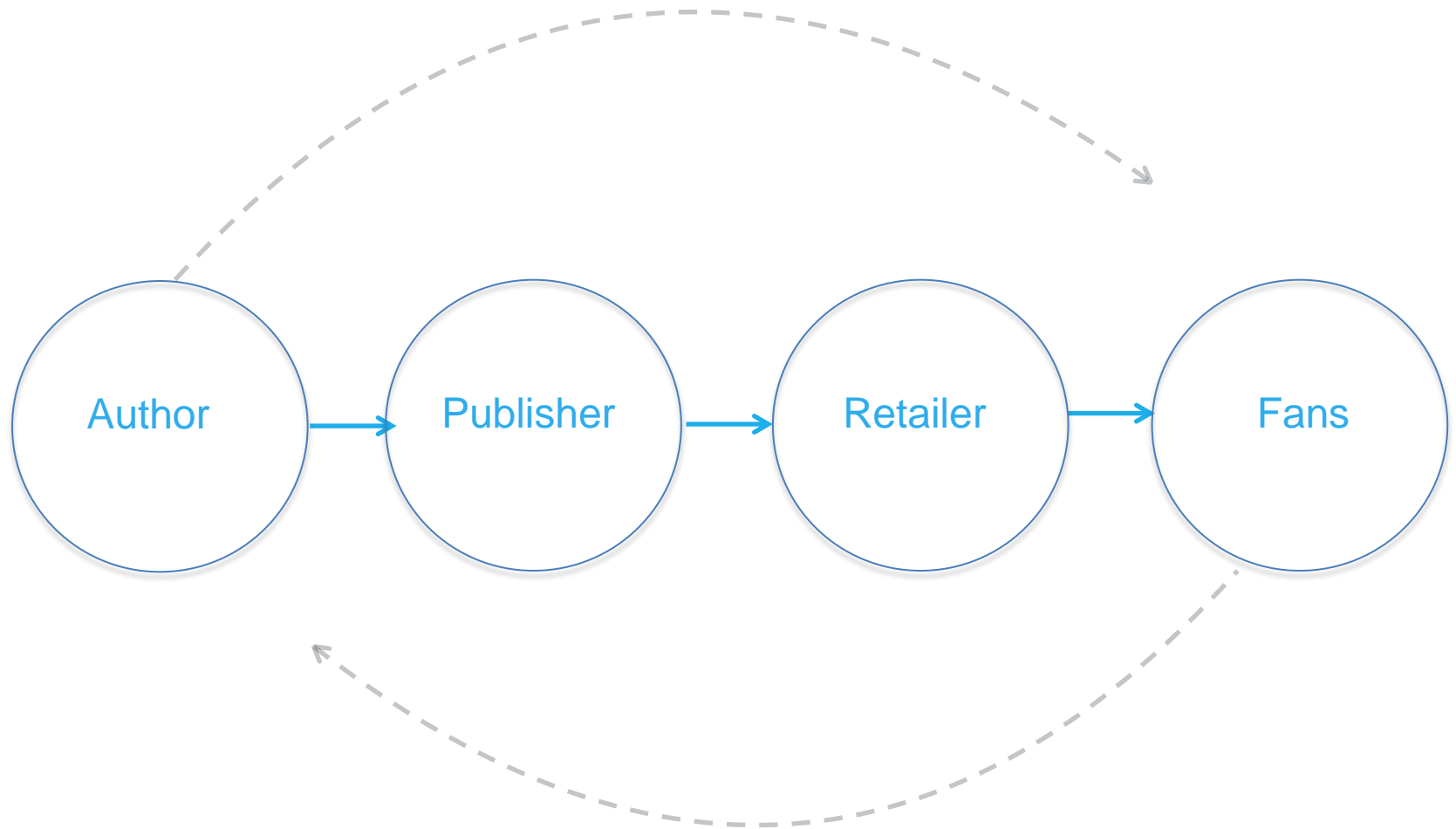


Example:

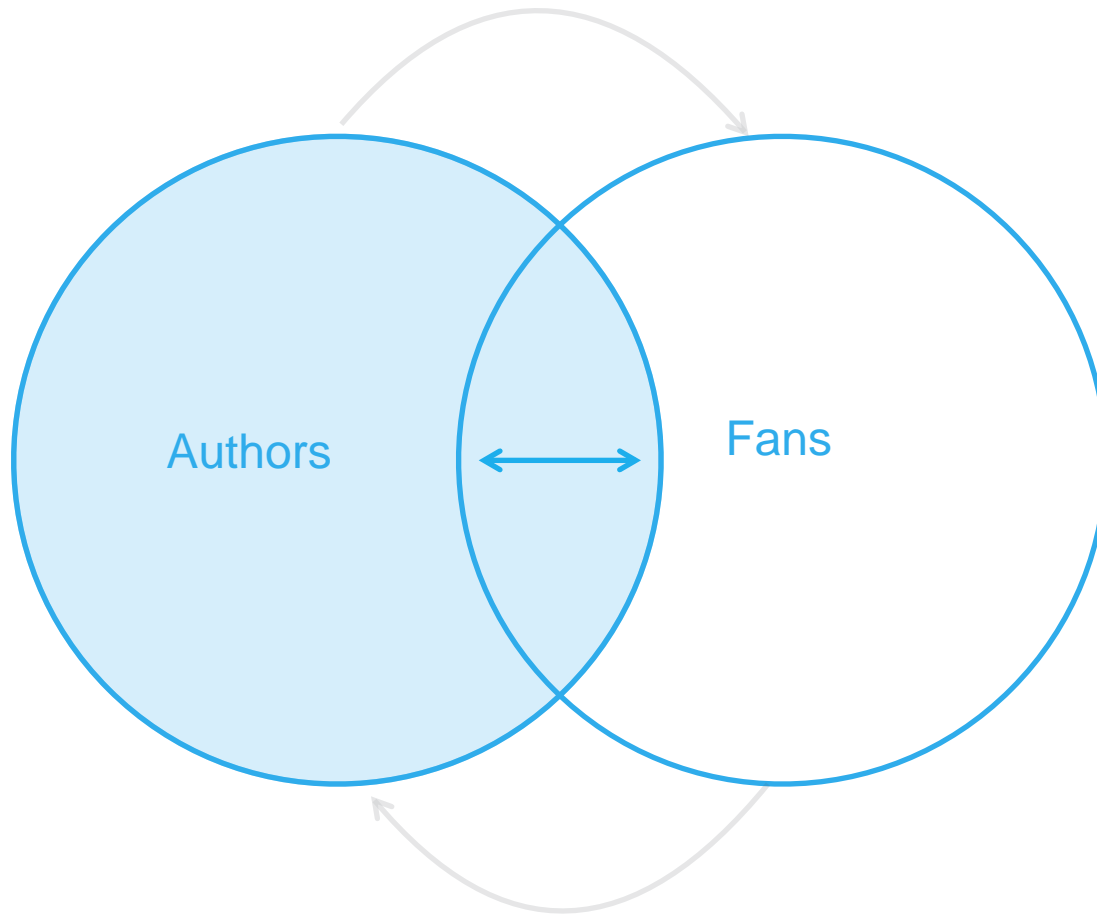
Who is this book for?



Institutional Publishing Approach



The Blurb-o-verse



Books enable connections, person to person

[Blurb](#). Where your ideas become great books.

