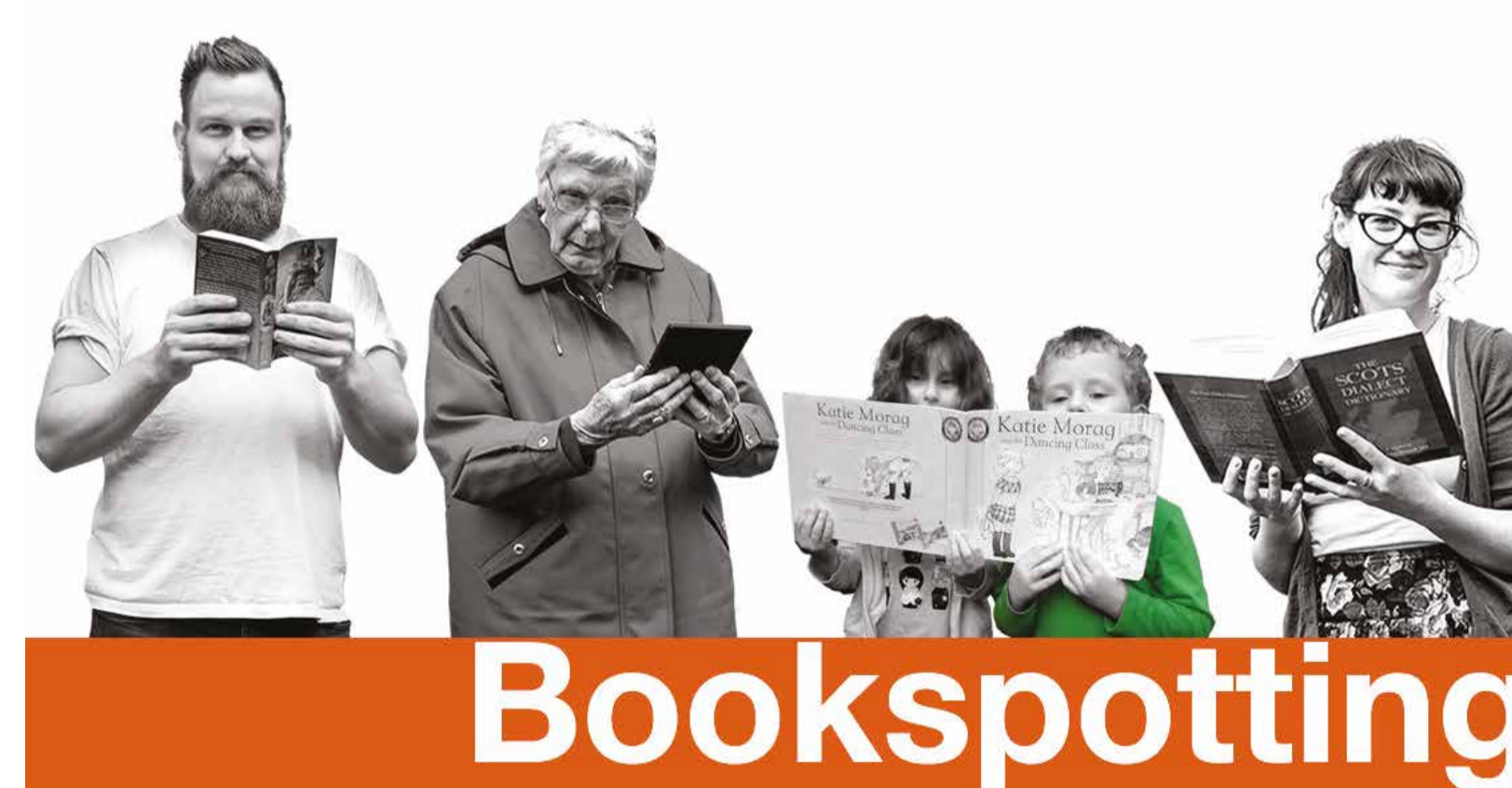
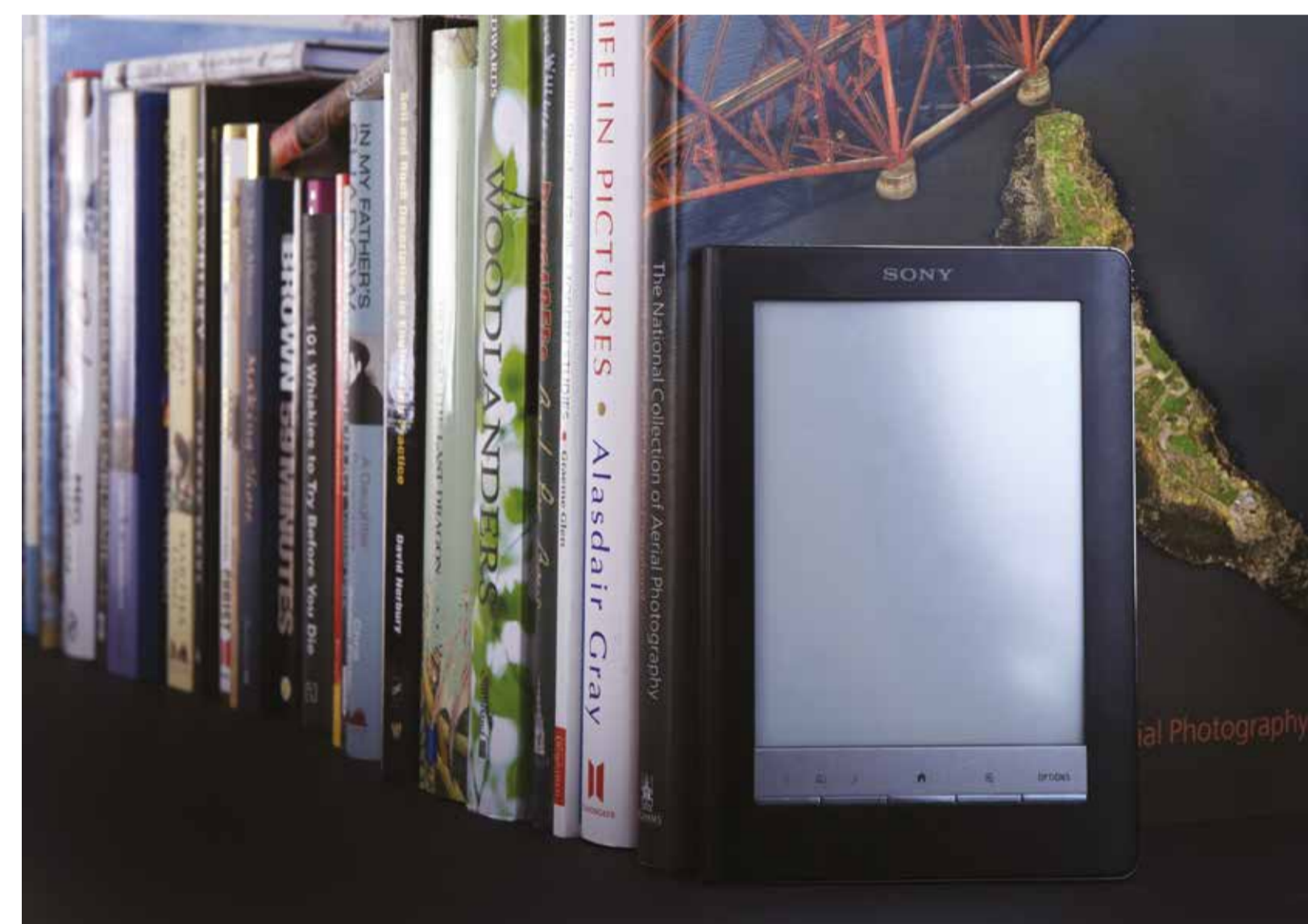
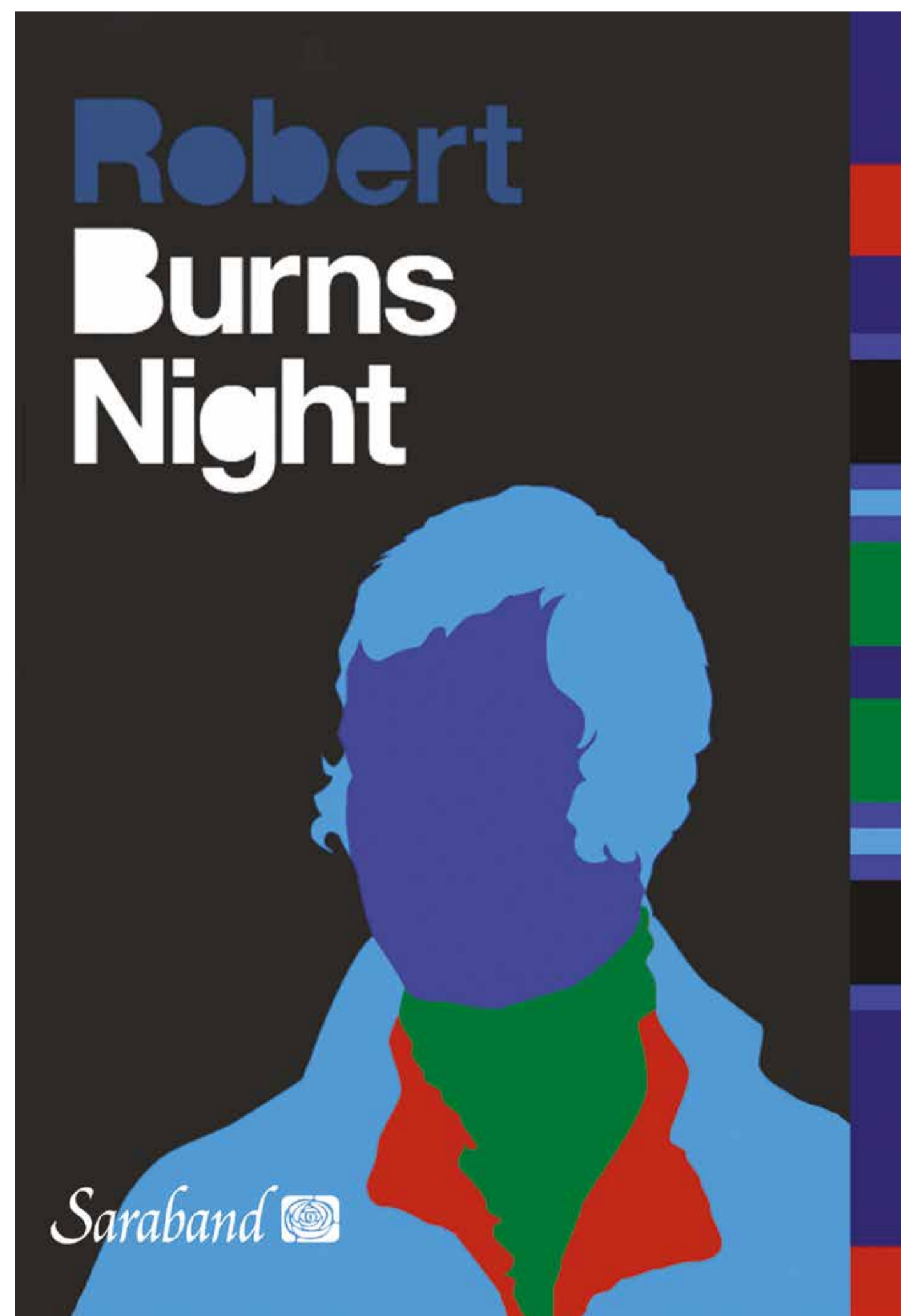


E-Publishing



Scottish publishers, both large and small, have been quick to seize the new creative and commercial opportunities offered by e-books.

There are few barriers to the kind of material that can be adapted for and enhanced in digital delivery. Blasted Heath, based in Glasgow, who specialise in crime fiction in e-format only, have been bringing ‘great new fiction to readers quickly and affordably’ since 2011. *The Scotland’s Marine Atlas* e-book, produced by the Scottish Government Publishing Team on behalf of Marine Scotland, won the e-book Flowable Academic category of the Digital Book Awards 2014, held in New York. Canongate Books released *A Tale for the Time Being*, chosen for the Man Booker shortlist, simultaneously in paperback, hardback, audio book and e-book formats, with the print copies having a fully interactive cover using Blippar software. The title won the Independent Book Week Book Award. Giglets, a new company based in Ayrshire, produce enhanced e-books using animation of classic texts in Gaelic and English.

Bookspotting, a free app produced as a result of collaboration between Publishing Scotland, Saraband Books and Spot Specific, funded by NESTA in conjunction with Creative Scotland, was launched in 2014. The app uses the GPS and calendar functions in most phones and tablets to link books and authors to dates, themes and distinct locations around Scotland. The app features a database of books with a strong connection to dates and places covering fiction, children’s, history, humour, Gaelic, Scots, and travel titles.

Publishing Scotland’s Go-Digital Fund has been an important catalyst in supporting Scottish publishers in bringing their content to a new digital audience. Creative Scotland’s Innovation Fund has also undertaken the wider role of fostering the use of digital technologies by the creative industries, including publishing, as a whole.