



BEYOND THE STORY

Digital company BeyondTheStory secures major investment, as it completes development of its Publisher Plus platform.

The&Partnership has invested in BeyondTheStory to enable the completion of its proprietary software platform, Publisher+.

BeyondTheStory CEO Jen Porter says for the first time, there is one software solution in which publishers and authors can use to enable cost effective production of eBooks and 3D animated interactive eBooks across all digital devices.

She told 650 people from across the book business at FutureBook 2013 in London last week, "We hear a lot about "disruption" and the new "big idea" – but to be honest, we've not seen much evidence of enabling truly immersive and interactive eBook experiences".

"Publisher+ allows our partners to generate new income streams from their assets using one software solution. No more do authors, editors; curators, designers and developers need to use a multiplicity of tools to produce a printed book, an e-book or an animated app." The book industry spent last Thursday at the digital conference grappling with how to address digital transition.

Jen Porter said: "The disruption of precedents from other sectors is there to excite our thinking – look at the business models of Netflix, iPlayer, Napster and Spotify." She says that Publisher+ offers a full transmedia publishing solution not only for publishers, but for TV and film studios.

"Media and publishing companies want to provide a whole new wave of content for their fans to extend their investment in content, using non-linear digital realities. This can be in the form of companion apps, original narratives and novelisations of film and TV shows, and integrating books and film and TV show content into one new asset.

Meanwhile BeyondTheStory has moved its London office to shift in with the entrepreneurial agency group The&Partnership, (<http://www.chiandpartners.com>) following their significant investment in BeyondTheStory.

Global CEO Johnny Hornby of The&Partnership – launched from the platform of the company he founded at CHI&Partners, says: "We invested in BeyondTheStory because we believe it's a tremendously exciting and innovative market leader in digital storytelling."

"BeyondTheStory is a company to watch as a content technology leader. It can deliver outstanding content and ways to engage with partners to generate new income streams across publishing and media." "It's a complementary fit with our companies within The&Partnership group, embracing not only our recognised ad agency business CHI, a subsidiary of WPP, but also M/Six (Media), The Social Practice and our newest acquisition (Halpern PR). "Content leadership is a stream that links all of our companies."

Ends/