

PIRACY, DRM AND VALUE

MAKE CUSTOMERS

NOT DRM

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OSPREY GROUP

DOES PIRACY
HARM SALES?

no

yes

it depends

**DRM
DOESN'T WORK**

the determined

barrier ...

... to innocent
consumption

walled
gardens

protects ...

... large corporates
from innocent
consumers

encourages
piracy

remove it?

SPECIAL PRICE COMPETITION

availability

features

marketing

PIRACY LEGISLATION

abusers
not consumers

THE OSPREY GROUP WAY

NICHE

COMMUNITY

BRAND

loyal
audience

repeat
sales

trust

platform for
authors

self-policing

**MAKE CUSTOMERS
NOT DRM**

THANK YOU



OSPREY GROUP

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