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Self-publishing reality:  
Examining the journey from  
digital to print  
A case study

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# Hello

1. The ubyu Team
2. How does it work?
3. Challenges & Solutions
4. The Digital Footprint
5. Q&A

U Home | ubyu Bespoke books x

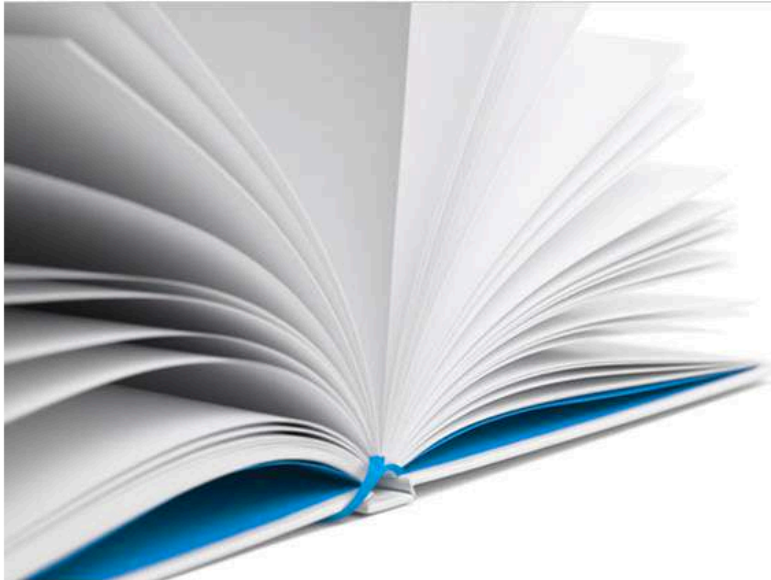
ubyubooks.com

Apple Yahoo! Google Maps YouTube Wikipedia News Popular

– Create account – Login – Your basket (0) – About ubyu

**ubyu™** bespoke books for you by you


Home Intro Specifics Create Shop Help Blog




ubyu is the advanced online service for anyone wishing to create and publish their own high quality books. Wide design choices and outstanding print and finishing make the difference.

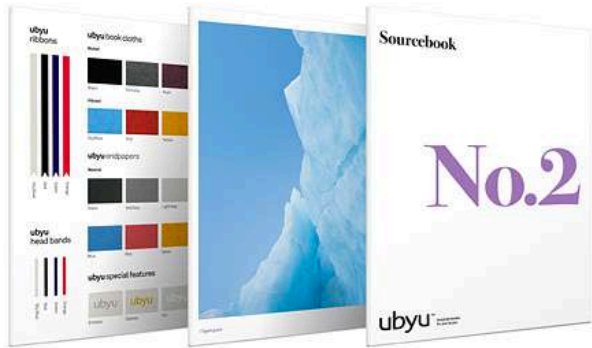
If you are new to bespoke book creation, or just new to ubyu, take a moment to look at our introduction.  
[Watch our video →](#)

**A beginner's guide.**  
 Thinking about creating an art book, a photo book or a wedding album? Discover why ubyu is right for you.  
[Read our introduction →](#)

**Use our software.**  
 Anyone can create a ubyu books using our free udesign software  
[Download udesign →](#)

**Create books from PDF.**  
 Create cover and content PDFs using our InDesign templates.  
[InDesign templates →](#)

**Pricing.**  
 Our pricing table will help you estimate your total bill before you start.  
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 Order your personal copy of this limited-edition ubyu publication today.  
[Order a copy →](#)

**Recent tweets.**  
 Delighted with this piece written about us last night on @FastCompany website.  
<http://t.co/0ufdY3kc>  
 about a minute ago

IdeasTap and Magnum Photos  
<http://t.co/h9XID17z>  
 about 12 hours ago

Canon IXUS 230 HS Review  
<http://t.co/vompN9p9>  
 about 15 hours ago

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# The Team

ubyu is an advanced online self-publishing start-up to create and publish high quality books, aimed primarily at designers, photographers and image makers looking to create their own high quality books.

Conceptualised by Keith Moore of the renowned quality printers, Moore Print. Branded and initially designed by ICO Design.

Built and technically supported by on-IDLE, an independent full service design and web development agency, trading since 2000.

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# How does it work?

Website offers 2 routes:

## a. Professional Designers create your own book:

- Download Indesign Templates
- Create your Book
- Upload cover & content PDF files to uby
- System Pre-Flight Checks files on server & creates JobSheet
- Confirm specifications, delivery & payment
- uby downloads the PDF files & JobSheet for production
- uby production marks status which auto-notifies customer by email

- Your orders
- Your basket (1)
- Your products
- Upload your PDFs
- Account settings
- Profile settings
- Your address book
- Contact ubyu

## Upload your pdfs

Select the two PDF files you have made for the cover and contents of your book and upload them. The maximum recommended file size for each separate PDF is 500MB. Please note that the uploading process may take a while, depending on the file size and the speed of your internet connection, and uploads taking longer than one hour are less likely to be successful.

PDFs should be created from the ubyu templates for Adobe InDesign.

PDFs made from your own InDesign files, or made using other software, such as Quark Xpress and Microsoft Word, are likely to encounter problems or will be not be accepted through the normal PDF upload process. However, if you are particularly keen to use your own files or software, please contact the [ubyu team](#) → for specific advice.

Please ensure that you have read our [InDesign template user guide](#) → before you upload your files. By thoroughly explaining how to use the templates, our guidelines will put you on track for a trouble-free uploading experience. This will avoid your files failing and any unnecessary warnings.

### Select your files

Your cover pdf file

Select file

Your contents pdf file

Select file



Progress: 100.00 %  
Time remaining: 0 s  
Upload speed: 1.13 Mbps

You are responsible for any files you upload. I confirm that I have read and accept the [Terms and Conditions of Sale](#) →.

Cancel

Save

- [Your orders](#)
- [Your basket \(1\)](#)
- [Your products](#)
- [Upload your PDFs](#)
- [Account settings](#)
- [Profile settings](#)
- [Your address book](#)
- [Contact ubyu](#)

## Your basket

Review and edit your order details and prices.



Edit specification

### Stripey and the Post Box

Item ID: 000000813

Price

£16.90

Quantity

Base cost

£16.90

Remove



Specification

Book type: Small Portrait

Pages: 28

Cover: Softback

Paper type: Uncoated

Discounts

11 - 50 copies = less 10%

51 - 100 copies = less 15%

101 + copies = less 20%

Subtotal

£16.90

Continue shopping

Did you make any changes above?  
If so, make sure to update your basket.

Update basket

Subtotal    £16.90

Continue



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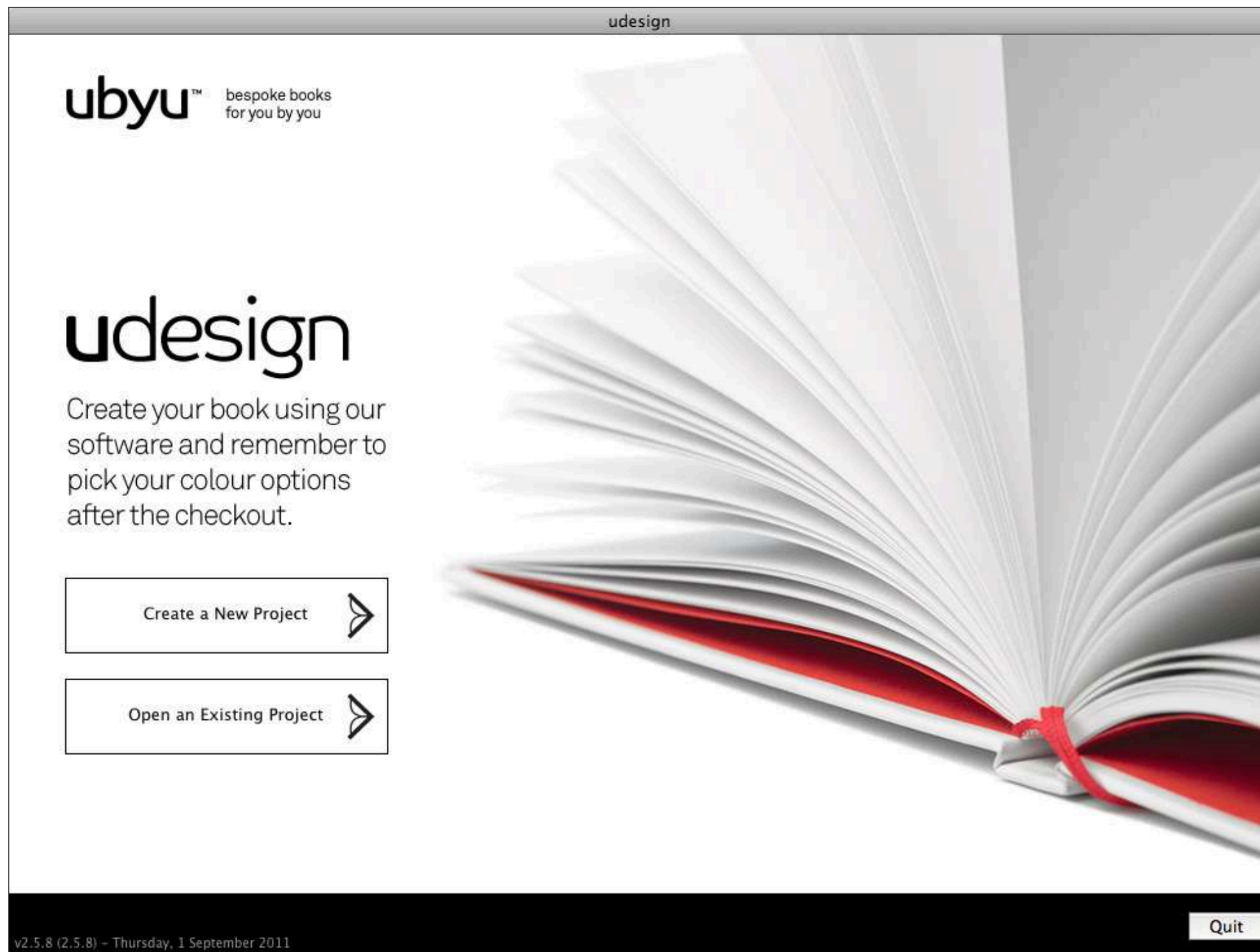
# How does it work?

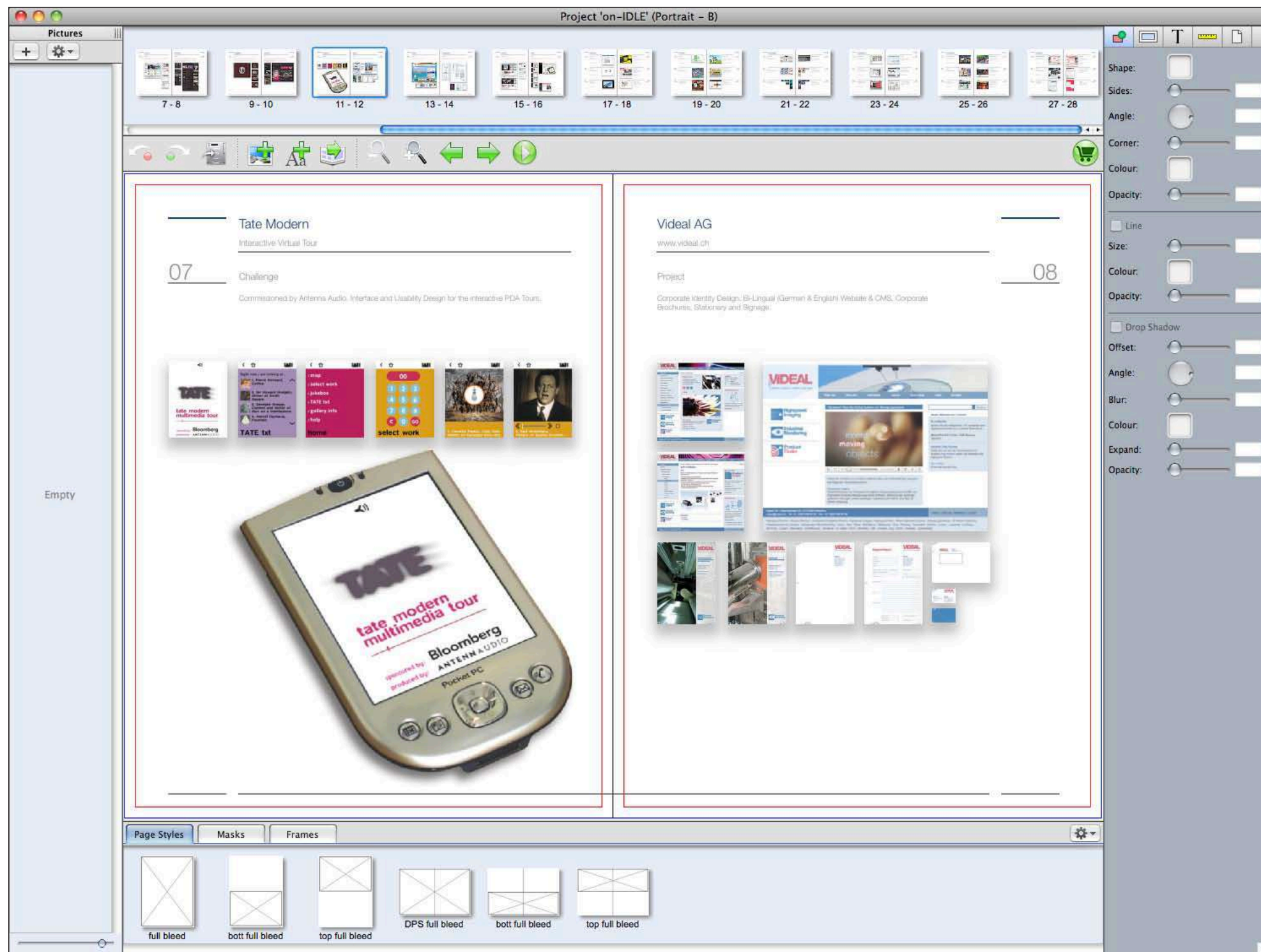
Website offers 2 routes:

**b. Professionals e.g. Photographers can create a book in the free to download uDesign software:**

- Download free uDesign from the uby website
- Create your book on your local PC
- uDesign pre-flight checks files & creates JobSheet
- Confirm specifications, delivery & payment
- uby downloads the PDF files & JobSheet for production
- uby production marks status which auto-notifies customer by email



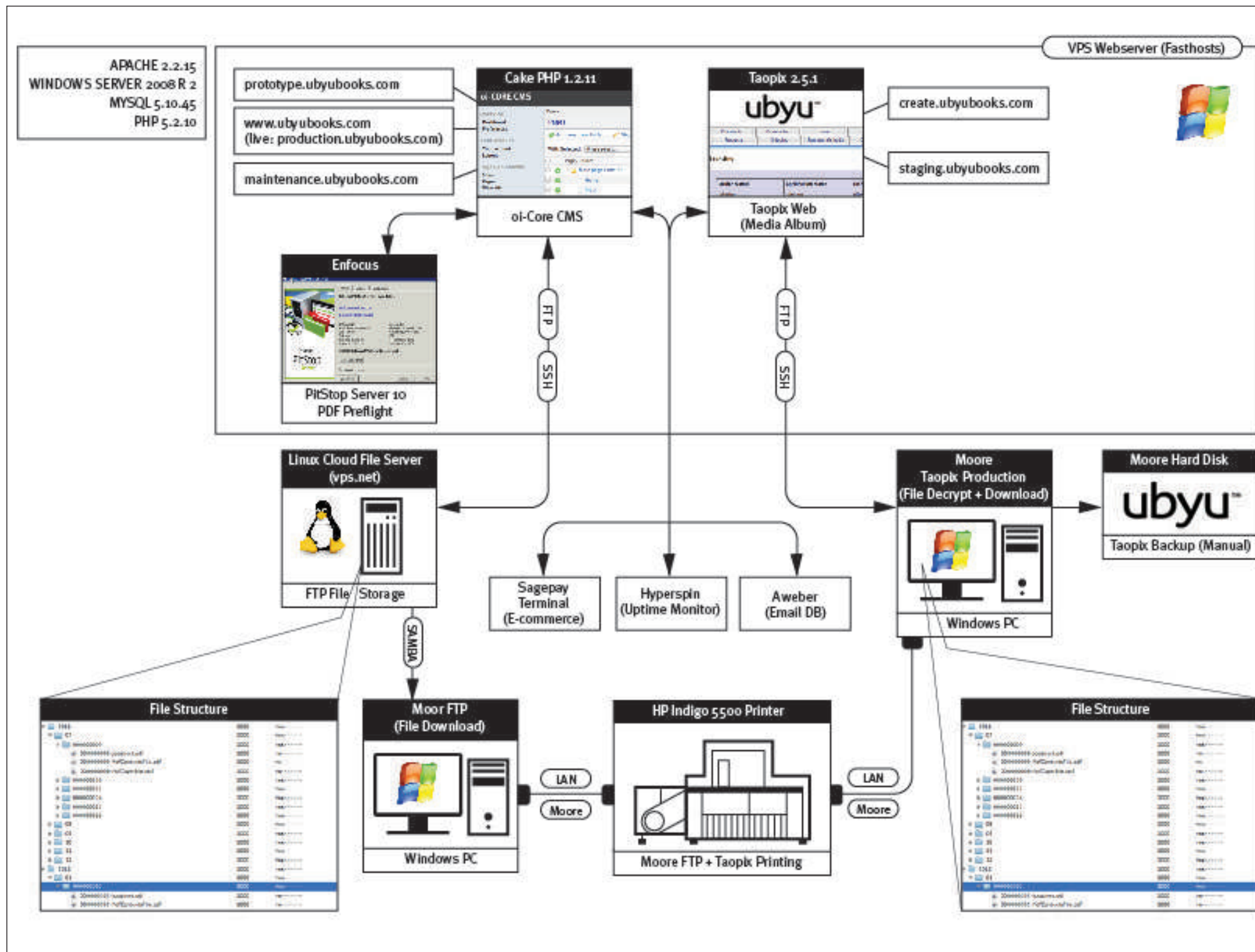




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# How does it work?

Simple enough right? Driving this smooth workflow along 2 entry routes and through 2 production routes (printing & binding) needs an awful lot of technology and systems integration.



ubyu books

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# The Challenges

- a. Late entry into a crowded self-publishing marketplace
- b. Self-funded: surviving putting the cart before the horse
- c. Software: 3<sup>rd</sup> party & proprietary
- d. eCommerce: Payment gateway, discounts, user experience
- e. Logistics: From order placement to delivery to data storage
- f. Pushing the platform further › Affiliate selling

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# a) Crowded marketplace

Huge Self-Publishing Landscape – an explosion in demand for photobooks



ubyu books



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# a) Crowded marketplace

Huge Self-Publishing Landscape – an explosion in demand for photobooks

The logo for albelli, featuring the word "albelli" in white lowercase letters on an orange rounded rectangular background. A small white starburst graphic is positioned to the right of the letter "i".

albelli\*

The logo for blurb, featuring the word "blurb" in white lowercase letters on a solid blue square background.

blurb

ubyu books



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# a) Crowded marketplace

Huge Self-Publishing Landscape – an explosion in demand for photobooks

The logo for albelli, featuring the word "albelli" in white lowercase letters on an orange rounded rectangular background, with a small white starburst icon to the right of the "i".

albelli\*

The logo for blurb, featuring the word "blurb" in white lowercase letters on a blue square background.

blurb

The logo for photobox, featuring the word "photobox" in grey lowercase letters, a green star icon, and the letter "x" in grey lowercase letters, followed by a period.

photobox★x.

The logo for uby books, featuring the words "uby books" in a dark blue, lowercase, sans-serif font.

uby books

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# a) Crowded marketplace

Huge Self-Publishing Landscape – an explosion in demand for photobooks

Mixbook

albelli\*

photob★x.

blurb

ubyu books

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# a) Crowded marketplace

Huge Self-Publishing Landscape – an explosion in demand for photobooks

Mixbook

albelli\*

photob★x.

blurb

My PUBLISHER

ubyu books

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# a) Crowded marketplace

Huge Self-Publishing Landscape – an explosion in demand for photobooks

Mixbook

albelli\*

photob★x.

blurb

iUniverse®

My PUBLISHER

ubyu books

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# a) Crowded marketplace

Huge Self-Publishing Landscape – an explosion in demand for photobooks

Mixbook

albelli

Lulu

photobox

blurb

iUniverse

My PUBLISHER

ubyu books

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# a) Crowded marketplace

Huge Self-Publishing Landscape – an explosion in demand for photobooks

Mixbook

albelli

Lulu

Solentro  
Make your own book

blurb

photobox

iUniverse

My PUBLISHER

ubyu books

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## b) Self-funded

During an ongoing recession, ubyu remains self-funded.

Investment in marketing and additional ubyu services such as a reseller shop dependent on orders being placed and operations running smoothly. Things take longer than you ideally want them to.

Business is picking up speed as production becomes more streamlined.

Confidence in a clear business case for ubyu.



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# c) Software

Proprietary or 3<sup>rd</sup> Party software.

A choice made before the product is even launched affects the performance, flexibility and adaptability of your product and production processes for years.

Proprietary software is extremely expensive and time consuming to develop.

Do you need to re-programme the wheel if it can be integrated or customised to your needs?

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## c) Software

Based on the ready-to-roll-out functionality and license fee ratio, ubyuu licensed 3<sup>rd</sup> party software suppliers for:

- Pre-Flight Checking (on the server, on the fly)
- PDF-for-Print Generation (on the server)
- Book Creation (uDesign)
- Email Marketing
- eCommerce Payment Gateway

To enable full system control and allow for cost-effective expansion and integration of new functionality, ubyuu use custom software for its website content, orders and support tickets management (Open Source CakePHP Framework customised by on-IDLE).

ubyuu books

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# c) Software

The CMS is a central point of entry for different areas of management:

- Website content & file repository
- Blog posts & comments
- Support tickets – feedback, support requests, contacts, news subscriptions
- Orders – with production status & reporting
- Products – prices, weights, finishings, printer selections
- uDesign registrations & downloads
- Logistics data – shipping prices, countries, weights
- Voucher codes
- User & account management

## Product prices

Search :

GO

Reset

[+ Add new product price](#)

With Selected:  [Submit]

<input type="checkbox"/>	Format / Size	Cover	Price	Unit Price	Paper Weight	Cover Weight	Internal Packaging Weight	Flat Pack Weight
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Large	Hardback - Dust jacket	£72.75	£0.45	18	490	70	395
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Medium	Softback	£24.40	£0.23	11	40	70	290
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Medium	Hardback - Printed cover	£39.25	£0.23	11	297	70	290
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Medium	Hardback - Cloth cover	£40.25	£0.23	11	297	70	290
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Medium	Hardback - Dust jacket	£41.75	£0.23	11	297	70	290
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Small	Softback	£16.90	£0.15	6	19	70	130
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Small	Hardback - Printed cover	£31.75	£0.15	6	125	70	130
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Small	Hardback - Cloth cover	£32.50	£0.15	6	125	70	130
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Small	Hardback - Dust jacket	£33.50	£0.15	6	125	70	130
<input type="checkbox"/>	<input checked="" type="checkbox"/> Square - Large	Softback	£42.50	£0.45	16	55	70	395
<input type="checkbox"/>	<input checked="" type="checkbox"/> Square - Large	Hardback - Printed cover	£74.25	£0.45	16	430	70	395
<input type="checkbox"/>	<input checked="" type="checkbox"/> Square - Large	Hardback - Cloth cover	£75.25	£0.45	16	430	70	395
<input type="checkbox"/>	<input checked="" type="checkbox"/> Square - Large	Hardback - Dust jacket	£77.25	£0.45	16	430	70	395
<input type="checkbox"/>	<input checked="" type="checkbox"/> Square - Medium	Softback	£23.40	£0.23	8	27	70	290
<input type="checkbox"/>	<input checked="" type="checkbox"/> Square - Medium	Hardback - Printed cover	£37.25	£0.23	8	178	70	290

« First « Previous 1 | 2 | 3 Next » Last » Amount: 15 25 50 75 100 500 Page 2 of 3 ( 15 of 36 )



### Landscape

Small

200 x 155 mm

Medium

290 x 220 mm

Large

350 x 265 mm



Cover type

Foiling

Debossing

Head Bands

Marker Ribbon

Pages

Book Qty

Discounts

[View image](#)

Set up charge - £75  
Cost per book thereafter - £1.50

[View image](#)

Set up charge - £75  
Cost per book thereafter - £1.50

[View image](#)

Per book - £1.00

[View image](#)

Per book - £1.00

28

Minimum 28 pages

1

11 - 50 copies **less 10%**  
51 - 100 copies **less 15%**  
101 + copies **less 20%**

Softback

Gold foil

- Cover
- Spine
- Back

Silver foil

- Cover
- Spine
- Back

N/A

N/A

N/A

£24.40

£24.40

**£24.40**

Hardback - Printed cover

Gold foil

- Cover
- Spine
- Back

Silver foil

- Cover
- Spine
- Back

Debossing

- Cover
- Spine
- Back

**FREE**  
for a limited time

**FREE**  
for a limited time

£39.25

£39.25

**£39.25**

Hardback - Cloth cover

Gold foil

- Cover
- Spine
- Back

Silver foil

- Cover
- Spine
- Back

Debossing

- Cover
- Spine
- Back

**FREE**  
for a limited time

**FREE**  
for a limited time

£40.25

£40.25

**£40.25**

Hardback - Dust jacket

Gold foil

- Cover
- Spine
- Back

Silver foil

- Cover
- Spine
- Back

Debossing

- Cover
- Spine
- Back

**FREE**  
for a limited time

**FREE**  
for a limited time

£41.75

£41.75

**£41.75**

*Only available on pdf upload books*

*Available for all books*

Recalculate



**FAQ**

Search :

[+ Add new post](#)

With Selected:

<input type="checkbox"/>	Title
<input type="checkbox"/> <input checked="" type="checkbox"/>	What makes ubyu different from the other online services ...
<input type="checkbox"/> <input checked="" type="checkbox"/>	Can anyone use this service?
<input type="checkbox"/> <input checked="" type="checkbox"/>	Why do I need to register to use ubyu?
<input type="checkbox"/> <input checked="" type="checkbox"/>	Do you store any information about me?
<input type="checkbox"/> <input checked="" type="checkbox"/>	How do you keep me updated about your products and services?
<input type="checkbox"/> <input checked="" type="checkbox"/>	What special features can I add to my book?
<input type="checkbox"/> <input checked="" type="checkbox"/>	What cover options do you offer?
<input type="checkbox"/> <input checked="" type="checkbox"/>	What are endpapers?
<input type="checkbox"/> <input checked="" type="checkbox"/>	What are marker ribbons and headbands?
<input type="checkbox"/> <input checked="" type="checkbox"/>	What are my colour options for all the features and how d...
<input type="checkbox"/> <input checked="" type="checkbox"/>	What kind of paper do you print on and what are the diffe...
<input type="checkbox"/> <input checked="" type="checkbox"/>	How are the ubyu books printed?
<input type="checkbox"/> <input checked="" type="checkbox"/>	What is uDesign?
<input type="checkbox"/> <input checked="" type="checkbox"/>	What are the system requirements for your software, can a...
<input type="checkbox"/> <input checked="" type="checkbox"/>	Why do I have to download the udesign software to create ...

# ubyu books

## FAQs

If you have a question, this is the place to start. We have compiled a comprehensive collection of possible questions about all aspects of the ubyu service. Search by topic.

- 1** [What makes ubyu different from the other online services that offer self publishing products?](#)  
ubyu will be the most advanced online service for anyone wishing to create and publish their own high-quality books. The gap in quality between ubyu and a traditional book printing service will be indiscernible. In addition to exceptional print and finishing, we offer a comprehensive range of formats, binding methods and paper. We also have an inspiring array of binding enhancements, including coloured endpapers, headbands and marker ribbons. Our mission is to seriously raise the benchmark in online book creation by providing an exemplary service for those who care deeply about quality and creativity.
- 2** [Can anyone use this service?](#)
- 3** [Why do I need to register to use ubyu?](#)
- 4** [Do you store any information about me?](#)
- 5** [How do you keep me updated about your products and services?](#)
- 6** [What special features can I add to my book?](#)
- 7** [What cover options do you offer?](#)
- 8** [What are endpapers?](#)
- 9** [What are marker ribbons and headbands?](#)



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# d) eCommerce



## Payment Gateway

### Which provider?

- Affects how web developers integrate the shopping cart into the payment process
- More importantly, transaction and transfer fees
- 3<sup>rd</sup> Party Software for PDF-to-print generation and uDesign limits options

SagePay provided the best look-and-feel flexibility, customer service and fee structure options (£20 pcm with no additional transaction or transfer fees within volume limits).

ubyu books

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# d) eCommerce

## Ease of Front-End Workflow

Clear workflow for the end user to avoid drop-off as a complex product

1. Register
2. Upload / Create Book
3. Payment Gateway
4. Confirmation
5. Status Notification Emails

- [– Your orders](#)
- [– Your basket \(1\)](#)
- [– Your products](#)
- [– Upload your PDFs](#)
- [– Account settings](#)
- [– Profile settings](#)
- [– Your address book](#)
- [– Contact ubyu](#)

## Your orders

Review every ubyu book order and purchase you have ever made with ubyu.

Sort by

**30 November 2011** Order number: 000001007



Received



In Print



In Binding / Finishing



Dispatched



### Stripey and the Post Box V2

Product number: 000000488

#### Order placed

30 Nov 2011

#### Processing

Shipping estimate:  
13 Dec 2011

#### Delivery

Delivery type:  
Standard

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# d) eCommerce

## Discount Vouchers

Different uses:

- Run promotions
- Reward loyalty
- Apologise for errors / delays

Can have a disastrous effect if they don't work. Discount/voucher system must be considered from the outset and must be:

- Flexible
- Easy to use by different people for different things

## Qualifiers

Do not restrict code's lifetime.

Untimed

\* Start Date:

\* End Date:

Minimum value to qualify for discount.

Minimum Value:

Maximum value to qualify for discount.

Maximum Value:

Minimum quantity to qualify for discount.

Minimum Quantity:

Maximum quantity to qualify for discount.

Maximum Quantity:

If checked, only customer's own products will qualify for discount.

\* Authored

## Discount

Which part of the order should the discount be applied to?

\* Applies to:

Fixed value discount.

\* Discount Amount:

Discount in %.

\* Discount Percentage:

---

# e) Logistics

Most complex? Modelling to determine the delivery pricing by weight and country on low volume. Royal Mail will only discuss 10,000 orders+ per annum.

Other issues:

- Internal production workflow on received orders:
  - Download Files › Check › Upload to Printer › Print › Check › Bind › Finish › Check › Pack › Check › Courier › Confirm Delivery
- Reliable third party production resource e.g. block making, couriers
- Keeping pricing updated
- After sales support / follow-up
- Back-up and data retrieval on re-orders
- Storage & labeling: data & de-bossing blocks



## Orders

Search :

 Export

With Selected:



<input type="checkbox"/>	Order Number	Account Holder	Order date	Days	Jobs	Quantity	Production Cost	Delivery Cost	Total Cost	OR	STS	STC	OA	OC1
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001454	Toby Cornish	2012-06-05 09:06:31	64	1	1	£16.55	£4.50	£21.05	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001450	Susanne Thum	2012-06-05 19:37:01	64	1	1	£46.00	£8.50	£54.50	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001442	Mark Fleming	2012-06-01 18:48:05	66	1	11	£488.48	£8.95	£497.43	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001431	Mattias Pröntare	2012-06-13 11:14:03	58	1	1	£45.43	£8.50	£53.93	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001430	Mattias Pröntare	2012-05-28 13:58:41	70	1	1	£43.39	£8.50	£51.89	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001426	Max Babbe	2012-05-25 09:34:31	71	1	1	£21.55	£4.50	£26.05	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001413	Codie Hobbs	2012-05-24 08:24:40	72	1	1	£77.25	£6.95	£84.20	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001412	Rikard Osterlund	2012-05-25 11:56:50	71	1	1	£22.30	£4.50	£26.80	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001410	Thomas Danthony	2012-05-23 15:17:03	73	1	1	£24.78	£4.50	£29.28	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001408	Ann-Marie James	2012-05-20 21:07:14	75	1	4	£263.50	£10.05	£273.55	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001406	Alice Rosenbaum	2012-08-27 21:44:40	5	1	2	£80.20	£8.00	£88.20	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001405	Alice Rosenbaum	2012-05-18 13:26:52	76	1	1	£18.05	£4.50	£22.55	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001403	Mat Valencic	2012-05-23 22:16:47	73	1	1	£46.00	£4.50	£50.50	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001402	Mat Valencic	2012-05-16 22:22:07	78	1	1	£46.00	£4.50	£50.50	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/> 000001400	Jason Ferdinand	2012-05-15 20:19:44	79	1	1	£265.15	£8.55	£273.70	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

« First « Previous 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 Next » Last » Amount: 15 25 50 75 100 500 Page 2 of 16 ( 15



## Printer Operations

 Save

Order No	Jobs	Job Ref No	Order date	Days	Job Completed 1	Job Sent
000001496	1	000000338	2012-07-18 22:00:31	33	  2012-08-03 15:21:43	  2012-08-21 11:23:46
000001498	1	000000339	2012-07-23 14:38:37	30	  2012-08-03 15:21:43	  2012-08-21 11:23:47
000001503	1	000000340	2012-07-26 04:25:44	27	  2012-08-03 15:21:44	  2012-08-21 11:23:47
000001504	1	000000341	2012-07-26 19:35:42	27	  2012-08-03 15:21:44	  2012-08-21 11:23:48
000001502	1	000000342	2012-07-31 21:24:22	24	  2012-08-07 16:25:15	  2012-08-21 11:23:48
000001514	1	000000345	2012-08-14 20:34:00	14	  2012-08-21 11:23:29	  2012-08-21 11:23:49
000001494	2	000000346	2012-08-16 17:24:43	12	  2012-08-21 11:23:29	  2012-08-21 11:23:49
000001494	2	000000347	2012-08-16 17:24:43	12	  2012-08-21 11:23:30	  2012-08-21 11:24:46
000001521	1	000000348	2012-08-18 16:14:32	10	  2012-08-21 11:23:30	  2012-08-21 11:24:47

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Search :

With Selected:

<input type="checkbox"/>	Format / Size	Cover	Title
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Large	Softback	Epsom - 300gsm Matt
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Large	Hardback - Printed cover	HP Z6100 - 180gsm Supreme Matt
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Large	Hardback - Cloth cover	N/A
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Large	Hardback - Dust jacket	HP Z6100 - 180gsm Supreme Matt
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Medium	Softback	Pagination <= 51: Indigo, >= 52 Epsom - 300gsm Silk/Matt
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Medium	Hardback - Printed cover	HP Z6100 - 180gsm Supreme Matt
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Medium	Hardback - Cloth cover	N/A
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Medium	Hardback - Dust jacket	HP Z6100 - 180gsm Supreme Matt
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Small	Softback	Indigo - 300gsm Silk Coated
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Small	Hardback - Printed cover	Indigo - 170gsm Silk Coated
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Small	Hardback - Cloth cover	N/A
<input type="checkbox"/>	<input checked="" type="checkbox"/> Portrait - Small	Hardback - Dust jacket	HP Z6100 - 180gsm Supreme Matt
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Large	Softback	N/A
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Large	Hardback - Printed cover	HP Z6100 - 180gsm Supreme Matt
<input type="checkbox"/>	<input checked="" type="checkbox"/> Landscape - Large	Hardback - Cloth cover	N/A

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## Keeping Track

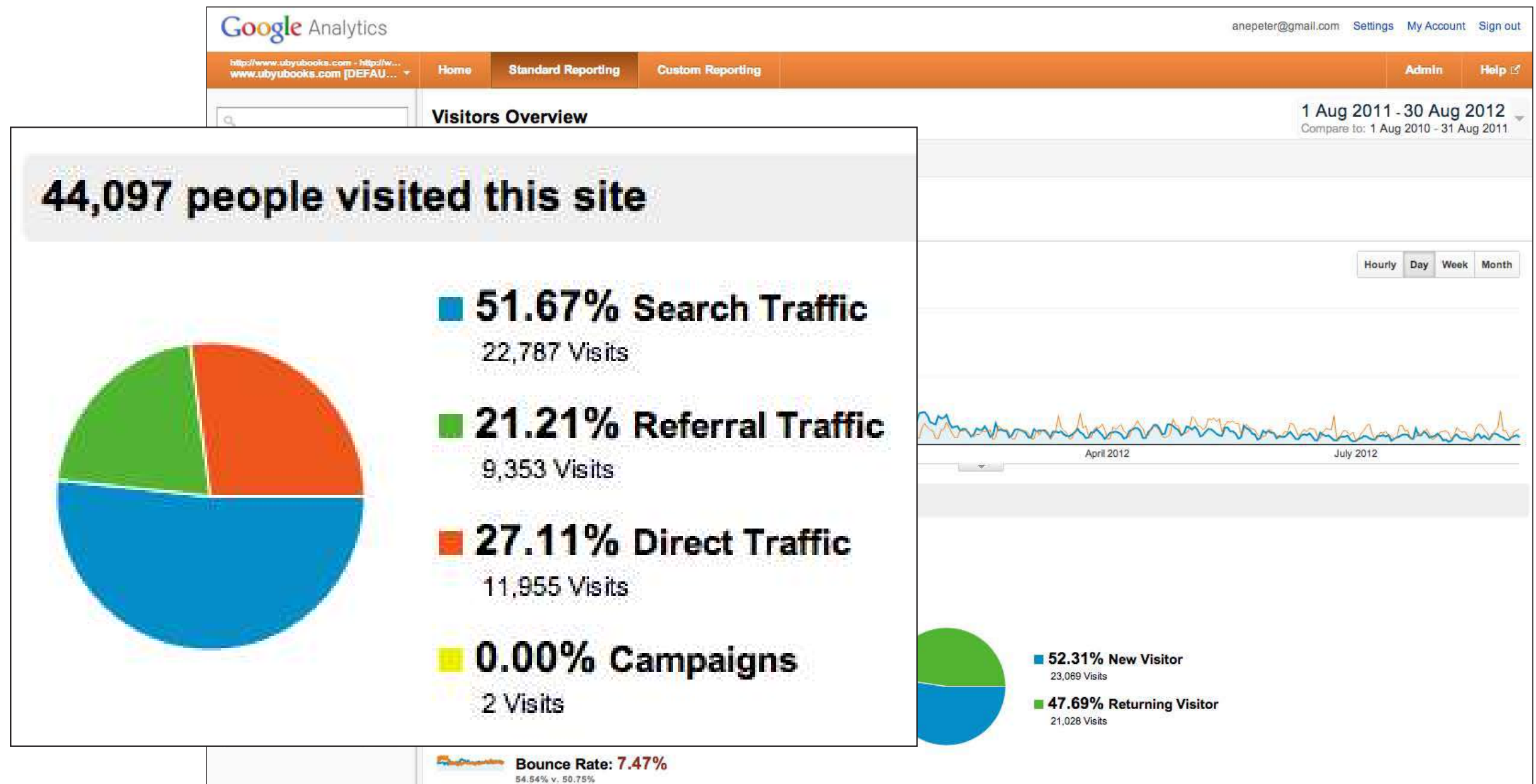
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- Google Analytics
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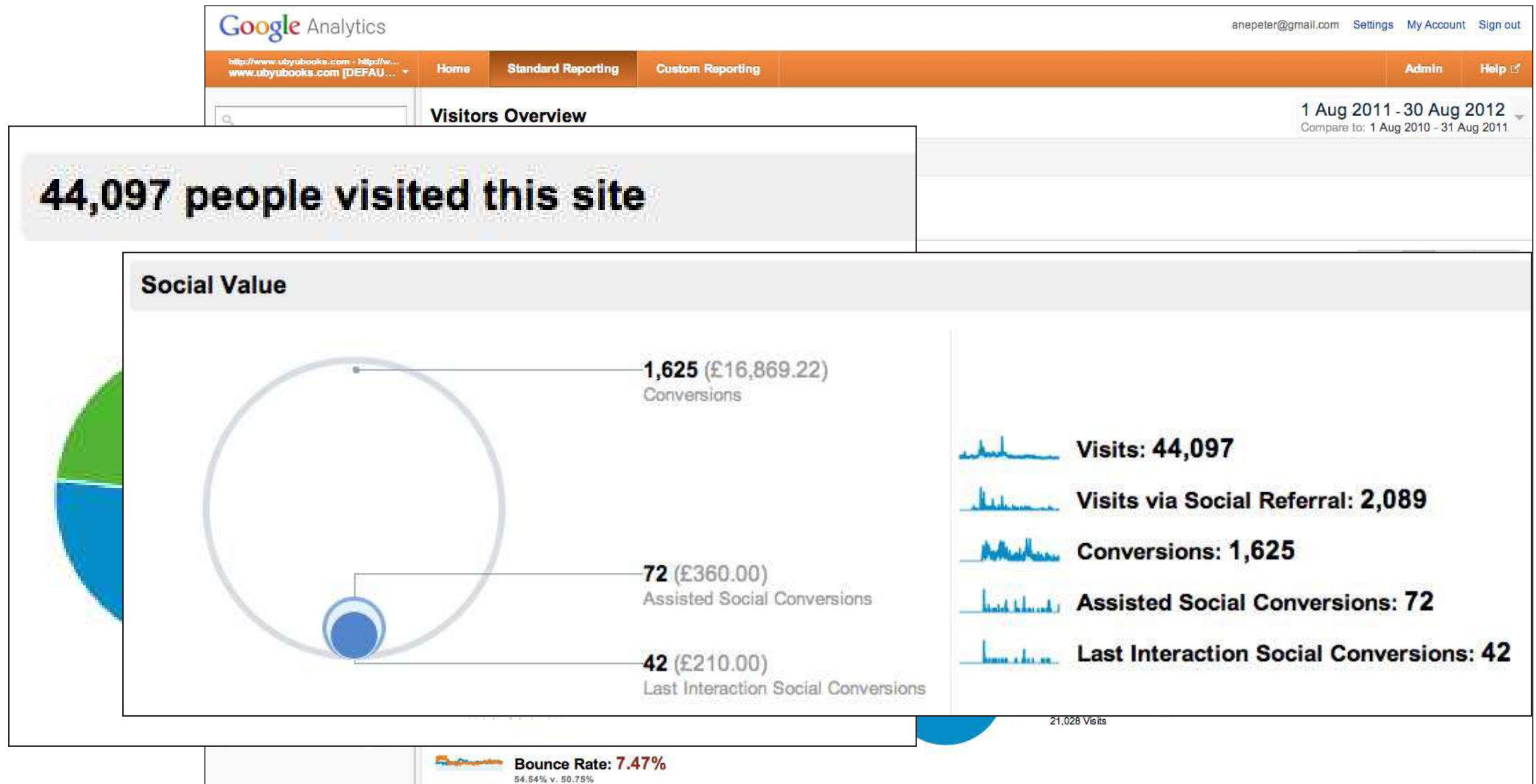
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1138	1	197	2011-12-29 14:17:37	11	23.4	257.4	25.74	75	1.5	321.60	10.3	34	0 / 2012-01-06 09:32:33	0 / 2012-01-06 09:32:33	0 / 2012-01-06 09:32:33	0 / 2012-01-06 09:32:33	0 / 2012-01-06 09:32:33	0 / 2012-01-06 09:32:33

Assisted Social Conversions

**42 (£210.00)**

Last Interaction Social Conversions

Assisted Social Conversions: **72**

Last Interaction Social Conversions: **42**

21,028 Visits


**Bounce Rate: 7.47%**

54.54% v. 50.75%

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1138	1	197	2011-12-29 14:17:37	11	23.4	257.4	25.74	75	1.5	321.60	10.3	34						
1165	1	196	2011-12-23 11:38:48	1	36.9	36.91	0	0	0	36.91	8	78						
1008	1	193	2011-12-22 11:25:25	1	41.6	41.56	0	0	0	41.56	11.25	80						
949	1	194	2011-12-18 16:36:29	2	33.1	66.14	0	0	0	66.14	9	62						
1156	1	191	2011-12-16 14:28:56	1	67.1	67.1	0	0	0	67.1	16.75	396						
1156	1	192	2011-12-16 14:28:56	1	39	39	0	0	0	39	16.75	342						
1154	1	190	2011-12-15 02:29:41	3	56.5	169.5	0	150	3	315.35	22.4	64						
1147	1	189	2011-12-12 23:00:18	1	19.1	19.12	0	0	0	19.12	4.5	42						
1145	1	188	2011-12-12 19:20:03	2	15.9	31.8	0	0	0	31.8	4.5	28						
1100	1	179	2011-12-12 13:41:36	2	56.2	112.46	0	0	0	112.46	18.75	136						
1139	1	187	2011-12-10 18:34:27	3	41	122.91	0	75	1.5	230.91	8.15	92						
1020	1	186	2011-12-10 17:40:03	1	36.4	36.37	0	0	0	36.37	8	72						
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1017	1	182	2011-12-08 11:55:04	1	58.3	58.25	0	0	0	58.25	14.25	64						
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990	1	180	2011-12-07 20:11:24	11	29.2	310.2	31.02	0	0	279.18	14.25	64						
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1127	1	177	2011-12-05 16:41:13	7	59.2	414.06	0	0	0	414.06	14.25	64						
1123	1	175	2011-12-05 10:24:00	1	44.7	44.73	0	0	0	44.73	14.25	64						
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1064	1	169	2011-12-04 15:26:43	20	22.4	446.4	44.64	0	0	401.76	14.25	64						
1114	1	168	2011-12-03 17:22:57	1	22.1	22.05	0	0	0	22.05	14.25	64						
1105	1	167	2011-12-03 11:45:38	1	28.5	28.47	0	0	0	28.47	14.25	64						
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1091	1	164	2011-11-30 22:44:57	1	30.9	31.95	0	0	0	31.95	14.25	64						
1055	1	163	2011-11-30 16:29:16	1	30	30.01	0	0	0	30.01	14.25	64						
1007	1	161	2011-11-30 16:26:03	80	17.3	1384	138.4	0	0	1245.6	14.25	64						
1095	1	160	2011-11-30 15:19:17	1	45.5	45.49	0	0	0	45.49	14.25	64						
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1088	1	157	2011-11-29 18:54:12	1	47	46.95	0	0	0	46.95	14.25	64						
1077	1	156	2011-11-29 11:27:13	1	39.6	39.51	0	0	0	39.51	14.25	64						
1073	1	155	2011-11-26 12:44:33	1	49.3	49.25	0	0	0	49.25	14.25	64						
1070	1	154	2011-11-26 12:28:16	1	32.2	32.23	0	0	0	32.23	14.25	64						
1034	1	153	2011-11-25 19:53:24	1	39.1	39.13	0	0	0	39.13	14.25	64						
1061	1	152	2011-11-25 12:06:56	1	28.9	28.83	0	0	0	28.83	14.25	64						
516	1	151	2011-11-24 16:23:02	40	24.2	967.2	96.72	0	0	870.48	14.25	64						
1058	1	150	2011-11-23 15:19:09	1	31.8	31.77	0	0	0	31.77	14.25	64						
1012	1	149	2011-11-22 13:21:13	2	23	45.9	0	0	0	45.9	14.25	64						
1010	1	148	2011-11-22 09:00:37	1	30	30.01	0	0	0	30.01	14.25	64						

## Hyperspin Weekly Uptime Report

Jul 30 2012 - Aug 06 2012

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Name	Uptime	Downtime	Outage	Performance
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42 (£210.00)

Last Interaction Social Conversions

72

Last Interaction Social Conversions

21,028 Visits

Bounce Rate: 7.47%

54.54% v. 50.75%

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# g) Pushing the platform further

Reseller Web Shop in planning.

Maximising opportunities in the 'B2B' space through revenue sharing using the ubyuu platform.

## Photography Open Salon

### Transience

A stunning selection of award-winning images from Photography Open Salon Arles 2011 exploring the theme of Transience - how we relate to a permanent state of transition, impermanence, change and the passing of time. Over 100 exceptional photographers from 34 countries interpret change and the process of changing through personal, historical, environmental, cultural, global, political, social, geographical and seasonal observations, emotions, experiences and beliefs.

With foreword by Stuart Franklin award winning photographer, a Magnum photographer since 1985 and president of Magnum Photos 2006-2009.

Curated by Vanja Karas.

This book is a **limited edition** of 750.

Hardback: 220 pages  
Size: Landscape 290 x 220mm  
Publisher: ubyu (July 2012)  
Language: English



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London Villages Project

## London Villages Project

A number of LIP members have been engaged in a year-long project interpreting their idea of a London Village. To coincide with two exhibitions, a book of the Project is now available for purchase; a unique collection of excellent photographic work that features photographs by 62 London Independent Photography members, and some short essays on some individual series.

The book is a professionally published, hard back "coffee table" photographic art book, beautifully laid out in full colour on high quality specialist print paper with trimmings including endpapers and marker ribbon.

Hardback: 116 pages  
Size: Landscape 290 x 220mm  
Publisher: ubyu (July 2012)  
Language: English

**Price: £53.00 including UK delivery**

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Katrin Nodop


FdA Graphic Design / Illustration  
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SUNDAY, 9 OCTOBER 2011

## ICO/ UbyU – # Manifesto



### 'LEARNING WITH INDUSTRY'

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Two years shaped by regular consultation with key industry figures. Practitioner led workshops, internships, live projects, studio visits and collaborative primary research ensure our students graduate with up to the minute knowledge of the communication design industry now.

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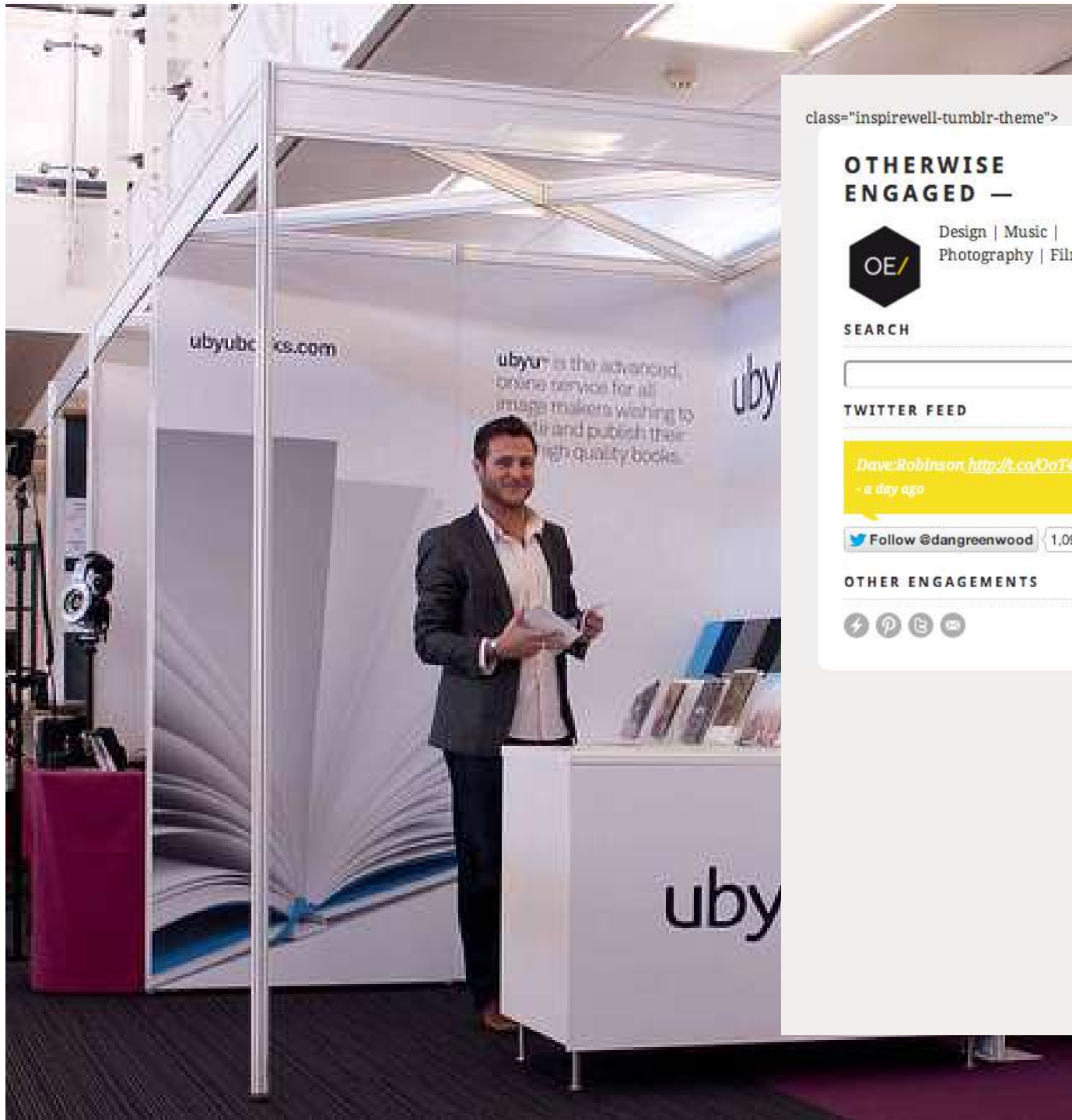
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- Search Engine Optimisation
- Social media networks
- Word of mouth
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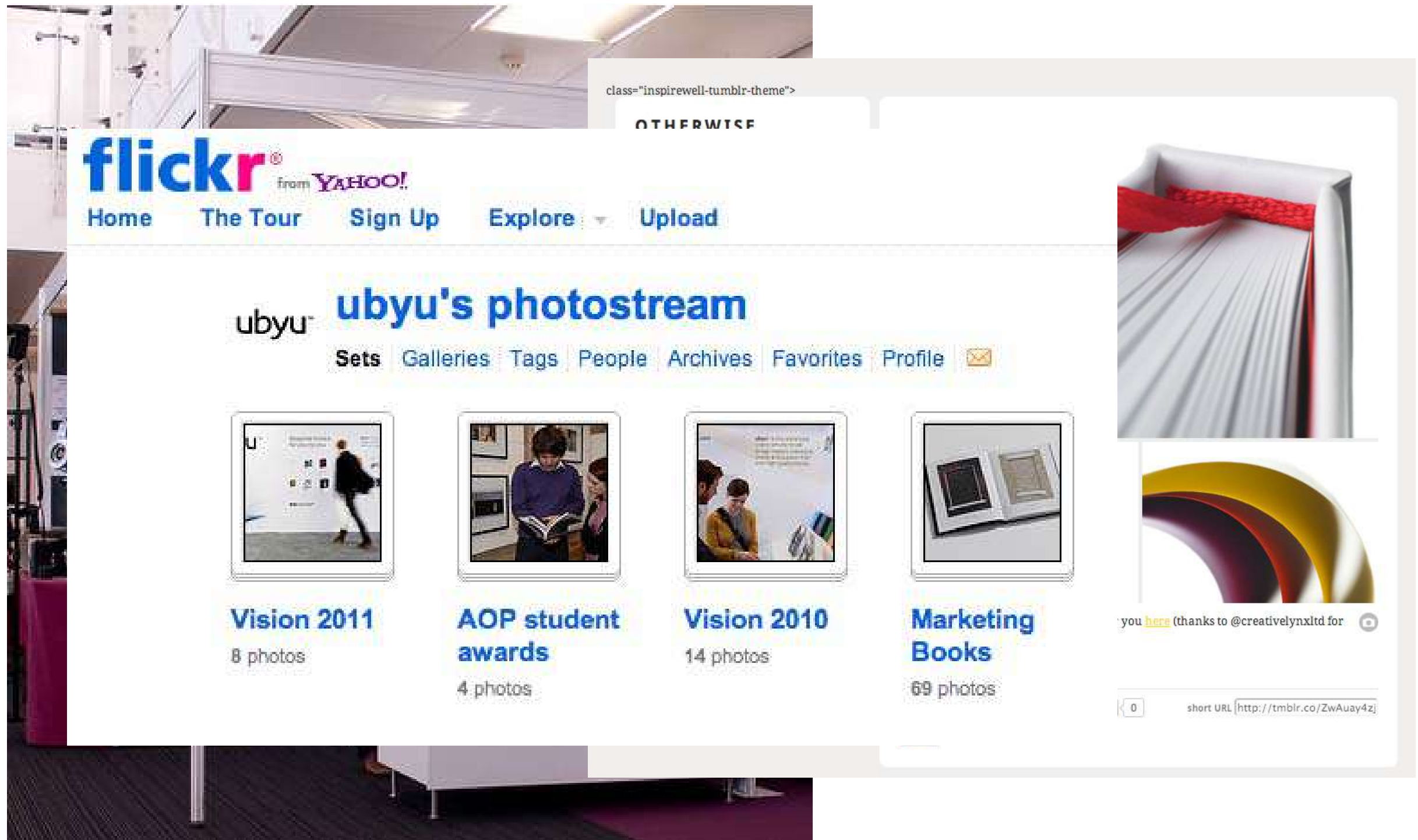
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1 year ago

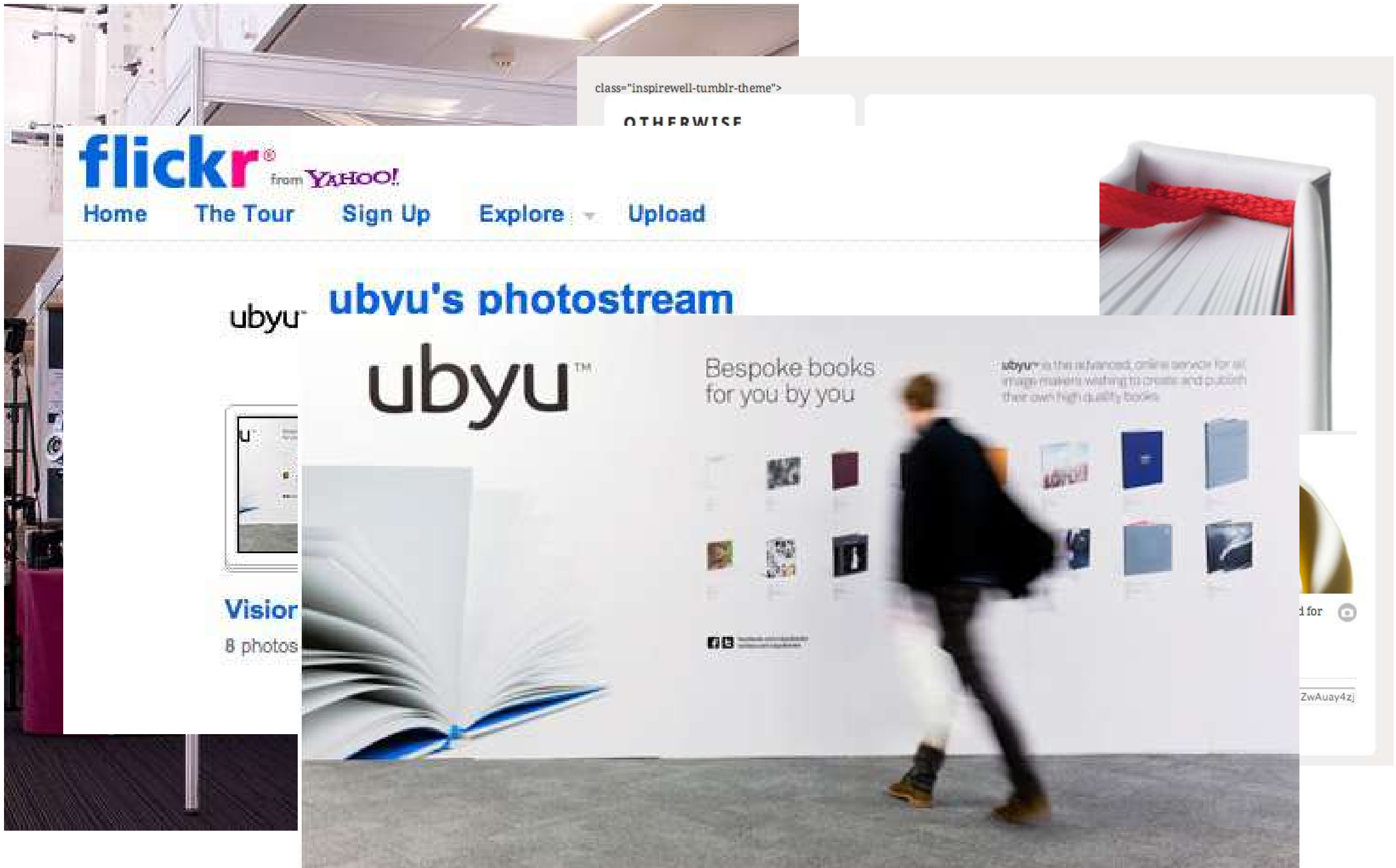
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COMMUNICATION DESIGN BLOG: UBYU BESPOKE BOOKS FOR YOU BY YOU

TUESDAY, JANUARY 17, 2012

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via [ubyubooks.com](http://ubyubooks.com)

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posted by clinton carlson at 2:54 pm



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2012 Fort Worth Addys

**Jordan Pille**

Student Gold ADDY®  
Category: Consumer or Trade Publication  
Client: DFW Gun Range Campaign

**Melissa Stammer**

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Self-publishing reality:  
Print is not dead, it's just different!

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# Q&A

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