



Managing customer entitlement with Adobe® Digital Publishing Suite

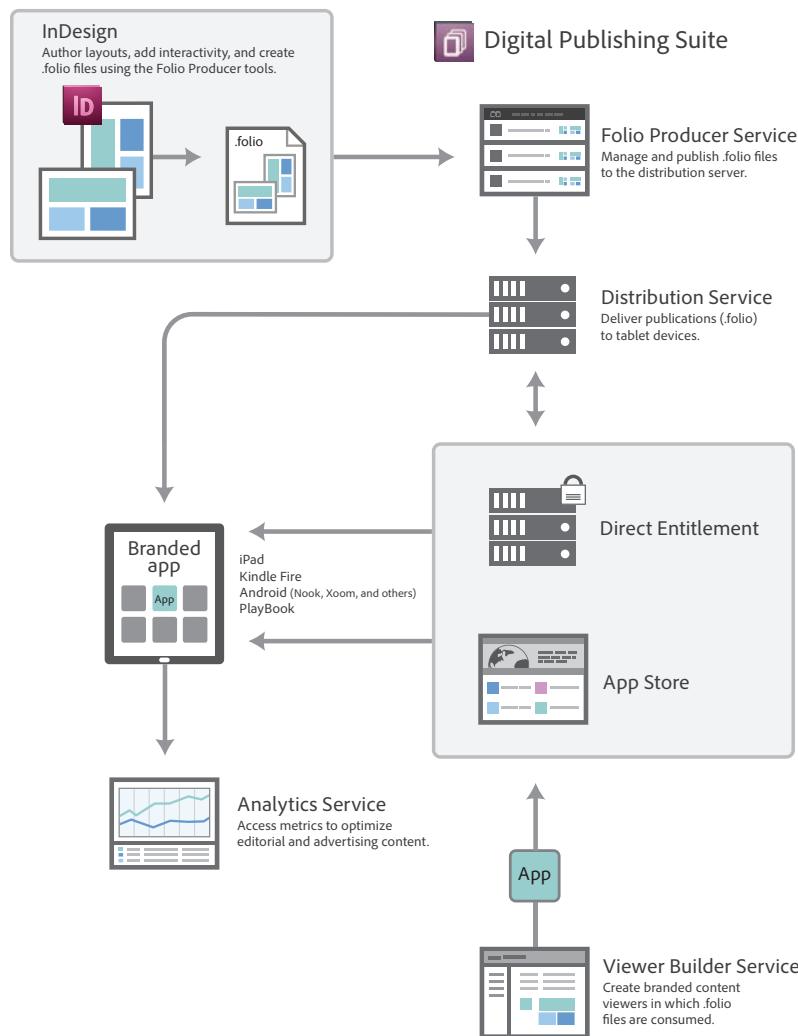
Accelerate digital readership by making content easily accessible to existing users and customers

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Overview of Adobe Digital Publishing Suite

Adobe Digital Publishing Suite is a complete solution that lets individual designers, traditional media publishers, ad agencies, and major media and brand organizations create, distribute, monetize, and optimize cutting-edge interactive content and publications for tablet devices.



In Adobe InDesign® CS5.5 software, designers and publishers can author publications targeted to tablet devices using the new Folio Producer tools. You can create immersive page layouts that combine the visual appeal of print with the engagement of interactivity. Within InDesign, you can add interactive overlays to page layouts to enable functionality such as hyperlinks, slide shows, image sequences, audio and video, image panoramas, web content, and pan and zoom. InDesign packages your tablet content as .folio files ("issues"), which can have multiple articles within them.

The Folio Producer Service helps you organize, edit, and publish .folio files, while the Viewer Builder Service allows you to create a custom viewer app that runs on Apple iPad, Amazon Kindle Fire and other Android™ based tablets, and BlackBerry PlayBook. Your viewer app can include single .folio files, multiple .folio files, or subscription-based content.

The Distribution Service and e-commerce support enable you to distribute your apps through leading mobile marketplaces including the Apple App Store, Amazon Kindle Fire Newsstand, Android Market, and BlackBerry App World.

The Analytics Service enables you to gain insight into how your readers and customers engage with editorial and advertising content through tight integration with Adobe Online Marketing Suite, powered by Omniture®.

Introduction to direct entitlement

Direct entitlement, in the context of digital publishing, refers to the mechanism to entitle or allow access to digital content to a set of customers or users who meet certain criteria.

Adobe Digital Publishing Suite, Enterprise Edition supports direct entitlement across all supported tablet platforms and devices. It integrates with third-party and proprietary entitlement systems so that you can set up your entitlement process based on business requirements. This enables use cases such as:

- **Print/digital bundling:** Digital Publishing Suite integrates with a publisher's third-party or proprietary print fulfillment system to make tablet content available to existing print subscribers.
- **Direct sales of digital subscriptions:** In addition to supporting subscriptions purchased through mobile marketplaces such as the App Store, Digital Publishing Suite allows publishers to sell digital (or print/digital bundle) subscriptions directly to consumers (such as through a publisher's website), enabling publishers to establish a relationship with their readers. By selling subscriptions directly to readers, publishers can capture key information about their customers that can be used for future marketing and merchandising purposes—critical to establishing long-term customer loyalty.
- **Promotions:** Publishers can leverage direct entitlement to offer promotional content such as a sample issue to anyone who downloads the application while making other issues available only to subscribers or those who purchase a specific issue. Publishers can also use direct entitlement to distribute promotional codes that allow readers to access specific issues.
- **Custom access control:** Direct entitlement allows publishers, member organizations, or corporations to make specific .folio files available to certain readers based on login credentials. This capability could be used by traditional consumer magazine publishers to offer special issues to specific customers. Alternatively, business or corporate publishers can make specified content available to employees or members of an organization based on login credentials. This would allow organizations to serve targeted content to users such as regional price lists, targeted sales materials, or premium content based on role, access level, or membership level. Restricted distribution capabilities within Digital Publishing Suite are expected to be available in 2012.

Adobe has created an API that works with any print fulfillment system. Enterprise Edition customers have already integrated with several third-party fulfillment systems, such as CDS Global (a Hearst Company), Time Customer Service (TCS), and Palm Coast Data (PCD). By using one of these providers, publishers can enable entitlements with minimal development effort.

Additionally, Digital Publishing Suite can integrate with proprietary back-end fulfillment systems to enable entitlement.

This paper provides an overview of the direct entitlement benefits and workflow available to Adobe Digital Publishing Suite Enterprise Edition customers.

The business value of direct entitlement

Direct entitlement helps publishers accelerate digital readership by enabling powerful and customizable ways to make digital content accessible to customers based on business rules.

Readers have numerous options for purchasing magazine content in the print world. For example:

- They may buy a single issue at a newsstand at full price.
- They may establish a subscription with the publisher or with a third-party fulfillment house.
- They may be offered a free subscription based on their demographic profile or as a promotion.

With digital content, the differences between the various purchase options may not be immediately obvious to the reader.

Purchasing a single issue of a digital publication through a tablet's app store (Apple), newsstand (Amazon Kindle Fire), or market (Android) is equivalent to a physical newsstand purchase in the print world. In both instances, the publisher has little or no information about the reader and no assurance that this individual will buy again. A subscription, which results in an ongoing relationship between the reader and the publisher, is a much more appealing long-term solution.

A smooth entitlement process is critical to ensure that readers become loyal subscribers. It also offers opportunities cross-selling, for example, by providing subscription bundles that allow a customer to purchase access to several magazines from the same publisher.

Using direct entitlement, publishers have seen a large increase in the number of digital downloads as a result of print subscribers being given convenient access to digital issues. Direct entitlement also affords opportunities to merchandise additional content to acquired subscribers directly within the viewer app.

With entitlements, publishers and organizations are entitling, or allowing, their existing print subscribers, members, or employees to get authenticated access to digital products. *Reader's Digest*, *Vanity Fair*, *The New Yorker*, *WIRED*, *Golf Digest*, *Self*, *Glamour*, and *GQ* are all examples of publications that have provided access to tablet content within an application using direct entitlement. Alternatively, publishers can charge an upgrade fee for enabling access to the digital offering. They can also offer bundles across magazines on their websites, which then enable access to various digital products.

How it works

Digital Publishing Suite provides publishers with platform- and device-agnostic support for several entitlement options, including:

- Single-issue purchases through the mobile platform's application market
- Subscriptions purchased within the app through the platform's application market (subject to platform support)
- Digital subscription access based on print subscription status
- Subscriptions purchased outside the app (for example, on the publisher's website)

Several systems need to work together to support direct entitlement:

- The publisher's authentication system, which manages a reader's login into the Content Viewer
- The publisher's entitlement system, which matches authenticated readers to their entitlements (Digital Publishing Suite integrates with publishers' authentication and entitlement systems)
- The Digital Publishing Suite Distribution Service, which delivers content to the application installed on an entitled user's tablet device—in other words, it delivers .folio files to those subscribers who have accessed or purchased content through the entitlement process
- The application marketplace (Apple App Store, Android Market, Amazon Kindle Fire Newsstand, or BlackBerry App World)

Some publishers use a single proprietary system for authentication and entitlement. Others use third-party entitlement systems. Adobe provides fulfillment for Digital Publishing Suite customers.

The direct entitlement banner is provided as a URL to a HTML5/CSS3 implementation. Through the use of a provided JavaScript bridge, the banner can extend the functionality of the viewer.

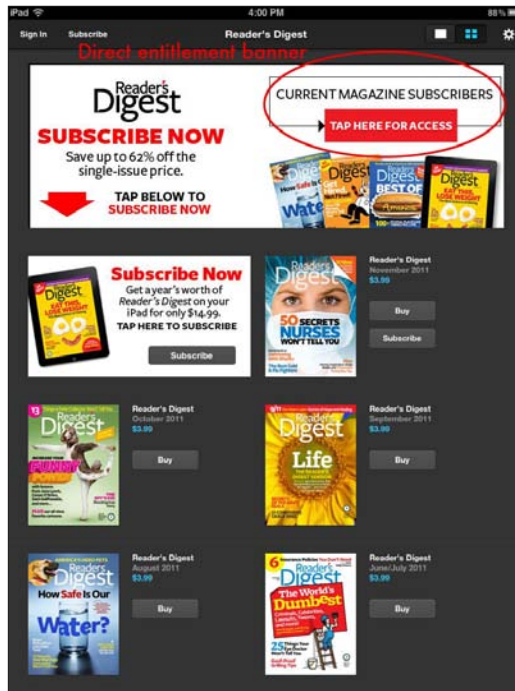


Figure 1: Reader's Digest offers print subscribers free access to the tablet edition. Note the marketing/call-to-action banner prompting current print subscribers to get entitled.



Figure 2: Tapping "Current Magazine Subscribers—Tap Here for Access" on a previous screen brings users to this second screen to validate that they have a print subscription and are therefore entitled to download digital content.

How it works: Direct entitlement process

1. User taps "current subscriber" banner (see Reader's Digest example in Figure 1).
2. User creates/confirms account on publisher's page (in-app web view—see Figure 2).
3. Publisher's authentication/entitlement server issues an authentication token.
4. User signs in to the magazine viewer app.
5. Authorization token is checked against the entitlement server.
6. Authorization token is verified.
7. User can then download entitled issues from Adobe's fulfillment server.

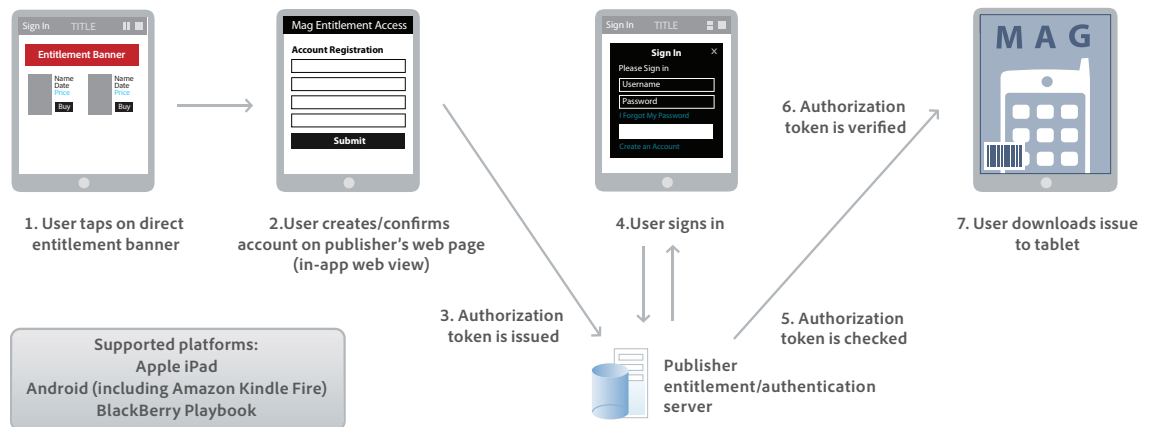


Figure 3: Direct entitlement process overview.

How it works: User authentication process

1. The Digital Publishing Suite Content Viewer reports the reader's credentials (username and password) to the authentication server.
2. The authentication server responds with an authentication token (an opaque token uniquely identifying the current user/session/device).
3. Content Viewer sends the authentication token to the publisher's entitlement system.
4. The entitlement system returns a list of what the reader is entitled to (a list of .folio files that the user can access).
5. Content Viewer downloads the .folio file list from the fulfillment server and displays it in the Library view. The Library view is populated with a list of all the .folio files to which the user is entitled and can access for download.

This process is shown in Figure 4.

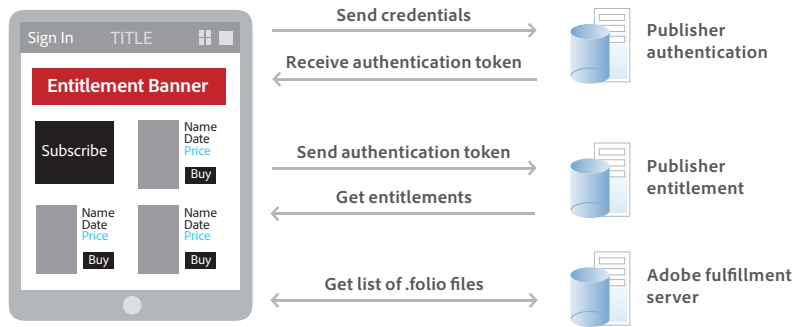


Figure 4: Authentication and entitled content retrieval.

This initial launch configuration is independent of the Apple App Store, Android Market, or other platform-specific systems.

How it works: Authentication process—user experience

Figures 5 through 7 display the process for allowing a nonentitled user to be authenticated in order to gain access to tablet content.

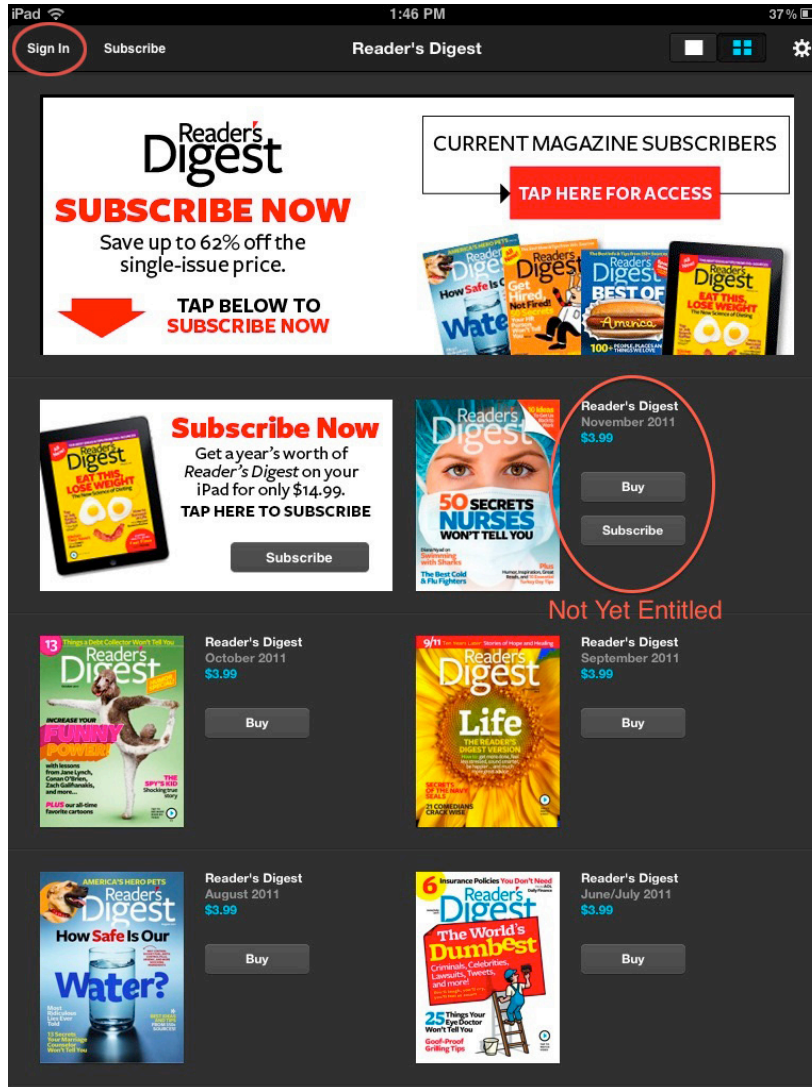


Figure 5: User launches viewer app on tablet device and touches Sign In in upper left corner. This starts the entitlement process.

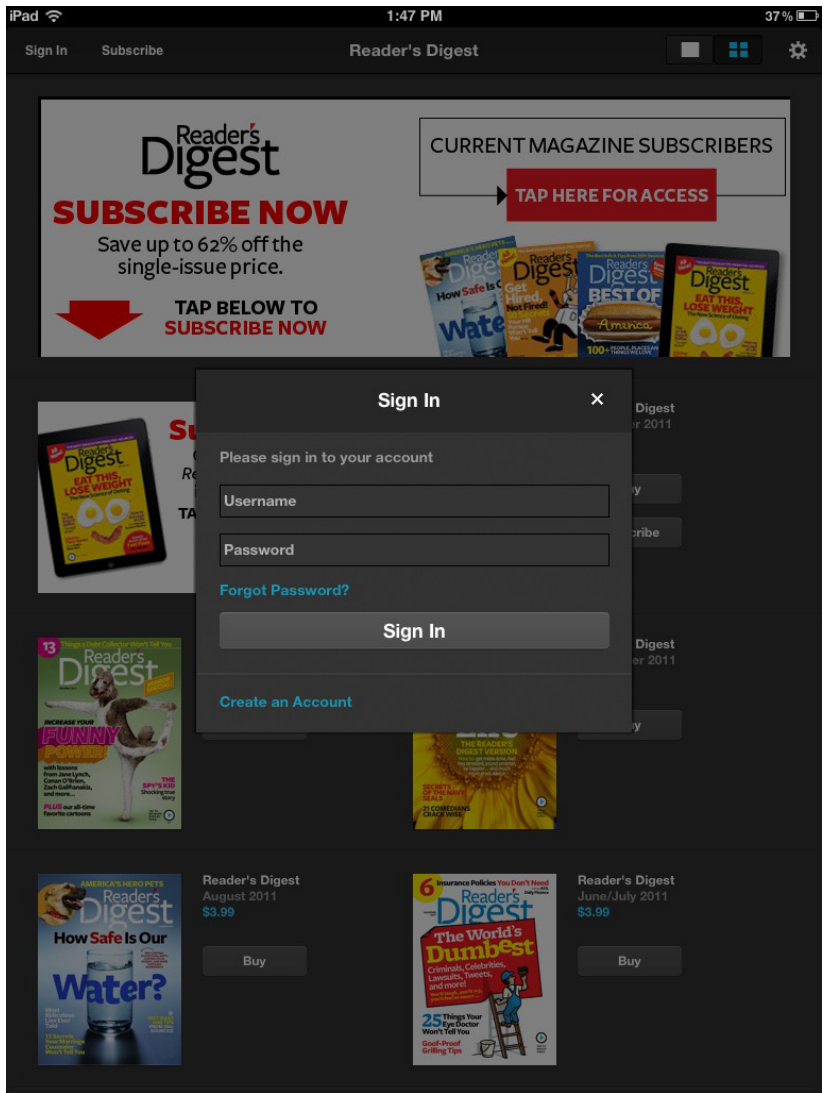


Figure 6: User signs in by entering his or her credentials from the publisher.

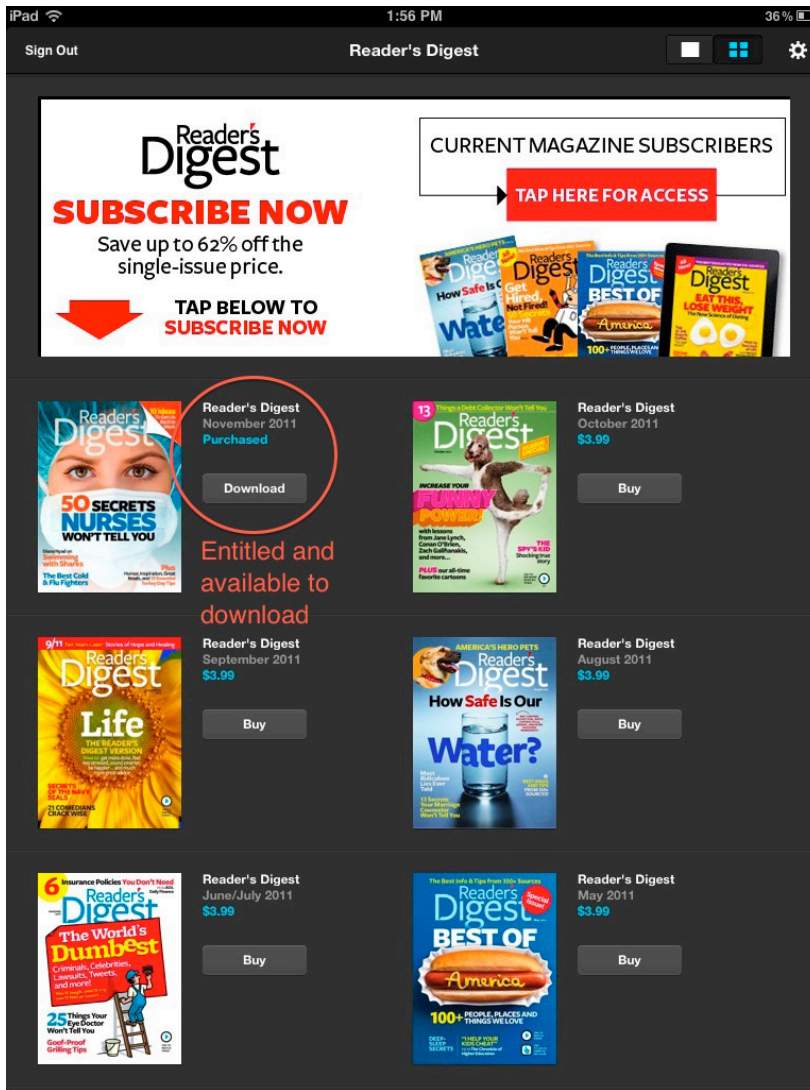


Figure 7: Once signed in, the viewer's folio (issue) list is updated based on user's entitlements.

How it works: Accessing entitled content

Once authenticated, readers or customers can access the content they are entitled to on their devices as follows:

1. The reader requests a specific issue by selecting Download in the Content Viewer library. Content Viewer sends the authentication token and product ID to the Adobe fulfillment server. (Note that the .folio file's product ID is established through iTunes Connect or other app marketplace administration tool when an in-app purchase is defined).
2. The Digital Publishing Suite Distribution Service verifies the entitlement by sending the authentication token and product ID to the publisher's entitlement system.
3. The fulfillment server sends the .folio file content to Content Viewer.

Figure 8 illustrates the entitlement verification and content download process.

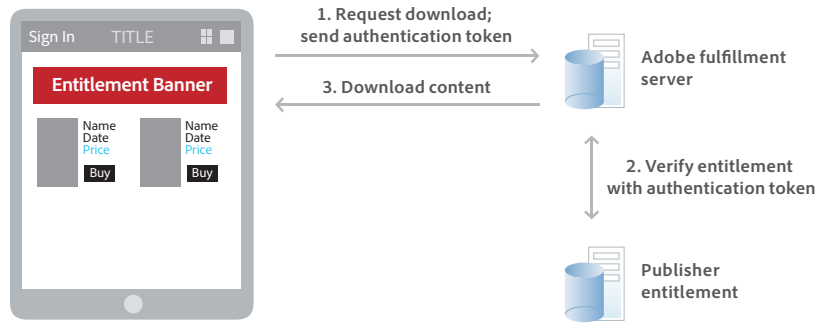


Figure 8: The authentication and download process of content for entitled users with active subscriptions.

How it works: Creating an entitlement-ready viewer

Publishers must create a direct entitlement-enabled application using the Viewer Builder Service included in Digital Publishing Suite.

When creating your viewer app with Viewer Builder, you choose a viewer type, which determines the type of entitlement options that your app can leverage. Figure 9 shows a Viewer Builder screenshot indicating the viewer types that can be selected.

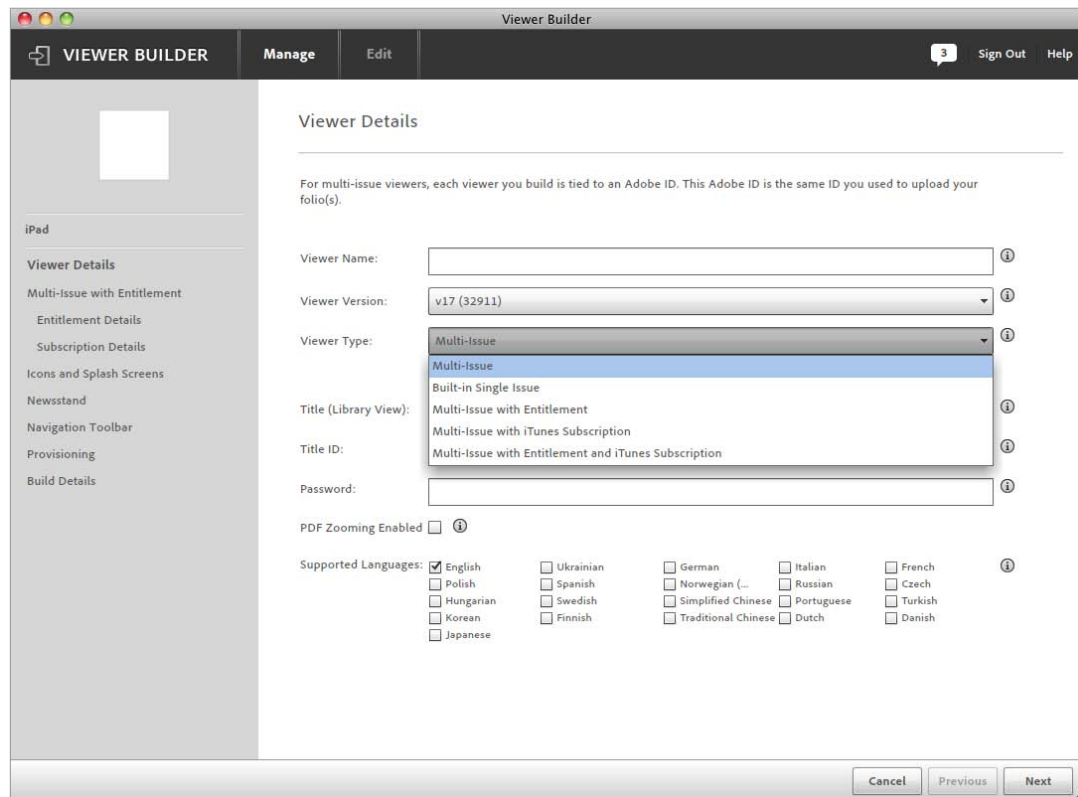


Figure 9: Viewer Builder application options.

The viewer type options are:

- **Built-in Single Issue:** The viewer app includes a single publication (.folio file), which is purchased through the platform's application market (or downloaded for free). Direct entitlement is not involved in this scenario, and there are no subscriptions or in-app payments.
- **Multi-Issue:** This is a standard viewer app that can include a library of multiple Adobe-hosted.folio files. Publishers can monetize their content in this app by either selling the app itself or selling individual .folio files within the app via in-app payments. No subscriptions or entitlements are available with this option.

- **Multi-Issue with iTunes Subscription:** This multi-issue app supports single-issue in-app purchases and subscriptions purchased within the app through the platform's application market (iTunes Store and so on). This option does not support the publisher's print fulfillment or website subscription systems.
- **Multi-Issue with Entitlement:** This multi-issue app supports single-issue in-app purchases and direct entitlement via the publisher's print fulfillment and/or website subscription systems. This option does not allow app store subscription purchases.
- **Multi-Issue with Entitlement and iTunes Subscription:** This option creates a multi-issue app that supports single-issue in-app purchases, subscriptions purchased in app, as well as direct entitlement via the publisher's print fulfillment and/or website subscription systems.

Note that for an app to appear in Apple's Newsstand in iOS 5, iTunes subscriptions need to be enabled.

Once the viewer type is selected, you enter entitlement details such as the service URL, the authentication URL, banner assets, and more as shown in Figure 10.

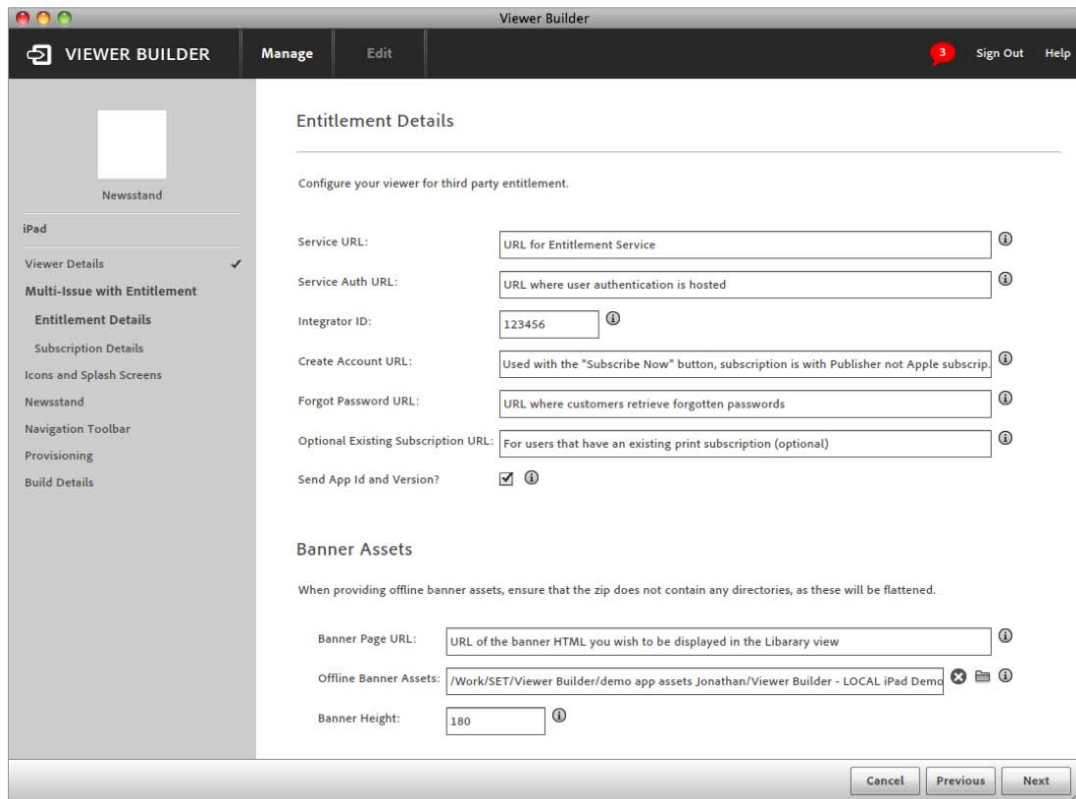
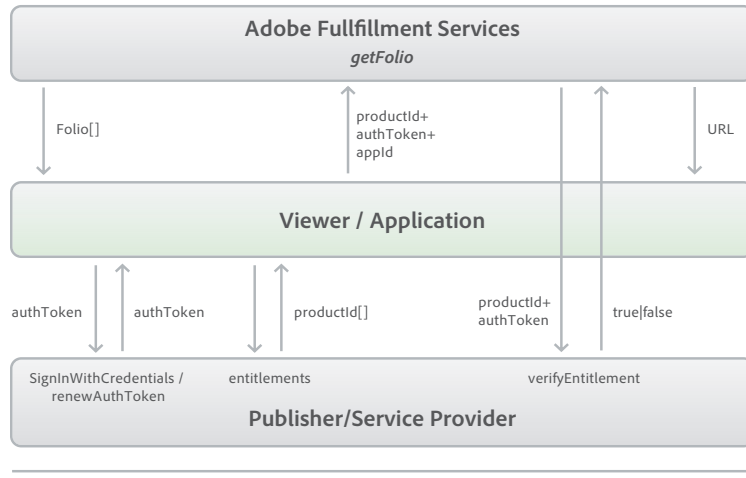


Figure 10: Viewer Builder entitlement options.

How it works: Direct Entitlement APIs

Publishers or their fulfillment provider implement four REST API endpoints that the custom, branded viewer connects through. These APIs authenticate users, provide a list of authorized content, and validate content at download. Additionally, publishers should provide web forms for accessing or capturing subscriber information. Figure 11 illustrates the APIs used in the direct entitlement process.



REST API Name	Description
SignInWithCredentials	Authenticates users in the publisher's system
RenewAuthToken	Times out or validates the current session
Entitlements	Provides a list of authorized .folio files
VerifyEntitlement	Verifies a specific .folio file against the user account

Web Form	Description
Forgot Password	Enables subscribers to look up, access, and reset their passwords
Create Account	Allows users to create or modify an account to enable it for access to authenticated content

Figure 11: Direct entitlement APIs and process.

Additionally, every viewer enabled to support direct entitlements allows inclusion of the marketing/call-to-action banner (see Figure 1). The banner is provided as a URL to a HTML5/CSS3 implementation. Through the use of a provided JavaScript bridge, the banner can extend the viewer's functionality.

How direct entitlement differs from Apple subscriptions

When a user purchases a subscription within the viewer app, he or she chooses the period (for example, one year), and all content published to that app within that time frame is entitled to that user.

With direct entitlement, the publisher can choose which individual issues are included in the subscription. This is determined by the publisher's or service provider's (CDS, TCD, or PCD) implementation of the direct entitlement APIs. It allows additional subscription models to be offered, such as a higher priced subscription that includes back issues as well as content that is published over the next year.

Merchandising

Once a subscriber has been acquired via an app store subscription or direct entitlement, a publisher can offer additional content via merchandising within the viewer app. Merchandising can be enabled through a dynamic entitlement banner, or via a fully customizable HTML-based storefront within the viewer.

The entitlement banner is fully dynamic HTML5 with access to APIs that can detect user state and/or subscription status, enabling upsell and cross-sell opportunities within the viewer app.

Additionally, a full custom storefront can be built into the viewer app, accessible by a dedicated Store icon in the navigation bar. Custom storefronts are full-screen HTML pages owned by the publisher.

In a custom storefront, a publisher can immerse a consumer in the brand and, for example, the experience of a magazine title. It is an HTML page where a publisher can leverage the same marketing techniques leveraged on a public website to drive subscription revenue, sell single issues, and promote other titles. Refer to the custom storefront white paper for more details.

Multiple-platform support and content portability across devices

The direct entitlement APIs work across devices in such a way that a single server-side implementation (by a publisher or fulfillment provider) can support all devices that Adobe Digital Publishing Suite operates on. Additionally, publishers can implement a single implementation that will support all titles (aka magazines or applications) that a publisher supports with Adobe Digital Publishing Suite.

Content that is made available to a user through direct entitlement does not lock him or her into a certain platform. Purchases and subscriptions such as those made through the Apple app payment system are directly tied to the Apple platform. However, with direct entitlement, a subscription can be consumed on all available devices, allowing the consumer to switch from one mobile platform to another without losing access to his or her entitled content.

Additional resources

Extensive documentation and online help for Digital Publishing Suite is available at: www.adobe.com/go/dpshelp.

Topics include:

- Getting started with Digital Publishing Suite
- Design and layout considerations and tips
- Adding interactivity and media to .folio files
- Creating and managing .folio files and articles
- Assembling and publishing .folio files and building custom viewers
- Additional resources on leveraging analytics, subscriptions, and direct entitlement

Next steps

Visit www.adobe.com/products/digitalpublishingsuite to request a consultation.



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