Every page delivered on demand, on disk or online is a page that is no longer produced on press.

The people who have the most to offer to new media buyers are the printers and prep firms who provide so many similar electronic design and production services to traditional print media buyers.

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CD-ROM: New Media Profit Opportunities for Printers

Millions of pages of print are migrating to new interactive media delivered on optical disks, local area networks, cable TV and fiber optic data lines. Smart publishers in every segment are taking advantage of these tools to craft a new generation of interactive publications that are customized to the needs of each reader. What are the opportunities for printers in this new publication format? Which services do customers need, which are the most profitable to provide, and what are the key management challenges in the move to electronic services?

CD-ROM BASICS
- CD-ROM: Compact Disk, Read-Only Memory
- 676 megabytes/120,000 pages/ 600 paperback novels/ 72 minutes of television
- Mac and MPC standards
- CD-I: CD Interactive
- CD-R: CD Recordable
- Kodak PhotoCD

COUNTING HEADS
- U.S. installed base: 1993 7.2 million drives 1994 15 million drives
- 5,000+ commercial titles (250 in 186)
- 70–80 million copies in print
- 15,000 Nautilus subscribers 800,000 disks per year
- 500,000 Comptons & Groliers 400,000 San Diego Zoo disks
- **120,000 PC Magazine CD**
- **consumer titles: <10,000**
- **business titles: 100 to 1,000**

MULTIMEDIA DATA TYPES
- Typography
- Illustration
- Photography
- Sound
- Animation
- Video: DVI, QuickTime, Video for Windows, Indeo
- Software/Compound Docs

PRINTERS' SERVICE OPPORTUNITIES
- Multimedia design
- Developing the database
- Scanned page databases
- Adobe Acrobat electronic page description language
- Converting electronic text
- Structured documents, SGML, HTML, VRML
- Pre-mastering and testing
- CD-ROM pressing
- Desktop CD-ROM publishing

CD-ROM APPLICATIONS
- Software and games
- Text and numeric databases
- Illustration archives
- Commercial publications
- Training and education
- Direct response/catalogs

THE ROLE OF PREPRESS & PRINTING PROFESSIONALS
- Understanding a customer's markets and products
- Maintaining high graphic communications standards
- Knowing how to get the work out on time and on budget