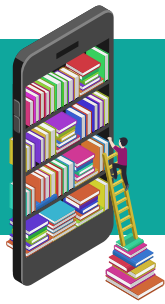
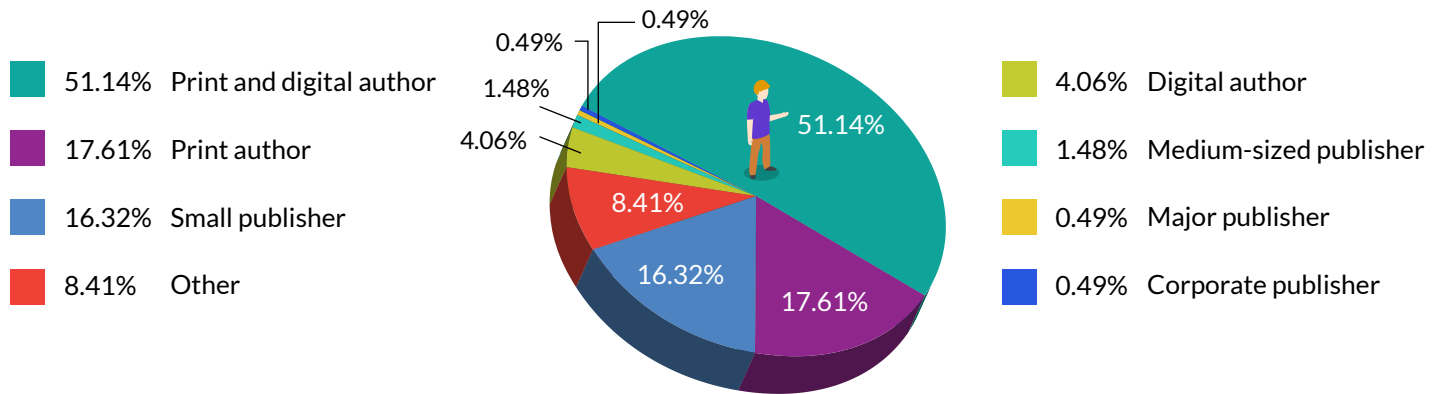


2017

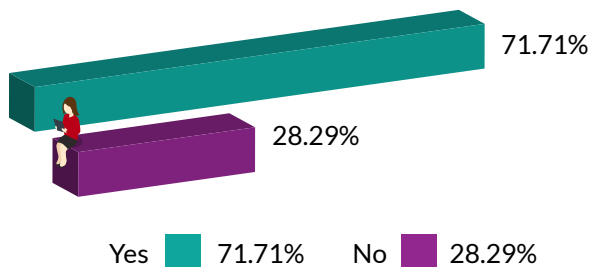


Digital Publishing Survey

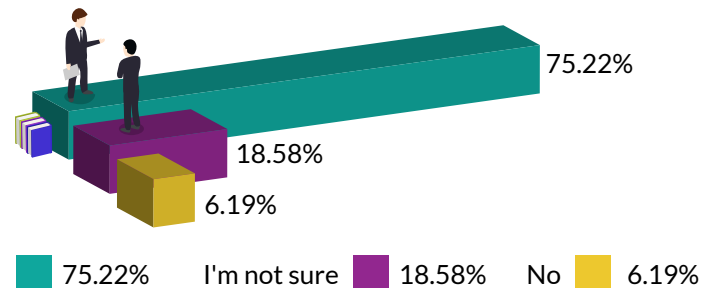
Q1 I am a:



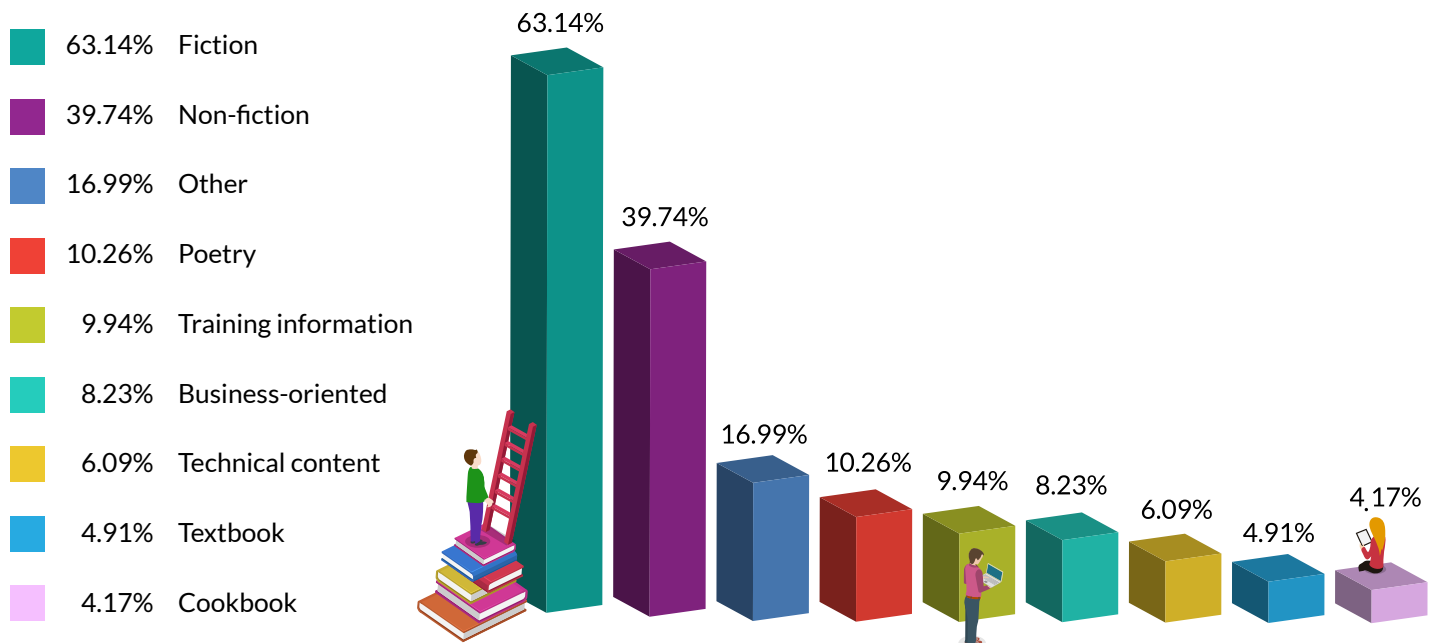
Q2 Have you published your book(s) digitally in the past?



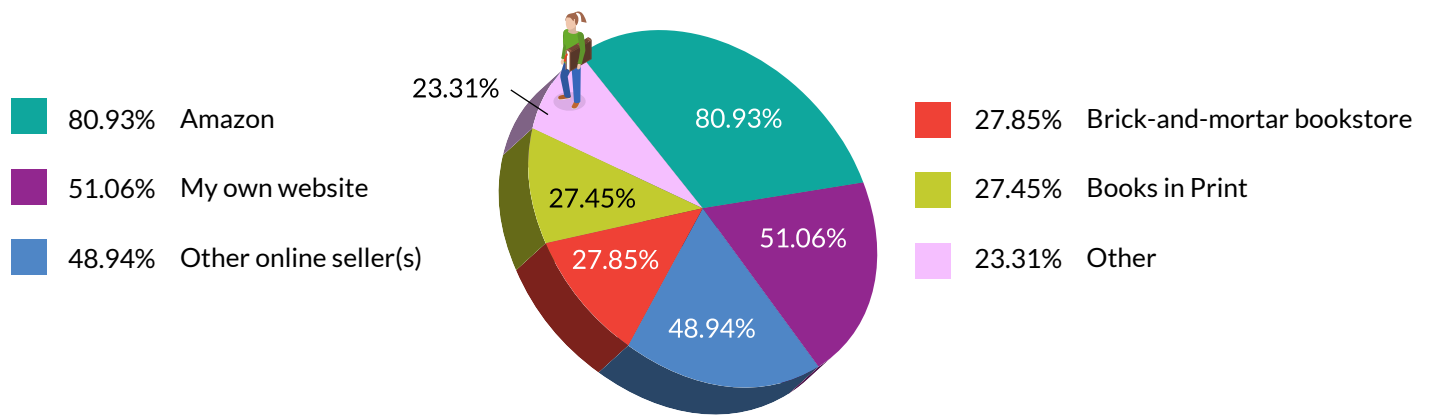
Q3 Do you plan to publish digitally in 2018?



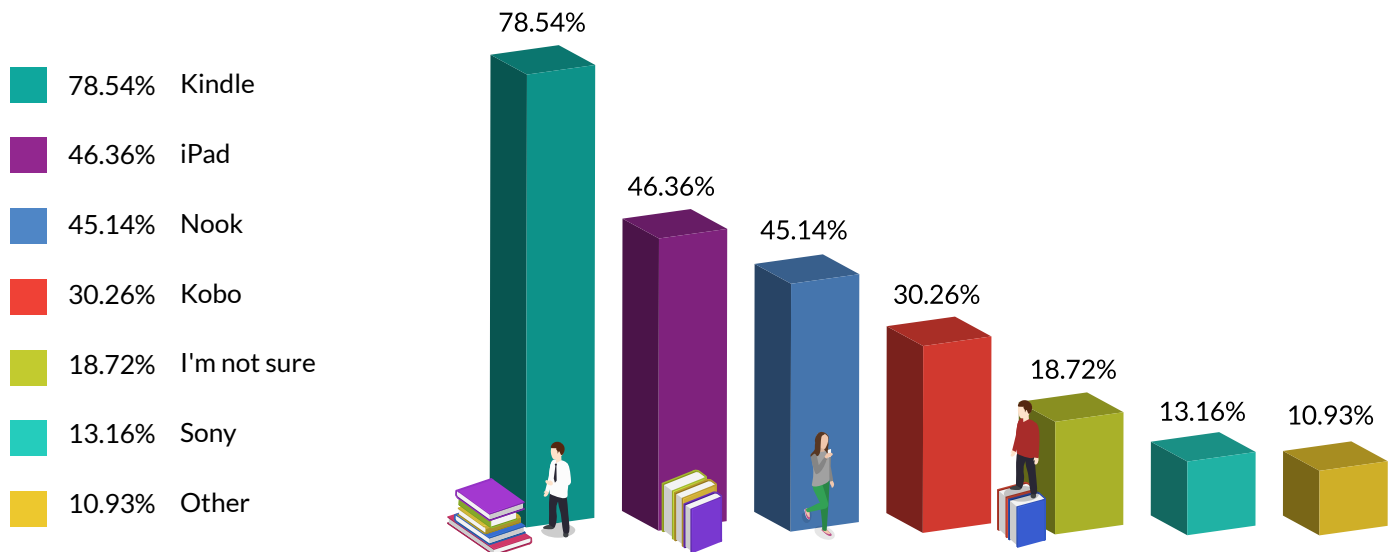
Q4 If so, what kind of eBook(s) do you plan to publish?



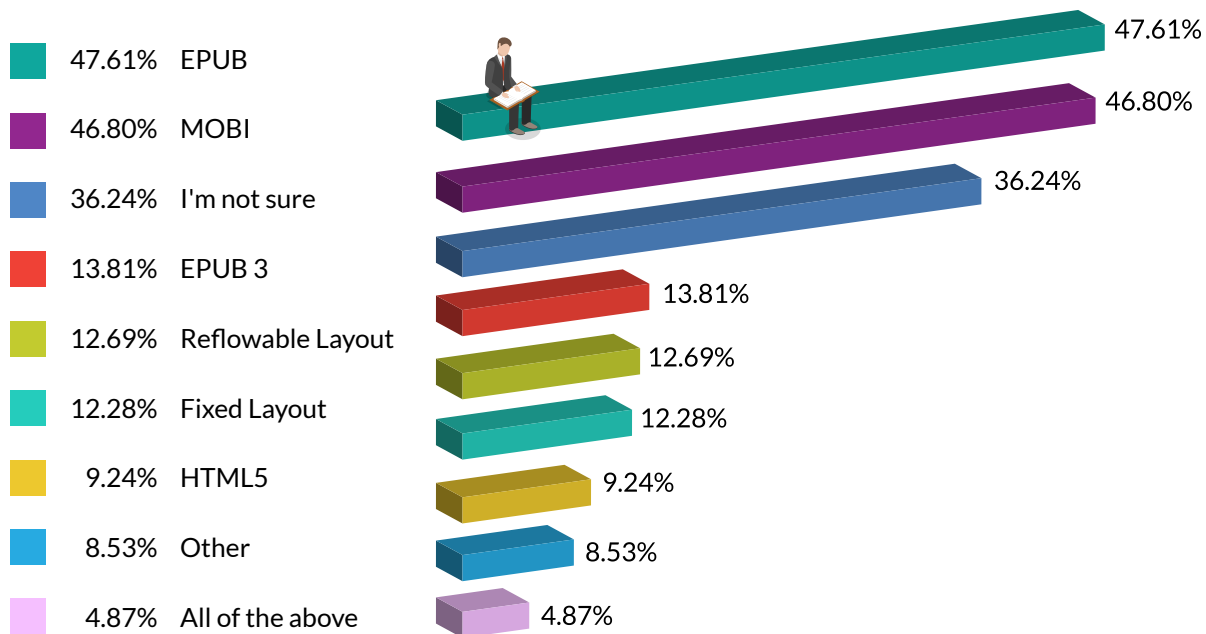
Q5 How have you previously distributed your book(s)?



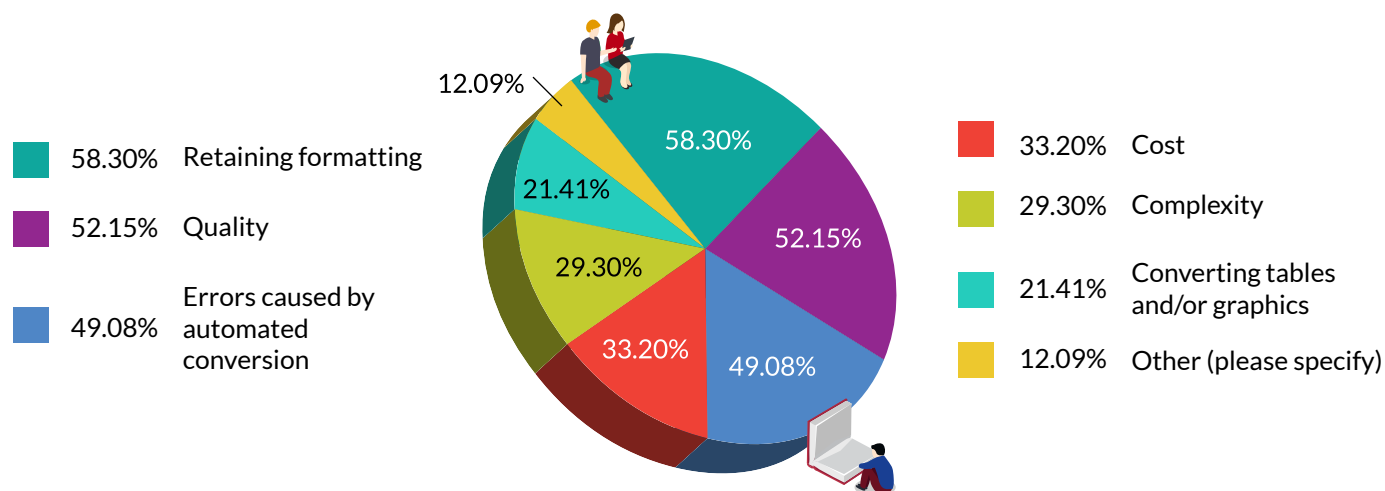
Q6 What eReader(s) do you plan to convert for/have you previously converted for?



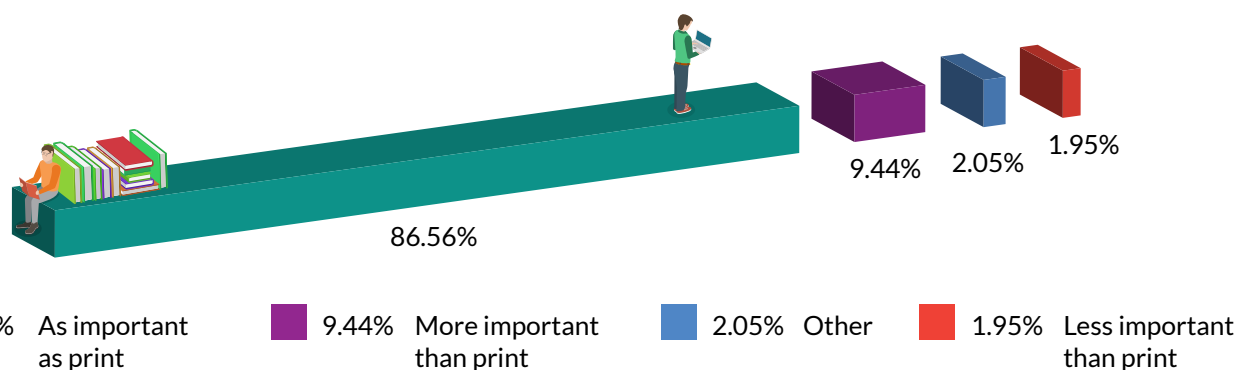
Q7 What formats do you plan to convert to/have you converted to?



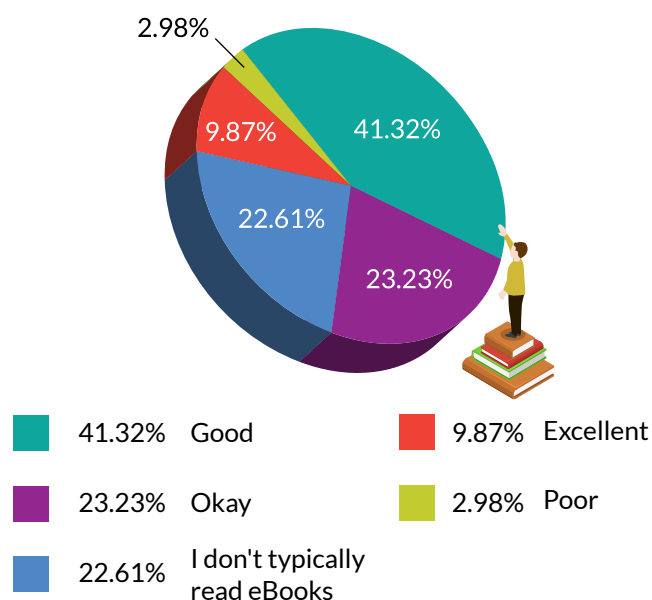
Q8 What aspect of digital conversion are you most concerned about?



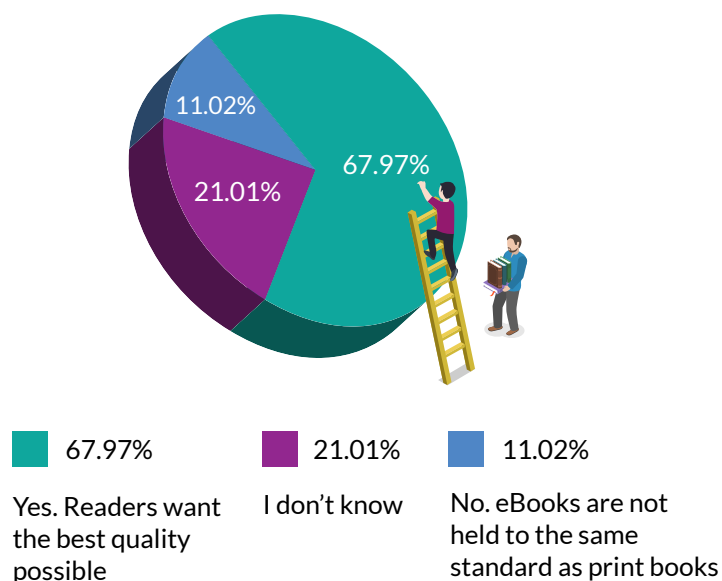
Q9 How important do you think editing and copyediting are for eBooks?



Q10 How would you rate the quality of most eBooks you have read? Please provide the factors that contribute to your rating:

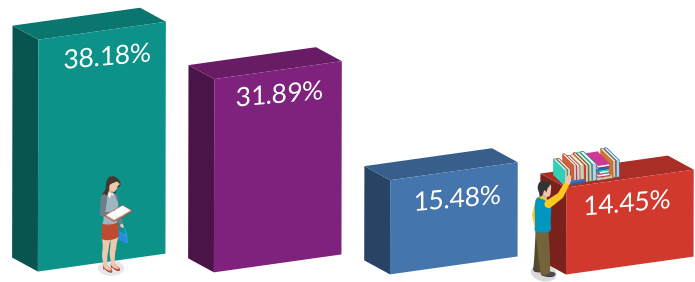


Q11 In your opinion, does quality affect eBook sales?



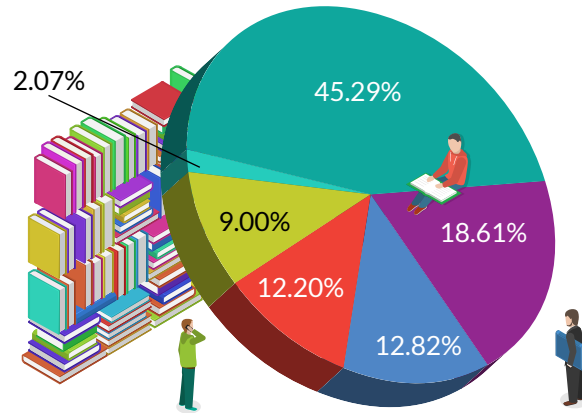
Q 12 How are you most likely to ensure your content is error-free?

- 38.18% Hire an editor
- 31.89% Check it myself
- 15.48% Have quality assurance performed on the content before conversion
- 14.45% Other



Q 13 How are you most likely to convert your content?

- 45.29% Convert it myself
- 18.61% Hire a conversion firm
- 12.82% Hire a consultant
- 12.20% Other
- 9.00% My company can convert in-house
- 2.07% My company has a conversion firm of record



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