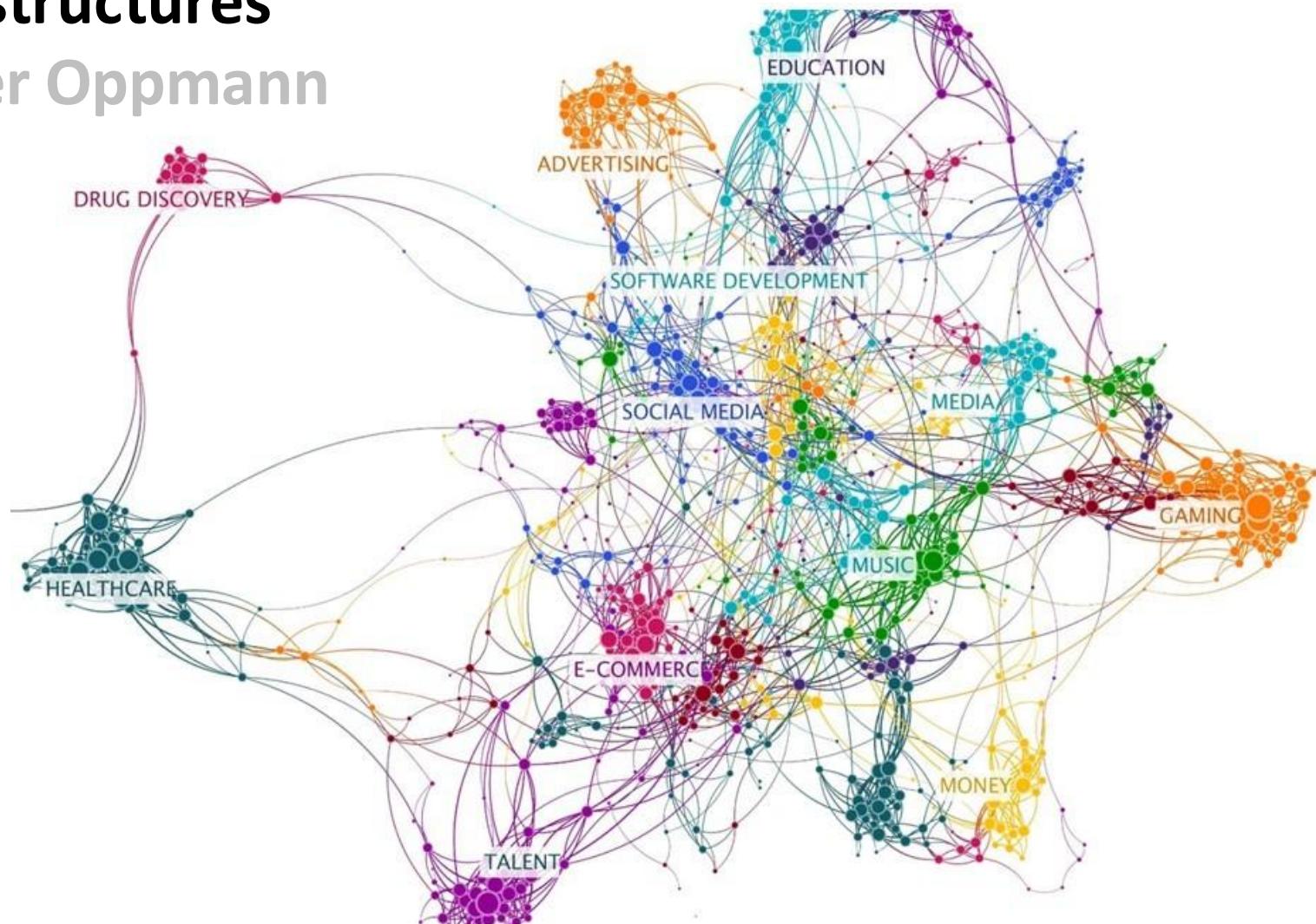


# The transformation of the book market: platform economy and system-relevant infrastructures

Volker Oppmann



Source: P. Evans, Center for Global Enterprise with data and visualization from Quid, 2015



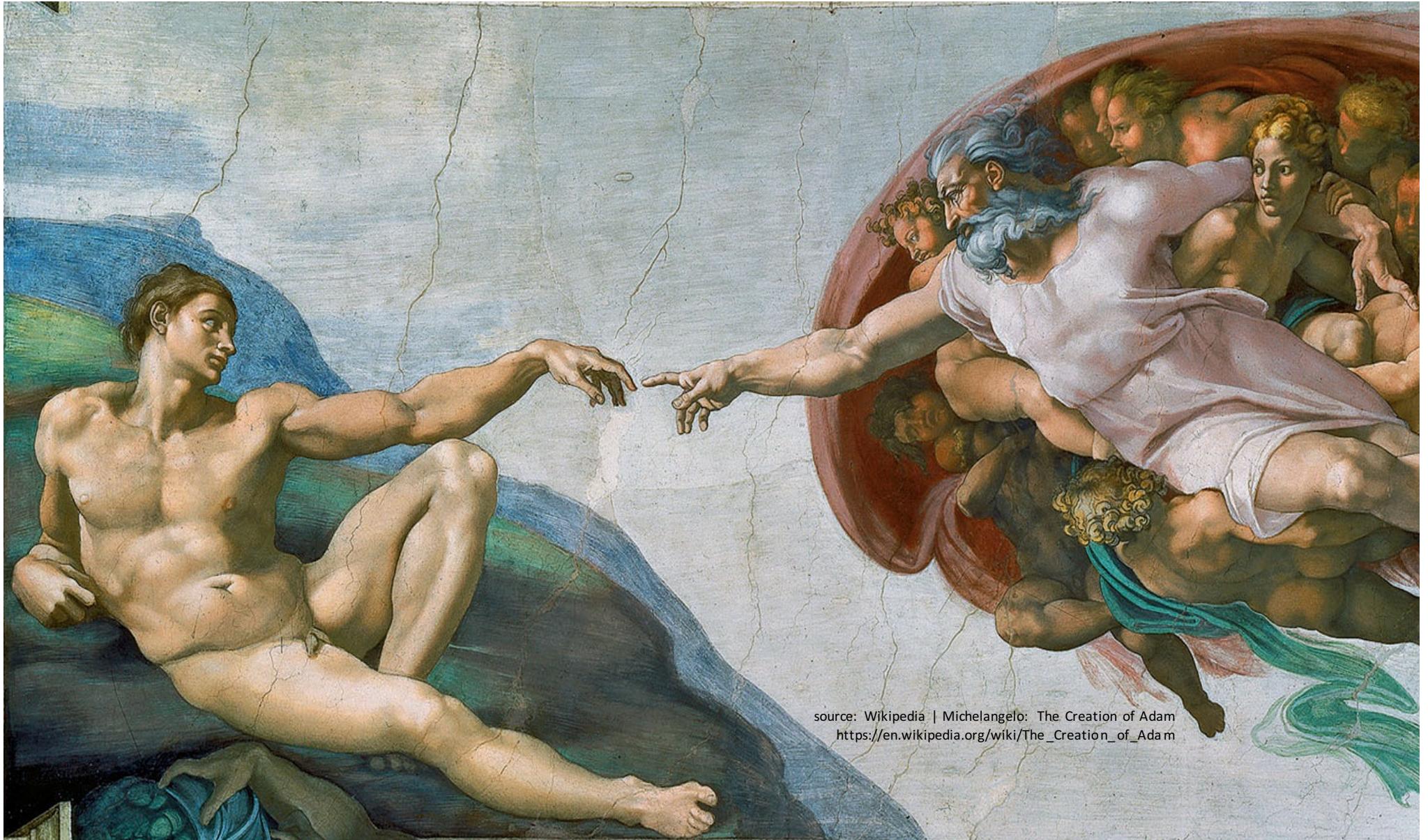
personal background check

## **Volker Oppmann**

- 2004 graduated in humanities
- 2007 **ONKEL & ONKEL** (publisher)
- 2008 **textunes** (founder)
- 2011 **Thalia** (head of digital)
- 2012 **tolino alliance**
- 2013 **log.os Förderverein** (founder)
- 2015 **log.os GmbH & Co. KG** (founder & CEO)



**in the beginning was ...**  
**wait ... what ?!**



source: Wikipedia | Michelangelo: The Creation of Adam  
[https://en.wikipedia.org/wiki/The\\_Creation\\_of\\_Adam](https://en.wikipedia.org/wiki/The_Creation_of_Adam)

**my definition of a book is:**  
a technology which helps us to visualize, organize  
and communicate ideational concepts



source: © by Stephan Jockel

**why is that even important?**

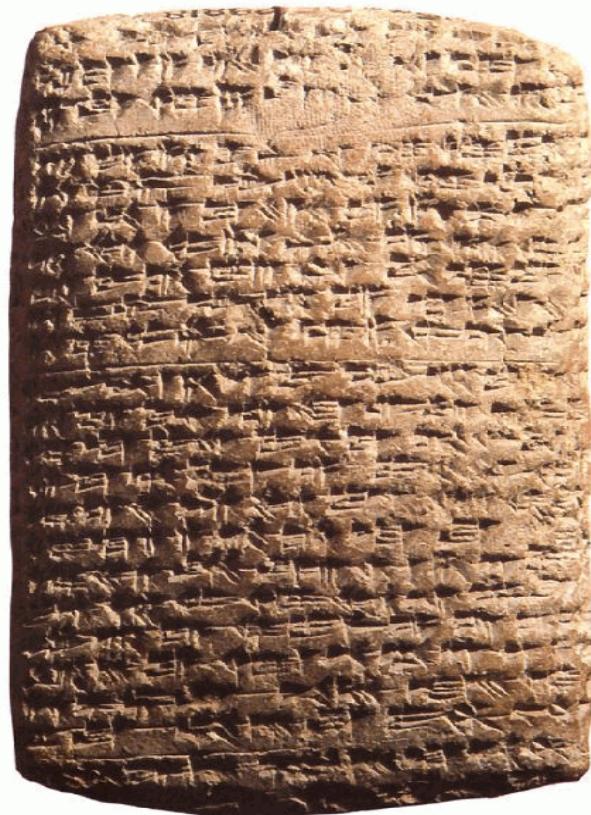
because all advanced civilizations are built upon literacy!



source: [https://upload.wikimedia.org/wikipedia/commons/a/af/All\\_Gizah\\_Pyramids.jpg](https://upload.wikimedia.org/wikipedia/commons/a/af/All_Gizah_Pyramids.jpg)

# **the clay tablet was the iPad of ancient times**

## **with the book role and the codex as intermediates**



source:  
[https://en.wikipedia.org/wiki/Amar-na\\_letters](https://en.wikipedia.org/wiki/Amar-na_letters)

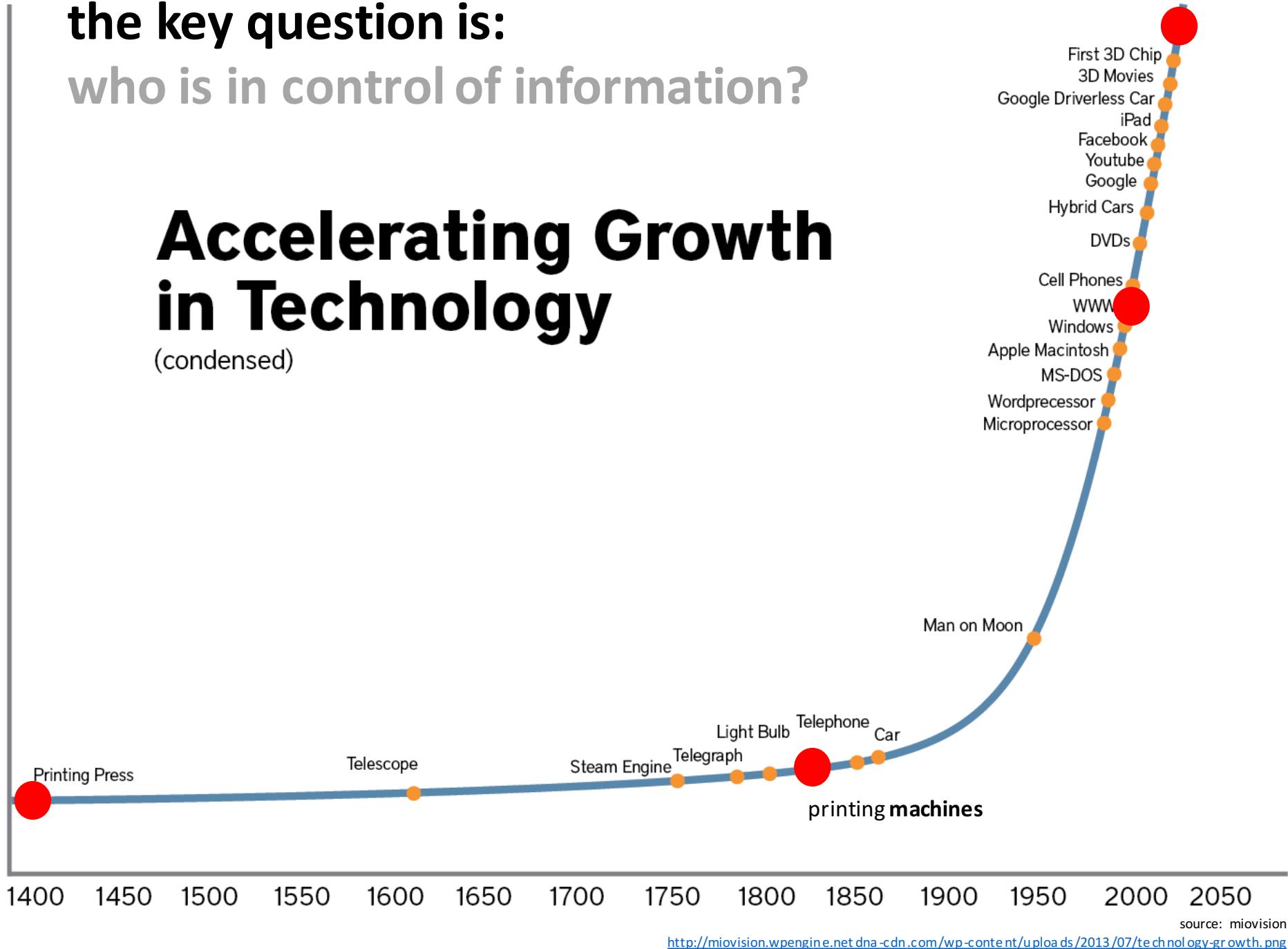


source:  
<https://de.wikipedia.org/wiki/IPad>

**the key question is:**  
**who is in control of information?**

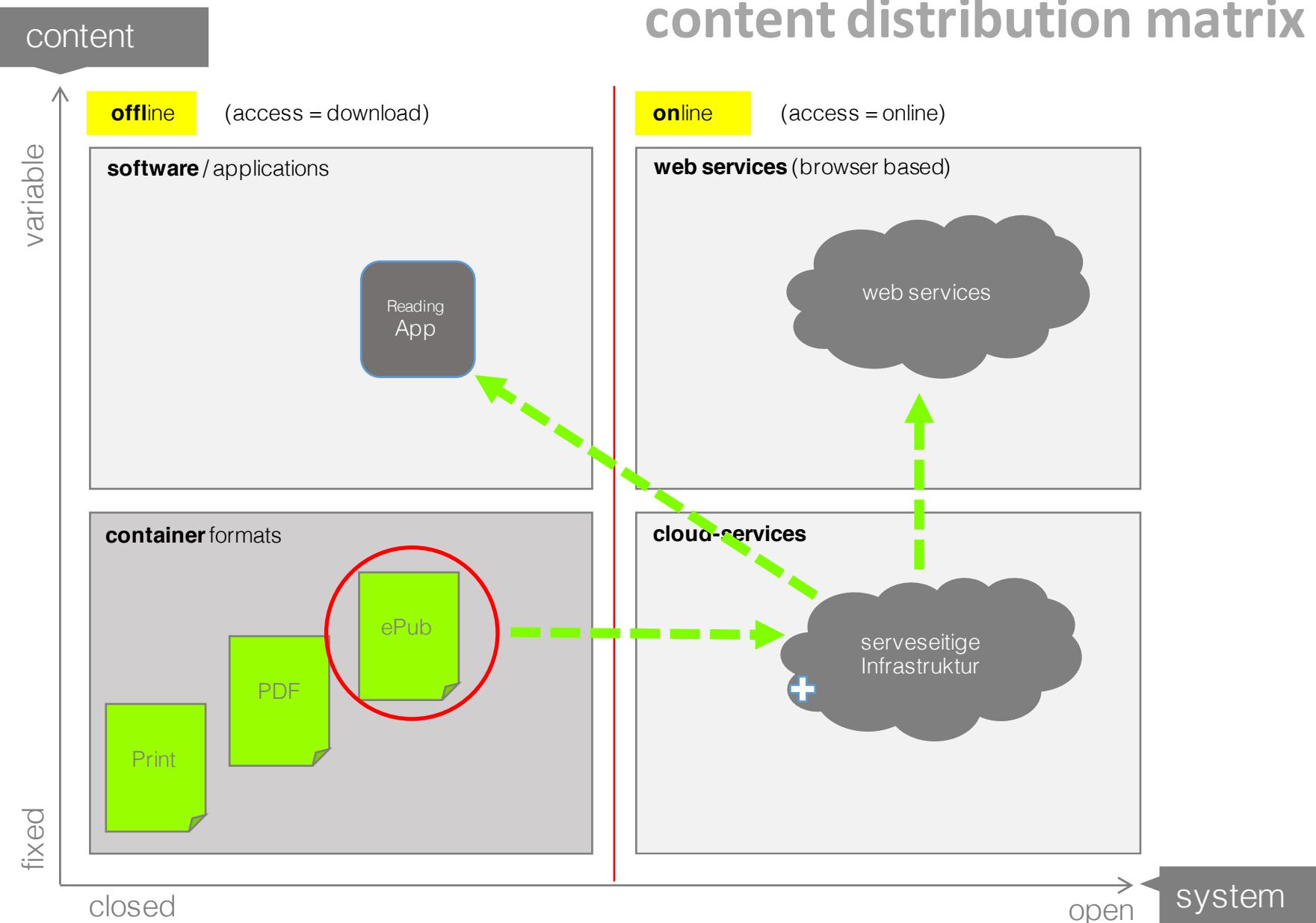
# Accelerating Growth in Technology

(condensed)



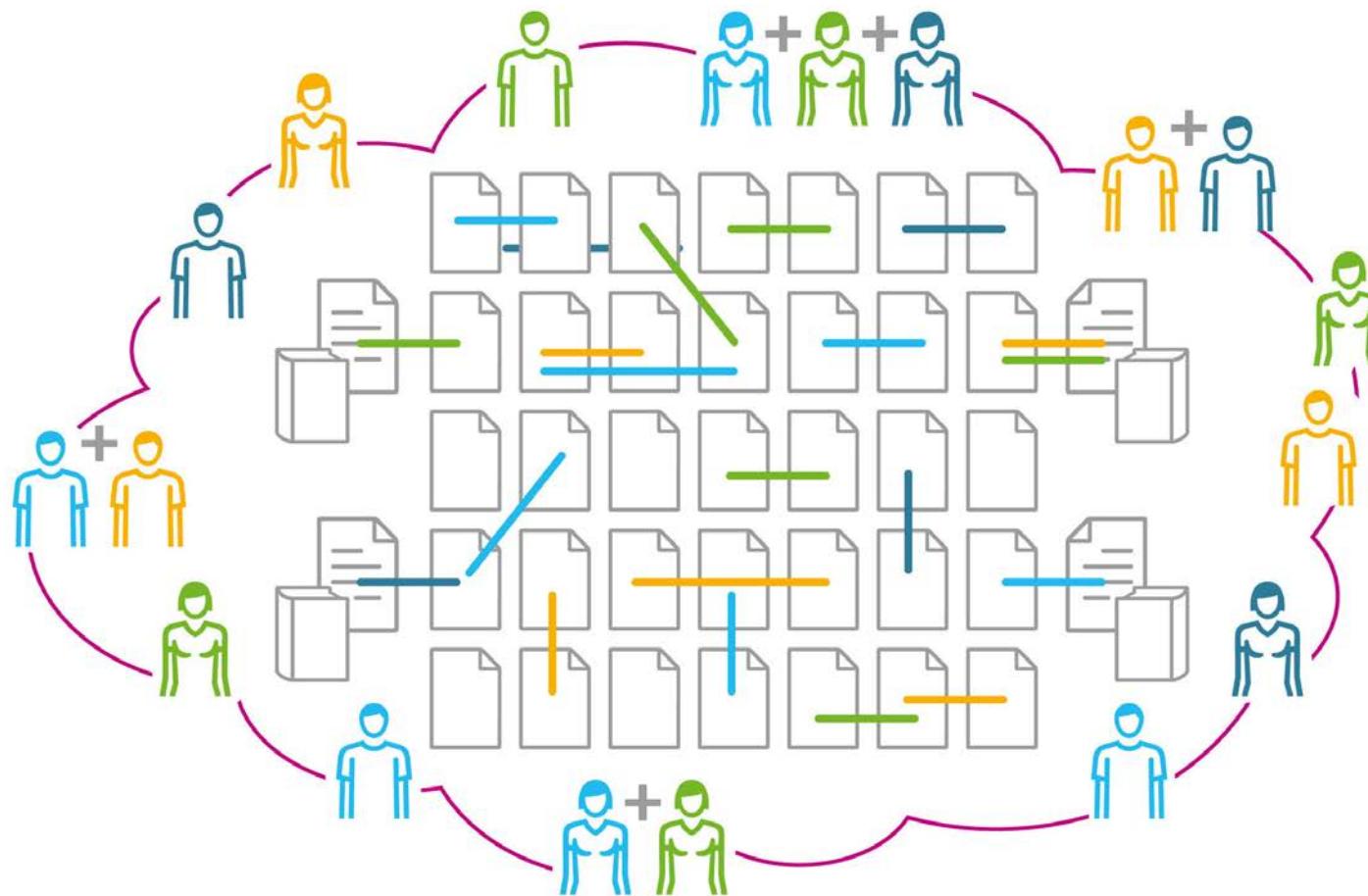
# the »book« in the digital age

## content distribution matrix

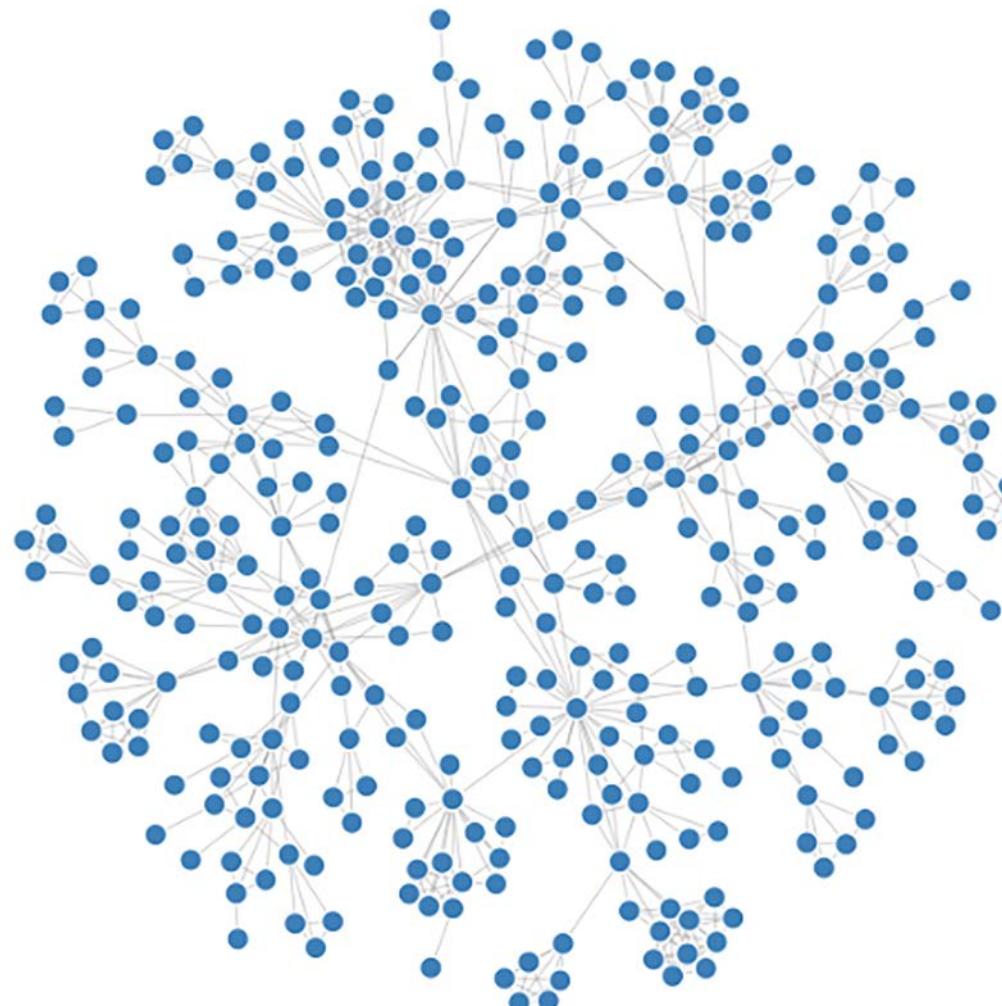


**the result is:**

all becomes one – the access to and the use of information is moving to corporate platforms

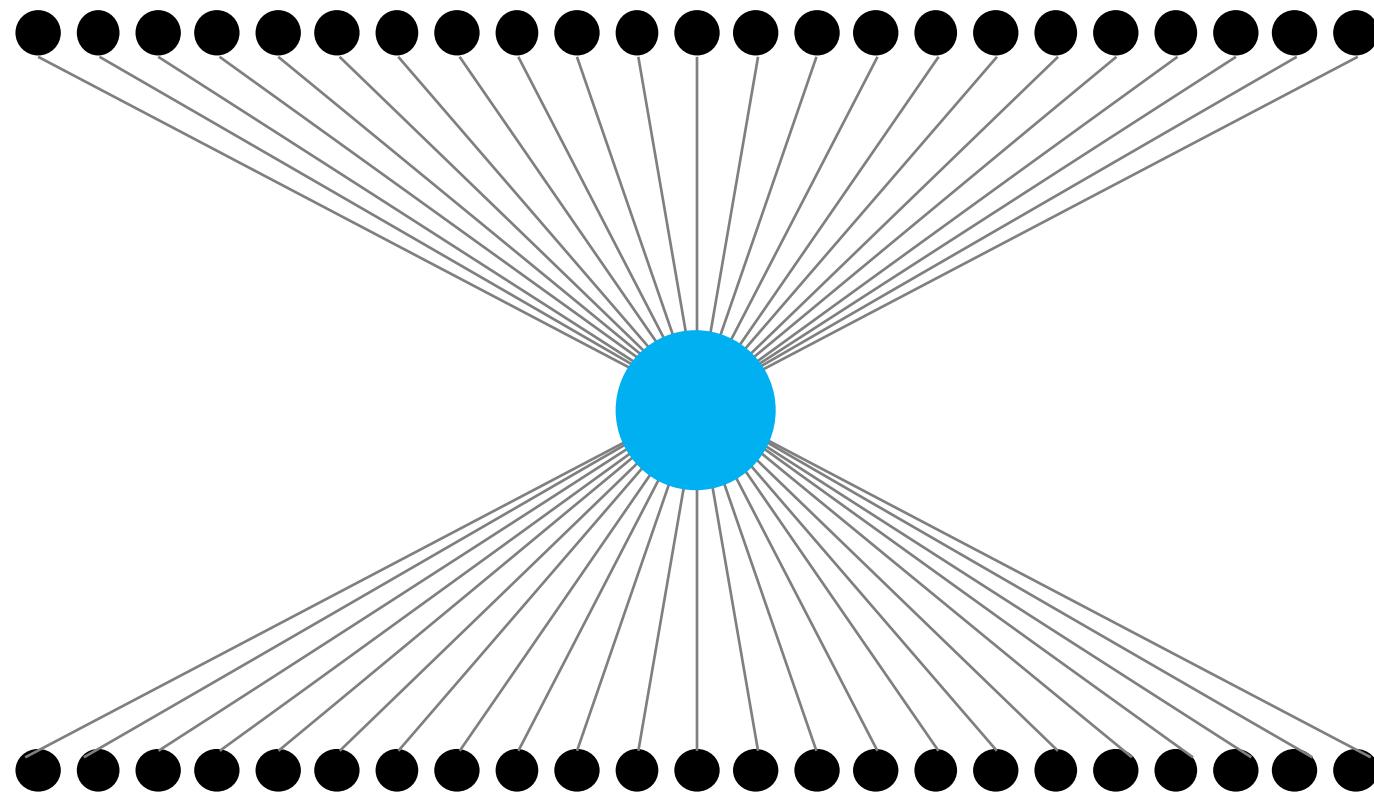


# distribution as it should be: a value distributed network

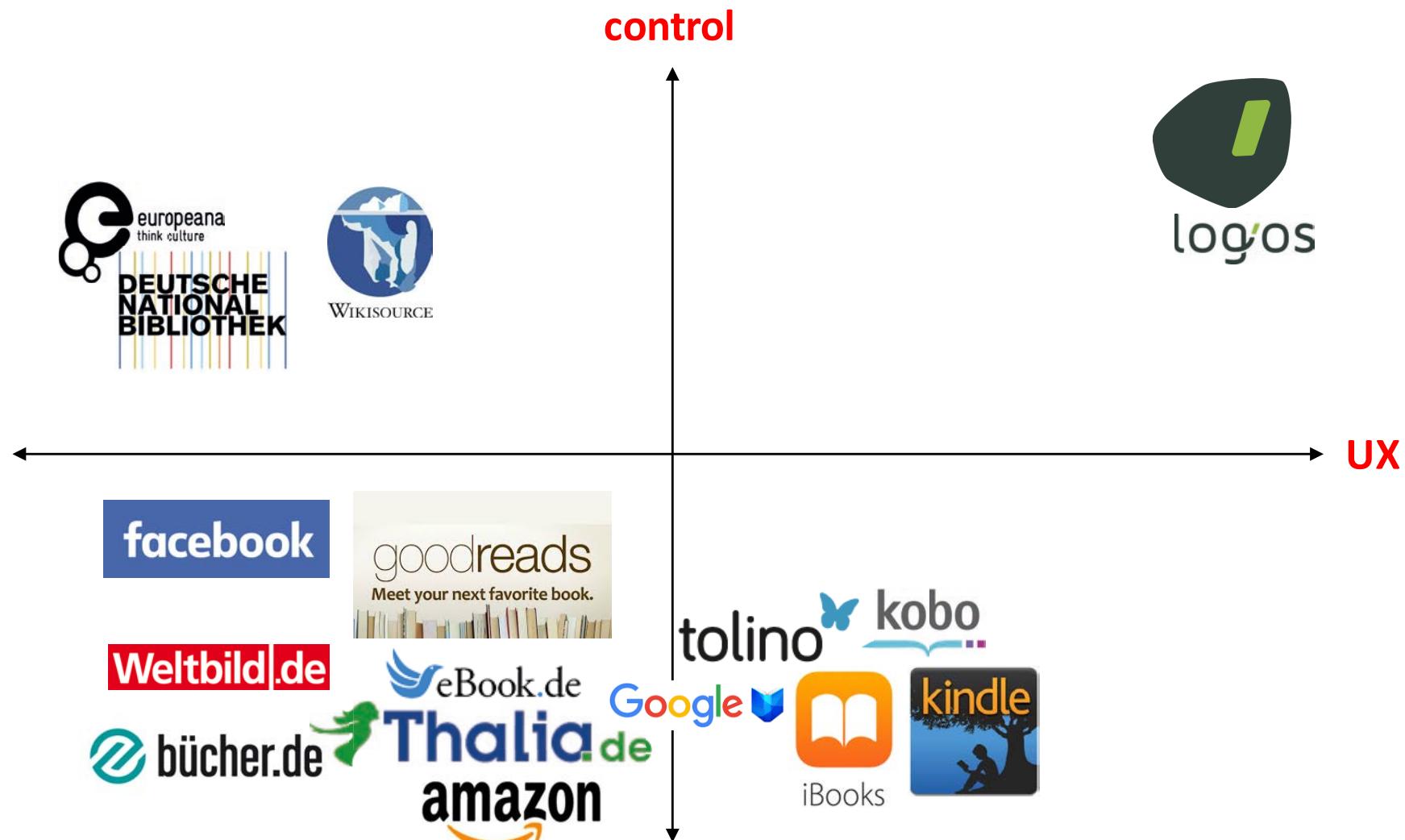


source: **GraphPrism: Compact Visualization of Network Structure**  
by Sanjay Kairam, Diana MacLean, Manolis Savva, [Jeffrey Heer](#)  
<http://vis.stanford.edu/papers/graphprism>

**distribution as it is (hopefully not) becoming to be:**  
value added chain with single dominant platforms



**the question is: who will provide those infrastructures – and by that be in control of public discourse and our cultural heritage?**



# thank you!

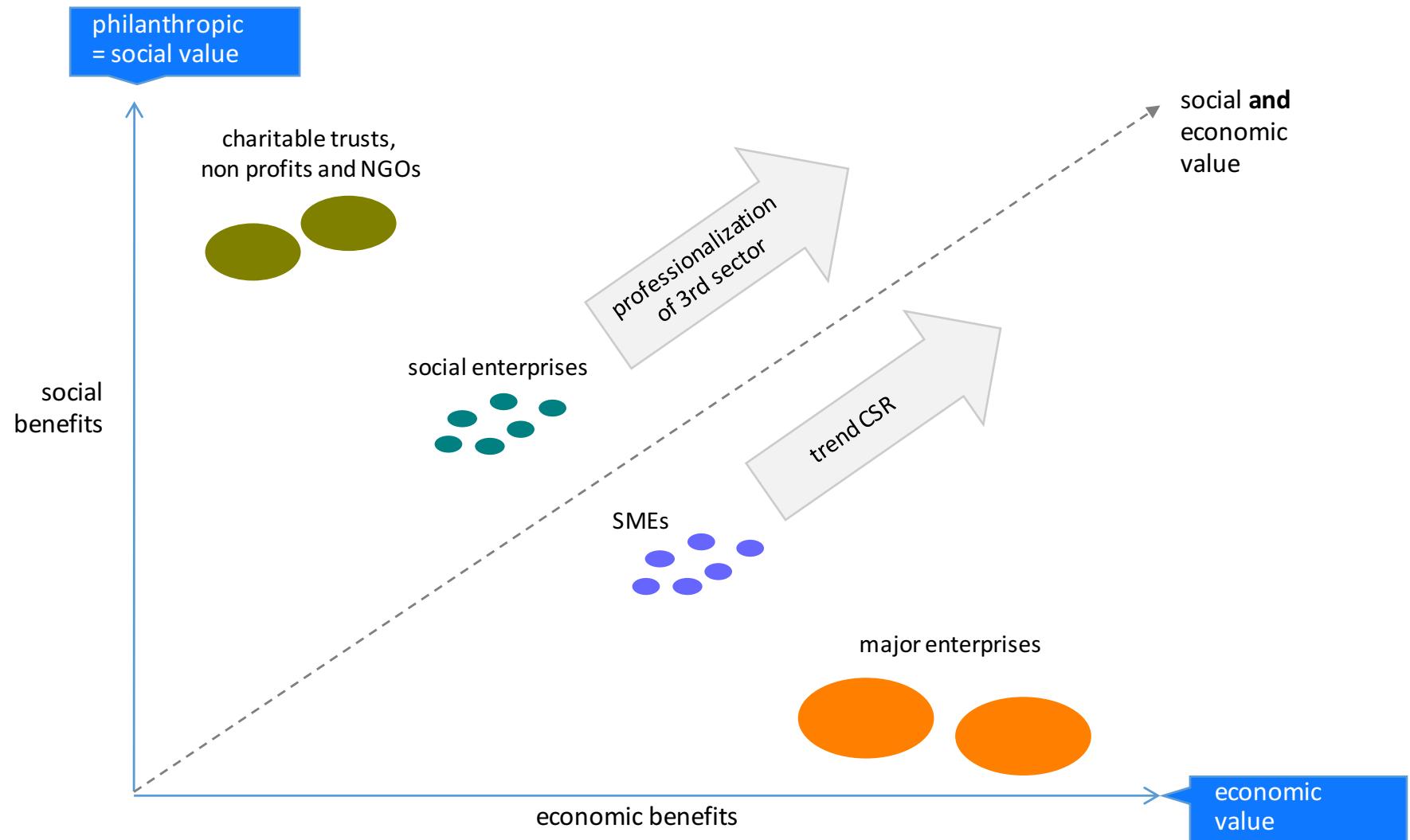


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cell 0049 175 59 47 931

source: fotolia © by olly

**backup**

# The separation system of **economic** and **social value** by Brink (2013)



# the e-book reader / device is just one single factor in the equation

level	provider / supplier / vendor (examples)			
manufacturers of energy systems power grid / system operators suppliers of electric energy	General Electric Ampriion E.ON	Siemens TransnetBW RWE	Mitsubishi Tennet TSO Vattenfall	50Hertz TM
<b>carrier</b> (network infrastructure) network operator	<b>Deutsche Telekom</b> T-COM	<b>AT&amp;T</b> ePlus	O2	vodafone
<b>host</b>   data center ("server farm") hardware (physical servers) software (operating system)	<b>AWS (amazon)</b> HPE Linux	<b>microsoft azure</b> Dell Windows	<b>TelekomCloud</b> Cisco	<b>google cloud</b> IBM
<b>provider</b> (legal entity to offer a service) <b>server</b> (server side software) <b>web client</b> (browser based app / website) <b>client</b> (client side software or app)	<b>amazon</b> amazon amazon amazon	<b>apple</b> apple apple apple	<b>tolino alliance</b> tolino alliance tolino alliance tolino alliance	<b>log.os</b> log.os log.os log.os
<b>OS</b> (operating system) <b>device</b> (consumer hardware)	Android <b>Android Phone</b>	iOS / MacOS <b>iPhone</b>	Windows <b>kindle</b>	<b>tolino</b>
<b>user</b>				



# the situation: reading in the digital age

