

## STORYAPP PUBLISHING TOOLS

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**Demi-Books** launched its picture book storyapp authoring tool, **Composer**, in 2011. It is a stand alone app that can be obtained by free download. Once the user has determined they wish to use the tool, they build their product and push it to Demi- books who takes over to push it to the App Store for a fee of \$249 per app. For an additional \$30/month, the user can obtain direct, hands-on support from Demi-books staff. If the company chooses to endorse your publication, they will include it in their online bookstore, **Storytime**.

**AppGeneration** launched a similar tool and model in 2012, called **Kids Book Maker**. They, too, offer the authoring tool for free, then take over to ensure distribution to both Apple and Android stores. Their revenue model is to take a percentage of revenue from each app purchase.

**Robot Media's Storybuilder** also embraces digital storytelling in the picture book app and eBook arenas, offering elements such as sound, narration, animations, video and interactivity to enhance stories for kids. They appear to still be in beta phase and will be offering a licensing option, but they have not yet announced pricing specifics.

**OCGStudios** just released their DYO-Develop Your Own platform for creating illustrated children's books for iPad and Android. They appear to have a tiered pricing structure, depending on how much of the asset preparation is actually done by them. Prices are provided on request based on project requirements.

**PlayTales'** company focus is on authoring enhanced books for kids, using their publishing platform, **PlayTales Builder**. The company uses a credit system, whereby each enhancement, language option

and distribution format you choose is worth a pre-determined number of credits. For example, they say you can publish one story in one language and distribute it through one platform with one credit. As soon as you add distribution platforms, languages and enhancements, the credits begin to add up. The subscriber is offered three licensing types: from basic, 20 credits at 2kEuros (100Es/credit) to Platinum, 100 credits at 7.5kEuros (75Es/credit).

**Aquafadas** and **Pubcoder** both offer free tools that are set up as InDesign plug-ins, so require a skilled designer to use. Aquafadas is a Kobo company, focusing on eBooks and enhanced eBooks. They will push your ePub project created with their tool to relevant stores for 115Euros each; and will push your enhanced book to relevant distribution platforms for 280Euros each. Pubcoder is still in beta, but plans to offer their tool also as a free download and will push each property to the appropriate platform and store for between \$500-750 each.

**ScrollMotion** offers a tool for big businesses and enterprises to produce sales, marketing and training apps for their workforce team. While their platform is not directly useful for, or even available to, the TTT&T project, it is impressive and might serve as a development model to be studied and potentially replicated where applicable.

Know of another tool to add? Please contact me here to let me know: <http://sarahtowle.com/contact/>