

100 MILESTONES OF WORLD HISTORY



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MEDIA CHANNEL internet
PLATFORM HTML website for standard internet browsers
TARGET GROUP general audience interested in history
AGE 14–70 years
PAGES ca. 500 screens
MEDIA ca. 1000 pictures, 20 video clips, various sound files
WORD COUNT ca. 80 000 words
DEMO <http://bit.ly/ABikVq>
PASSWORD ftwkD

SPECIAL FEATURE exclusively for the owners of „Visual History“
or another history book

IN SHORT A great marketing tool to help
sell books this unique website is
fun to use. Your perfect next step
into digital publishing.



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This webpage is hosted and maintained by [deliusdigital](#) and can be linked to your website easily. All content is CMS based and can later be used in other media, such as apps and even print.



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PURPOSE

_ add a new sales argument to the book

PRODUCT

_ an entertaining, interactive website which gives a brief survey of the 50 most important persons plus the 50 most important events in world history throughout time. Each person or event is covered by a feature with the following elements:

- starting page with a short text about the work and life of a person or the course, implications and the context of an event
- sub-pages to illustrate in visuals and text the key points in that person's life or that event. Sub-pages include video and audio tracks.
- links to the concerned treatment in the book Visual History of the World
- links to further information on the internet (optional)



VALUE FOR THE USER

_ a guideline of who and what has been most relevant in world history with in-depth information NOT provided in the book Visual History of the World

_ a rather modern and “life” user experience of history, easy to consume

_ an entertaining approach well connected to solid context information in the book

VALUE FOR THE PUBLISHER

_ a sales argument to differentiate the new edition of the book from the former one

_ a product that attracts new reader groups and is a yet better gift for families with teenage children

_ a marketing tool to enrich the publisher's website (e.g. 5 sample persons/events for free, the rest upon purchase of the book)

_ a syndication product to sub-license to 3rd parties

_ content easy to convert into a digital product for the iPad and smartphones, or as DVD

_ content ready to use in a printed book or ebook (“100 Milestones of World History”)



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HOW IT WORKS

- _ the physical book comes with a unique code printed on page 4.
- A sticker is printed on the cover to announce the USP
- _ the user gains access to the website by using the unique code from his copy of the book

WHAT IT COSTS

- _ text and visuals: included in the flat fee.
- _ flat fee for the use of the website and it's backend: 4.000 EUR for a term of 3 years
- _ flat fee of 600 EUR for localizing the licensee's language in the website
- _ server: 200 EUR per year.
- _ technical support: updates will be carried out in accordance to browser updates for free, changes at licensee's request at documented cost.

OTHER

- _ sublicensing: revenue split between licensee and Delius of any income from using the website or it's content commercially is 70/30.
- _ social media functions ("recommend", "link to facebook"...) can be built in at documented cost.

