

Sony opens electronic bookstore to self-publishers

29 September 2009



A pedestrian passes before a Sony showroom in Tokyo in 2008. Sony opened its electronic bookstore to would-be authors Tuesday in a partnership with two self-publishing companies.

Sony opened its electronic bookstore to would-be authors Tuesday in a partnership with two self-publishing companies.

"New authors can select a self-publishing path and get their work published and for sale on Sony's e-book store in as little as 10 days," the Japanese electronics giant said in a statement.

Sony said it had teamed up with Author Solutions and Smashwords to give independent authors and small publishers the possibility of making their works available for the Sony Reader.

"We're committed to providing our customers access to the broadest range of eBook content available and believe these collaborations will allow us to expand the store selection with a host of compelling works from independent sources," said Chris Smythe, director of Sony's e-book store.

"We recognize that it is important to provide

independent authors and publishers the opportunity to quickly and easily bring their ideas and content to a wide audience of readers," he added.

Author Solutions chief executive Kevin Weiss said the company brings more than 20,000 new titles to market annually and "to best serve our authors, it is imperative that we make their content available digitally."

Smashwords founder and chief executive Mark Coker said all an author or publisher has to do is "simply upload their manuscript to Smashwords as a Microsoft Word document (and) select the price."

"We manage the conversion and distribution," he said.

Sony last month unveiled a new [e-reader](#), the Reader Daily Edition, featuring a touchscreen and [wireless connectivity](#) in a bid to challenge Amazon's popular [Kindle](#).

Amazon already offers a similar self-publishing feature for the Kindle.

(c) 2009 AFP

APA citation: Sony opens electronic bookstore to self-publishers (2009, September 29) retrieved 23 January 2021 from <https://phys.org/news/2009-09-sony-electronic-bookstore-self-publishers.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.