

**FOR IMMEDIATE RELEASE**

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**THE PERSEUS BOOKS GROUP TEAMS WITH RR DONNELLEY TO  
PROVIDE GLOBAL METADATA SOLUTION**

New York, NY, 10/12/2015 — The Perseus Books Group, the book industry's leading independent publishing and services company, announced today that it has reached an agreement with R.R. Donnelley & Sons, which, in combination with its own newly developed BookMap platform, will improve the management and distribution of metadata, providing significant benefits for Perseus-published authors and books, as well as client publishers.

Under the new agreement, management of metadata will be handled by the Perseus BookMap platform, while optimization and distribution of metadata to booksellers and other third parties will be done via the Harvest platform developed by LibreDigital, a business unit of R.R. Donnelley. This combination will provide a powerful new set of capabilities to respond to market opportunities.

"In today's digital marketplace, the effective use of metadata can be a critical enabler of discovery and sales," said Perseus Books CEO David Steinberger. "Working together with Donnelley, we are ready to take our metadata capabilities to the next level."

"The unique makeup of The Perseus Books Group is an ideal fit for the Harvest platform," said Tyler Ruse of LibreDigital. "We are focused on flexibility and scale, and are excited to bring both to this relationship, helping both Perseus imprints and clients grow their authors' sales."

Together, the BookMap and Harvest solution will enable publishers to price titles more dynamically, including changing ebook prices quickly, participating in creative retailer-specific price promotions, utilizing local currencies and leveraging new pricing strategies from emerging retail models. Publishers will also enjoy more frequent data feeds to retailers, with updates ultimately sent daily. This solution will help optimize and simplify inbound and outbound data delivery through Onix, including supporting retailers using Onix 3.0.

The new global metadata solution is being piloted first at Faber Factory Powered by Constellation, the joint venture between Perseus and Faber & Faber, which provides digital services to more than 100 publishers in the UK.

"We are very pleased that our clients will be the first to benefit from this new metadata solution," said Stephen Page, President and Publisher of Faber & Faber.

In the coming months, the new metadata solution will be rolled out to all Perseus imprints, including Basic Books, PublicAffairs, Da Capo Press, Running Press and Avalon, as well as all Perseus client service lines including Consortium, Legato, Perseus Distribution, Perseus Academic and Publishers Group West. Perseus serves more than 600 independent publishers and will be providing metadata management and distribution for more than 150,000 titles.

**The Perseus Books Group** is an independent company committed to enabling independent publishers to reach their potential, whether those publishers are Perseus-owned, joint ventures or owned by third parties. Member publishing programs include Avalon Travel, Basic Books, Basic Civitas, Da Capo Press, Da Capo Lifelong Books, PublicAffairs, Running Press, Seal Press and Westview Press, as well as partnerships with The Nation Institute and The Weinstein Company. Through Consortium, Legato Publishing Services, Perseus Academic, Perseus Distribution and Publishers Group West, the Perseus Books Group is the leading provider of sales, marketing, distribution, and digital services to independent publishers. For more information, visit our website at [www.perseusbooks.com](http://www.perseusbooks.com)

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