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CD-ROM Publishing:
Opportunities
and Challenges

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CD-ROM Basics

Compact Disk, Read-Only Memory
676 megabytes (120,000 A4 pages)
Mac, Windows MPC, Hybrids
CD-I: Compact Disk Interactive
CD-R: Compact Disk Recordable
HDCD: High density (3.3–6.8Gb)

CD-ROM Statistics

• > 28 million CD-ROM drives

• > 5,000 commercial titles

• > 100 million CD-ROMs in print

• Mass mkt consumer: 500,000 units

• Typical consumer title: 20,000 units

• Business-to-business: 100-1,000 units

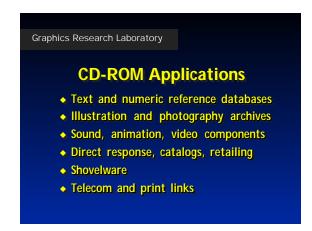
Multimedia Data Types

Typography
- (not just text)
Illustration
Photography
Photography
Typography
- (not just text)
Multimedia Data Types
Hyperlinks
Sound
Animation
Video
Transaction

Six Advantages of Interactive Media

Customization
Timeliness
Comprehensiveness
Searchability
Economy
Transaction

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Platform Paradox

• Designing, authoring, testing, approving on the Macintosh

• Distributing on the Multimedia PC

– 65:35 MPC:Mac

Costs of Development

The Content Cliché
The Moviemaking Analogy
Designing for interactivity
Illustrative vs Narrative
Video, Sound and Animation

Creating a CD-ROM

Developing the database
Text
Layout
Illustration
Pre-mastering and testing
CD-ROM pressing
Desktop CD-R publishing

Selling a CD-ROM

Packaging
Marketing
Distribution
Retail: Computer store, book store
B to B: Direct response
Customer Support

CD-ROM Pricing

• When was the last time you bought a \$70 book?

• \$10 to \$40 target price range

- 5 foot \$10 packs

• Sponsored and Ad Supported

• Transactional

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