

PIONEERS SINCE 1840

BMJ (BRITISH MEDICAL JOURNAL) LAUNCHES A BEST-IN-CLASS IPAD TABLET EDITION WITH APP STUDIO

Renowned as one of the world's best known and most respected medical information providers, the BMJ (British Medical Journal) sets new standards by delivering digitally enriched content for its new iPad app. Every week, almost 37% of its 120,000 print subscribers are now enjoying an immersive user experience. That translates to 44,000 app downloads, 300,000 page views per month, and a lot of rave reviews from medical professionals around the world.

So what makes this BMJ tablet app so special? Doctors love their tablets for the same reason everyone else does. By combining the best of print and online content, now digitally enriched with video, audio, live newsfeeds, searchable content, and one-click citation, the user experience is greatly enhanced. By building its app on the App Studio platform, BMJ harnessed the power of these features, engaging readers at a new level while improving its journal impact factor.

What's BMJ's prescription for such a successful tablet app? Here's their story.

Change is the Only Constant

It doesn't take a neurosurgeon to realize that the world of journal publishing is changing. There was a day, not long ago, when journals and conferences were the chief means of disseminating new information and developments within any

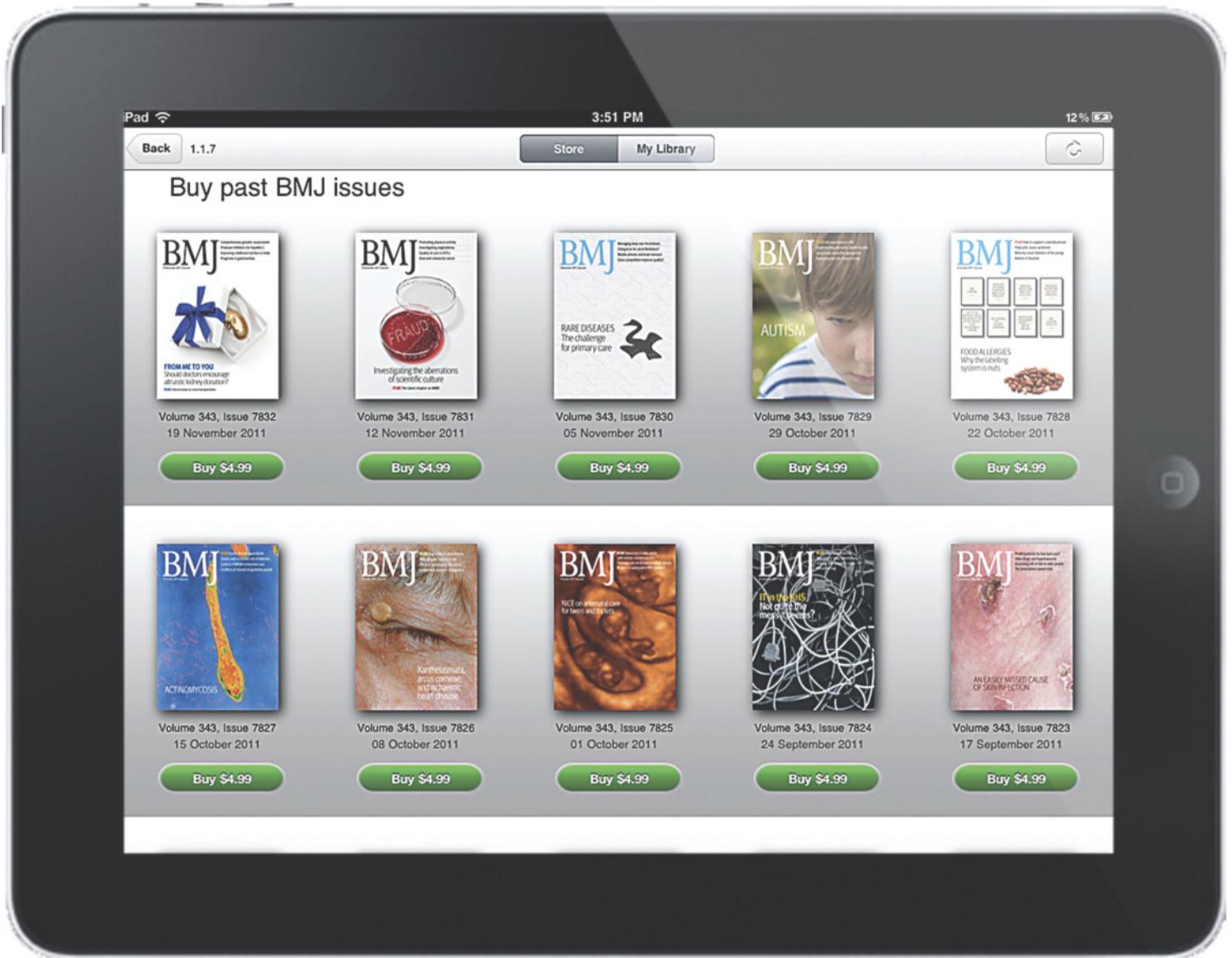


given field. Today, however, professionals can access this information from a multitude of sources — most of them online, delivered in real time, and available with the click of a mouse.

Journal publishers must innovate within the digital space to attract subscribers and retain the hallmarks of their success — quality, authority, status — while embracing new opportunities — immediacy, interaction, reach.

Building on the Right Foundation

By anyone's standards, the BMJ runs an efficient operation. Over 120,000 doctors and medical professionals receive a print version of the journal every week. Since production of BMJ is powered by an industry-standard, XML-based workflow, content is easily published to multiple channels. That



BMJ subscribers can manage their issues, and buy back issues, on their customized app dashboard.

workflow is used to deliver content automatically to the iPad app via App Studio.

BMJ's tablet edition combines the weekly BMJ print journal selection of research, comment, and education (with added interactivity), along with live feeds of the latest news, blogs, podcasts, and videos that appear on bmj.com. As Ian Hopwood, IT Director at BMJ Group, points out, "We are

increasingly used to pushing out different bundles for different audiences, whether they be print or websites or other syndication deals we've got — so out of that we simply published a bundle for the iPad using App Studio."

Of course it wasn't quite a case of plug-and-publish. Although the core technology was in place from day one, developers of the App Studio platform worked closely with

the BMJ team to ensure its online content interacted effectively with the app, its workflow was streamlined in a tablet-friendly way, and they also liaised with Apple to market the journal.

Know Your Audience

Initially, the BMJ tablet app was conceived to make content more accessible to international readers — lowering the cost and eliminating the delay of international shipping. Another target were members of the British Medical Association (BMA), who already received the weekly print version of the BMJ as part of their membership, but might be willing to pay for a more digitally enriched version of the journal.

Hopwood explains that although there was great enthusiasm for the content and features of the tablet app, this early business model missed the mark with the BMA audience. “The weekly BMJ goes out in print and lands on doctors’ doorsteps in the UK. When we launched the tablet edition, we were interested to see whether there was an appetite amongst our non-UK users for reading an issue end-to-end.”

“We are basically a B2B business. We’re providing tools and reading material for doctors that’s an integral part of them doing their job — they therefore do not expect to have to pay for it themselves. They expect their institution to pay for it,” continued Hopwood.

Apple currently mandates use of its own app store billing system, preventing publishers like BMJ from using their own billing mechanism and making it logistically impossible for BMJ to charge BMA members for the tablet app. Eventually BMJ settled on including the tablet app as a free benefit for BMA members and only charging non-members, via Apple

“WE’VE HAD AN INCREDIBLE AMOUNT OF BRAND ENHANCEMENT. A LOT OF PEOPLE KNOW AND HAVE HEARD THAT THIS IS THE BEST MEDICAL JOURNAL ON THE IPAD THAT’S BEEN LAUNCHED TO DATE.”

-Ian Hopwood, IT director at BMJ Group



App Studio automatically embeds video and still images (as swi-peable animations, if there are several) from the BMJ’s NML XML feed.

subscriptions. In the end, the positive feedback and new level of engagement with its readers gave the BMJ brand a real boost.

Engaging Readers on a New Level

“This is a great app — beautifully conceived and executed and has made the journal accessible on the go and in a wonderful interactive way. For example, references can be copied and pasted into pubmed. This is a fantastic app — I personally know people who have bought iPads solely on seeing it in action.”

“Fantastic, by far the best journal app I am aware of for medicine.”

“Wow! This is the iPad app that justifies an iPad!”

So say doctors who love that the tablet version of BMJ includes elements the print copy can’t deliver — live feeds of news, video, blogs, podcasts, clickable links, and graphics that can be tapped and expanded for viewing in more detail. Searchable content, with the ability to cut and paste, takes readers well beyond the limitations of PDF-based alternatives. Quick downloading makes the whole experience all the more pleasant. Hopwood sums it up, “We’ve

had an incredible amount of brand enhancement. A lot of people know and have heard that this is the best medical journal on the iPad that's been launched to date."

As a result, the BMJ now enjoys a 4-star+ rating and is the highest-ranking medical journal app in the app store.

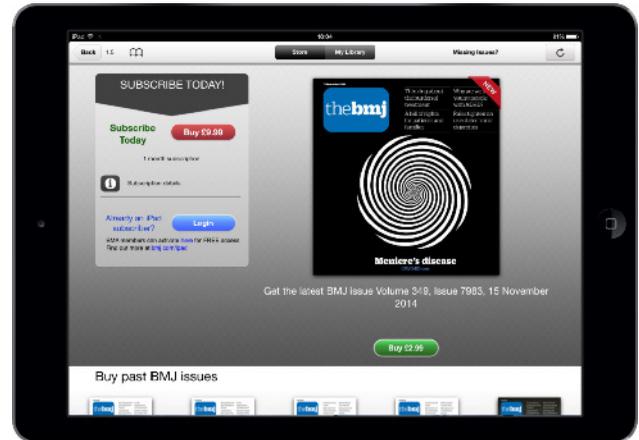
Continuing to Innovate

While the iPad is the dominant device at present, it represents just one option for tablet users. With new Android-based devices being launched virtually every week, not to mention developments such as the Kindle Fire, this is an evolving market. For its part, the BMJ has no desire to be left behind and while the journal is on Apple's Newsstand today, its reach won't end there.

According to Hopwood, "We will look to take App Studio and deploy it to other platforms including a pure app.bmj.com web app. Our intent is, when we can get the equations looking right, to push what we've done on the iPad onto other tablets."

Fortunately, they already have an advantage. App Studio is built on HTML5 and runs on all the major platforms so expanding the journal's reach will be easy. App Studio has none of the limitations that hold PDF-based publications back. Hopwood sums up the argument for HTML5, "This is the future for the web. It means we can build things once so that the content will present in the appropriate way on the appropriate device."

Clearly BMJ's innovative spirit, so evident for the last 170 years, continues to ensure its readers will receive the best the industry has to offer.



"THE FUNDAMENTAL THING FOR PUBLISHERS IS: DO YOU CREATE AND EDIT CONTENT ONCE FOR MULTIPLE PLACES OR DO YOU STILL HAVE A MINDSET THAT IS DRIVEN BY THE ULTIMATE END PRODUCT AND MEDIUM? I WOULD HAVE THOUGHT THAT IN THIS DAY AND AGE, PUBLISHERS HAVE TO SEPARATE THE WORDS FROM THE WHERE AND WHAT DEVICE AND IN WHAT WAY THEY ARE ULTIMATELY DISPLAYED."

-Ian Hopwood, IT director at BMJ Group

ABOUT APP STUDIO

App Studio is the next generation digital publishing solution that uses HTML5 to push the bounds of user experience without the high cost and effort associated with custom app development. By combining the market-leading HTML5 technology from the recent acquisition of PressRun with Quark's existing digital publishing technology, App Studio is the only digital publishing solution that allows users to create branded content apps using QuarkXPress, InDesign, HTML5, and XML. Through a managed cloud environment, designers, authors, and extended teams are able to collaborate to create rich, interactive content that can be delivered across multiple platforms and devices.

Get started for free at www.AppStudio.net

Denver | London | Hamburg | Mohali | Dublin

©2015 Quark Software Inc. All rights reserved. Unauthorized use and/or reproduction are violations of applicable laws. Quark and the Quark logo are trademarks or registered trademarks of Quark Software Inc. and its affiliates in the U.S. and/or other countries. All other marks are the property of their respective owners. 02616CS_01_US