





# Dimcos Transforms Publications into Publication Specific Media Platforms and Web Stores

**We live in attention and experience economy where people read, write and publish more than ever!**

Dimcos helps its customers to create and strengthen their consumer communities with a target to improve customer loyalty and service experience level by making Social Publishing to a real business asset where publishing and media creation is made simple and cost-efficient, for anyone and anywhere.

The social media interactivity is the key issue inside Dimcos Publications.

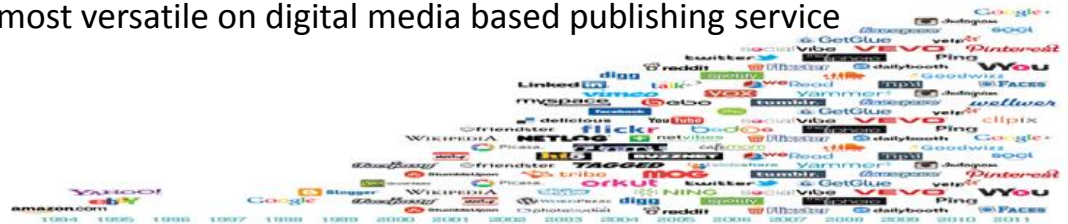




# How Dimcos Works

**Dimcos is created to support, create and monetize content the way the forerunners prefer media today**

- A complete publishing tool for Your digital material
- Social Media integrated into the publications automatically – immediate sharing of Your message and reading experience with other people
- You can embed in Your publication video links, discussion forums, notes and marketing messages
- Your copyrights are protected, your publication cannot be copied, printed nor distributed illegally
- Dimcos takes care of the money transfer of the web store for You. The reporting tells You what Your customer has purchased and how Your publication has been used.
- You can also create a library of your own when You want to ensure that Your publications can be seen only by a selected audience or user group
- You'll be provided the easiest and most versatile on digital media based publishing service





# Why so unique?

## We Monetize Social Publishing



The New York Times



Dimcos is a multiple social media environment using FB as a tool to attract users to pay for joining the tribe. This is generating long term revenues called also longtail. Dimcos is not selling advertisement – it sells the possibility to join the membership.

Dimcos is offering possibilities to use YouTube but also other streaming content tools inside of the publications.

There are several questions why pay about the service when Issuu and others publishing platforms are free. Dimcos offer the possibilities to sell the content and also generate leads. Library and stores with payment gateways can't be free as there is valuable content.

Newspapers came out of the major crisis and New York Times made last year their best result ever. These media companies are executing the same strategy as Dimcos . With Dimcos all our co-operators can do the same great results!

Ebooks with publishers, Amazon Kindle, Adobe etc. are created with heavy DRM protections. There are no support for social media or other tools to interact. Heavy DRM effects on the usability and it needs downloads. Dimcos is trusting in Gartners research indicating there is no need to be offline.

Blogs and writing content is a huge trend. Still the business modell is typically direct advertisement sales. Previously media professionals talked about advertiorals – documents for advertisement. Many bloggers will want to sell their content in the future and Dimcos is as easy as Wordpress... or simpler.

# Social Publishing Step-by-Step

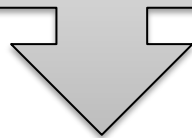
Your digital material is converted to a publication as HTML5, a content Web Store is opened, all your material is copy right protected, the sales and distribution begins, the readers start buying



The readers make comments and remarks inside the publication and share them – if they want to - with other people reading the same publication.



The readers are so fond of the content that they refer to it in different Social Media channels which feeds more buyers to You. Simultaneously information of the publication goes further to different Search Engines resulting in even more interest and demand, the sales grows and even more people are involved within and around the publication.



You created a viral content marketing, sales and distribution environment for **just one publication** with on-going demand that You measure continuously

## Enhance the power by

- Increasing the number of publications, don't stop at one
- Increasing the number of different kind of publications – they have different reader experience purposes
- Publishing the content in smaller pieces – the frequency and continuity really matters
- Cross-referring between publications
- Stimulating the virality with paid campaigns when the interest starts fading
- Adding pictures and videos – more Social Media channels at your disposal
- Putting effort into the reader experience quality – it pays off!
- Making links to other web stores and information sources – people like easy to buy easy to digest



# Trends Change the World

**Self-Publishing Will Continue to Grow as More Options Arise from Technological Trendsetters**

**Companies will be media producers in the future**

**Video consumption for magazines increased 58% from August 2014 to January 2015 compared to the prior-year period**

**Savvy Publishers and Authors Will Build Dynamic Communities Around Content, Supercharging Discoverability**

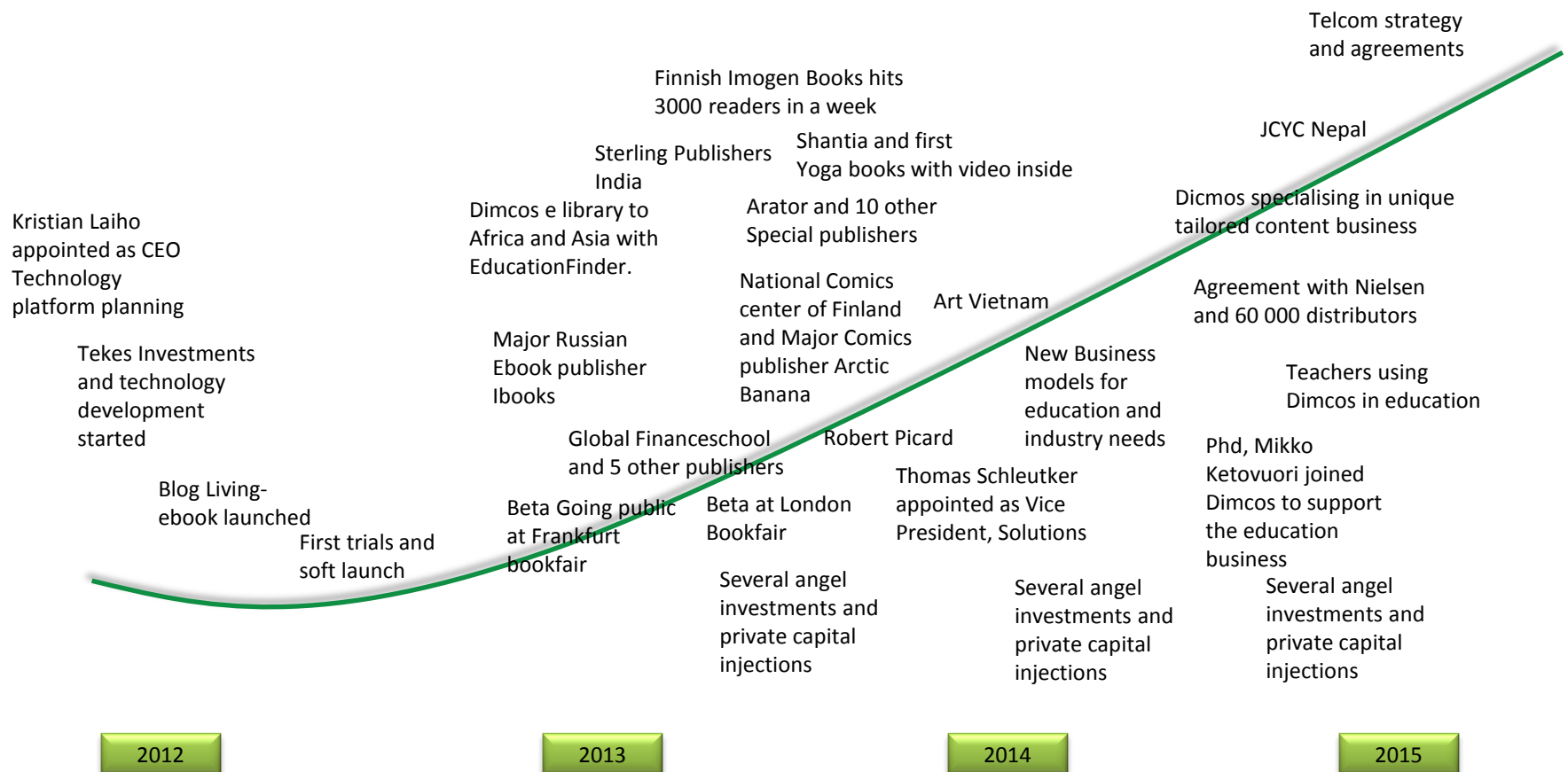
**The Educational Publishing Market Is Experiencing Its Own Transformation and Seeing More Opportunity with “EdTech”**

**Publishers That Embrace and Maximize IT, Data and Analytics Will Be Best Suited for Growth**

**Digital Publishers Need to Learn a New Set of Skills to Master Mobile – the World’s Fastest Growing Media Platform**



# Company History



# Contacts

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