BTWINBOOKS

They have tested their anti-piracy technology with the end users of their market, the readers, and the response - according to its creators - has been very positive. The advantages for readers and publishers are enormous.

We manage the unique identity of printed books, allowing access to copies and digital content associated with each physical book ", explains Fernando San Martín, partner, together with Unai Labirua, Lucía Gárate, Pablo Martínez, Enrique Zorrila and José Luis Ramírez, from BTwinBooks, a technology that allows the integration of the physical and digital world.

"The user, acquiring a physical book, can access a digital copy, as well as specific content associated with it, through smartphone or tablet. And the publishers, on the other hand, have a real-time control of the active digital copies, having an anti-piracy control in real time, as well as exhaustive information on the reading behavior of their clients, giving them an exhaustive information on the behavior of their clients and users

Until now, no solution allowed this unitary control of identity, which made piracy of digital content prone ", points out San Martín.

Market research

Aware of the complexity of the project, they analyzed alternative solutions to the proposal; the size of the sector and its geographical and business concentration, and also the characteristics of the sector (ways of working, hiring, distributing, means used ...). "The conclusions were very attractive. We decided to see the receptivity of the end users, the readers. We activate a campaign through the largest social network of Spanish-speaking readers (Quelibroleo.com), of which José Luis is co-owner. The reading community applauded the solution. "