

SIX WAYS VITALSOURCE BRIDGE™ POWERS REVENUE STREAMS FOR PUBLISHERS

Supplying institutions with content in an increasingly diverse and competitive marketplace requires innovative and creative solutions. Here are six ways that Bridge helps publishers reach new customers, test new models, and drive revenue:

ONE USER OR MANY

KEEP ACCESS FLEXIBLE AND REMAIN SECURE

Short- or long-term license lengths allow flexibility while concurrency is easily controlled.



SUPPORTING STUDENT CHOICE

GOING BEYOND SIMPLE CONTENT TO COLLECTIONS

Bridge opens the door for publishers to distribute collections of content to meet the needs of a varied student body. Single or multi-discipline—you decide!



RAISE AWARENESS OF YOUR CONTENT

SUPPORT EVALUATION EFFORTS

Sample your content to multiple reviewers to drive adoption and sales.

REVENUE STREAM

RELIABLE REVENUE PREDICTIONS

TIRED OF GUESSING?

Recurring subscriptions make revenue projections more predictable.



OFFER INNOVATIVE BUSINESS MODELS

ACCOMMODATE ALL BUDGETS

Customer budget doesn't fit with 1:1 provision? Bridge unlocks the gateway to powerful subscription models.



SIMPLIFIED PRICING

SATISFY CUSTOMERS

Bundling content gives your customers all they need for one price.



"Bridge has changed how we do business in our region. Its flexibility and ease of use make implementing new delivery models effortless and profitable."

PETER JOHN, SALES ACCOUNT MANAGER, PEARSON SOUTHEAST ASIA

VitalSource®

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