

Liberada

Your digital library in
the Cardano blockchain





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About Liberada



About Liberada

Liberada is an online library that sells its products in NFT format within the Cardano network (these concepts will be explained later). Liberada's mission is to solve the problems derived from current libraries, both physical and digital.

Specifically, Liberada has a critical vision towards the conventional online sales system since it fails to take advantage of the opportunities and benefits offered by blockchain technology, that is, a mathematical structure for storing data in a way that guarantees the security and immutability of the data. If examples related to the benefits of blockchain are appealed to, the notable level of cybersecurity, the level of privacy of data and the trust of the purchase-sale transaction should be highlighted, in which anyone can participate without needing to be approved by a central entity. In summary, it is a faster, easier, and more secure product.

It should also be noted that Liberada is a defender of leading society towards a sustainable world, protecting the natural ecosystem, and properly compensating authors. For this reason, Liberada presents its product as part of human evolution with the idea that literary culture transcends future generations in an ecological and sustainable environment.

Finally, Liberada's proposal benefits authors of books and comics as it adds value to their product and opens up a new sales space. In detail, NFTs can contain much more than the work inside, such as commercial additions such as audio fragments recorded by the author, personalized dedications, or objects and illustrations related to merchandise. This way, blockchain allows authors to influence a new, different, and growing market.

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Market analysis



Market analysis

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The digital footprint in modern literature

The rise of the internet and electronic books has revolutionized the way readers buy, enjoy, and recycle their books. Specifically, according to a study by the National Book Institute (INLB), the consumption of electronic books has increased significantly in recent years, even surpassing the consumption of printed books in some countries. Furthermore, according to the report "The digital book market in Spain" (2019) prepared by GFK, there has been a 29% increase in the consumption of digital books in Spain compared to the previous year, and it is expected that this trend will continue to increase in the coming years.

Going back to the beginning of the digital book, Amazon launched its first ebook in 1995. However, it was not until 2007 that it launched its Kindle model, which allowed users to carry more than 200 books in their pocket. All of this caused Amazon's library to increase almost exponentially, to the point of owning approximately 400,000 book copies (Amazon, 2020).

In parallel, it was thought that this device would disappear due to the appearance of Smartphones and Tablets. However, these systems persist to this day and Amazon has approximately 90% of the entire digital book market (Duelo, 2019).

The emergence of e-books has revolutionized the book market, offering a variety of advantages and disadvantages for readers. Firstly, we will talk about the advantages. E-books take up less space, are more portable, allow for adjusting the brightness and font size, can be read in the cloud, are easier to acquire and cheaper. In addition, e-books offer greater accessibility for people with visual impairments, as they can use screen reading programs to access the book's content. Moreover, e-books can be updated and corrected quickly and easily, which is not possible with printed books (New York Times, 2018). On the other hand, we will talk about the disadvantages. In contrast to printed books, they have an important emotional aspect, it's not just a book, it's something more, an object that ages over time and that among several of them form a library, they never run out of battery, don't break, can be gifted and loaned, its content is remembered better according to various studies (Duelo, 2019), not all of them are digitized, and although with e-books, no trees need to be cut, they do generate technology waste, which can result in higher energy consumption. Furthermore, some studies have found that screen reading can cause visual fatigue and can be less satisfying than paper reading (University of California, 2017).



Market analysis

In conclusion, the advent of e-books has revolutionized the book market, offering a variety of advantages and disadvantages for readers. Despite some of the disadvantages mentioned, the popularity of e-books continues to grow, with a 21% increase in ebook sales in 2018 compared to the previous year (Publishers Weekly, 2018).



Market analysis

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The current state of the book market

The book market has experienced a number of significant changes in recent years. Since the emergence of e-books in 2010, there has been a growing trend towards digital book readers. According to studies by Statista, about 40% of book readers do so in a digital environment, with 10-20% of them using e-books. However, 56% of readers prefer paper over 39% who prefer the screen.

In terms of genres, it is known that the type of reader varies according to the literary genre. In detail, 72% of women read books compared to 63% of men. However, compared to comic book readers, it can be seen how 15% of men read them compared to 7% of women (Orus, 2022).

Globally, the countries that dedicate the most hours to reading per capita are India and Thailand, with an average of 6.5 hours per week. On the other hand, Iceland and the countries of northern Europe are those with the highest number of writers and readers per capita in the world. In relation to Spain, Madrid and the Basque Country are the communities with the highest percentage of readers (Hemia, 2020; Imosver, 2015; Redacción, 2017).

In terms of ebooks, the total sales in the last year have been 75%, with 19% being sold as units, 6% being sold as subscriptions, and 6% being sold through libraries. Although there has not been a significant evolution over the years since subscriptions appeared, the bulk of sales continues to be unitary. It should be noted that the average sales price per unit is 6€ (Gonzalez, 2021).

Currently, the book market is stagnant. The sales level of 2020 has not exceeded that of 2021 in both the digital and print environment, especially in the print environment. This phenomenon can be explained through the economic crisis. However, to date, the digital book market has been growing and it is expected to continue growing in the future (Orus, 2022).



Market analysis

3/3

The current state of the NFT market

The NFT (Non-Fungible Token) are a type of cryptocurrency that represents a unique and irreplaceable digital asset. According to Escobar (2022), the history of NFTs began in the 1990s with the development of online games and the creation of virtual objects. In 2017, thanks to blockchain technology, NFTs were created, which allowed for secure and verifiable ownership of digital assets. Since then, NFTs have been used in a wide range of applications, including art, music, sports, and video games.

The rise of NFTs can be attributed to the release of CryptoPunks in 2017 on the Ethereum network, the second cryptocurrency with the highest market capitalization. This improved the security of non-fungible assets and increased confidence in transactions listed on the blockchain. As noted by Cyberclick (2022) and O'Neil (2022), NFTs will play an important role in the future, especially in the metaverse and cyber security.

The NFT (Non-Fungible Token) market has experienced significant growth in 2021, reaching values of millions of dollars per piece. Despite the recent fall and economic recession, NFTs maintain an upward trend and are booming, attracting small investors and large companies. In conclusion, NFTs are a disruptive technology that has transformed the market for non-fungible assets. Their popularity and value have only increased over time, and they are expected to play a significant role in the future.

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Presentation of the problem



Presentation of the problem

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The Growth of Digital Books is Already a Reality in the Book Market

In the book market, the growth of digital books is already a reality. According to Orus (2022), publishing companies experienced a 97% increase in ebook sales compared to the previous year. Furthermore, 38.4% of the population over 25 years old purchase books online and the average reading time for ebooks is 45 minutes per day. Therefore, book companies must adapt to a largely digital ecosystem.

To cope with this situation, companies must diversify publishing based on demand. According to Gonzalez (2021), the idea is to sell before publishing, meaning that through an initial invitation to certain readers, the performance of the product can be validated. Companies must also have editorial catalogs available in various formats, platforms, and devices, with special attention to ebooks and audiobooks.

However, the main problem is that companies are not adapting quickly enough to the evolution of the book market. By publishing books without prior consumer verification, authors are directly affected, making their reward and commercialization difficult.



Presentation of the problem

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Forest Environmentalism

It is well known that society has reached a very high level of paper consumption that has a negative impact on the environment. According to Aucejo (2022) and Villar (2021), approximately, the cellulose from one medium-sized tree can yield about 12,000 sheets of paper, whose fibers have a lifespan of only 7 months. In addition, the paper recycling rate in Europe is 70%. To produce a ton of paper, around 15 trees are needed. However, trees are not the only protagonists in this process.

The production of paper also requires a large amount of water, between 150,000 and 200,000 liters to produce a pack of 500 sheets. In addition, the paper printing industry is the fifth leading sector in energy consumption worldwide. Also, paper production involves the use of harmful chemicals such as ink.

The environmental impact of producing a 300-page book is approximately 1.2 kg of CO₂, which is equivalent to the emissions produced by a car driving 10 km. Furthermore, the replacement of mature forests with new fast-growing forests such as eucalyptus also has a negative impact on the ecosystem, putting native species at risk (Villar, 2021).

It is true that there is a high consumption of paper in today's society that is harmful to the environment. However, the debate about whether an electronic or paper book is better is complex. On the one hand, the manufacturing of electronic reading products also carries significant environmental costs. On the other hand, the limited lifespan of electronic books generates waste that cannot be easily recycled. Furthermore, these devices require energy to operate, although only a small amount when flipping pages (San Martín, 2018).

In conclusion, both printing books on paper and manufacturing electronic books negatively affect the environment. Therefore, using multi-task devices, such as tablets, phones or computers, may be a more sustainable option for reading electronic books. Paraphrasing Steve Jobs, in an interview with the New York Times, multi-task devices are a more logical product to sell. According to an Amazon Kindle study (2021), the most common device used by digital readers is the eReader (59%), followed by tablets (41%), phones (25%), and computers (24%). By using devices designed for multiple uses, one is not directly contributing to pollution related to the reading sector.



Presentation of the problem

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Cybersecurity and Copyrights

Digital piracy is a problem that affects the publishing industry, with 33% of users accessing digital books illegally in 2021 (Observatory of Piracy and Consumption Habits of Digital Content, 2021). According to reports by Cedro (2021) and Juárez (2022), piracy in the Spanish publishing market reaches 49.3%, which is equivalent to the loss of approximately 20,000 jobs.

Although the main reason for piracy is economic, as indicated by an anonymous article (2022), these illegal actions can have a negative impact on the industry and authors. Illegal platforms receive thousands of daily visits and although they may be attractive for those looking to save money, they do not consider the long-term consequences. The lack of reissuing of books, the lack of hiring of new writers and the lack of renewal of copyright contracts can negatively affect the publishing industry and authors who rely on income generated from their works.

It's important to note that piracy not only affects the publishing industry, but also the rights of authors. Authors invest time, effort and creativity in writing their works, and have a right to receive fair payment for their work. Digital piracy robs them of the opportunity to receive the income they have earned and negatively impacts their ability to continue writing and sharing their stories with the world.

However, NFTs (Non-Fungible Tokens) allow authors to validate their authorship for life on the blockchain and the buyer acquires a stamp of authenticity that validates their ownership of the digital book (Cyberclick, 2022). This system brings great value to the publishing industry, as it allows authors to publish their works more quickly, securely and without worrying about digital piracy, while readers can own digital books with the same security and authenticity as a physical book (Anonymous, 2022).

In conclusion, the use of blockchain technology and NFTs in the publishing industry is an innovative solution that brings authenticity, security and value to both authors and readers.



Presentation of the problem

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Undervalued authors

The problem of insufficient compensation for writers has been a recurring issue throughout the centuries. In general, an author only receives 10% of the final sale of a printed book published by a publishing company, although this figure may vary depending on the copyright agreements negotiated between the author and the publishing company.

In the case of electronic books, the situation can be even more complicated. Many companies responsible for publishing and selling these books keep 50% of the total income generated, leaving the writer with only the rest. For example, Amazon allows authors to upload their books to Kindle for free, but retains 30% of the sale price per book (Mirahadas, 2021).

This reality leaves book authors in an unfavorable situation. According to a study conducted by Anonymous (2019), 80% of writers in Spain do not generate income exceeding 1000€ per year, forcing them to look for other sources of income for their livelihood. The reality is that the successful writer represents only 0.0001% of all authors, making it very difficult for an author to live solely on their writing.

The problem of lack of remuneration for authors is a complex issue that is compounded by the limitless nature of their works. When large quantities of copies are sold, two challenges arise: first, users no longer have the need to purchase new books as these start to become available in the second-hand market; and second, the value of the works decreases over time as more and more units are printed and sold, which reduces demand and the selling price.

These factors need to be taken into account when creating platforms that provide better conditions for authors. A possible solution would be to limit the works to make them more exclusive and train authors to generate income through the second-hand market. NFTs allow authors to receive fair remuneration for their work and enable them to continue creating and sharing their art with the world, which is essential to ensure the sustainability of the literary industry and to ensure that authors can live off their work.

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Business proposal



Business proposal

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Value Proposition

Ensuring Copyright Rights on the Blockchain. Replacing publishers. Liberada offers a unique solution for the protection of copyright rights in the digital age, leveraging blockchain technology to secure the authenticity of literary works. In addition, this platform allows authors to expand their market reach, generate revenue from the resale of their NFTs, and automatically validate their copyright rights.

Liberada is the leading NFT-based digital publishing platform, offering a wide variety of literary formats, from novels to comics. Authors can upload their works in NFT format and enjoy a range of benefits and opportunities, such as:

- Expanded reach in the cryptocurrency market
- Profitability in the NFT secondary market
- Exclusivity of their work
- Automatic validation of copyrights
- Ability to evaluate the performance of future projects

Liberada combines the world of literature with blockchain technology to provide a unique and attractive solution for today's authors. Solving various problems in the current literary market. Below are its main solutions:

1. Adaptation to digital growth

With the popularity of e-books and the incorporation of information and communication technologies, users are increasingly adopting digitization. Liberada drives this trend by implementing blockchain technology in the literature market, providing a new opportunity for authors to validate the feasibility of their works with their readers and fans.

2. Contribution to a sustainable environment

Liberada contributes to environmental conservation by replacing printed books with NFT digital books. By doing so, it reduces pollution, deforestation and greenhouse gas emissions, helping to preserve forests and native species.

3. Safe copyright

The uploading of NFTs to the network as literary works is irrefutable proof of authorship, and its immortalized registration on the blockchain allows for the verification of authorship at any time in a clear and secure manner. This eliminates the need for records or contracts with publishers.



Business proposal

4. Value for writers

As NFTs are limited, their scarcity increases their demand and therefore their value in the market. Writers can publish their NFT collection strategically to control the amount of copies available, maximizing their economic value.

5. Maintenance of the value of printed books

As NFT digital books, books are not damaged, do not require a battery and can be given away or loaned like any printed book. Additionally, the owner of the NFT is both the owner of the digital book and the physical book, combining the best of both worlds.

In summary, Liberada is an innovative solution for the literary market that offers a multitude of benefits for authors, readers, and the environment.



Business proposal

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How does Liberada work?

Liberada is a platform that allows authors to publish and sell their works in NFT-Book format on the Cardano network. An NFT-Book is an NFT that contains literary content with possibilities for supplements such as audio, images, and more.

Authors can publish their works on the Liberada marketplace, sealing their copyright and facilitating purchases by readers and investors. The author receives a percentage of future transactions and receives support in promoting their work.

Readers can acquire works through the purchase catalog in the marketplace and receive the NFT in their digital wallet. They can consume or resell the work, becoming investors and obtaining profits if the NFT increases in value in the market.

In summary, Liberada is an easy-to-use platform that allows authors to publish and sell their works in NFT-Book format, and for readers to acquire and potentially invest in these works.



Business proposal

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For Whom is Liberada?

Authors

- Publish a work
- Registered copyrights
- Expand market range (prices)
- Market expansion (new countries and cryptocurrency type)
- Promote your works
- Niche market

Readers

- Read in digital format
- Discover the world of NFTs
- Support their favorite authors
- Give visibility to works
- Have a unique asset
- Have added privileges

Investors

- Support authors
- Profit from works
- Be the first to buy
- Add value to niche authors

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Generate commissions



Generate commissions

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Transaction fees

Commission for the first sale of Liberada NFT-Book

The company, Liberada, will retain a commission to be negotiated with the author in relation to the first sale of each Liberada NFT-Book.

Transactions on the Liberada NFT market

The company, Liberada, will not receive any commission in relation to transactions made on the Liberada NFT market.

The company will allocate 2% of each transaction to a public pool in order to provide incentives to the ecosystem members.

Special or collectible items

The company will retain 5% of each transaction in relation to special or collectible items included in collections other than the initial one.

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Special Events

- Authors live sessions (AMA) for the book, talk to the author
- Donations
- Meet and greet, meet the author directly online
- Book fairs, in-person
- Literary contests
- Auction system

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Platfomrs



Platforms

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Website

- Authors homepage
- Readers homepage
- Marketplace
- About us
- Team
- FAQs

2/2

NFT Sale (Marketplace)

- Main page with available authors ☐ Where NFTs and collectibles are inside.
- Sale page for books and collectibles for users who have already purchased.

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All about NFT



All about NFT

All about NFTs

NFTs are a revolution in the digital world, allowing individuals, businesses, and private entities to create unique assets with a determined value. These non-fungible tokens are units of cryptographic value with a specific functionality in the digital world, and their value is independent from other similar assets.

Additionally, NFTs have an attached file in image format, which facilitates their visualization and increases their appeal. Currently, many NFTs are used as digital works of art, and their creators have the option of selling them at a fixed price or putting them up for auction in front of potential buyers.

At Liberada, we have decided to transform the traditional notion of NFTs by presenting them as an asset in the author's ownership, which can be the subject of repeated sales and purchases, depending on the number of units available and the market value.

Literary NFT: any text with a literary purpose.

Ada offers a distinctive functionality compared to other cryptocurrencies, allowing the inclusion of multiple assets in each transaction. This means that when acquiring an NFT, the user not only obtains the asset itself, but also additional elements or collectibles that are incorporated into it.

Examples of collectibles include

- An image showing a portion of the book
- An audio recording by the author
- A signed drawing by the author
- Merchandise items
- Liberada tokens

What does owning an NFT of my work bring me?

- Exclusivity
- Close-knit community
- Efficient management
- Limited edition
- Access to investors

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Liberada as a token



Liberada as a token

Liberada as a token

The Liberada token does not have a fixed value. It is free. Its main function is to provide the community with a means to participate in voting processes.

Total tokens: 100,000,000

Initial allocation

- 95% allocated to the community with the purchase of each of the NFTs
- 5% allocated to an airdrop for each epoch (5 days)

What voting processes are we talking about?

It allows the community to participate in votes on different aspects of the Liberada ecosystem.

For example:

- Voting for the author of the month
- Liberada Awards
- Listing new authors
- Answering questions from authors and readers
- Improvements in Liberada

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Roadmap



Roadmap

First Phase

- Business plan
- Formation of the initial team
- Base designs
- Web development
- Legal foundations
- White paper
- Social media
- Collaborators

Second Phase

- Author promotion
- Loyalty with the Cardano network
- Marketplace
- NFTs as literary works
- Establishing a company
- Base of readers
- Physical book delivery to third parties
- Voting system creation

Third Phase

- Expansion into the audiovisual sector
- Bug fixing
- Convenience agreements
- Marketing campaign

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Your digital library in
the Cardano blockchain