

Atypon believes all content is created equal.

LITERATUM

Literatum treats it that way.

**Blogs? News articles? Streaming videos?
Interactive data visualizations?**

Literatum's Digital Objects technology applies DOIs to them all, creating first-class content objects (FCCOs) that publishers can tag, target, discount, promote, bundle, and sell—just as easily as journal articles and books.

Content variety keeps readers—and Google—engaged. So publishers can improve SEO, extend site visits, and heighten their brand visibility.

Digital Objects

- Unlimited content types
- Universal functionality
- Only from Atypon



ATYPON