E-book publishing –
the revival of book publishing for small &
medium size academic publishers

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RSC Publishing

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RSC Book Publishing 2006

- Trusted Learned Society and Professional Body
  - Wide ranging operations (policy forums, education, conferences…)

- Strong International Journal Publisher Brand

- World-class High-profile Author/Editor base

- Highly Profitable Journals Program
  Accompanied by…

- Loss making books program???
Product types

- Professional references (Monographs)
  - Cutting-edge, original research
- Advanced textbooks
  - Pedagogical slant; teaching purpose
- Handbooks
- Conference Proceedings
- Popular Science
Subject areas

- Core chemical science
- Applied interfaces
  - Materials science
    - Nanochemistry, polymers, soft matter
  - Environmental Chemistry
    - Ecotoxicology, environmental forensics
  - Detection sciences, Analytical science
    - Biometrics, biosensors, spectroscopy
  - Health Sciences, Biochemistry
    - Proteomics, bioinformatics, systems biology
  - Energy
    - Carbon capture, climate change, biofuels,
Acquisitions

Acquisition by Region
2006

- Rest of the World
- Rest of Europe
- United States
- United Kingdom
Distribution & Marketing

- Print distribution
- >600 accounts worldwide
- Expensive and time consuming print only marketing (catalogues and ABI’s)
- Sub-standard website no ebooks
Information Food Chain

Publisher

Publisher Representatives

(e)Distributors

(e)Booksellers  (e)Library Providers

Readers  Librarians

RSCPublishing
Digital Revolution

- Journals were online
- Bespoke in-house specialist for journal publishing
- Focused in-house e-sales team
- Re-vamp books website
- Offer content online
- Integrate into associated RSC products
eBook Platforms

eBooks are considered to offer

- accessibility
- distribution is at low cost and instant
- inexpensive format for colour
- multiple and, if networked, simultaneous usage
- geographic independence
- the ability to search across texts
- the fact that users do not have to visit the library
- little space is required to house hundreds of books
RSC eBook Collection – Why?

- We have a lot to offer
- It benefits librarians
- It benefits our authors (past, present and future!)
- It benefits our journals
- We have the ability to achieve this

Worried about leaving print?
What ifs...

- Cannibalisation
- Data theft
- Investment costs vs return
- Data protection
Piracy
Piracy – Tackling It

- **Regular Monitoring:**
  - Web notifications i.e. Google alerts
  - Detecting sequential downloads
  - Working with other publishers
  - International representatives
  - Notifications from authors

- **Resolving:**
  - Contact file sharing sites
  - Serve “Take down” notices
  - Education – referencing source material, facilitate legitimate linking
Beginning eBook Publishing

- Editorial: Do we have content? ✓
- Production: Can we digitize it? ✓
  - Can we deliver it? ✓
- Marketing: Can we tell people about it? ✓
- Sales: Can we sell it? ✓
Adding value to the academic community: RSC Books go digital

- Archive digitization completed in 6 months
- Archive PDF files and XML headers
- Enhanced bibliographic information
- Google search system
- Available by institutional subscription
- 1st chapter free-to-view
- Critical mass of content
Joining the eRevolution...

2007 and beyond
• ONIX data
• Comprehensive online catalogue
• POD
• E-Marketing and data feeds
• eBooks
RSC Books go digital

The shift from paper to electronic dissemination:

- Associated new business models and access to institutional libraries
- Bespoke list marketing and sales activities
- Enhanced visibility, usage and acknowledgement of trusted online information sources
- Increased product list using print on demand technologies
## Top 10 Institutional Users, by location Q1 2008

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Australia</td>
</tr>
<tr>
<td>2</td>
<td>Australia</td>
</tr>
<tr>
<td>3</td>
<td>New Zealand</td>
</tr>
<tr>
<td>4</td>
<td>Israel</td>
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<td>9</td>
<td>UK</td>
</tr>
<tr>
<td>10</td>
<td>Canada</td>
</tr>
</tbody>
</table>
Google Book Search

- Part of Google search engine
- Online viewing of limited amount of each book
- Contents cannot be copied or printed
- Amount viewable set by publisher
- Direct links to RSC online catalogue

http://books.google.co.uk/
Amazon

- Content of books used in customer searching
- Browse a small amount of content
- A “virtual bookshop” experience for customers
- Viewing / printing of whole book not possible
Results

• Working with 2 key partners cover:
  • c. 63% of search engine users
  • c.39% of the online print book market

• Many other online print trade channels available:
  • covering niche markets
  • exploiting existing relationships
  • promoting competitiveness within the market
Results

• 2007 print sales were up vs 2006
  eBook sales constituted ~10% of the total years revenue
  – surplus contribution to the organisation

• 2008 print sales were up vs 2007
  ~9% of print revenue POD
  eBook sales constituted ~30% of the total years revenue
  – surplus contribution to the organisation

• Submissions continue to rise, existing activities have been supported by the electronic book launch
Tangible results & statistics

By the end of Q1 2008:
• 52% of 2007 visits to books
• 40% of 2007 clicks to RSC Shop

End of 2008 eBook Downloads up 173% on 2007


<table>
<thead>
<tr>
<th>Top 5 Books by BV with Buy Clicks</th>
<th>Book Visits</th>
<th>BVs with Pages Viewed</th>
<th>Pages Viewed</th>
<th>BVs with Buy Clicks</th>
<th>Buy Link CTR</th>
<th>Your Earnings</th>
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<tbody>
<tr>
<td>9780854046003 The Science of Chocolate</td>
<td>262</td>
<td>246</td>
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<td>9780854046300 A History of Beer and Br...</td>
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<td>9780854046284 The Science of Ice Cream</td>
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</table>
Improving the culture of academic publishing

• Creating a culture of listening to users using metric and analysis

• Embedding metrics and analytics into key areas (editorial, sales, marketing, product development)

• Communicating directly with our customer base
Improving the culture of academic publishing

• Examine what people are using

• Examine how are they using it

• Examine how they are finding it

• Understand preferences – there is rarely the aggregate average customer
Transforming Strategy

• Focusing more closely on customers than ever before
• Identifying the changing needs of customers (and buyers)
• Implementing feedback mechanisms
• Offering the products with functionality that the users value most
E-book publishing – the revival of book publishing for small & medium size academic publishers?

- Leverage on trusted source and quality content reputation
- Increasing flexibility and reach
- Increasing sales opportunities
- Reviving older content
- Responsive to customer needs