eBooks after 10 years

A glass half full?
Shades of grey?

• Routledge/T&F context
• “Although the e-book market has been in existence for several years it is still in a much earlier stage than journal publishing was after a similar period” (ALPSP)
• Why?
A typical HSS publisher, we serve three distinct markets:
1. Libraries
2. Students
3. Individual scholars and researchers

Each market has different expectations of ebooks and might require a different business model
Relative lack of concentration in books compared to journals

What has emerged quickly? Aggregators offering similar services to traditional library suppliers

What has been slow to take off? New models, including most forms of subscription and sales of individual chapters
Meanwhile in the world of print...

- A digital revolution has taken place!
- Print on demand (and near print on demand) models
- More titles available less stock
- Custom and bespoke publishing
- eMarketing, widgets, Amazon, Google, and ‘findability’
- Never been a better time to be a print book publisher
Online: the dark side

- Piracy
- Dis-intermediation (self-publishing and repositories)
- Power of non traditional players
- ‘Bad’ business models (especially separating print and electronic offerings)
Future upside

• Better alignment of publisher offerings and customer needs based around standardization, consistency and flexibility
• Book and journal content closer together?
• ‘Good’ business models (especially combining print and digital)