

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?

Diversity (1)

- 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

Diversity (2)

- 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)