Subito Experiences

• Delivery of Copies is Declining
  – Different effects
  – No single cause

• Existence of Threshold Prices
  – Trend to replace electronic delivery by fax

• No Acceptance of DRM
  – Problem especially at commercial customers
Customers

Other sources

SUBITO
Delivery of Copies is a Declining Activity

Jan. - Aug. 2008: 538,621
Jan. - Aug. 2009: 484,099
Jan. - Aug. 2010: 441,777

Average reduction rate 8.5%
Delivery Distribution 01 – 08 2010

- Germany: 47.8%
- Europe (- ALS): 36.8%
- ALS: 10.4%
- Others: 5.2%

Total Amount 441,772 Articles
Licence based Copies 01 – 08 2010

Others 0.2%

Germany 22.8%

Europe (- ALS) 60.2%

ALS 16.8%

Total Amount 94,404 Copies
Delivery on the Basis of Exceptions in the Copyright Law with Royalties to VG Wort from 01.01.2010 until 31.08.2010

- Mail: 23.2%
- Fax: 15.6%
- Email: 61.2%
License Fees and Royalties
(01 – 08 2010)

- Licence fees 494,794 €
- Royalties (VG Wort) 500,791 €

Total Amount 2010 (Estimated 1,500,000 € )
High Frequency Orders and Caps
A Few Facts about Commercials

• Highest Reduction at Commercial Customers (17% per year)
• Comm. Cust. Prefer Fax

A Few Reasons:

• Prices for Electronic Delivery to High
• No Acceptance of DRM
Possible reactions

- Reduction of prices (range 0.25 – 120 €)
- Replacement of DRM (Watermarks)

Some Successful Tests with Few Publishers

We want to have more
Activities in Accordance with § 52 a and b of German Copyright Law

• Project with Thieme Verlag
  – Ordering and Delivery of Chapters and Parts of E-Books
  – Delivery of E-Books without Package Contracts

Start: September 21st 2010
Contact

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