



Perpetual Change: the need for production departments to continually evolve

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Outline

- **High level look at some current trends**
- **Some implications for production departments**

SAGE Publications

- **Publish over 600 journals**
 - HSS and STM
- **Books – textbooks and reference**
- **Reference Online**
 - SAGE Reference Online (SRO)
 - SAGE Research Methods Online (SRMO)

Some Trends

- **Very much a current snapshot**

Increasing Complexity of Outputs

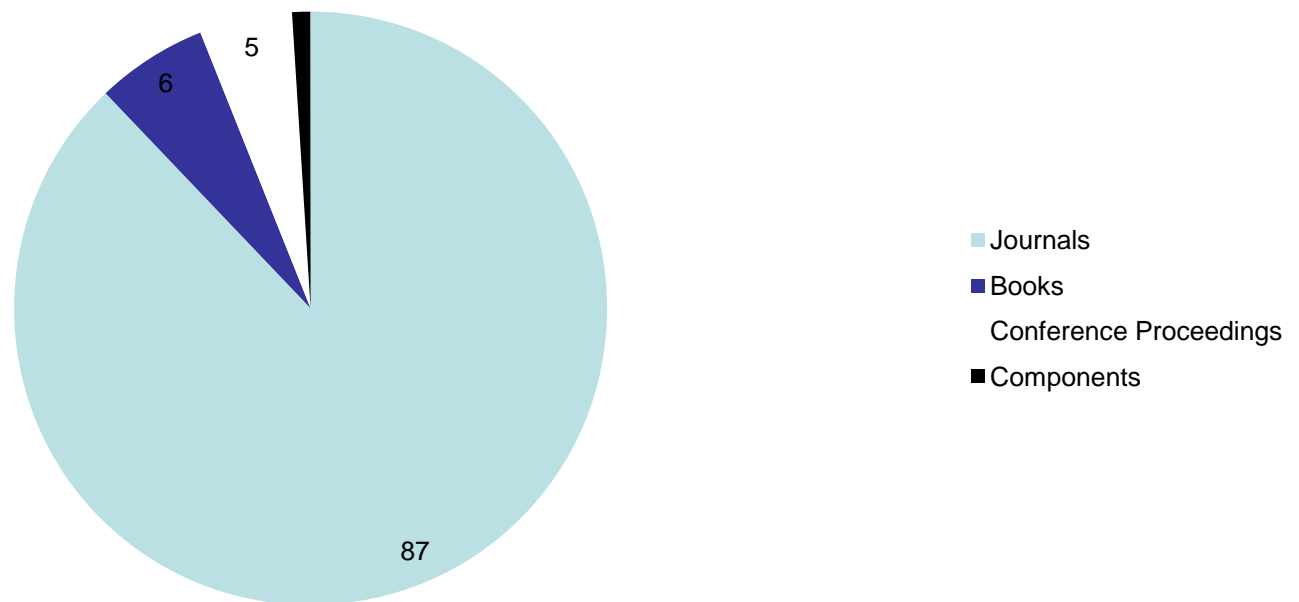
- **Was just one – print book/journal**
- **Now multiple**
 - Online first articles (at multiple stages)
 - Online issues
 - Print issues
 - Datasets
 - Videos, podcasts, other supplementary data
- **Additional deliveries to multiple partners**

Content beyond journals

- **Journal articles are evolving – ‘hybrid’ or ‘enhanced’**
 - Special issue of Information Standards Quarterly, Summer 2010, volume 22 issue 3
- **Also seeing an increase in components available online – figures, tables, video, etc**

Content beyond journals

DOI Registrations



Datasets

- **Even though datasets have been online for some time, wide-spread use has not happened up to now**
- **Lack of standards has hindered widespread use**
- **Need solutions to metadata and citation problems**
 - DataCite, DDI (Data Documentation Initiative)
- **Example of data online: OECD Databases**
 - See Toby Green presentation from CrossRef annual meeting

Semantic tagging

- **Speakers this morning have given a good description of the challenges**

eBooks

- **Reference has been online for some time**
- **Now seems to be taken off in trade books**
- **What about Textbooks?**
 - New readers, e.g. the Kno, aimed at the textbook market, are appearing
- **The proliferation of non-interchangeable formats remains an issue:**
 - MobiPocket, AZW, EPUB, Open eBook

The Kno - Windows Internet Explorer

http://www.kno.com/the-kno

File Edit View Favorites Tools Help

Convert Select

W Comparison of e-book for... The Kno

Stay in the Kno | Order Yours | CART

The Kno

Kno Advantage > Do the Math > Order Yours >

THE KNO | STUDENT ADVANTAGE | FEATURES | GALLERY | SPECS & WARRANTY

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Gallery

14" Screen

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We Studied How You Study

By working closely with students and teachers, we created the only tablet designed especially for learning.

STUDENT REACTIONS

Done

Internet | Protected Mode: Off

15:34 29/11/2010

Mobile apps

- **Readers want content whenever and wherever**
- **Expectation is that I can get it NOW**
- **Challenge is that there are nearly 30 different mobile application environments to work with**

Standards in Flux

- **From Tools of Change talk given by Bill Kasdorf, Apex**
- **There are major recent or upcoming changes in:**
 - Widely used archival/interchange standards like NLM, DocBook, TEI
 - Important delivery/distribution models like EPUB, nextPub, and DAISY
 - Key metadata models like ONIX & PRISM
 - New or “ought to be used” identifiers: ISTC

Some implications for production

Need to be Agile

- **As demands are changing so rapidly, production needs to be flexible and agile**
- **This works against desire for standardized workflows**
- **How do companies, particularly large ones, remain agile?**
- **Without proliferation of non-productive applications**
- **Organizations need to put structures in place to enable quick decisions and implementation to happen**
 - SAGE has Content Strategy Meeting, where proposals can quickly be assessed and approved (or rejected) giving oversight on all the different possible innovations

Staff Need Different Skills

- **Traditional publishing skills need to be augmented by technical skills**
- **SAGE has a Publishing Technologies Department which works closely with Production**
- **Evidenced by changing job titles here today**
 - Content Management Directors
 - Data Engineer
 - IT Director
- **Does everything in the end become technology?**

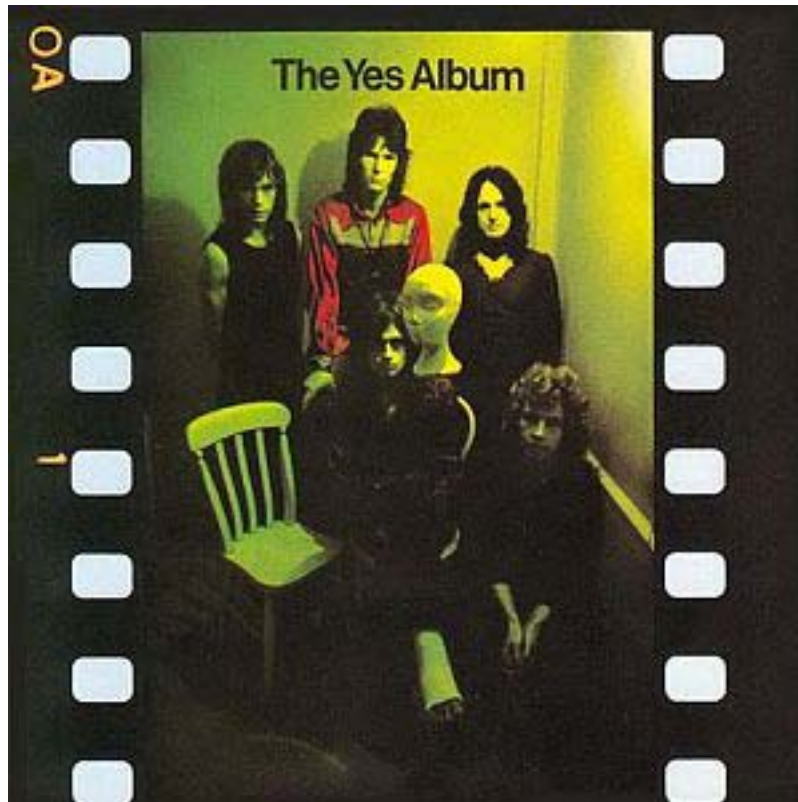
Need to Keep Developing Systems

- **Production is much about systems: replacing/updating these are large multi-department projects which can be expensive and time consuming**
 - Our new books product information system in the UK, SMART Books, involves staff from production, editorial, marketing, sales and IT in its development.

Need to Continue Controlling Costs

- **Technology/automation/good supplier management has allowed publishers to control production costs while maintaining quality**
- **As complexity of demands grows, costs may rise**
- **Coupled with current economic climate with its potential to disrupt revenues, there is a threat here to continued developments**

Perpetual change



- **“You’ll see perpetual change”**
- Jon Anderson

- **Thank you**
- **Questions?**

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