Perpetual Change: the need for production departments to continually evolve

Richard Fidczuk, SAGE Publications
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

- Journals
- Books
- Conference Proceedings
- Components

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STM E-Production Seminar, 2nd December 2010

Los Angeles | London | New Delhi
Singapore | Washington DC
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
All new educational tablet that revolutionizes how you learn...

The Kno gives you everything you need to read books, write notes, highlight passages, browse the web, research and study – in one portable package. And you’ll save money (and your back!) with electronic textbooks.

Experience Hands-On Learning

With an expansive single or dual touch screen and a pen stylus for a natural writing experience.

We Studied How You Study

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

STUDENT REACTIONS
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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