Spotlight on China

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Contents

- Why China?
- Three decades of change (or not)
- Challenges and opportunities
- What’s a publisher to do?
So why China?
China’s position in the world

The world’s biggest:
- Property market
- Energy Consumer
- Energy Investor
- Internet Population
- Gold Buyer
- Gold Producer
- Exporter
- Auto maker & market

The world’s second biggest:
- Economy
- E-Reader Market
- Source of PhDs
- Source of journal content
Journal article output

Papers with a minimum of 1 author from country

- Canada
- China
- France
- Germany
- Japan
- Russian Federation
- United Kingdom
- United States

Year: 1996 to 2008
China as a Market?
Chinese market characteristics

- Developing economy - pricing and funding
- Language barriers
- Piracy
- State control of publishing industry
- Market access restrictions
- Local partnerships important but not a “complete solution”
Mr. & Mrs. Wiley
Beijing, China April 1979
1980s

- No intellectual property protection
- Exchanges between Chinese and international publishers
- First Beijing Book Fair (1986); book imports grow
- Economic and political reforms
- Investment in education and R&D
- Economic and political reforms mostly bypass publishing industry
1990s

- New copyright legislation
- Market for imported books and translations grows
- Internationally-published journals still mostly pirated
- Publisher revenues still low
2000 - 2009

- International journal licensing and imports boom
- Journal online usage and article submissions explode
Key trends in 2011

• Old challenges still with us
  ▪ Language & pricing
  ▪ Piracy
  ▪ Government control & market access

• Funding growth: R&D, education

• Libraries & competition

• Article output; citations (!)

• Reforms – research grants & tenure

• Nationalism & publishing

• Open Access

• Aspirations: Chinese STM publishing
Conundrum

- China’s emerging clout
- Limited influence (relative to other key countries) of international publishers
- Potential for disruptive change
What international publishers can do...

- Build enduring relationships with customers and communities
- Develop brand, authorship & usage
- Get our message out
- Be more ambitious (and collaborative!) on IP issues
- Engage with and encourage Chinese STM Publishers
Thank you!