What every publisher should know about the Brazilian STM market

Ricardo Redisch

Executive Editor
Évora Publishing House
Brazilian STM Market: Major Trends

**Macro:**

Deepest economic recession on record, from mid-2014 up to early 2017:
- economic activity minus 10%

- Lingering political crisis

- Constant changes in regulation and financing for the education sector
Brazilian STM Market: Major Trends

**Specific:**

Piracy still a major hurdle to market expansion, now migrating to file sharing / “Shadow revenue”

Overall, Intelectual Property seen as irrelevant
Brazilian STM Market: Major Trends

New, Fuzzier frontiers:

Universities as Publishers (including MOOCs) / Publishers as Learning Platforms (EdTech)

Netflix models: ‘Minha Biblioteca’ / ‘Pasta do Professor’
Both with lots of room to expand and great potential for student engagement

E-Learning definitely on the rise (chart)

In any case, at the end of the day, “Doctor Google” is a major resource for students
**Scientific:**

Mainly, local offices of global players

Journals: national scholarly journals (mostly indexed locally) / Low-impact factor

- Higher Ed direct Sales + Government (CAPES)

For more specific info on Brazilian journals, please refer to www.toscielo.br/scielo.php?pid=S1517-97022014000200002&script=sci_arttext&tlng=en
Technical:

Mostly Higher Education Textbooks / Local and global players

- Main publishers currently adjusting catalogues to content as service (streaming, subscriptions, customizations), new revenue streams

- Retail sales mostly / Libraries not a sizable market
Medical:

Higher Education Textbooks and Professional Manuals / Local and global players

- Currently adjusting catalogues to content as service (streaming, subscriptions, customizations for HMOs and Societies), new revenue streams

- Retail sales mostly / Direct sales on the rise / Libraries not a sizable market
## Revenue / 2016

<table>
<thead>
<tr>
<th>Year</th>
<th>£$</th>
<th>U$</th>
<th>R$</th>
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<tbody>
<tr>
<td>2006</td>
<td>456.112.576,16</td>
<td>614.547.287,50</td>
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<td>2007</td>
<td>410.501.318,54</td>
<td>553.092.558,75</td>
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<td>2008</td>
<td>364.890.060,92</td>
<td>491.637.830,00</td>
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<td>319.278.803,31</td>
<td>430.183.101,25</td>
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<td>2010</td>
<td>273.667.545,69</td>
<td>368.728.372,50</td>
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<td>2011</td>
<td>228.056.288,08</td>
<td>307.273.643,75</td>
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<td>2012</td>
<td>182.462.656,22</td>
<td>245.820.849,36</td>
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<td>2013</td>
<td>136.846.992,16</td>
<td>184.365.637,02</td>
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<td>2014</td>
<td>91.231.328,10</td>
<td>122.910.424,68</td>
<td>400.000.000,00</td>
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<td>2015</td>
<td>45.615.664,05</td>
<td>61.455.212,34</td>
<td>200.000.000,00</td>
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http://pesquisaeditoras.fipe.org.br
Share / 2016

http://pesquisaeditoras.fipe.org.br
Enrollment in distance undergraduate courses, in absolute terms

Source: Higher Education Census – Inep/MEC
Economic Comeback Potential / Demographics

Despite these numbers, demographics in Brazil are favorable:

- Management / 1st year: 1 Million students
- Law / 1st year: 800,000 students
- Engineering / 1st year: 600,000 students
- MBAs: 180,000 students
Economic Comeback Potential / Demographics

In order to attend to the increasingly complex needs of students and professionals, Publishers must increase their content curating skills and be open to reinventing business models -- customization and a ‘digital first’ mindframe, for instance.

One Critical Success Factor: be open to reinvent yourself as a publishing professional, taking on additional roles and emphasizing technological and marketing skills.
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