

What every publisher should know about the Brazilian STM market

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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, Intellectual 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
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

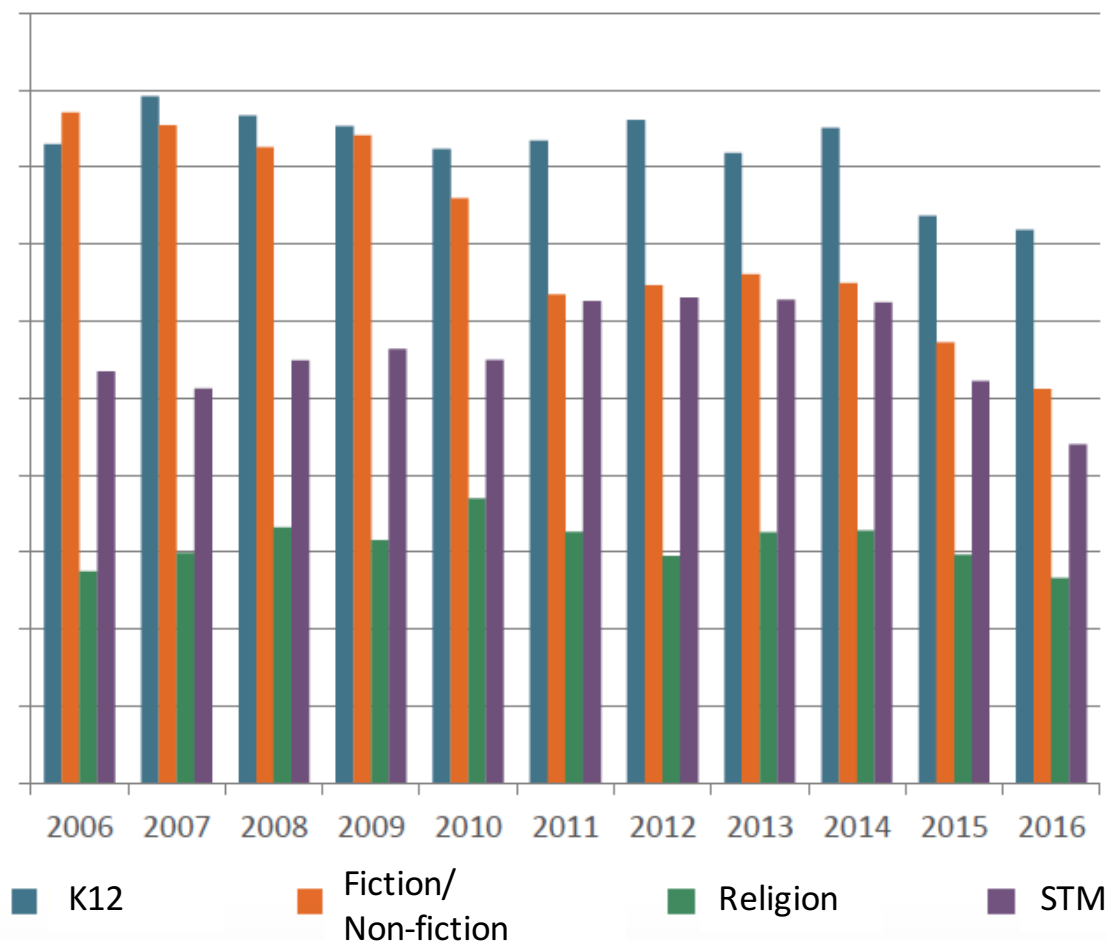
Medical:

Higher Education Textbooks and Professional Manuals /
Local and global players

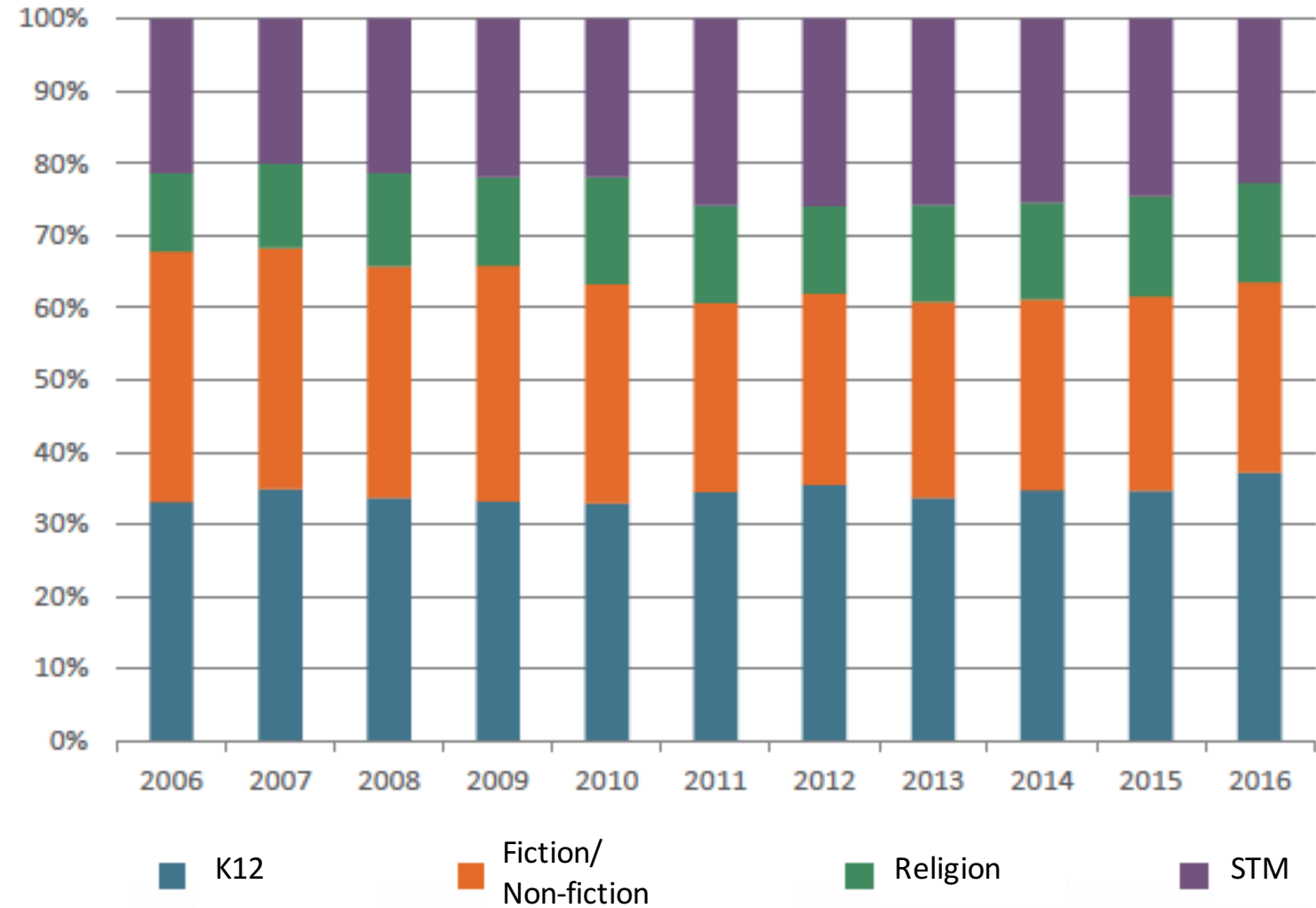
- Currently adjusting catalogues to content as service (streaming, subscriptions, customizations for HMOs and Societies), new revenue streams
- Retail sales mostly / Direct sales on the rise / Libraries not a sizable market

Revenue / 2016

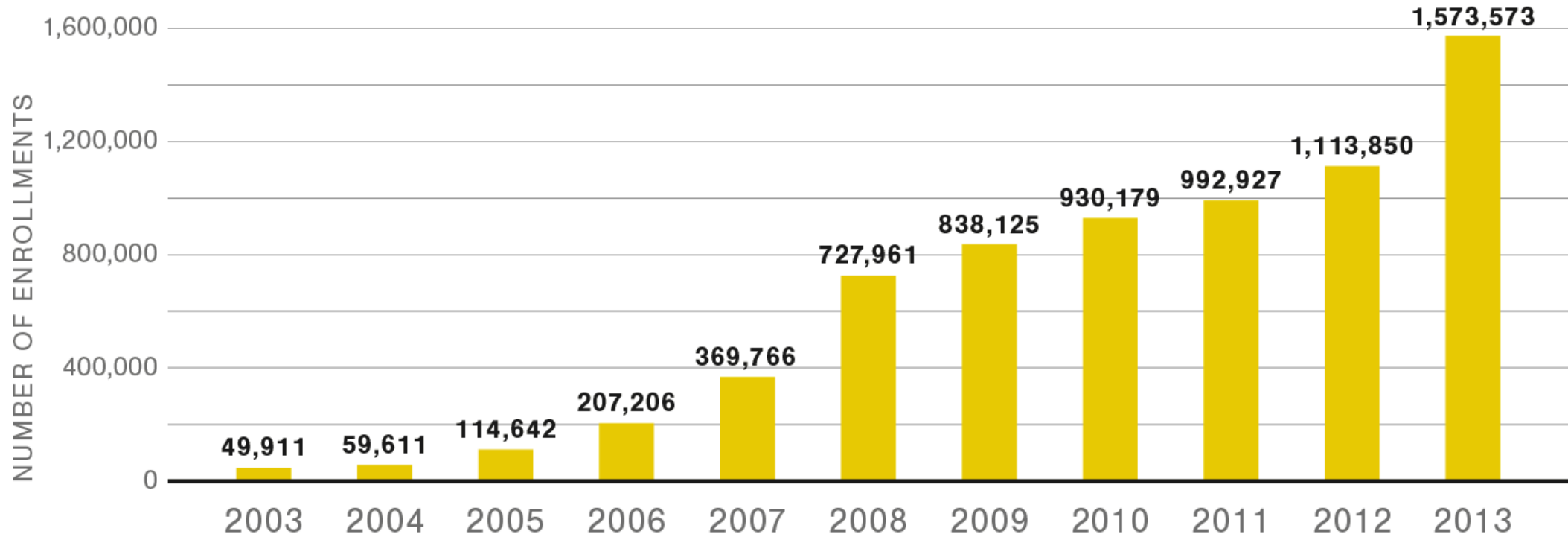
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Share / 2016



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
MBA:	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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