E-book publishing –

the revival of book publishing for small & medium size academic publishers

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RSCPublishing

RSC Book Publishing 2006

- **Trusted Learned Society and Professional Body**
  - Wide ranging operations (policy forums, education, conferences…)

- **Strong International Journal Publisher Brand**

- **World-class High-profile Author/Editor base**

- **Highly Profitable Journals Program**

- **Accompanied by…**

- **Loss making books program???**

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Product types
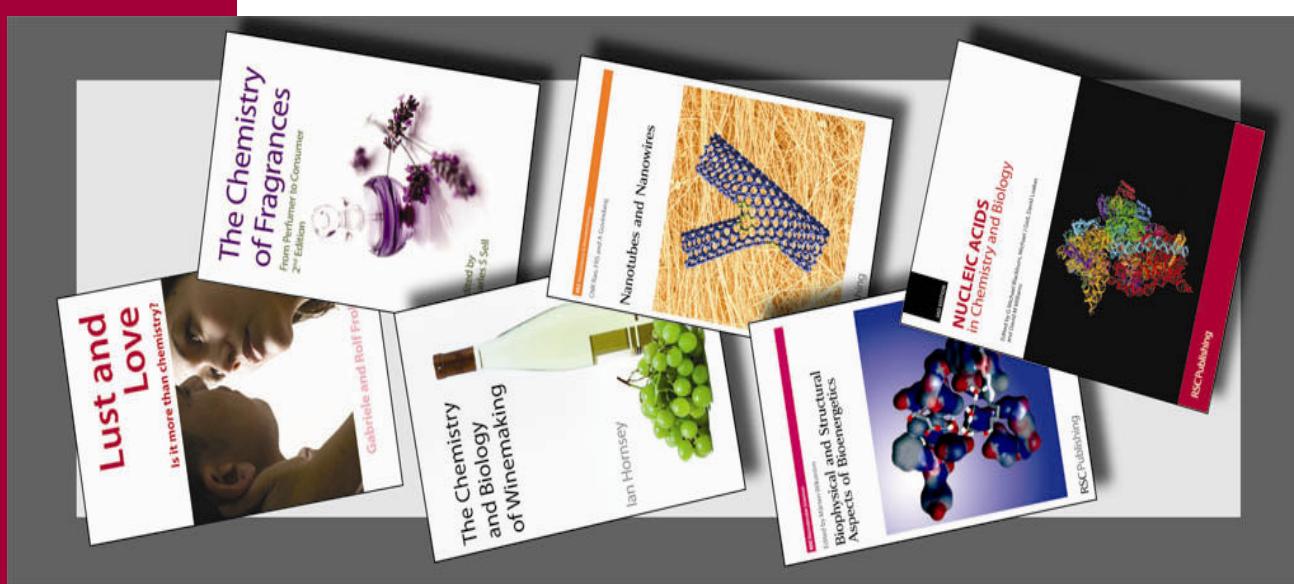
- **Professional references (Monographs)**
  - Cutting-edge, original research
- **Advanced textbooks**
  - Pedagogical slant; teaching purpose
- **Handbooks**
- **Conference Proceedings**
- **Popular Science**

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Subject areas

- **Core chemical science**
- **Applied interfaces**
  - **Materials science**
    - Nanochemistry, polymers, soft matter
  - **Environmental Chemistry**
    - Ecotoxicology, environmental forensics
  - **Detection sciences, Analytical science**
    - Biometrics, biosensors, spectroscopy
  - **Health Sciences, Biochemistry**
    - Proteomics, bioinformatics, systems biology
  - **Energy**
   - Carbon capture, climate change, biofuels,

Principles of ENVIRONMENTAL CHEMISTRY

Edited by Roy M Harrison

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Comprehensive Series in Photochemical & Photobiological Sciences

Edited by Roy Pottier, Barbara Krammer, Reinhold Baumgartner and Herbert Stepp

Photodynamic Therapy with ALA
A Clinical Handbook

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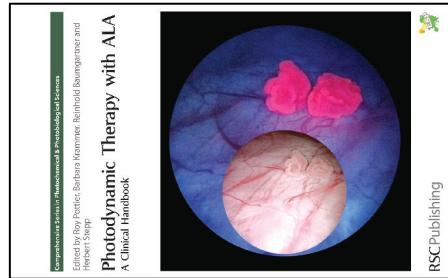
Acquisitions

**Acquisition by Region 2006**

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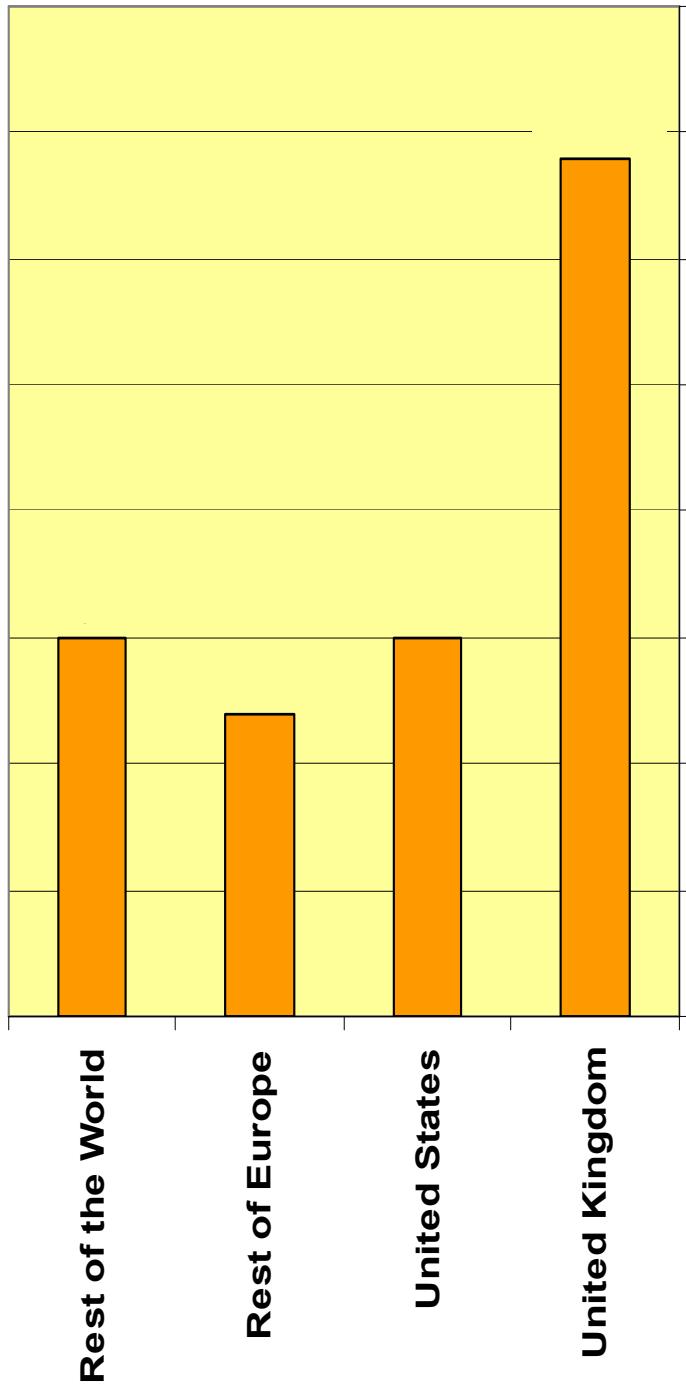
Distribution & Marketing

- Print distribution
- >600 accounts worldwide
- Expensive and time consuming print only marketing (catalogues and ABI's)
- Sub-standard website no ebooks

Information Food Chain

Publisher

Publisher Representatives

Distributors

Booksellers

The Author

Library Providers

Librarians

Readers

Information Food Chain

Publisher → Publisher Representatives → (e)Distributors → (e)Library Providers → Librarians

(e)Booksellers → Readers
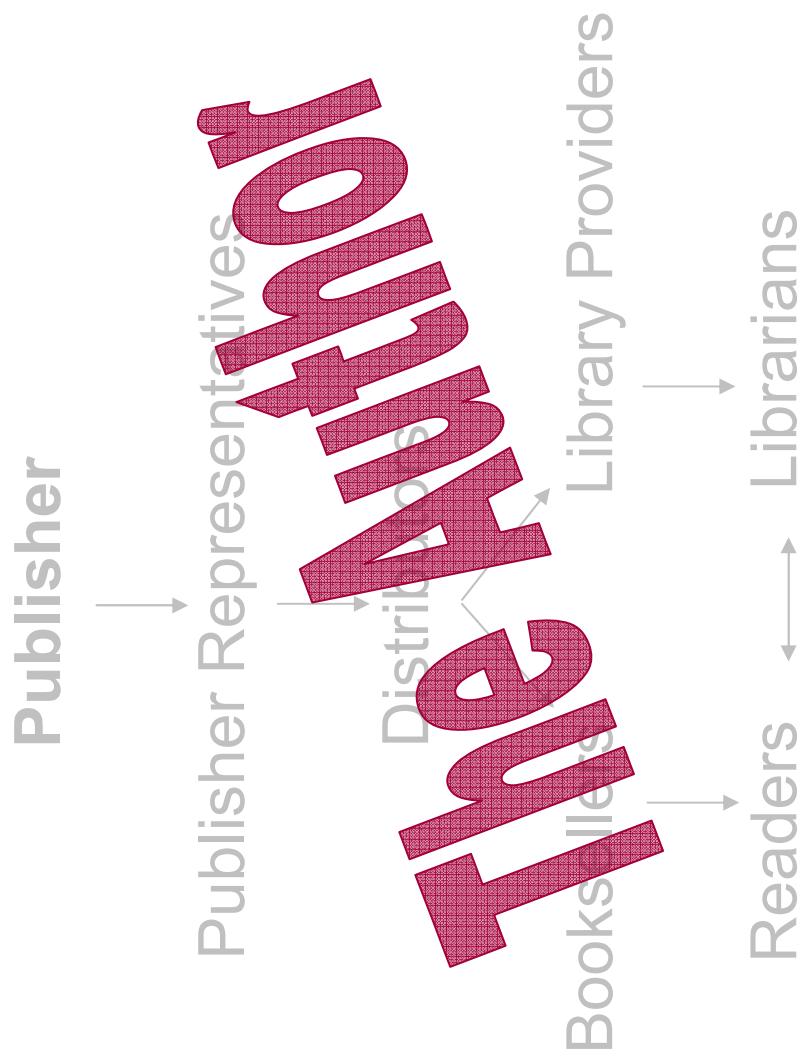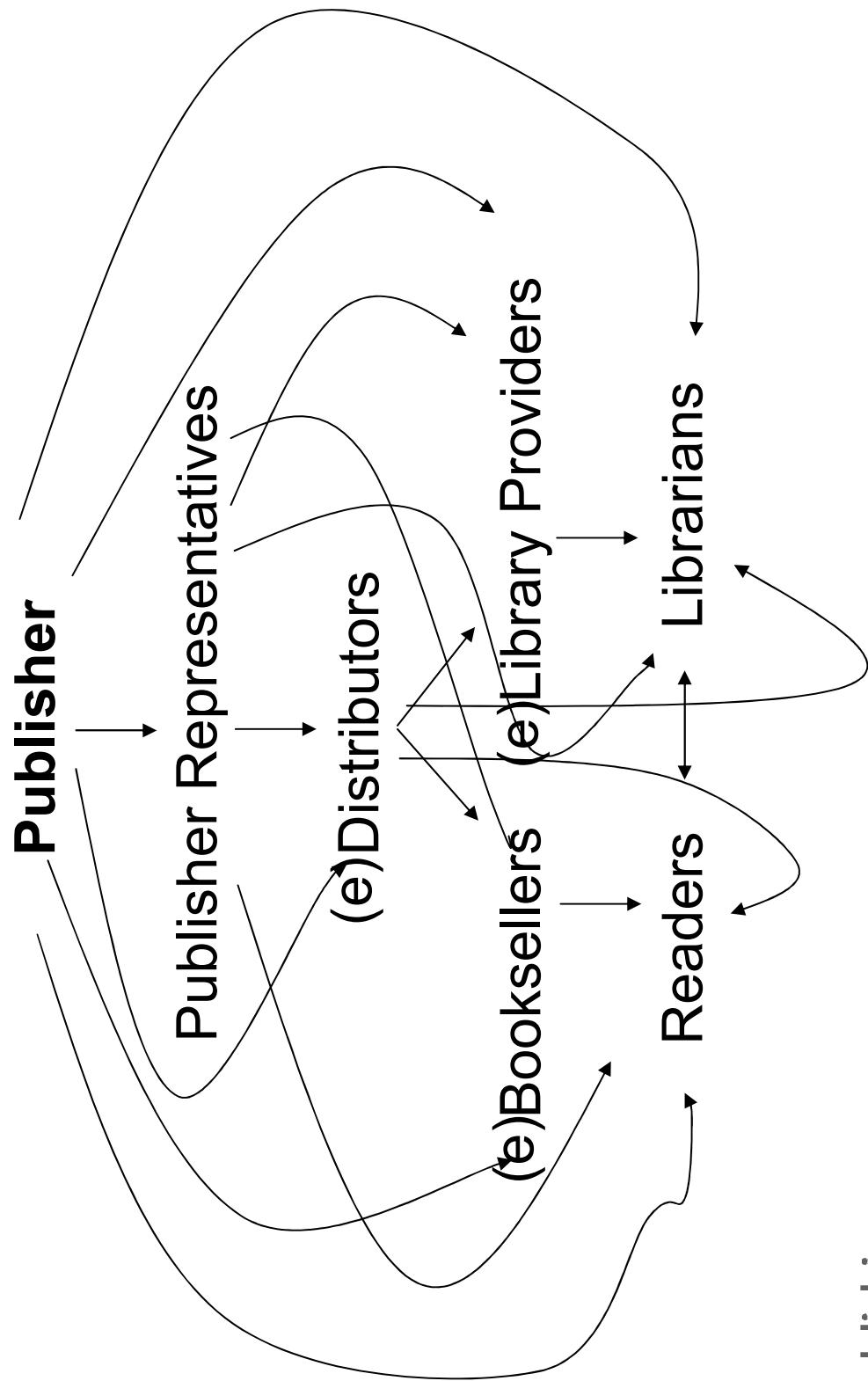
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Digital Revolution

- Journals were online

- Bespoke in-house specialist for journal publishing

- Focused in-house e-sales team

- Re-vamp books website

- Offer content online

- Integrate into associated RSC products

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eBook Platforms

eBooks are considered to offer

- accessibility
- distribution is at low cost and instant
- inexpensive format for colour
- multiple and, if networked, simultaneous usage
- geographic independence
- the ability to search across texts
- the fact that users do not have to visit the library
- little space is required to house hundreds of books

RSC eBook Collection – Why?

- We have a lot to offer
- It benefits librarians
- It benefits ... (past, present and future!)
- It ... nals
- ... achieve this

Worried about leaving print?

What ifs...

cannibalisation

Data theft

Data protection

Investment
costs vs return

Piracy

Piracy – Tackling It

- **Regular Monitoring:**
  - Web notifications
    i.e. Google alerts
  - Detecting sequential downloads
  - Working with other publishers
  - International representatives
  - Notifications from authors

- **Resolving:**
  - Contact file sharing sites
  - Serve "Take down" notices
  - Education –
    referencing source material,
    facilitate legitimate linking

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Beginning eBook Publishing

- Editorial
  - Do we have content?

- Production
  - Can we digitize it?
  - Can we deliver it?

- Marketing
  - Can we tell people about it?

- Sales
  - Can we sell it?

Adding value to the academic community: RSC Books go digital

- Archive digitization completed in 6 months
- Archive PDF files and XML headers
- Enhanced bibliographic information
- Google search system
- Available by institutional subscription
- 1st chapter free-to-view
- Critical mass of content

Joining the eRevolution…

2007 and beyond

- ONIX data
- Comprehensive online catalogue
- POD
- E-Marketing and data feeds
- eBooks

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RSC Books go digital

The shift from paper to electronic dissemination:

- Associated new business models and access to institutional libraries

- Bespoke list marketing and sales activities

- Enhanced visibility, usage and acknowledgement of trusted online information sources

- Increased product list using print on demand technologies

Visibility
Top 10 Institutional Users, by location Q1 2008

Rank	Country
1	Australia
2	Australia
3	New Zealand
4	Israel
5	Germany
6	USA
7	UK
8	Australia
9	UK
10	Canada
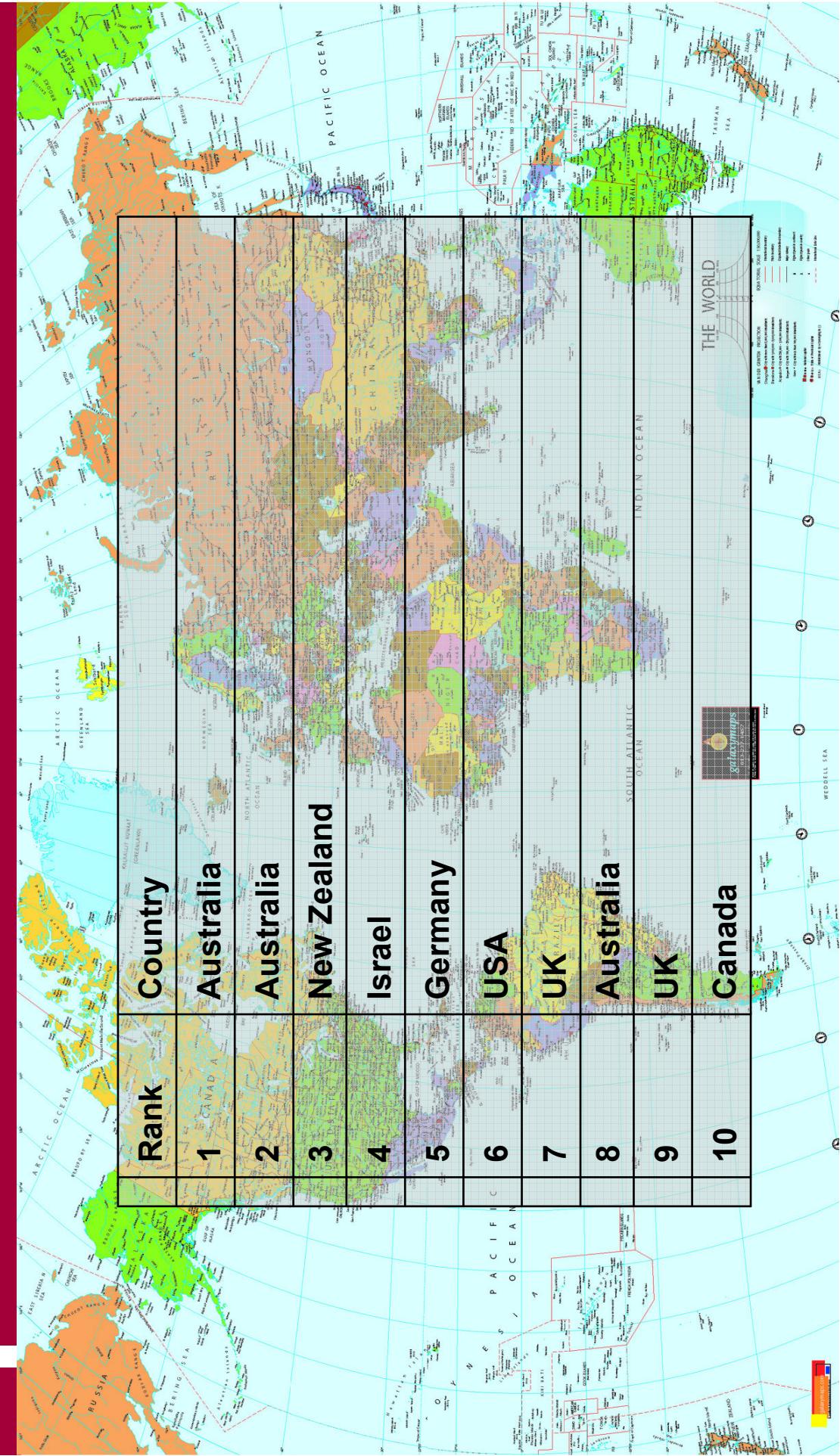
Google Book Search

- Part of Google search engine
- Online viewing of limited amount of each book
- Contents cannot be copied or printed
- Amount viewable set by publisher
- Direct links to RSC online catalogue

- http://books.google.co.uk/

RSCPublishing

Amazon

amazon.co.uk

- Content of books used in customer searching
- Browse a small amount of content
- A "virtual bookshop" experience for customers
- Viewing / printing of whole book not possible

SEARCH INSIDE!™

The Chemistry of Fragrances

From Perfumer to Consumer
2nd Edition

Edited by
Charles S Sell

# New Marketing Tools

RSC Publishing

Results

- Working with 2 key partners cover:
  - c. 63% of search engine users
  - c.39% of the online print book market

- Many other online print trade channels available:
  - covering niche markets
  - exploiting existing relationships
  - promoting competitiveness within the market

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Results

- 2007 print sales were up vs 2006
  eBook sales constituted ~10% of the total years revenue
  – surplus contribution to the organisation

- 2008 print sales were up vs 2007
  ~9% of print revenue POD
  eBook sales constituted ~30% of the total years revenue
  – surplus contribution to the organisation

- Submissions continue to rise, existing activities have
  been supported by the electronic book launch

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Tangible results & statistics

End of 2008 eBook Downloads up 173% on 2007
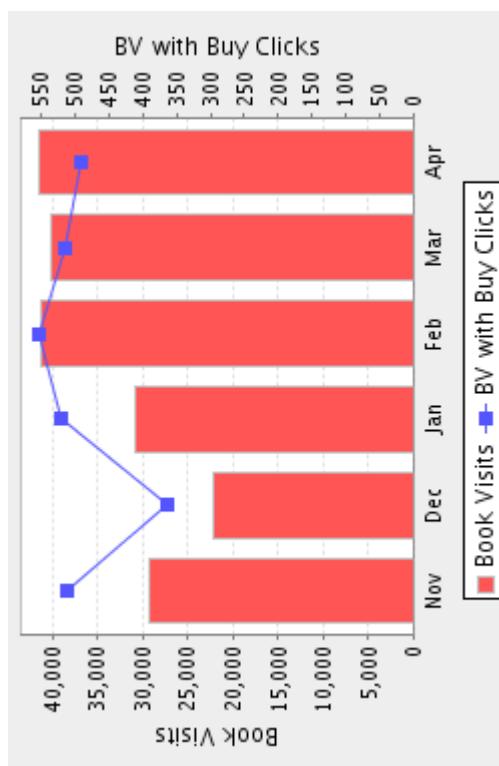
Top Books   (2008-05-04 ~ 2008-05-10)

Top 5 Books by BV with Buy Clicks		Book Visits	BVs with Pages Viewed	Pages Viewed	BVs with Buy Clicks	Buy Link CTR	Your Earnings
9780854046003	The Science of Chocolate	262	246	1,106	7	2.7%	$0.00
9780854046300	A History of Beer and Br…	239	223	1,043	3	1.3%	$0.21
9780854045877	Hair in Toxicology	71	54	456	3	4.2%	$0.00
9780854046157	Food: The Chemistry of i…	39	39	312	3	7.7%	$0.00
9780854046294	The Science of Ice Cream	115	109	789	2	1.7%	$0.07

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Seeding the future

Improving the culture of academic publishing

- Creating a culture of listening to users using metric and analysis

- Embedding metrics and analytics into key areas (editorial, sales, marketing, product development)

- Communicating directly with our customer base

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Improving the culture of academic publishing

- Examine what people are using

- Examine how are they using it

- Examine how they are finding it

- Understand preferences – there is rarely the aggregate average customer

Transforming Strategy

- Focusing more closely on customers than ever before
- Identifying the changing needs of customers (and buyers)
- Implementing feedback mechanisms
- Offering the products with functionality that the users value most

E-book publishing –

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- Leverage on trusted source and quality content reputation

- Increasing flexibility and reach

- Increasing sales opportunities

- Reviving older content

- Responsive to customer needs

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