



science+business media

Thinking Outside the Book

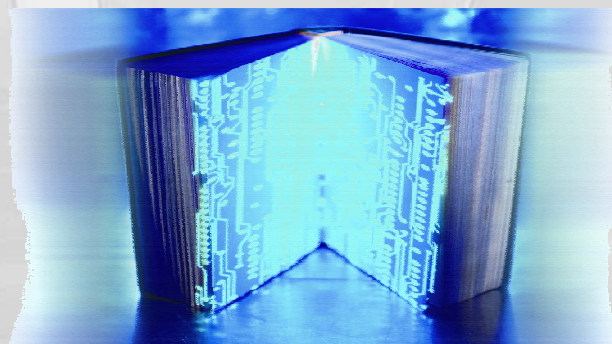
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With thanks to:

Mark Sandler Director CIC Center for Learning Initiatives

Anne Behler Information Literacy Librarian, Pennsylvania State University



2009

The good old print only days for Publishers

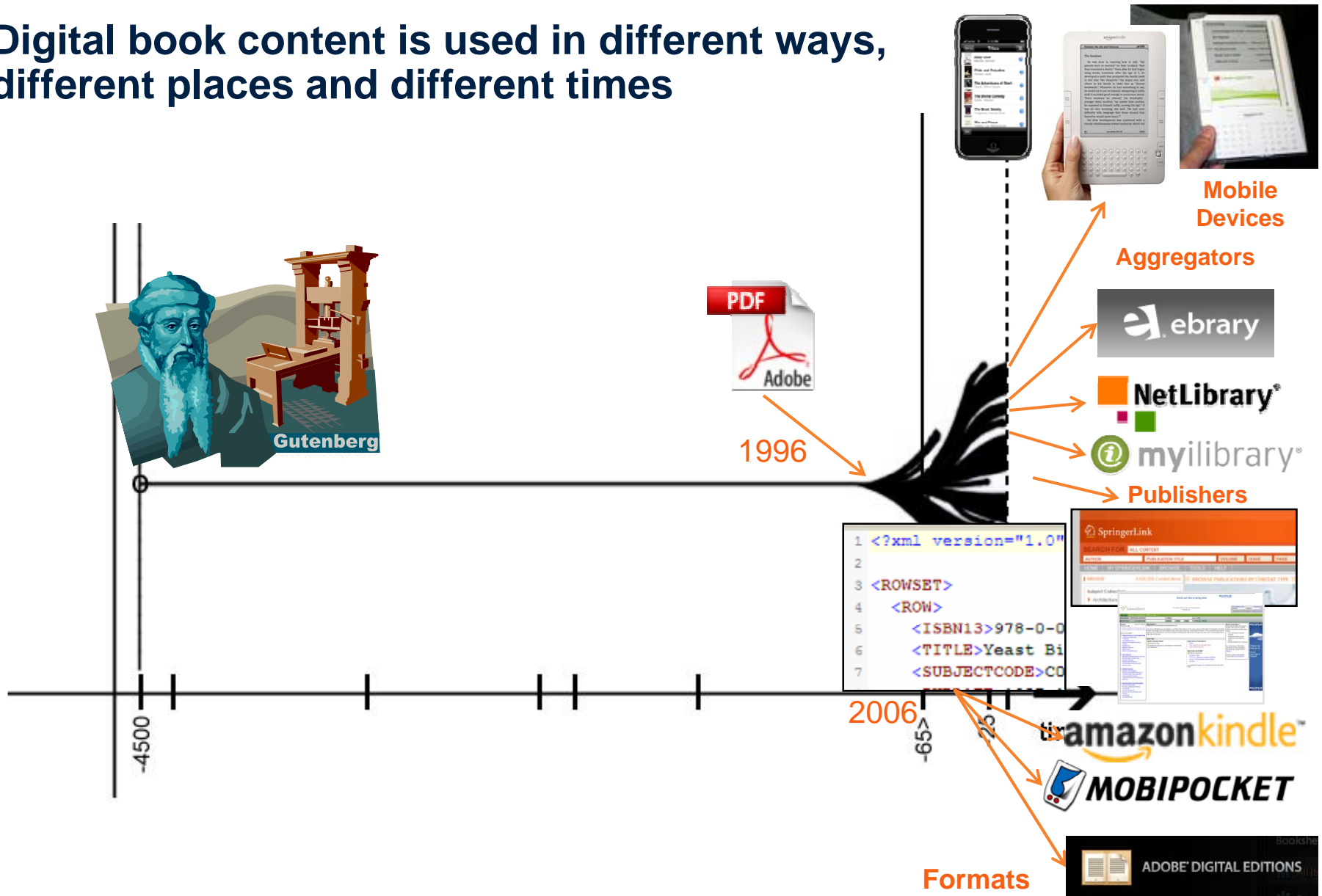


A success, but book content was only available in (and optimized for) the printed book.



Everything
is going **digital**

Digital book content is used in different ways, different places and different times



eBook Developments: Market breakthrough in 2006

Rocket eBook
& Softbook
1998



NetLibrary
eBrary
1999



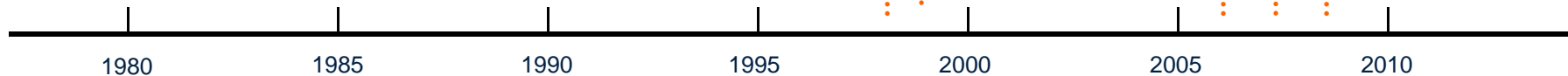
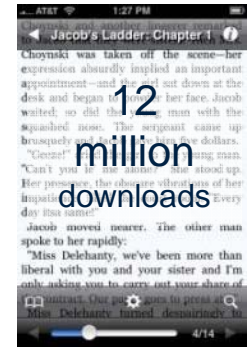
Springer
eBook program
2006



amazon
Kindle
2007



iPhone
2008



eBooks fill a **different need** than print books

“Library users demand 24/7 access, instant gratification at a click, and are increasingly looking for **the answer** rather than for a particular format: a research monograph or a journal article for instance.”

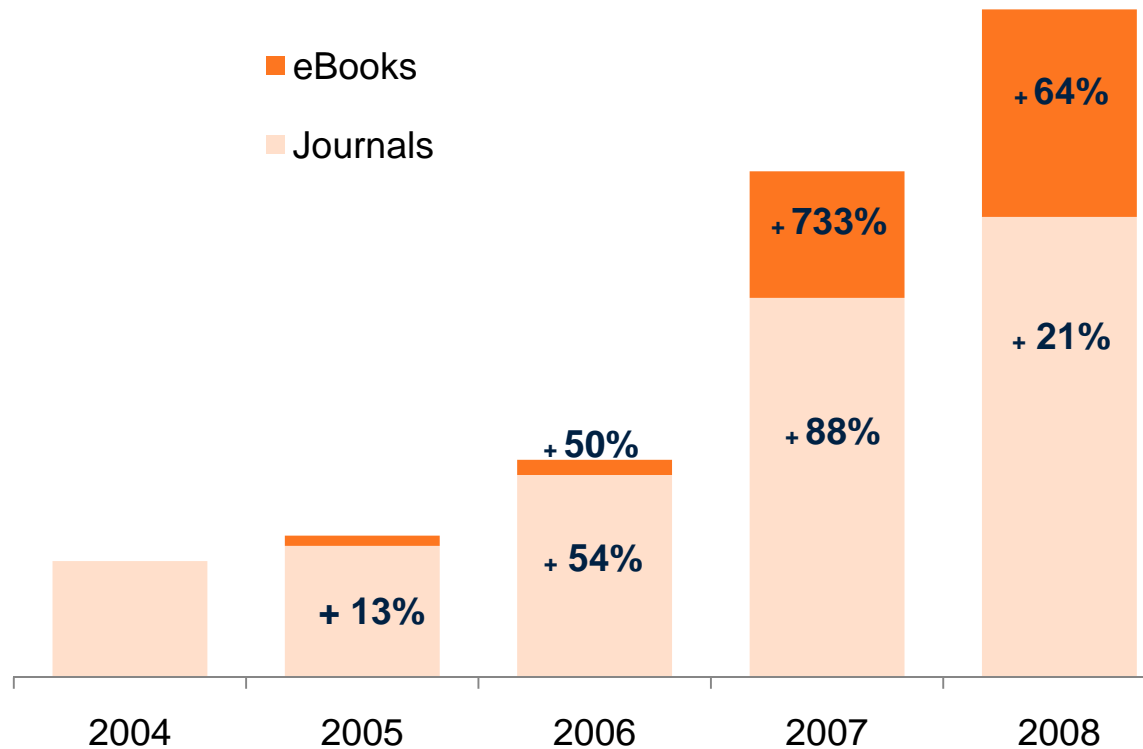
“So they scan, flick and ‘power browse’ their way through digital content, developing **new forms of online reading** in ways that we do not yet fully understand.”

“ The latest CIBER research suggests that **eBooks** will be the **next publishing success story**, although demand here could be even more spectacular, simply as a result of the enormous **size of the student population**, hungry for highly digested content. ”

*CIBER: Information Behavior of the
Researcher of the Future; January 2008*

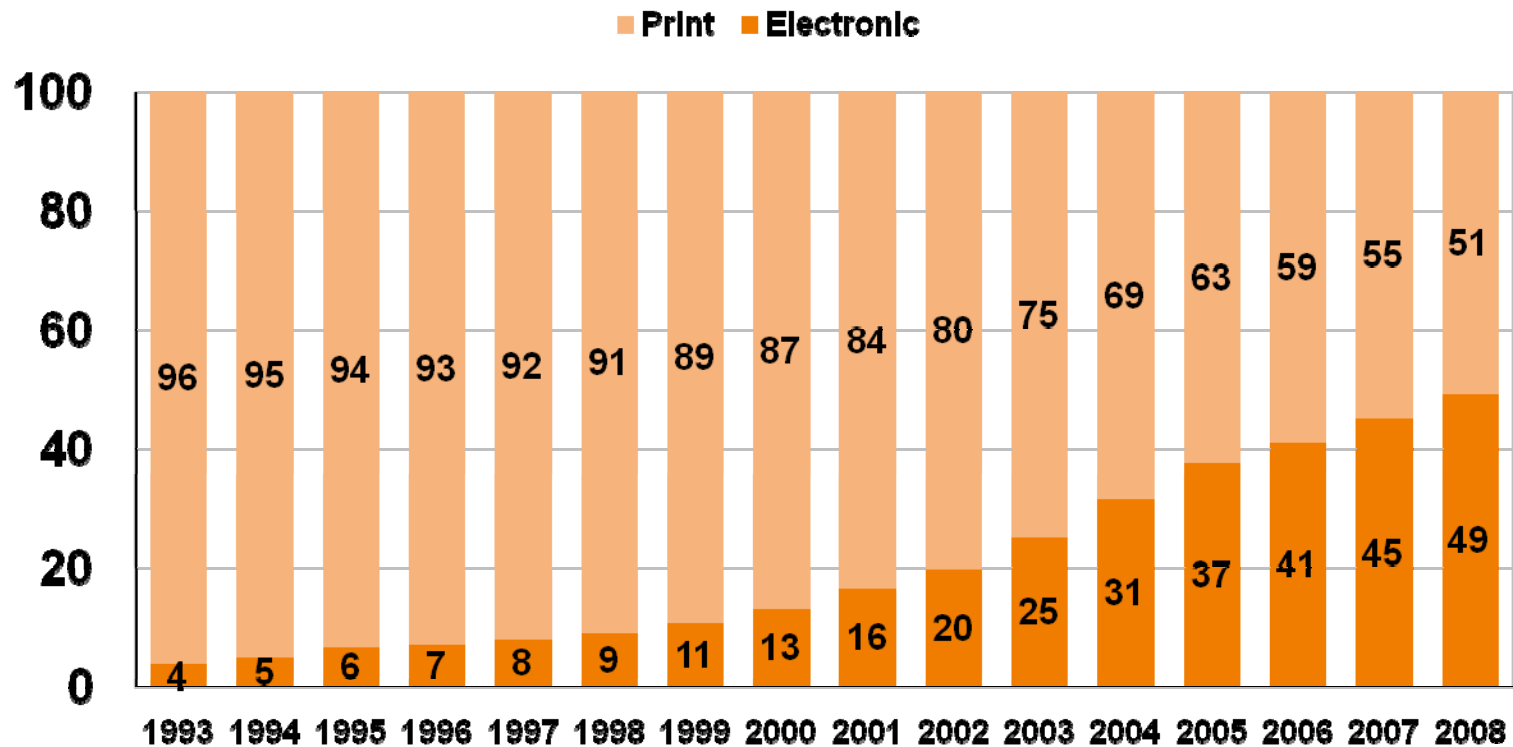
Our audience is **reading digital...**

Growth (%) of downloads compared to previous year

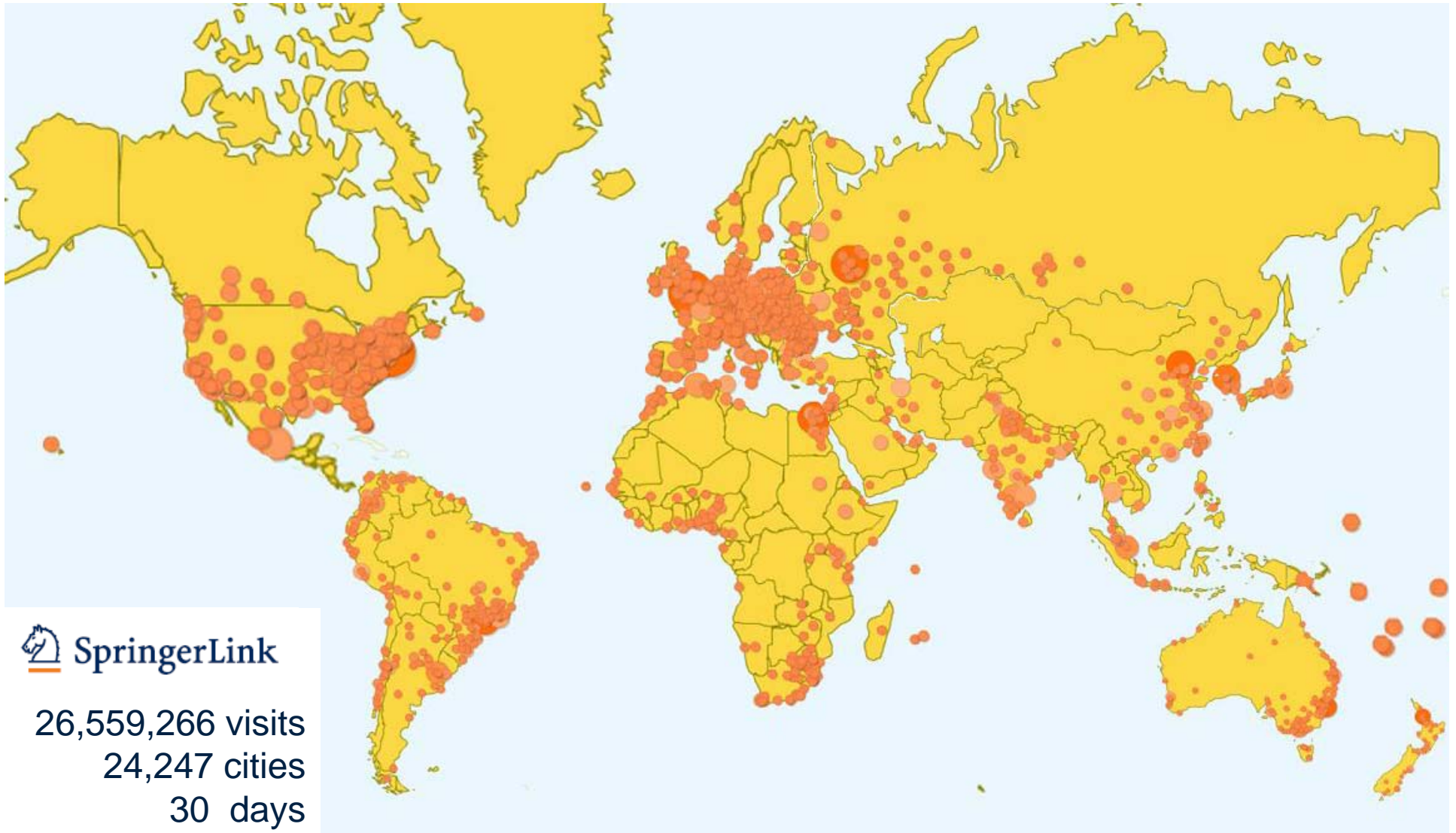


Our **customers** are buying digital

ARL Libraries Expenditure: Print vs. Electronic



...and they are distributed **globally**

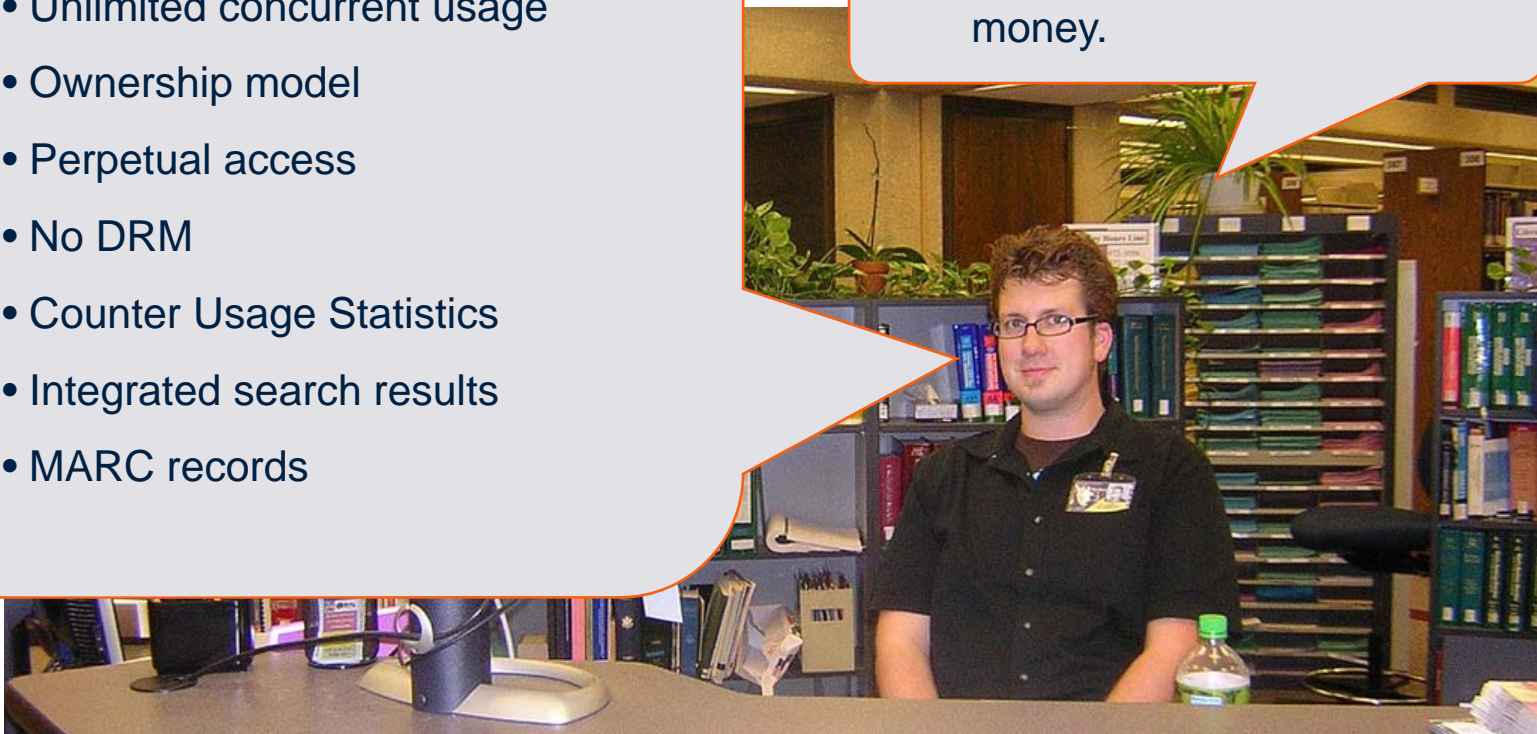


Springer's response: Delivering the eBook package business model according to customer feedback

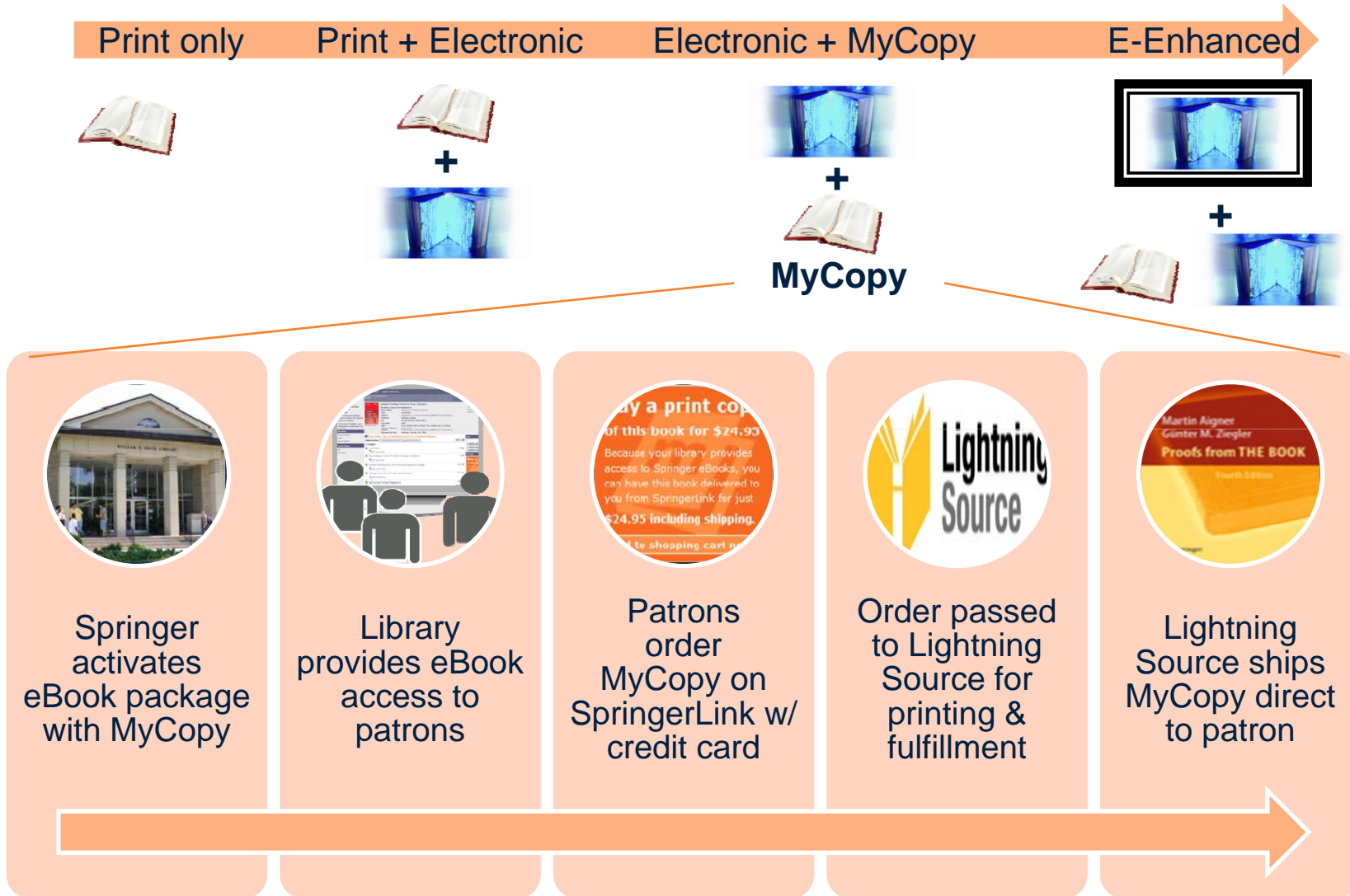
I want:

- Unlimited concurrent usage
- Ownership model
- Perpetual access
- No DRM
- Counter Usage Statistics
- Integrated search results
- MARC records

And I want a good value for
money.

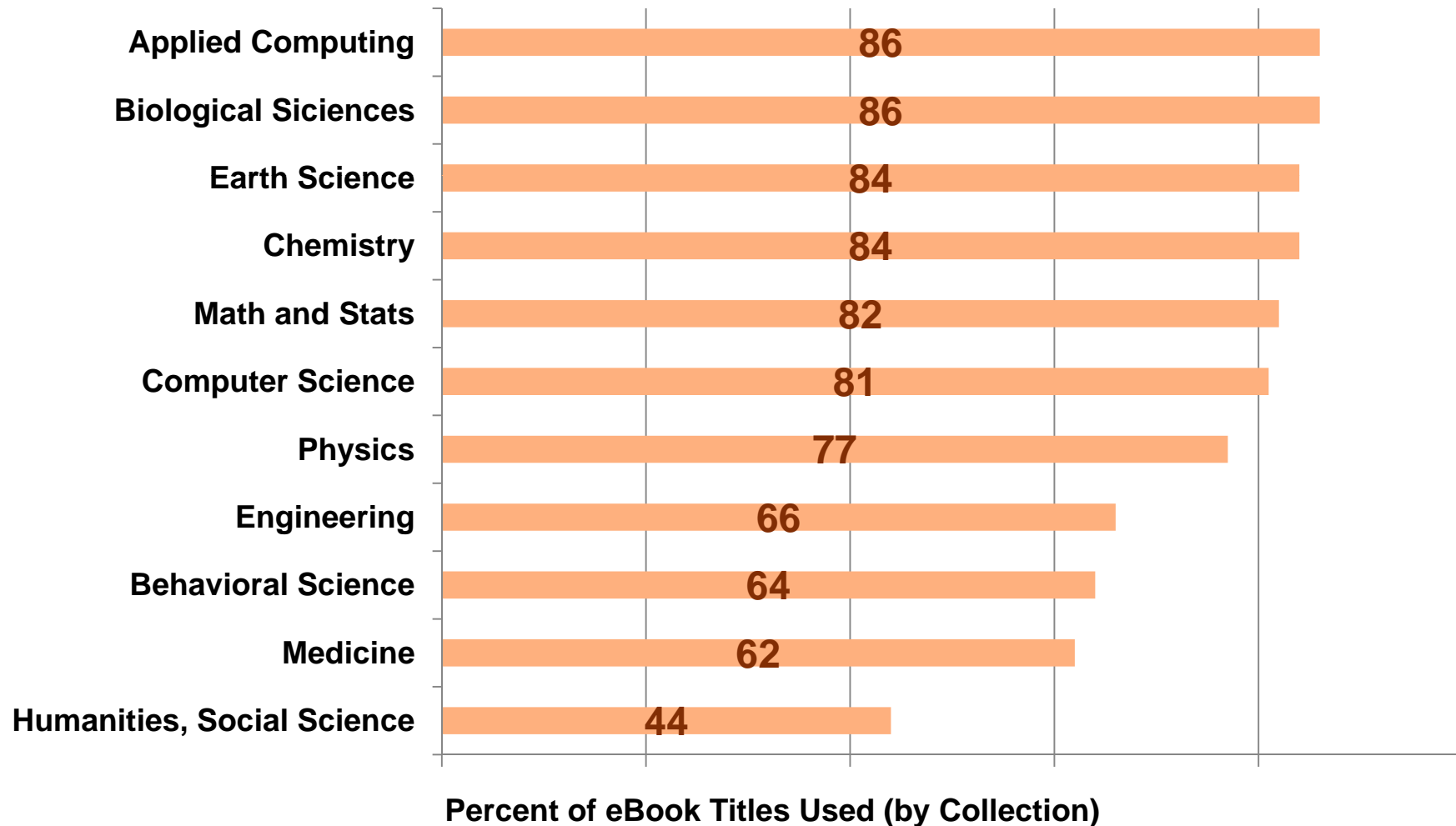


Evolution of business models



Case Study 1 – CIC consortia

Case study 1: 2008 CIC Springer Use – 830,000



Case Study 2 – **Pennsylvania State University**

eReaders – the future of reading?

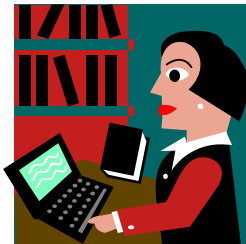
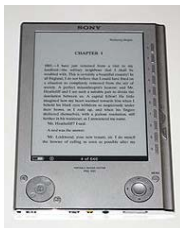


Case study 2: Pennsylvania State University

Mobile content:

- No intervention from library
- Versatility across devices
- Affordability

100 X



Thank you. Questions?



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