



The New POD: Publishing On-Demand



INGRAM
ONE SOURCE. COUNTLESS POSSIBILITIES.™

Where I am coming from ...

Suzanne Wilson-Higgins, Commercial Director, EMEA
at **Lightning Source** and part of the Global Content
Acquisition team, Ingram Content Group.

Previously at BH Blackwell Ltd Retailer/Library Supplier
/Periodicals

Previously at Heinemann Professional/ Butterworth-
Heinemann/Reed International/ Reed-Elsevier plc



Publishing On-Demand: Changing Marketplace

- Web 2.0 introduced new ways to drive content discovery - and sales - online
- Libraries worldwide looking to expand without expanding physical footprint
- Consumers expecting content to be 'always' available
- Content globalization - worldwide opportunities
- Optimization of existing content in multiple formats
- Retailers ramping up e-commerce operations



Publishing On-Demand: New Marketplace Dynamics

- Consumer increasingly in control
- Audience fragmentation
- “iTunes” pricing model becoming the norm
- Sales no longer concentrated
- Global opportunity



Publishing On-Demand: It's Complicated

- **Many types of material**
 - Trade, Reference, Textbook, Journal, Digital Audio Book
- **Numerous formats and DRM types**
 - ePDF, pPDF, epub, Lit, Mobi, pdb, MP3, MP4...
- **Many distribution channels**
 - Wholesale, physical retail, online retail, publisher websites, library suppliers, library consortia, libraries, friends, thieves...
- **Many economic models**
 - Download, perpetual, subscription, loan,
 - pay-per-view, single-user, multi-user, consortium...
- **Many platforms**
 - Websites, browser-based platforms, computers, PDAs, e-book readers, phones, MP3-players...



Publishing on Demand: in print

- Make a new titles available
- Keep conventionally printed titles in print
- Eliminate reprint decisions
- Reduce or eliminate on-hand inventory
- Export via Distributed Print/Reselling
- Publish in large print or special editions
- Custom Publishing



Who is using POD today?

Traditional Book Publishers:

STM, Academic, Trade, Religious,
Educational publishers

Some Journal Publishers:

Journal issues (thematic) and open access

Non-traditional publishers:

Author Services, Micros, Databases,
Aggregators

Publishing On-Demand: Taylor & Francis

Case Study

Active Titles

- Ingram Book Active Titles 63,558
- Lightning Source POD Titles 17,078
- 2008 POD Volume 238,776
- Ingram Digital e-books 14,539
- MyiLibrary Titles 21,429



Publishing On-Demand: Thomas Nelson

Case Study

Active Titles

- Active Ingram Book Titles <5000
- Lightning Source Print on Demand Titles >2000
- Yearly Print on demand volume >100,000

Other Activities

- Lightning Source's front list program for print on demand titles in the UK
- Lightning Source's Quick Ship Program
- Ingram Digital's CoreSource Digital Asset Management
 - 600+ titles
 - ePDF titles open to Amazon Search Inside, BN See Inside, Google Book Search, Christian Book Distributors, Ingram Search and Discover
- Automated process to deliver POD from CoreSource
 - In progress



Publishing On-Demand: Elsevier

Active Titles

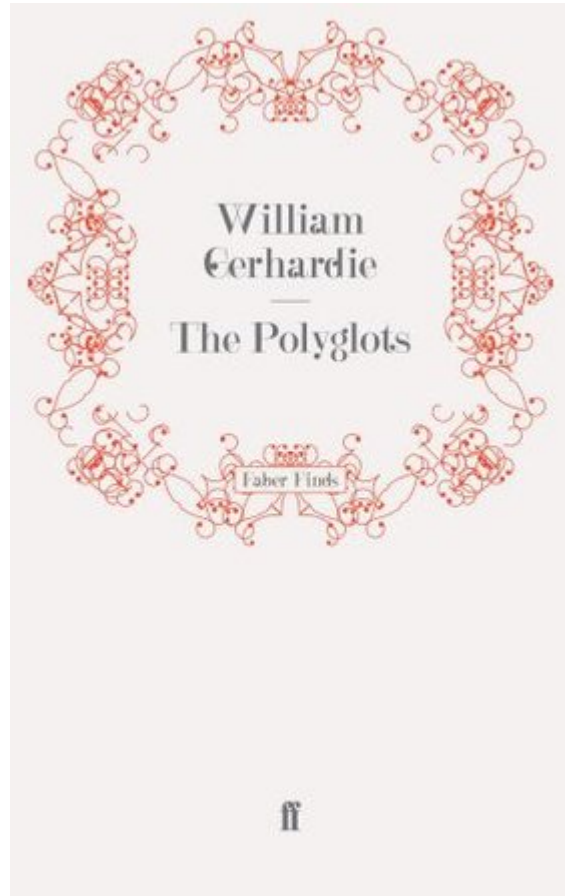
- Active Ingram Book Titles 6,644
- Lightning Source Print on Demand Titles 5,457
- Yearly Print on demand volume
83,000+
- Active e-books 11,000
- MyiLibrary Titles
- VitalSource Titles 11,000

Other Activities

- Elsevier Search & Discover platform
- Lightning Source did first two color Health & Books
 - Titles traditionally done in black & white



Publishing On-Demand: Faber Classic Backlist Editions



Bringing Great Writing Back
Into Print.

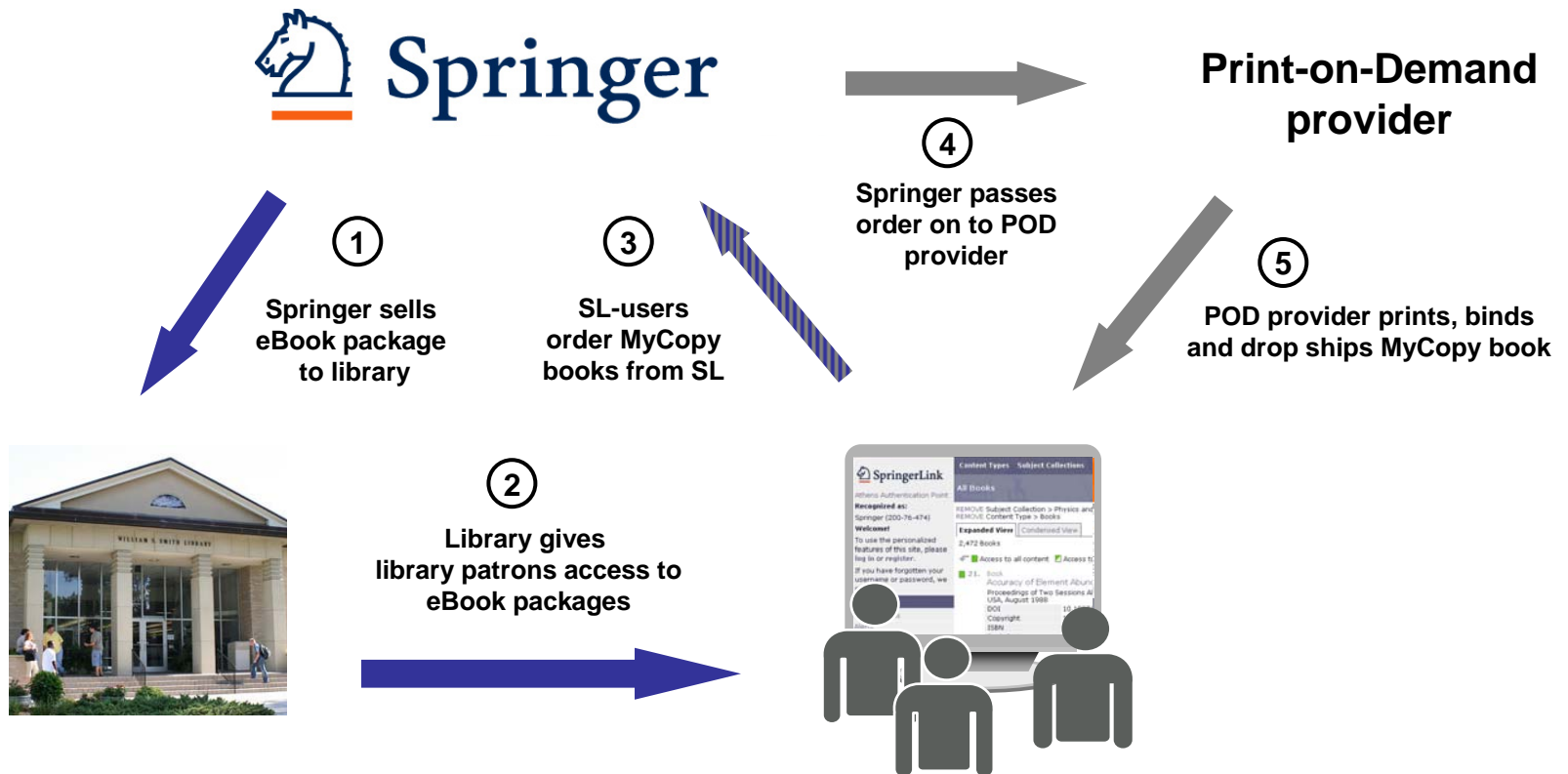
Working Antony Rowe / CPI
Group

To bring back classic books
into print

www.faber.co.uk/faberfinds/

Publishing on-demand: P-Books from E-Books Collections

MyCopy = affordably priced POD eBooks for patrons whose library has purchased a Springer ebook package



Total Springer titles: 34,404
MyCopy Paperback: 16,638

Publishing On-Demand: : databases foodsciencecentral.com



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Food Science and Technology Abstracts®

food science | central®

- **Food Science & Technology Abstracts - FSTA®**
- **Set up in 1968**
- **Gradual migration from print to online to CDROM to WWW**
- **Reduction in print copies needed – now fewer than 200 copies per issue**

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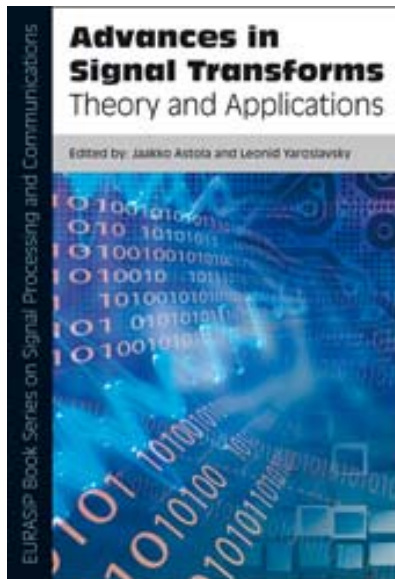
FoodInfo Online

Information Store

FoodInfoQuest

Publishing On-Demand: Journals & books Hindawi

- **Hindawi Publishing Corp**
- **Open Access journals and a book publishing program that spans all scholarly disciplines.**



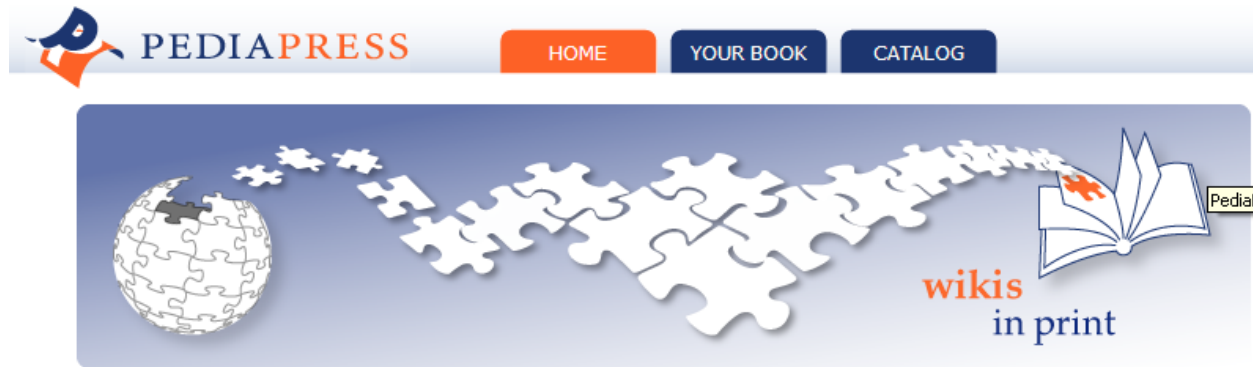
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Wikimedia Partnership

Publishing on Demand Trends: Libraries & Shops... Espresso Book Machine

EBM v1.5 in market

- **Locations:**
- [The University of Alberta Bookstore](#)
Canada
- [Internet Archive](#) San Francisco,
California USA
- [Bibliotheca Alexandrina](#) , Alexandria
Egypt
- [New Orleans Public Library](#)
Louisiana USA
- [DA Information Services Pty Ltd](#)
Victoria Australia
- [University of Michigan Library](#)
Michigan USA
- [Northshire Bookstore](#) Vermont USA
- [NewsStand UK](#) London UK

759 publishers and over 200k titles

EBM v2.0


Blackwell's Charing Cross Road, UK



Publishing On-Demand: Content aggregators bibliolife.com/



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Projects and Partners

The BiblioLife Network was officially launched in May 2008 and is quickly growing. Below are some of the projects and partners that make up our current network and the types of organizations that should think about getting engaged with the BLN.

What type of people should get involved in the BLN?

- **Libraries, Archives** or other institutions needing to build a healthy and sustainable digitization program to preserve your content and make it accessible to the world.
- **Subject Matter Experts** looking to help archive and describe the important books of the world
- **Library Service providers, e-book platforms** and other parties looking to partner for an end-to-end

Categories

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- [online digital collections](#)

- Out of copyright books
- Large Print books
- Digitisation projects with Libraries



“Old Books Deserve a New life”

352,582 Titles

Publishing On-Demand: More Case Studies - Inventory

- Distributors - Perseus
 - Print equipment in DC's
 - Distributors outsourcing / partnering
- 100% on demand –
African Book Collective
- Ultra Short-Run – John Wiley & Sons

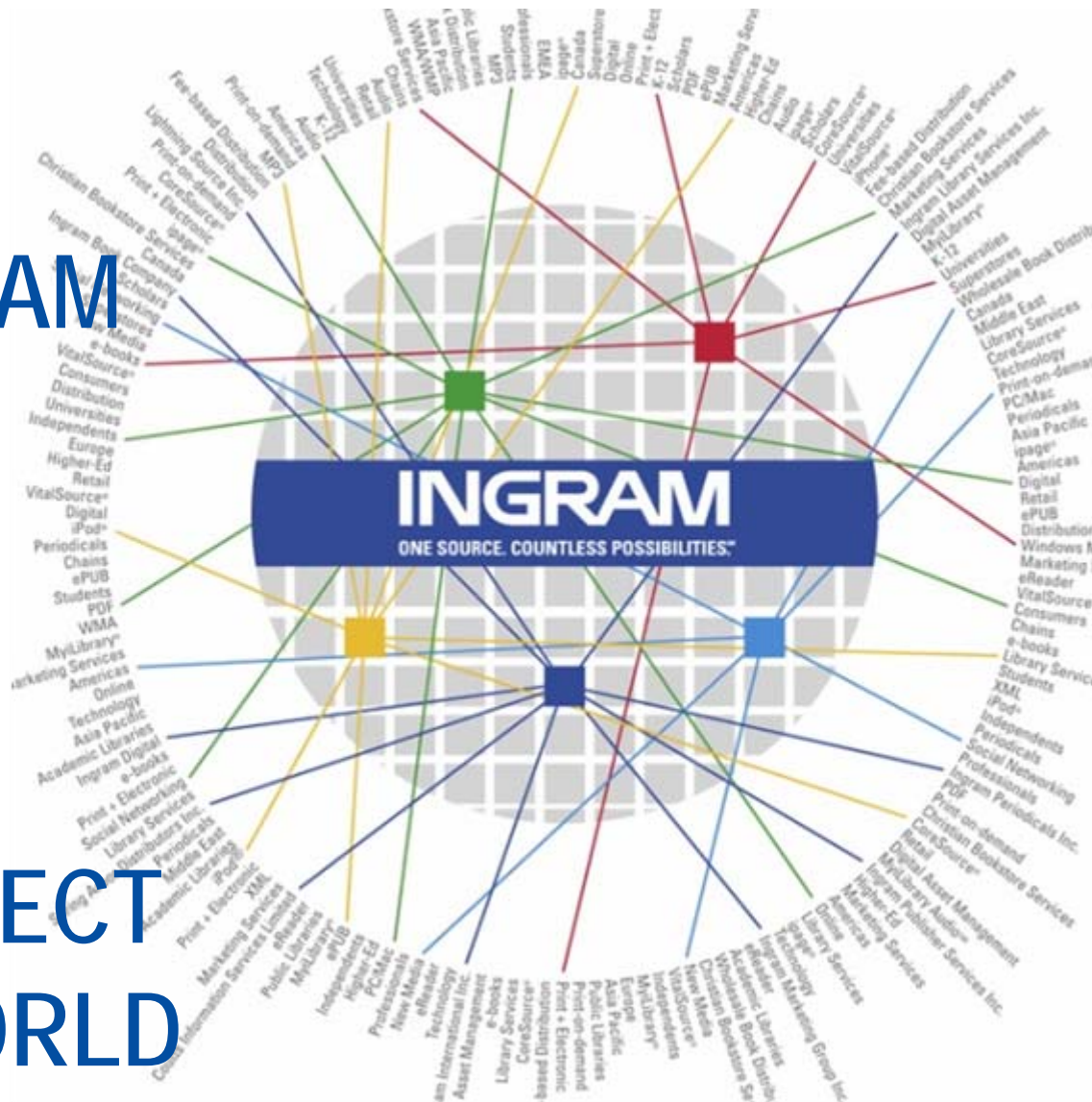
Publishing On-Demand Trends: Digital

- Digital workflow enables digital assets to be tracked & repurposed for different outputs
- XML offers a lowest common denominator allowing multiple file/format outputs
- Tracking digital asset distribution and auditing distribution becoming more complex

Publishing on Demand Trends: Print

- Printed Book Publishing is shifting to micro or virtual inventory
- Physical book distribution is shifting to globally distributed print
- Print technology is improving quality and reducing costs
- New emerging print technologies

WHEN YOU
CONNECT
WITH INGRAM



YOU CONNECT
WITH A WORLD
OF POSSIBILITIES