

The Future of eBooks

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Prague, May 25th, 2010



eBooks – Coming of Age

Market

- Approx. 293 m€ world market volume 2009, fast growing percentage of library budgets
- 65% of college/university teachers and students have already worked with eBooks (JISC)
- From time to time, increased sales due to special funding (excellence funds, tuition fees)

Publishers

- Very heterogeneous offers, no industry standards
- Only some publishers offer eBooks, few offers especially for institution customers
- Necessity of coping with high complexity (many different formats)
- Low awareness of relevant format-dependent risks



The eBook market is characterized by experimentation; publishers are reserved about its strategic significance

Libraries

- In the market as a whole, libraries have a knowledge advantage due to early experimentation
- Preference for packages, but despite this, desire to have the possibility to choose
- Only partial interest in acquiring both eBooks and print versions, increasing substitution
- Integration of content preferably in cross-publisher and cross-media platforms
- User statistics increasingly the basis for acquisition decisions



Demands of libraries are becoming clearer and more uniform

- Since 2008 approx. 1,600 front-list titles from all publishing areas
- Annually approx. 900 new front-list titles
- Every printed book is published simultaneously as eBook
- Long-term archiving with PORTICO
- Transparent discount structures
- All electronic content (eJournals, eBooks, databases) on one platform with integrated search and administration



In 2009 electronic products comprised approx. 25% of De Gruyter's sales

Subject Packages – Everybody's Darling

- Complete package
- Classical and Ancient Near Eastern Studies
- Linguistics/Literary Studies
- Handbooks on Linguistics and Communication Studies
- Library and Information Science, Library Reference
- Mathematics, Natural Sciences, Medicine
- Philosophy, History
- Law
- Theology, Judaism, Religion



Packages comprise approx. 70% of De Gruyter's eBook sales

- High offer flexibility – Single titles, flexible packages, fixed packages
- Ownership model
- Simultaneous publication of print version and eBook
- No access/maintenance fee, no tiering
- Textbooks as eBooks; also contained in packages
- Titles included in the package are fixed prior to the customer's purchase decision
- Unlimited number of simultaneous users

De Gruyter's
offer fulfills
these criteria



Transparency, simplicity and service are decisive for a well-functioning eBook model

- Activation for the whole campus plus remote access
- MARC records free of charge
- COUNTER statistics
- Distribution of all models also through intermediary trade

De Gruyter's
offer fulfills
these criteria

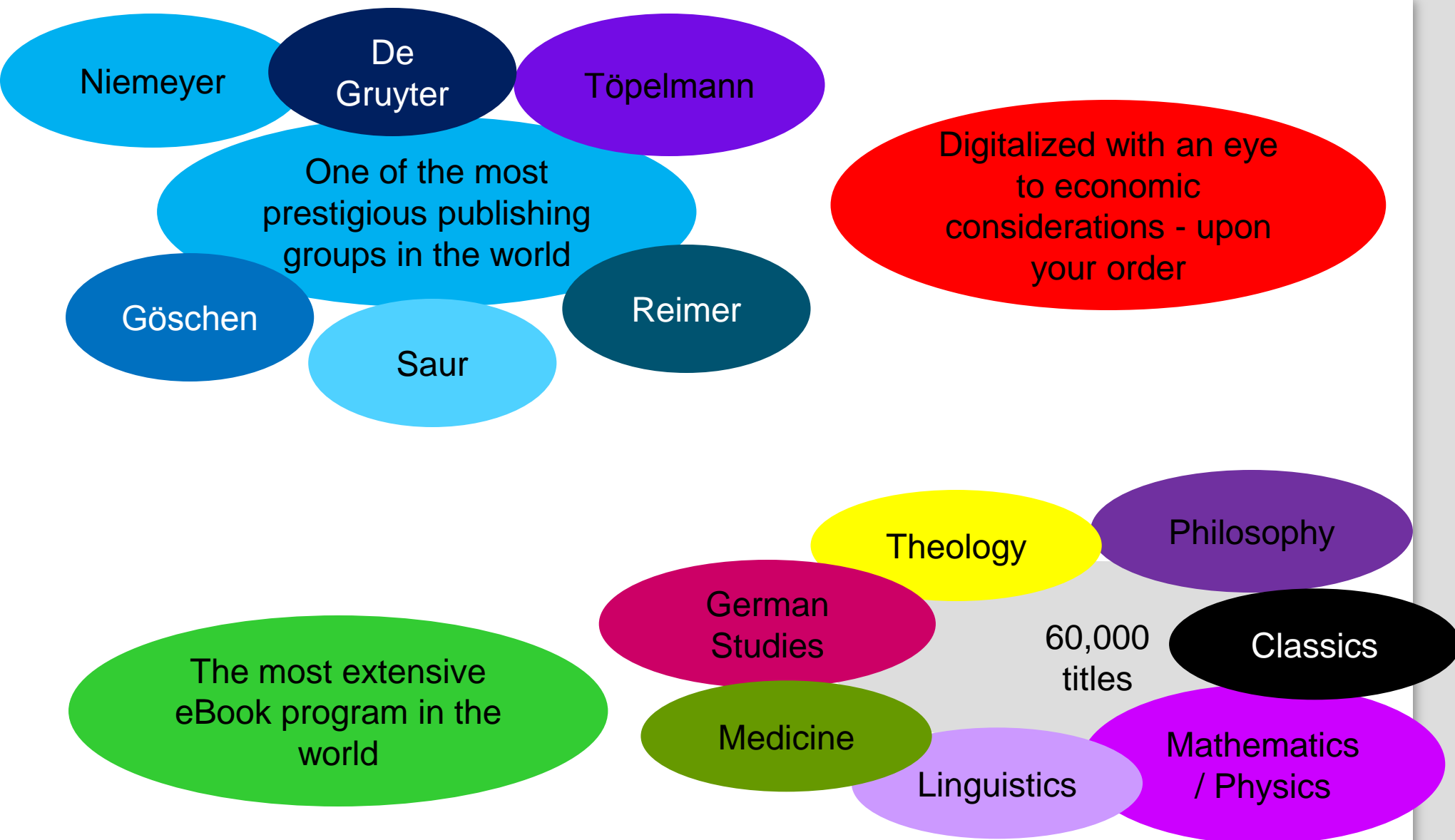


Transparency, simplicity and service are decisive for a well-functioning eBook model

- New eBook prices: from 2010 on - gross prices 1:1 to the price of the print version!
 - Continued unlimited number of simultaneous users!
- Individual textbooks will be priced according to the FTE model
 - in the packages as special offer only with a factor of 5 of the store price
- eBookPLUS for reference books
 - XML structure of the data improves search and retrieval of the results, e.g. in tables
 - Print and eBook prices identical



Sales experiences will be systematically implemented in product development



Whether “old” or “young”: an eBook is an eBook (1/2)

- **Basic principle:**

With respect to technology, business model and discounts, historical eBook titles do not differ from front-list titles

- Copyright year is the original publication year
- Titles of all copyright years can be combined as desired
- All titles with ISBN and VLB (German books in print)
- Ownership model, no access fee
- Unlimited number of simultaneous users
- Activation for the entire campus plus remote access



e-dition addresses the needs of libraries and enables an economic expansion of the inventory

Whether “old” or “young”: an eBook is an eBook (2/2)

- All chapters with DOI
- Title data as ONIX data, after publication available as MARC records
- Entire catalog is searchable at www.DeGruyter.com
- eBook prices correspond 1:1 to the prices of the print version; for older, reactivated titles the prices are: page price 25 cents; minimum price 89.95 EUR/ 129 USD
- Available via Reference Global
- Delivery/activation time maximum 10 weeks

“Best of” Packages Compiled by Leading Scholars

- ✓ Classical Studies
- ✓ Linguistics
- ✓ Mathematics
- ✓ Natural Sciences
- ✓ Philosophy
- ✓ Theology

Hermann Parzinger

William Labov

Günter Ziegler

Joachim Dudenhausen

Volker Gerhardt

Christoph Marksches

Others to follow

- Facsimile
- Copyright year is original publication year
- All titles with ISBN and VLB (German books in print)
- Price identical to eBook edition
- All titles as hardcover



PoD enables optimal consideration of user preferences

De Gruyter e-dition Creates New Possibilities for Libraries

- Individual titles can be replaced
- Series can be supplemented in the print and digital versions
- Digital collections can be built up on main areas of research or for Collaborative Research Centers (SFB)/excellence clusters
- Orders of “best of” packages
- Creation of individual offers together with the De Gruyter Sales Team



Customers can optimally supplement their inventories without having to take own digitalization strategies into consideration

- eBooks reach the end customer, high dependence on end devices
- Proliferation of technical formats
- eBooks will become the main driver of growth for publishers in the book business
- Libraries will integrate eBooks into their regular ordering routines
- Cannibalization of the p and e formats instead of duplication
- Usage will become increasingly significant
- Interactivity will increase – especially in scientific publications



eBooks represent an important part of the future of the book

....thank you for listening

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