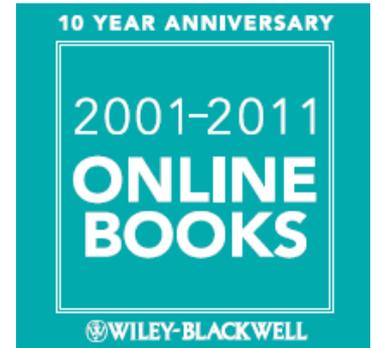


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Wiley Online Library - Ten Years of Innovation



Marta Dyson Account Manager – Central Europe

mdyson@wiley.com

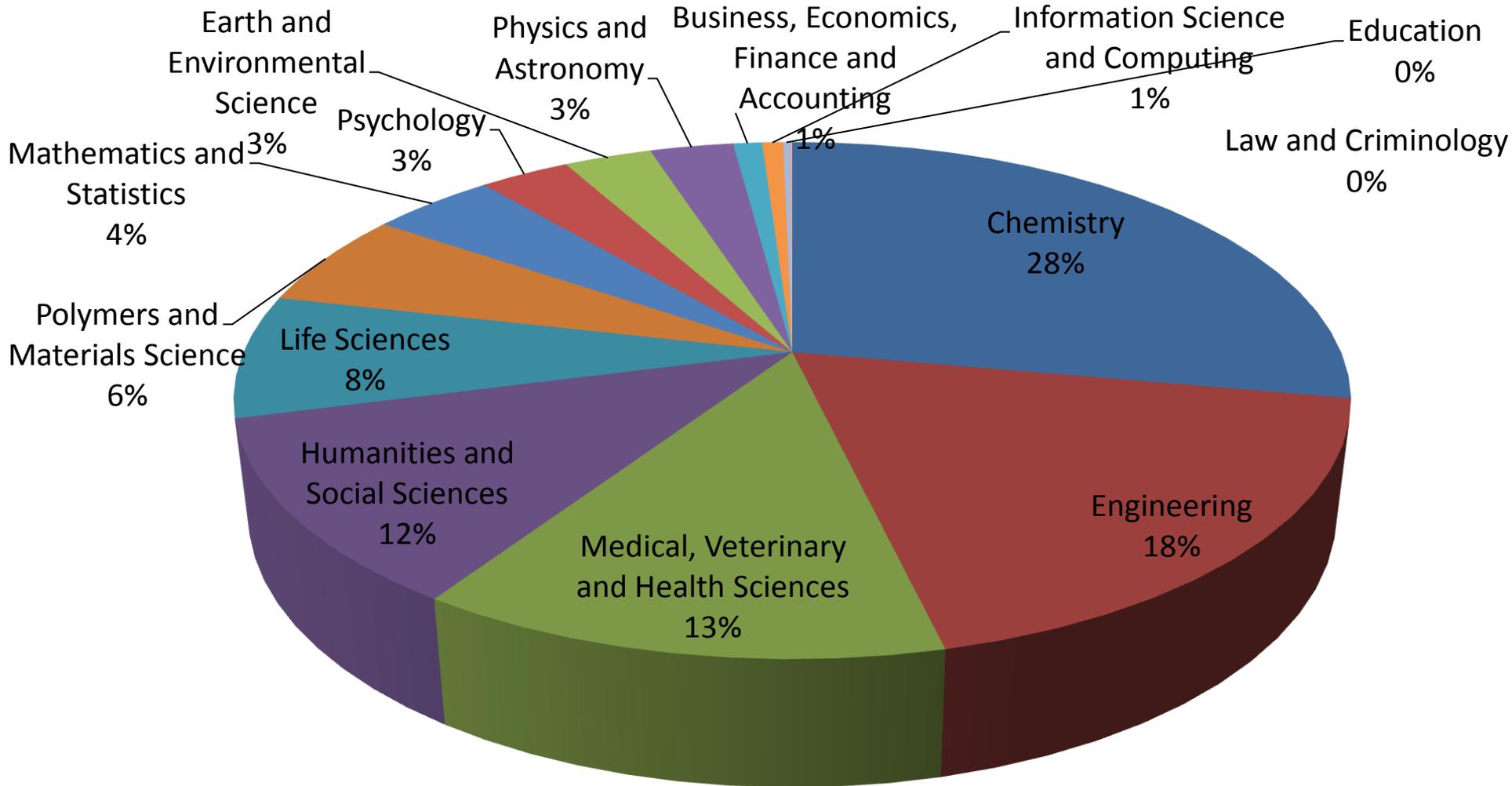
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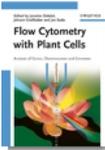
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Flow Cytometry with Plant Cells: Analysis of Genes, Chromosomes and Genomes

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DOI: 10.1002/9783527610921

About this Book

Product Information
About The Product

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Online books - History

- Wiley as a pioneer for books online
- Online books launched in November 2001 – 290 titles
- By 2004 we had 58 online books customers
- Titles sold in collections of books: first collections were:
 - Chemistry Library
 - Life and Medical Sciences Library
 - Electrical Engineering and Telecommunications Library

Online Books - History

- Growth was quite slow until 2006
- 2006 – Wiley launched Wiley Online Advantage project (print +online model)
- 2006 – Wiley trademarked OnlineBooks for our ebooks
- 3,978 ebooks by 2007

Online Books - History

- Rapid growth since
- Every month over 100 titles are added to Wiley Online Library
- And the portfolio keeps growing...

Celebrating 10 Years of Online Books: 2001-2011

2001

Wiley pioneers the Online Book concept on *Wiley InterScience*

2010

Wiley Online Library launches

2011

The number of online books on *Wiley Online Library* expands to nearly 10,000 titles in all disciplines

Forecast – Digital Availability of Books

Segment	Currently	In Five Years	In Ten Years
Trade	25%	85%	100%
Academic/ Professional	10%	75%	100%

Forecast – Digital Availability of Wiley Books

Segment	Currently	In Five Years	In Ten Years
Trade	25%	85%	100%
Wiley	15%	75%	100%



Two Options to Access

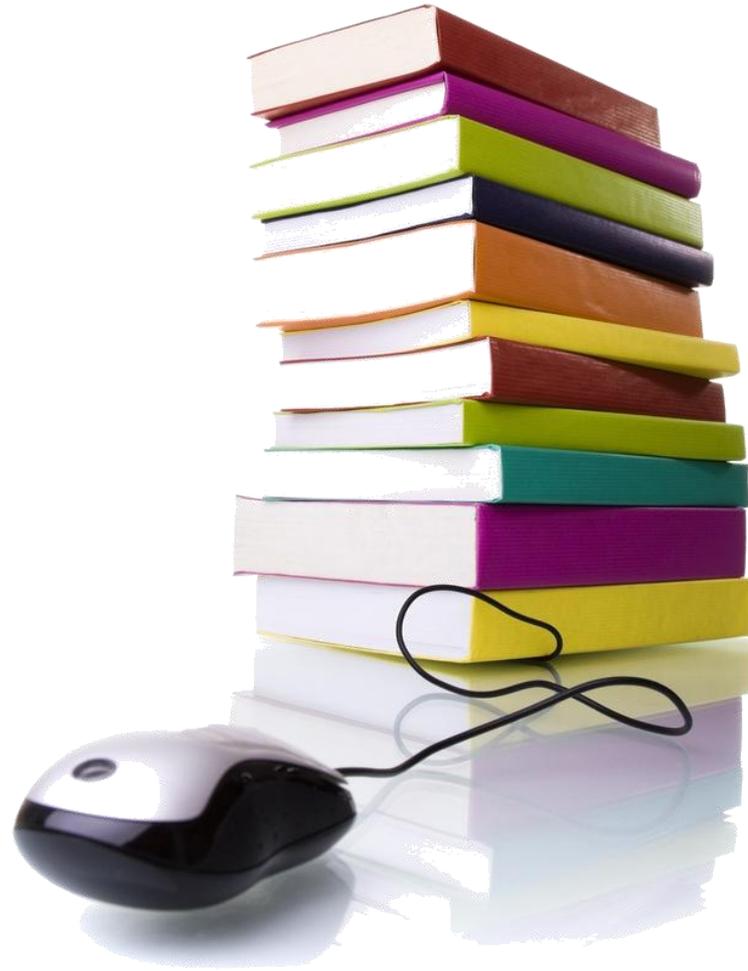
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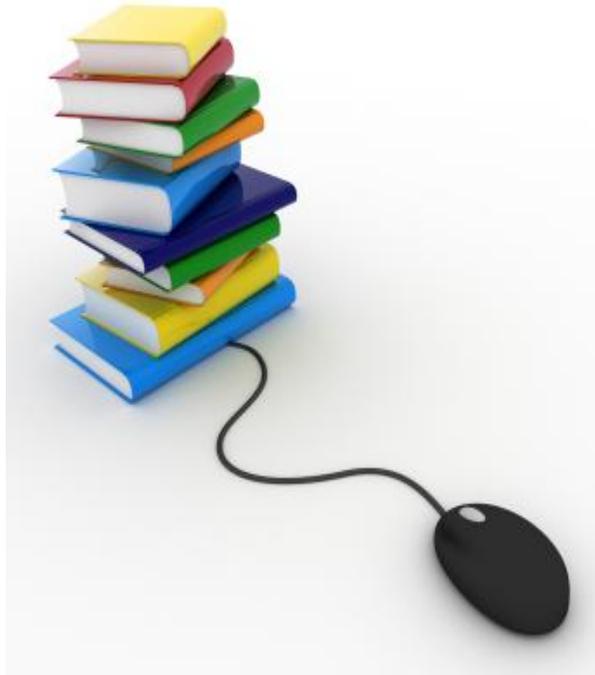


- Develop an Ecommerce solution for licenced customers to make the buying process even easier
- Continue to develop a shopping cart for obooks that delivers ease of selection, purchasing and licensing
- A content enhancement project underway that will provide taxonomies and facilitate user experience through linked and related content
- Improve functionality of MARC records for library cataloguing - MARCs records for Major Reference Works coming soon

- Online Books included in ISI and other A+I services and library search tools - coming soon
- 20 iPad apps for Health Sciences due for launch in 2011
- Thousands of links to more than 125 major reference works on *Wiley Online Library* will be integrated into Paratext's Reference Universe service later this year

Academic Market trends

Global Academic Market Trends



- 1.** Print book use is decreasing, the value of print collections to the University is declining.

Source: Outsell, October 2010

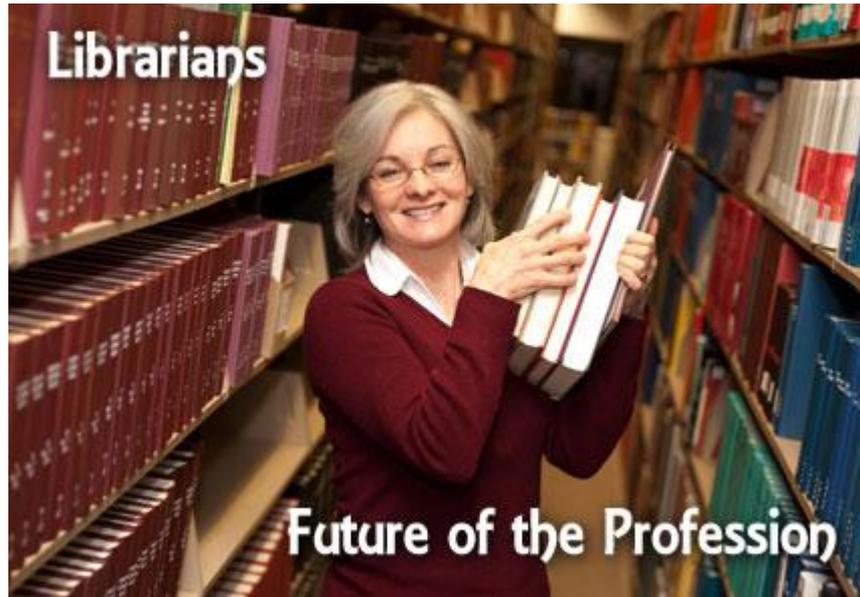
Global Academic Market Trends



2. “Pick & choose” is the preferred model over collections (50% vs. 37%)

Source: Outsell, October 2010

Global Academic Market Trends



3. 3 out of 4 respondents focus on developing their front list collection

Source: Outsell, October 2010

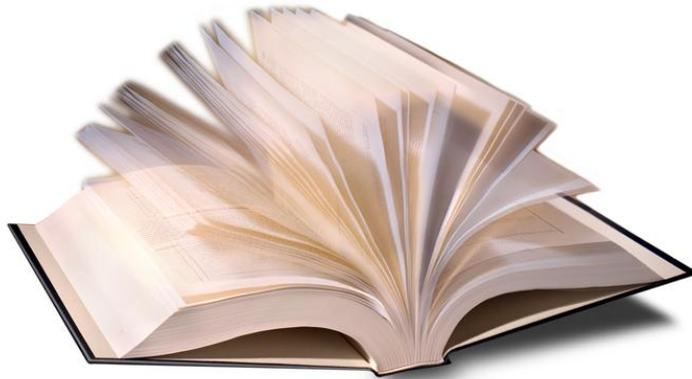
Global Academic Market Trends



4. 93% of libraries do not have a formal migration plan

Source: Outsell, October 2010

Global Academic Market Trends



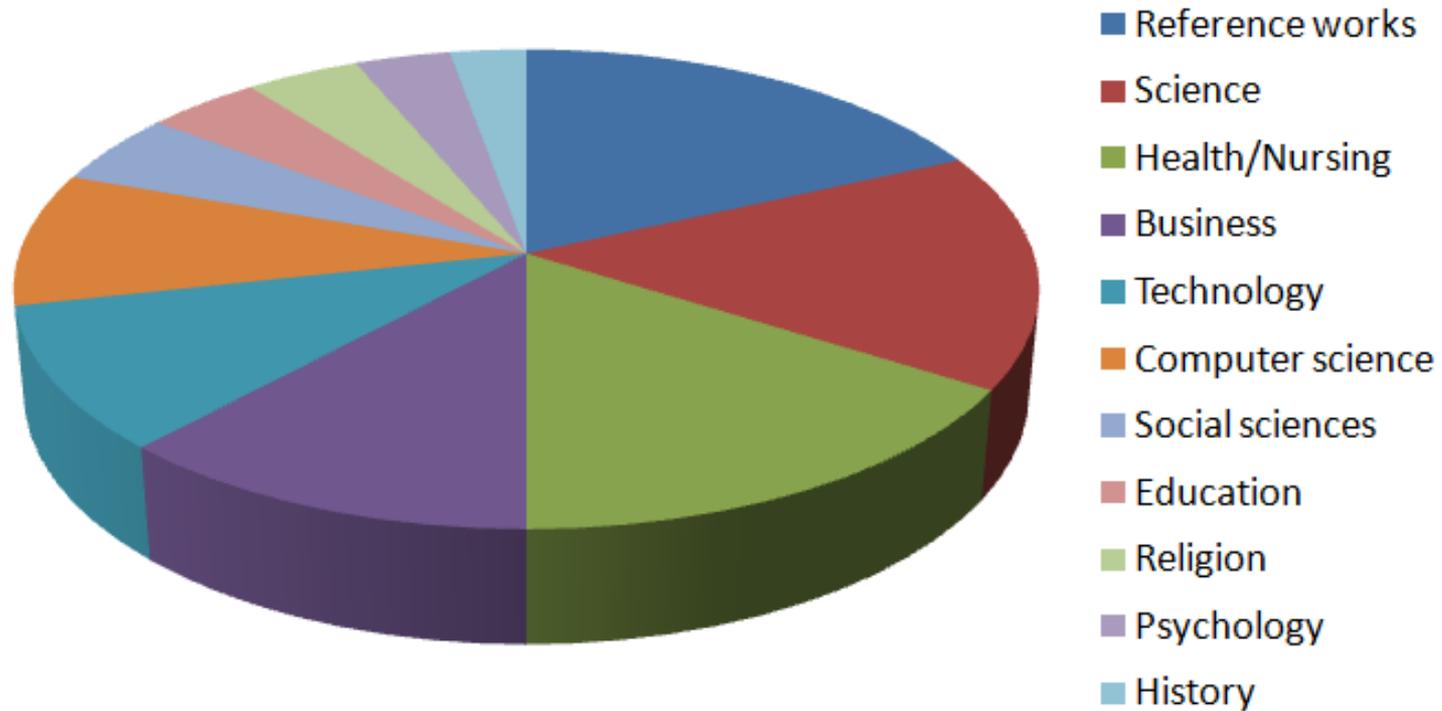
VS



5. 72% are unlikely to buy the same book in print in 2010

Source: Outsell, October 2010

Most Popular Clusters for eBook Purchases



Customers in Czech Republic



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IN PRAGUE



INSTITUTE OF
CHEMICAL TECHNOLOGY
PRAGUE



Mendel
University
in Brno



University
of Pardubice



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1. Society publisher
2. Chemistry Book publisher
3. Both of the above
4. None of the above

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1. 2,000
2. 5,000
3. 10,000



Question 3

Are you looking to grow your Online Books collection this year?

1. Yes
2. No
3. Still deciding

Question 4

How many e-book readers are predicted to be sold globally in 2011?

1. 3 million
2. 6 million
3. 11 million

Thank you for your feedback!

Questions?

- Please come to my stand
- Or contact me:

Marta Dyson

Account Manager for Central Europe

mdyson@wiley.com

Thank You!

