



eBooks - The publisher perspective

Opportunities for Universities, Libraries & Authors

Diana Alkema

Senior Account Development Specialist

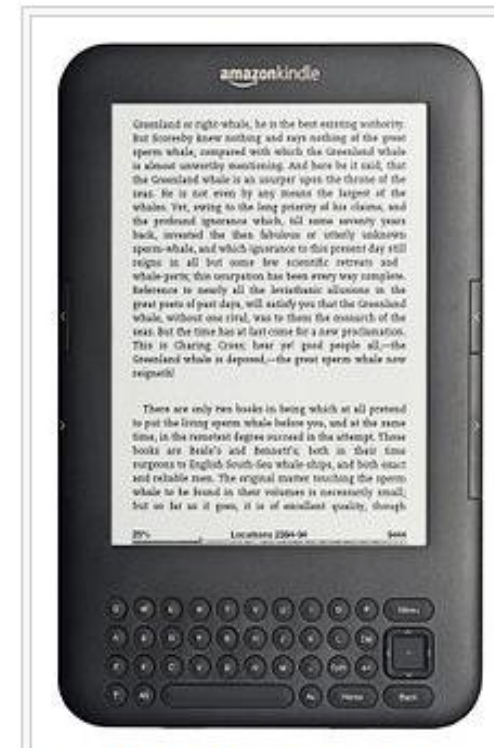
eBooks - The publisher perspective

- Leading Publishers
- How do people use STM books?
- Different types of books
- Types of books unique to Springer
- Springer THE largest scientific eBook Publisher?
- The importance of eBooks in Scientific Publishing
- The value of eBooks
- eBooks in Greece
- eBooks on mobiles
- From eBook to print book: MyCopy
- How to publish a book (with Springer)

E-book

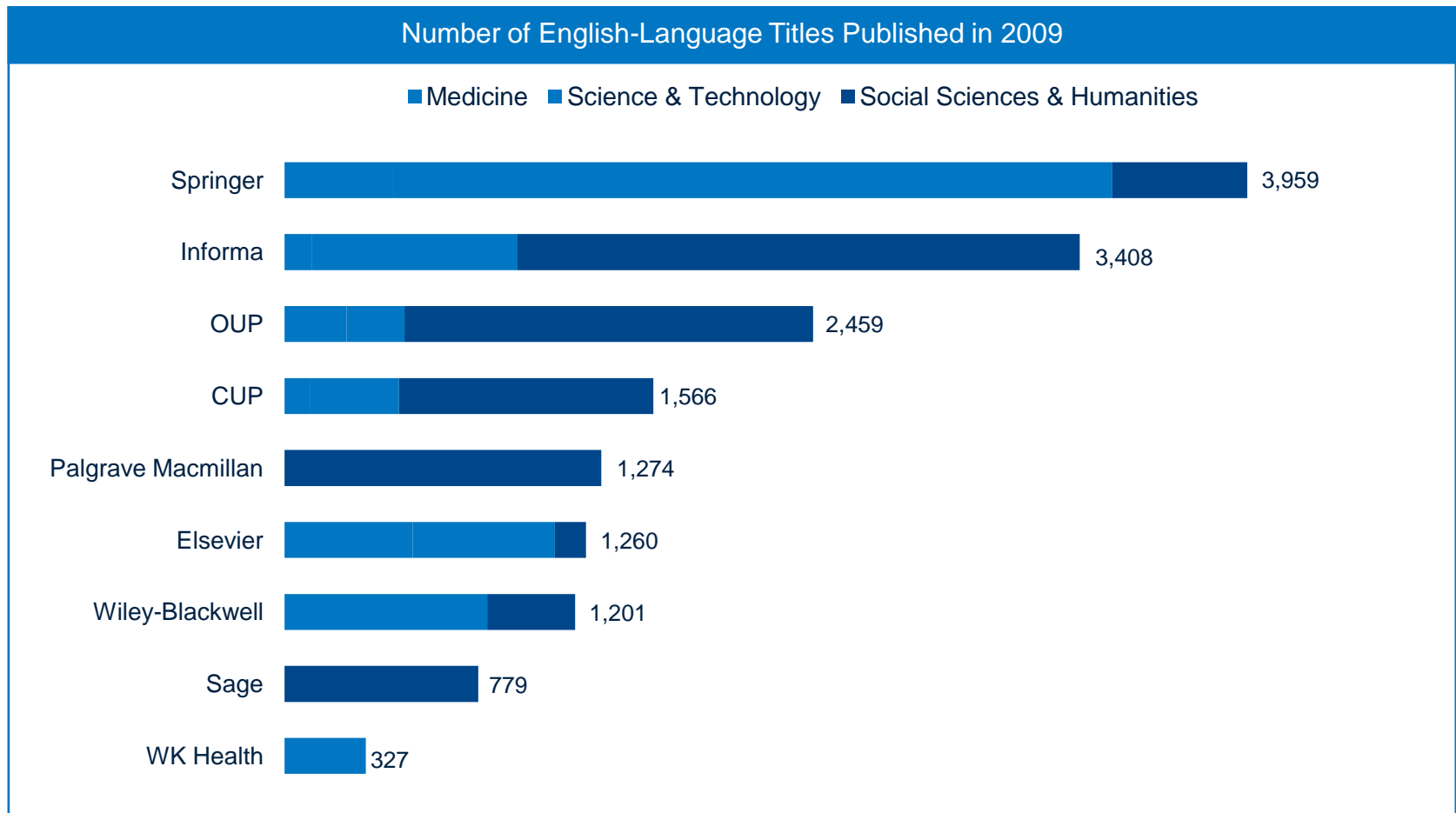
From Wikipedia, the free encyclopedia

An **electronic book** (variously, **e-book**, **ebook**, **digital book**, or even **e-edition**) is a book-length publication in digital form, consisting of text, images, or both, and produced on, published through, and readable on computers or other electronic devices.^[1] Sometimes the equivalent of a conventional printed book, e-books can also be born digital. The *Oxford Dictionary of English* defines the e-book as "an electronic version of a printed book,"^[2] but e-books can and do exist without any printed equivalent. E-books are usually read on dedicated **e-book readers** or general purpose computer tablets. Personal computers and many **mobile phones** (most smart phones) can also be used to read e-books.



Amazon Kindle 3, an e-book reader displaying part of an e-book on its screen.

Leading Publishers: Number of Books Published



(Data from www.puballey.com; if a book is published simultaneously in hard- and paperback editions, only the hardback edition was included)

How do people use STM books?

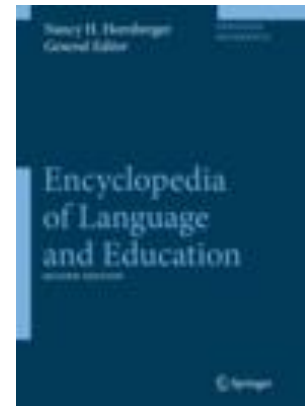
- Primary Scientific Literature: Original Research Articles (Journals)
 - Short
 - Focus on one special research task
- Secondary Research Literature: Books
 - Book chapters are longer
 - Summarizes the current status / knowledge in a respective field
 - Can serve different purposes (monograph, text book, proceeding)

Different types of books

- **Monographs**
 - Single author, high quality, niche subject: long shelf life
- **Contributed volume**
 - Editor(s), multiple chapter authors: long shelf life
- **Proceedings**
 - Proceeding are collected papers from a conference: short shelf life
- **Textbooks**
 - Written for a specific higher education course: high usage
- **Reference Works, Encyclopedia, Handbook or Atlas**
 - Comprehensive and complete: tertiary literature
 - Often A-Z format

Types of books unique to Springer

- **SpringerBriefs** www.springer.com/briefs
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 - Organized in focused subject series
- **SpringerReference** www.springerreference.com
 - Dynamic platform with updates, much like Wikipedia (but peer reviewed)
 - Final Reference Work on SpringerLink and available in print



Springer THE largest scientific eBook Publisher?

- **Says who?**

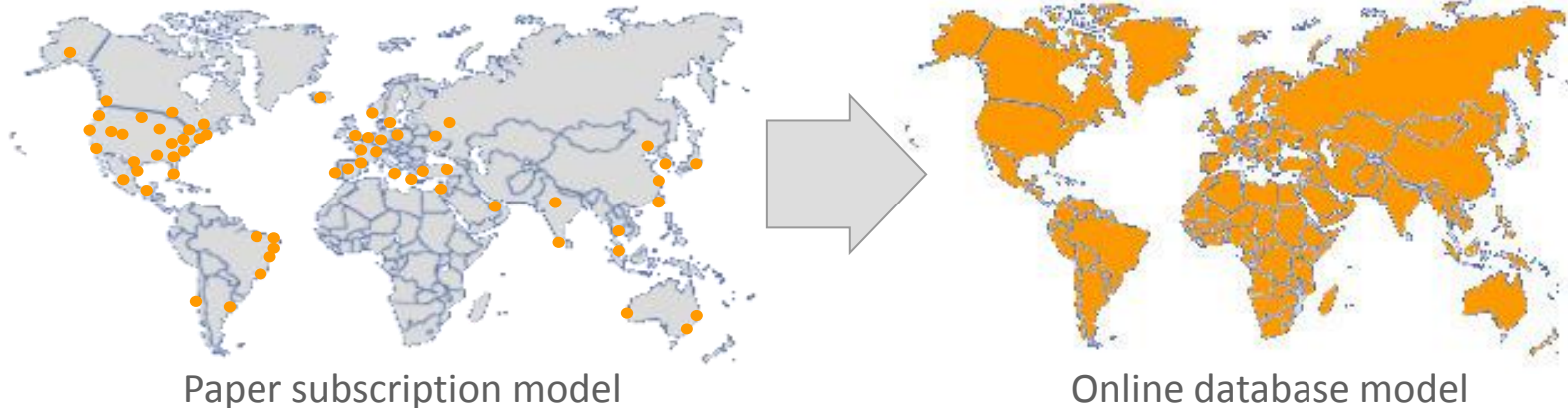
- SpringerLink currently hosts over 55,000 eBooks
- Springer Book Archive will add approx. 100,000 titles in 2013
- Book output to grow to 8,000 - 10,000 new titles per year by 2015

- **What about our eBooks?**

- Completely DRM (Digital Rights Management) free
- Going forward, most eBooks (including much of the Springer Book Archives) will be available in ePUB format for easy reading on any mobile device
- All books are published e-first and then printed on demand, this includes the Springer Book Archives: books from 1846 will become available in print again!

The importance of eBooks in Scientific Publishing

Reach printed version vs the online version



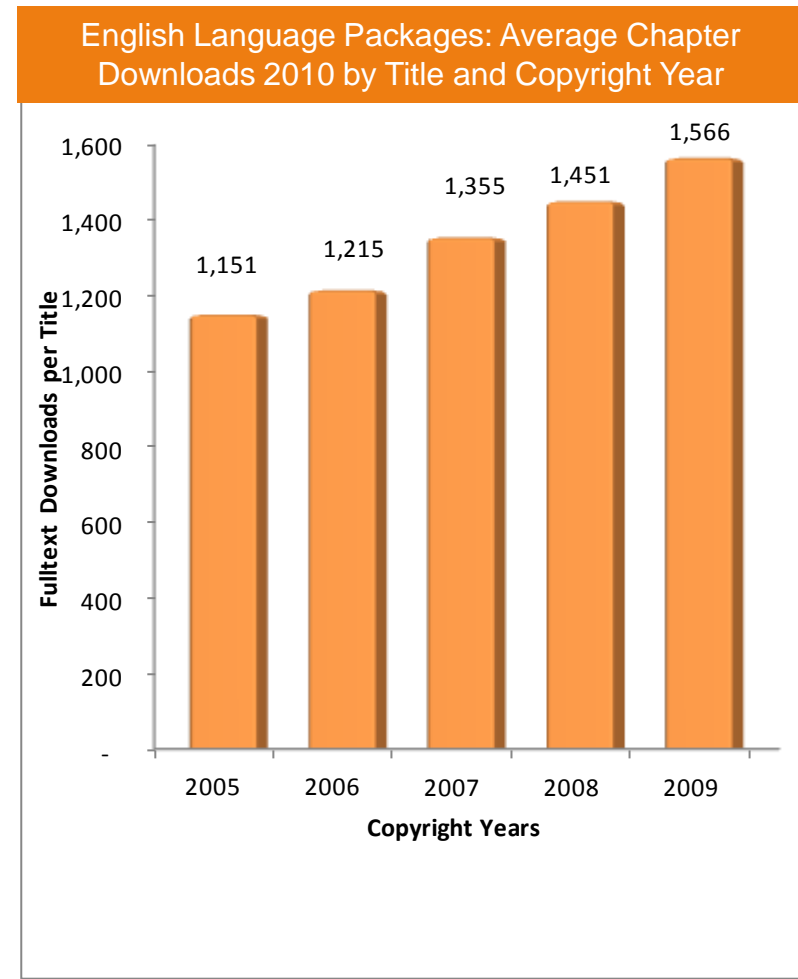
Advantages for:

- | | | | |
|--|--|--|---|
| <ul style="list-style-type: none">• Libraries | <ul style="list-style-type: none">• Researchers | <ul style="list-style-type: none">• Authors | <ul style="list-style-type: none">• Publishers |
| More content/service | Easier to search | Online first | Lower distribution costs |
| Higher usage | Easier to cite | Wider distribution | Better marketing efficiency |
| Better tracking | 24/7 access | Global readership | New markets |
| Preservation | Remote access | More citations | |

The importance of eBooks in Scientific Publishing (cont.)

After some studies in co-operation with a number of universities, we can now confirm and support the following four hypotheses about eBooks:

- eBook usage is much higher than anticipated
- eBooks are used differently and in addition to print
- Availability and discoverability are key determinants of eBook usage
- eBooks have a long 'shelf' life (see graph)

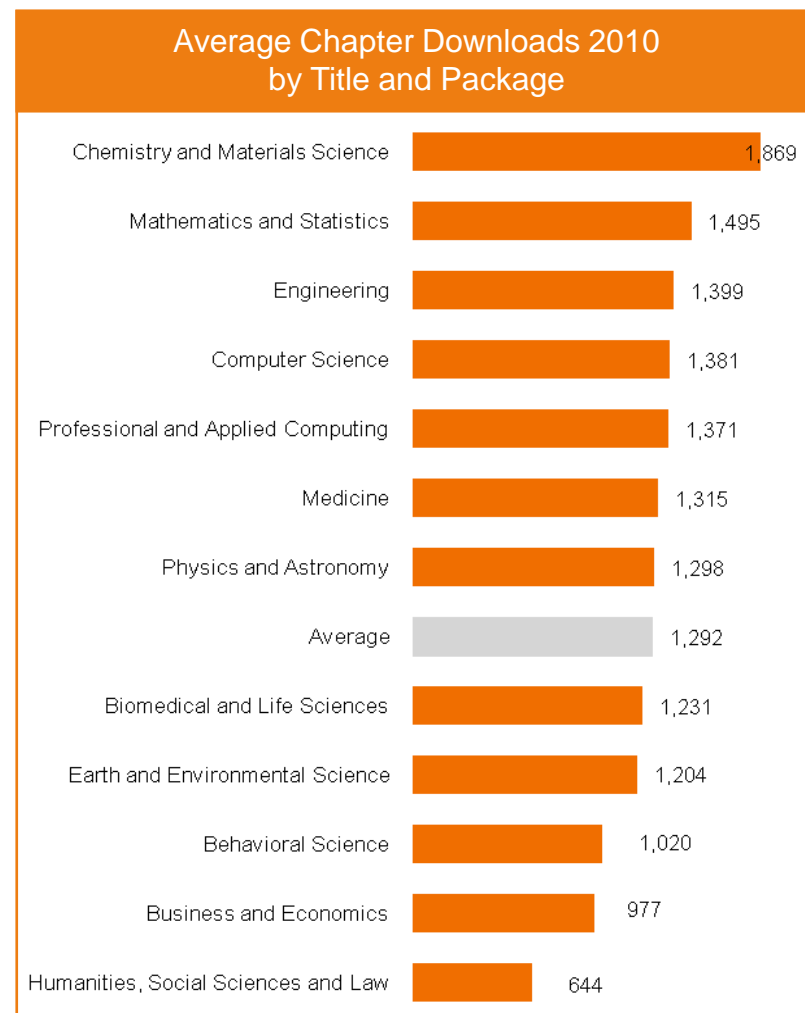


(Data adjusted for abnormal usage spikes due to massive downloading)

The importance of eBooks in Scientific Publishing (cont.)

Average chapter downloads by title, by package, in 2010

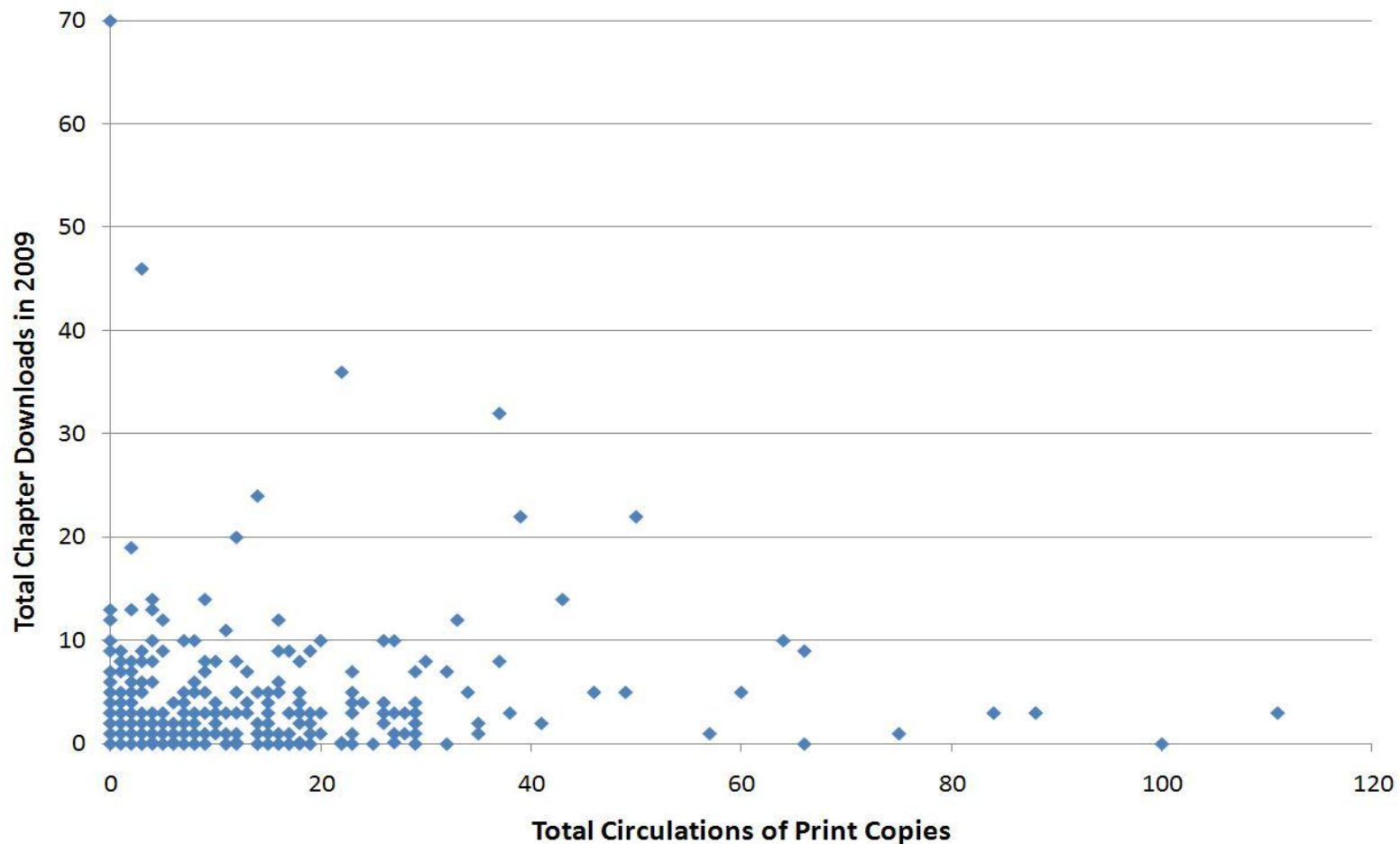
- The average download per title, per package, looks fairly homogenous across the disciplines
- Most disciplines receive between 1200 and 1900 downloads per title in 2010
- eBooks are less used in the Humanities, Social Sciences and Law, which could be contributed to the combination of products (less manuals, reference works and textbooks for example)



(Data adjusted for abnormal usage spikes due to massive downloading)

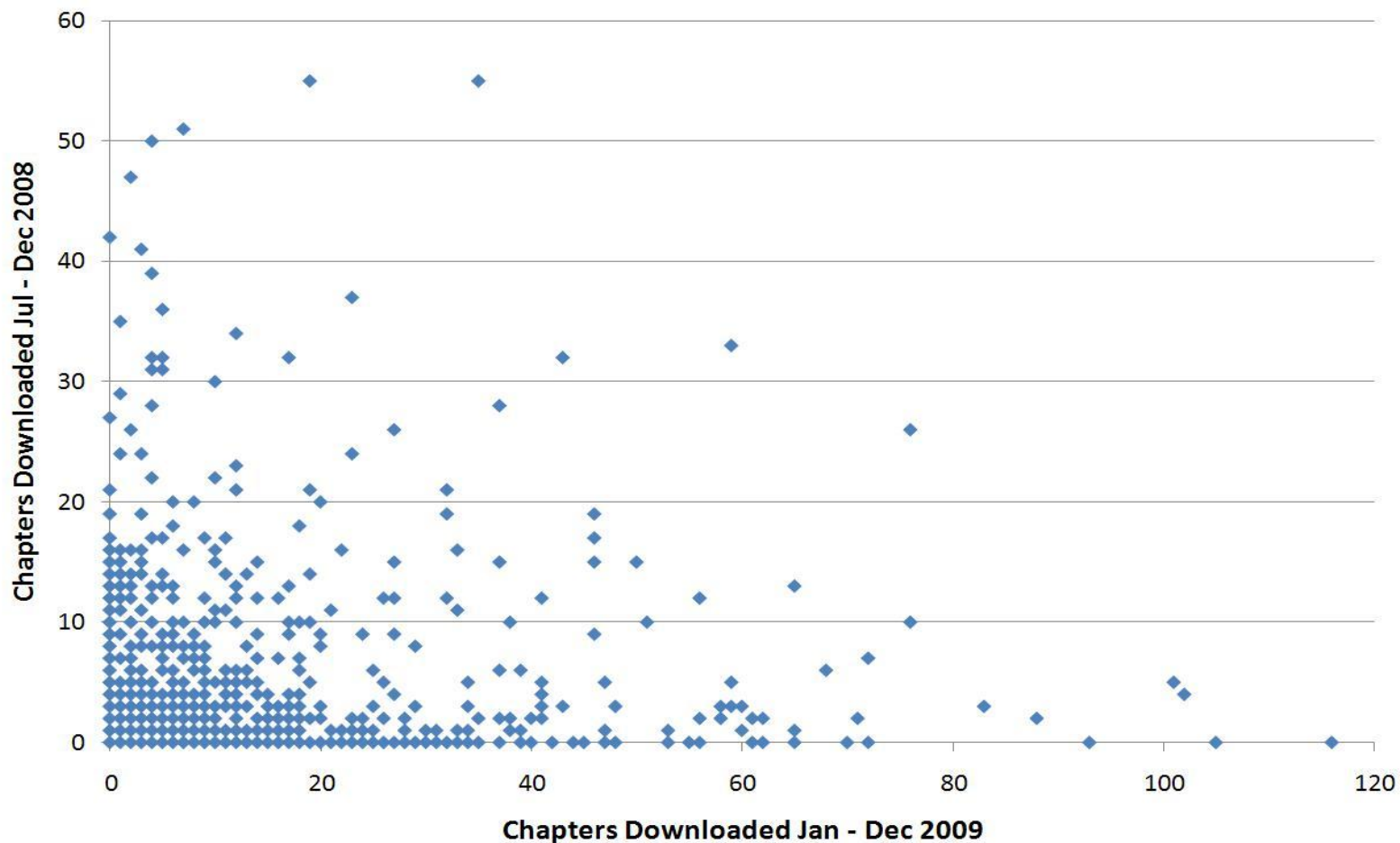
The importance of eBooks in Scientific Publishing (cont.)

Liverpool study: there is no correlation between the use of the print book and the electronic version.



The importance of eBooks in Scientific Publishing (cont.)

Liverpool study: there is no correlation between the use of an eBook in different years.



The value of eBooks

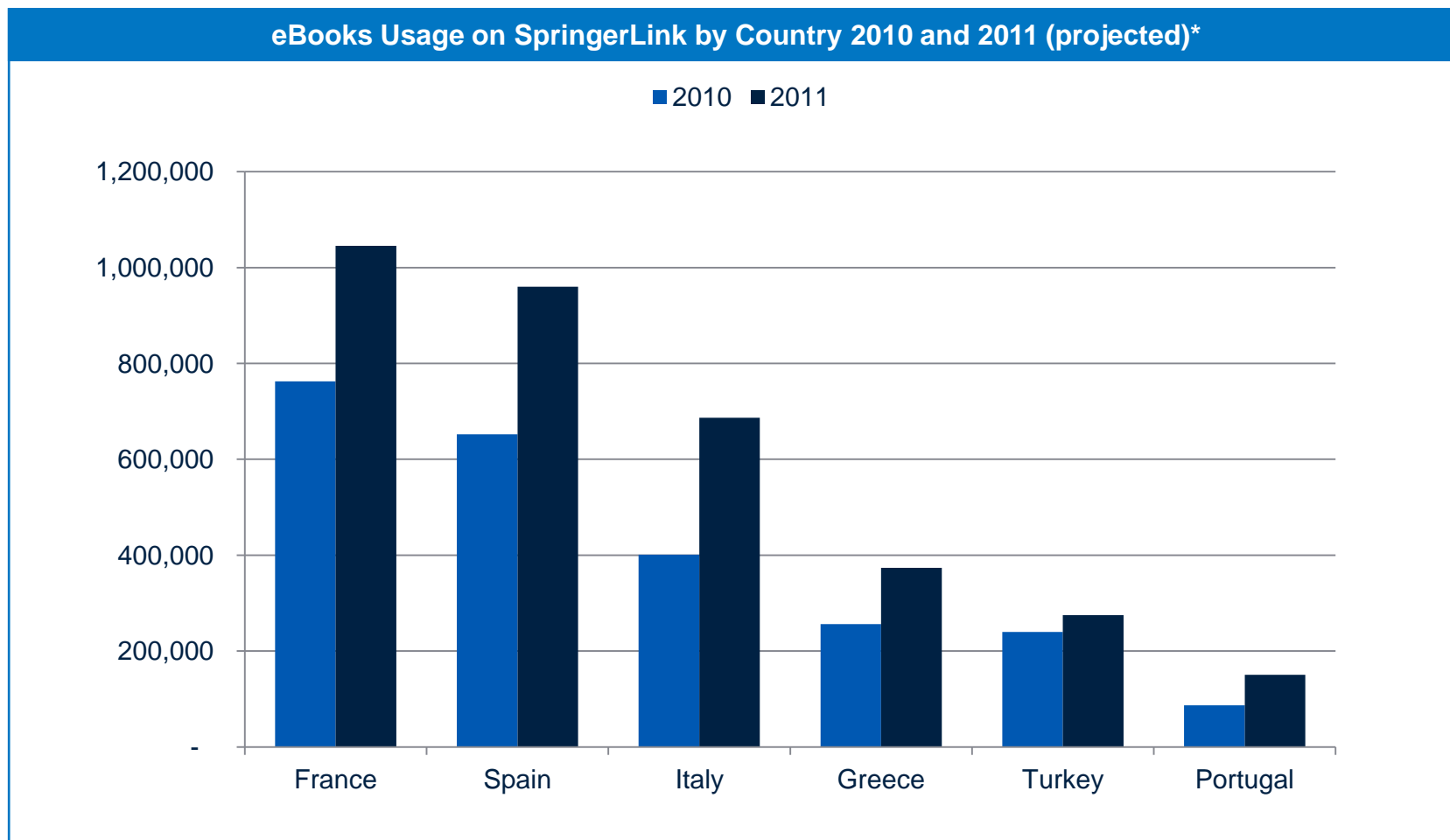
- Comfort for the user, 24/7 and remote access
- Flexibility of access / no DRM right (unlimited number of concurrent users, printing, downloads, copy and pasting)
- Better capacity to search / find information (fast)
- No problems in peak times (like exam periods) when students require multiple copies
- Preservation of digital information is assured and libraries are less vulnerable toward natural disasters
- Simplified purchasing model (big deal approach)
- Reduced shelf space and administrative costs

In other words:

Value CANNOT be measured by usage alone!

eBooks in Greece

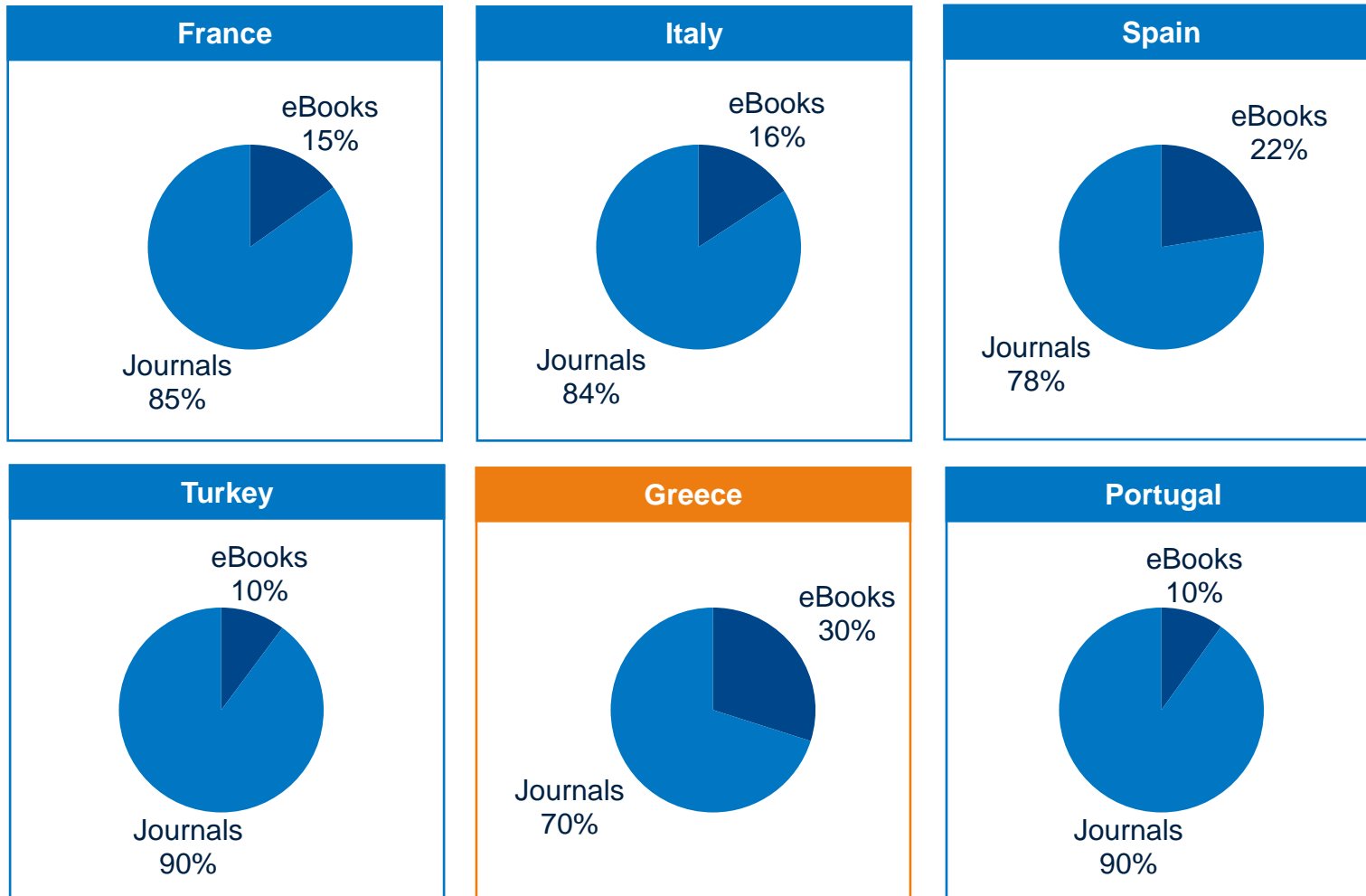
eBook usage on SpringerLink by country, 2010 and 2011



(Source: Coremetrics) * 2011 projected, based on half-year data.

eBooks in Greece (cont.)

Usage of eJournals vs eBooks on SpringerLink 2011



(Source: Coremetrics)

eBooks in Greece (cont.)

Book authorship with Springer, by country, in 2010

Country	# Books 2010
France	326
Italy	342
Spain	187
Turkey	42
Greece	95
Portugal	57

(Source: Springer Controlling)

eBooks on mobiles

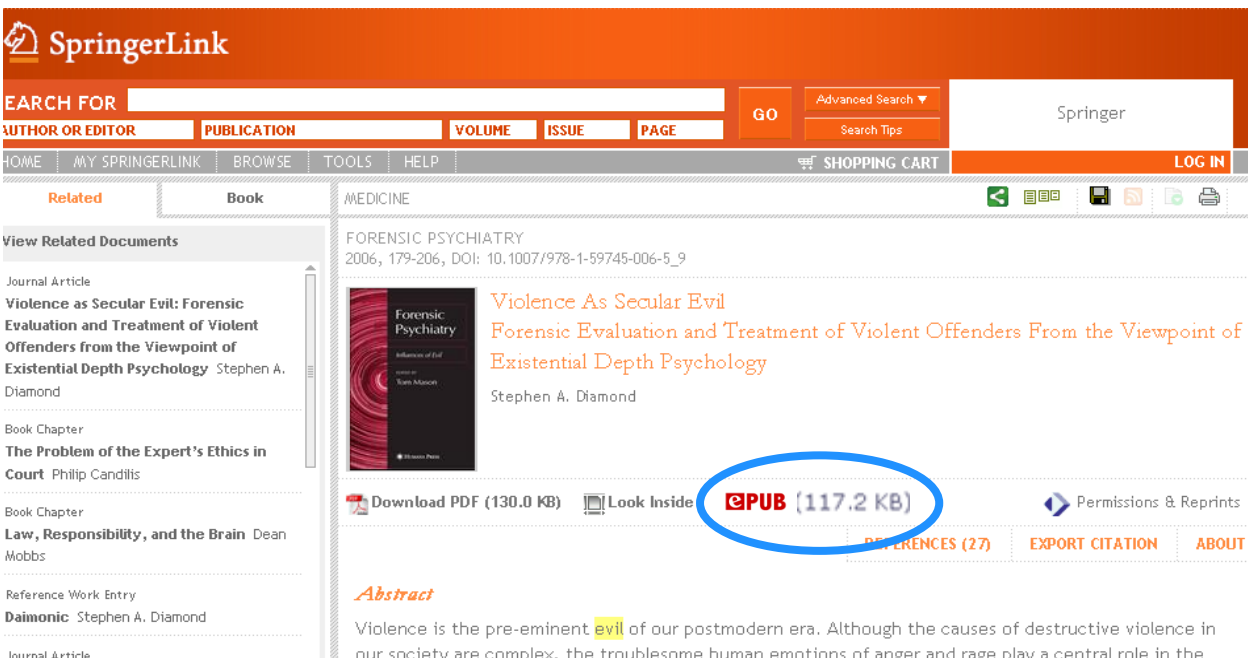
Wikipedia about Mobile Learning:

[..] Any sort of learning that happens when the learner is not at a fixed, predetermined location, or learning that happens when the learner takes advantage of the learning opportunities offered by mobile devices. [..]



Image source: <http://www.washington.edu>

The Future:



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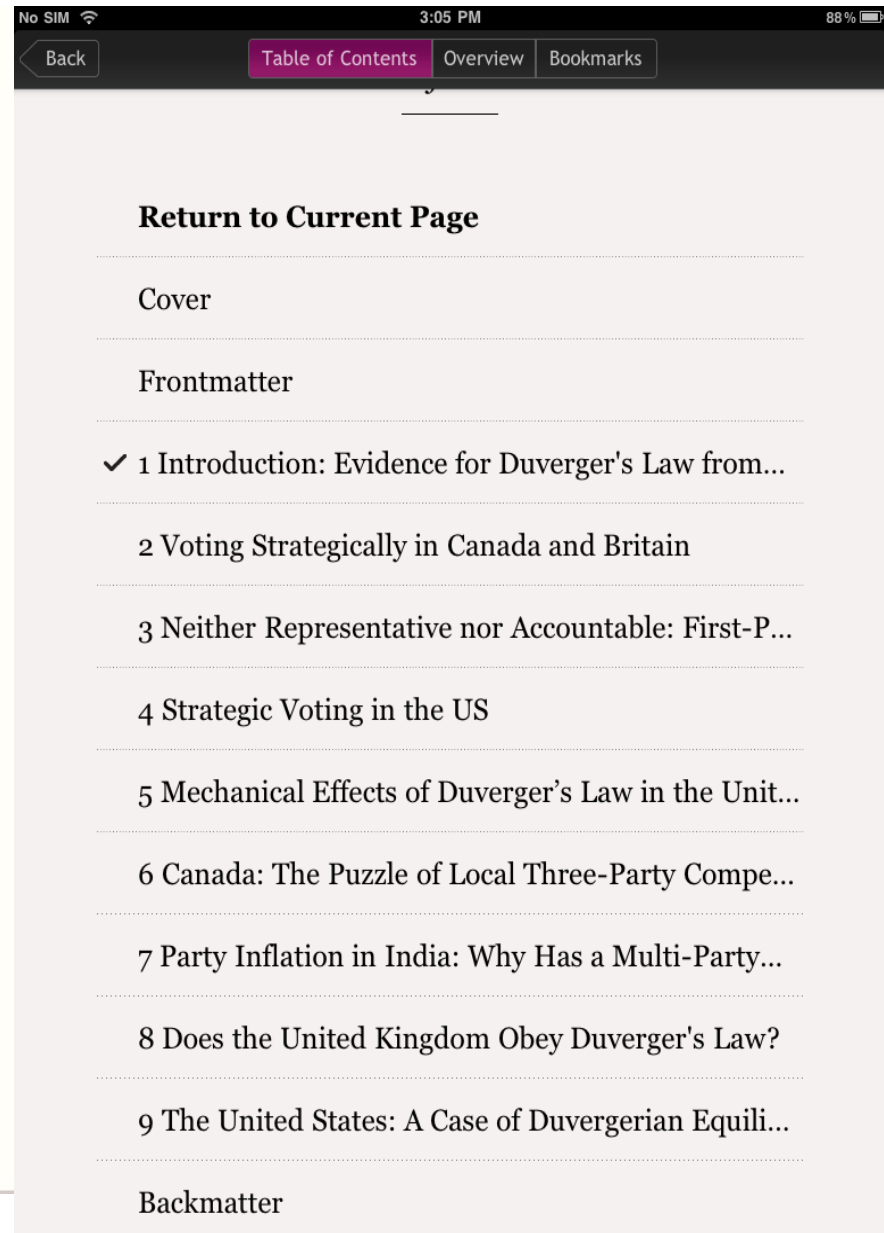
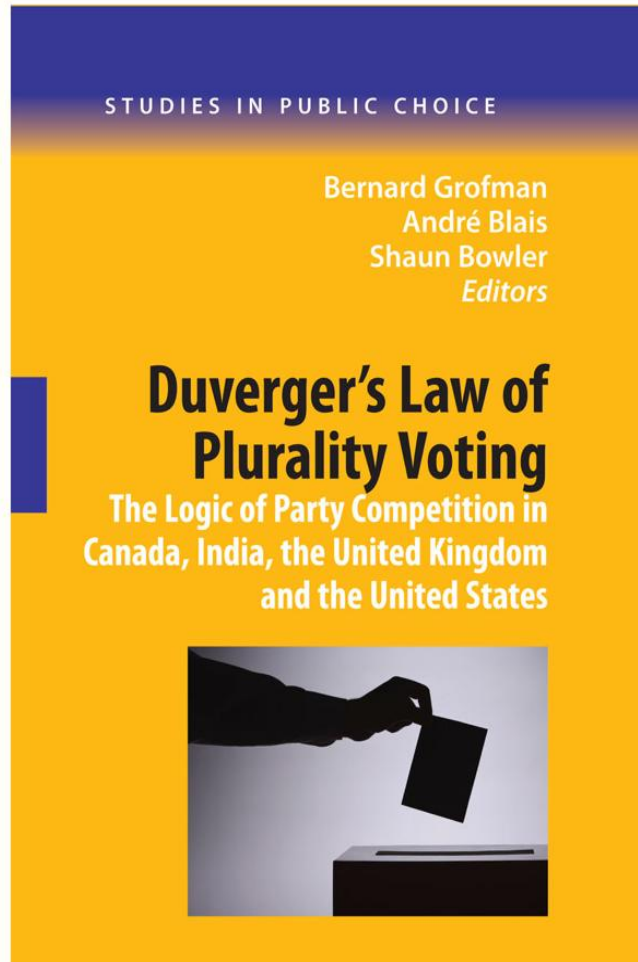
REFERENCES (27) **EXPORT CITATION** **ABOUT**

Abstract

Violence is the pre-eminent evil of our postmodern era. Although the causes of destructive violence in our society are complex, the troublesome human emotions of anger and rage play a central role in the



eBooks on mobiles (cont.)



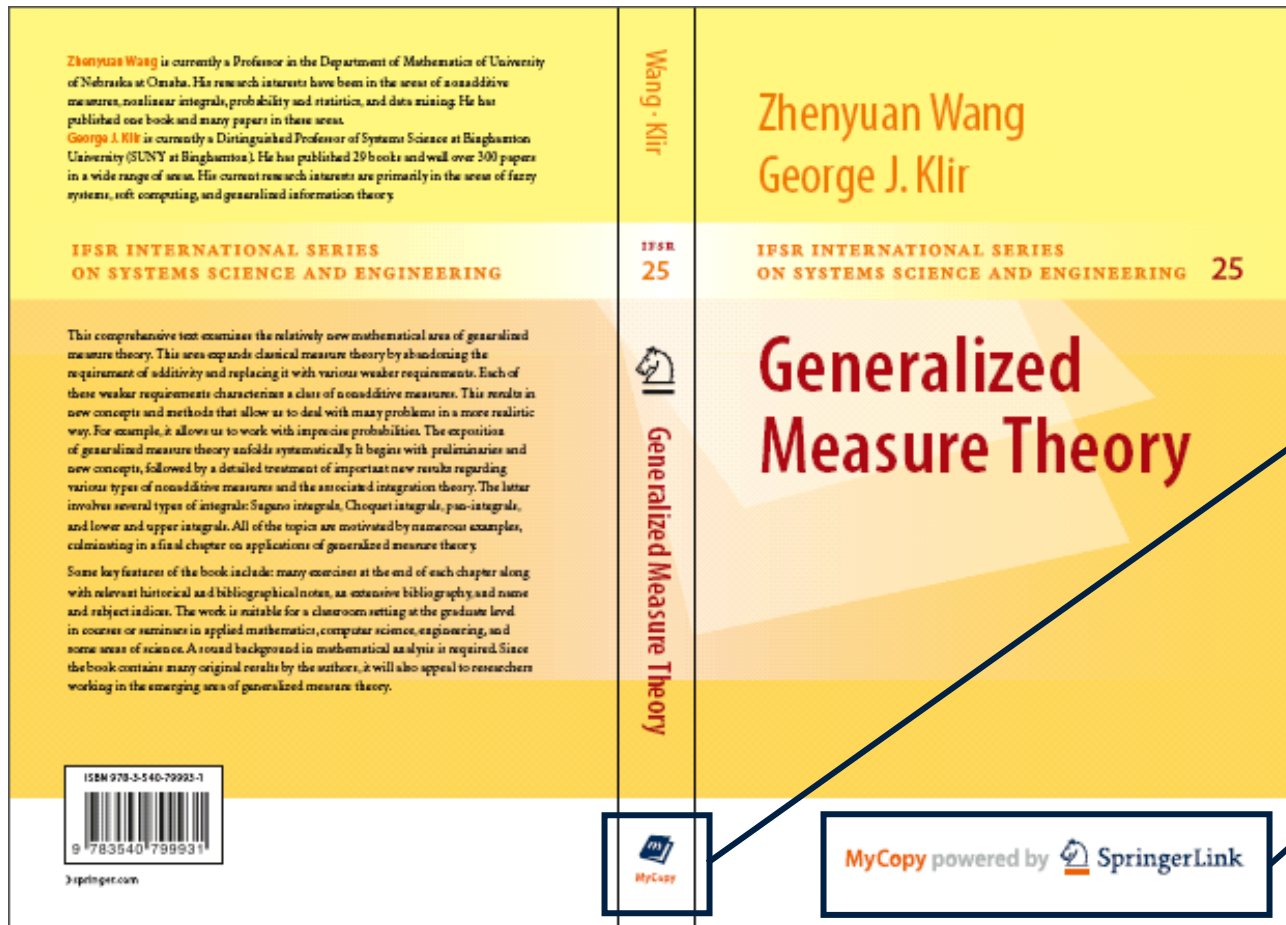
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When you submit a book (proposal)

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Book proposal review

Invite authors, prepare manuscript

Submit manuscript

Editing, typesetting and formatting

Print proofs: minor changes and corrections

Book published!

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