When are eBooks the Books?
A Publisher’s Perspective

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AGENDA

• How do eBooks fit into the “publishing” strategy?
• How do publishers assess the market for e-content?
• What are opportunities and challenges with e-content?
• To aggregate or not to aggregate?
• Conclusions (or the Wiley experience)
Publishing Strategy

- Experiment with and develop new ways to structure content to further increase its value for our customers
- Add value for the customer – access, linkage, utility, etc. Create a rich user experience
- Make content widely available through flexible sales models and distribution channels

Publishing Strategy

- Extend/increase reach into new (and existing) markets and market segments
- Create new content offerings e.g., customized works, collections, etc.
- Create workflows that allow for the simultaneous publication of print and electronic works
- Digitize our frontlist titles
Wiley’s Philosophy

Customer-led development

“Solicit customers’ views, comments, suggestions to ensure we deliver the right product in the right format at the right time to meet the needs and expectations of the market.”

Methodologies

- User groups/focus groups
- Surveys - web/email/phone/mail
- Library Advisory Board(s)
- Exhibitions/conferences
- Account manager feedback
- Relationship marketing-visits, etc.
- Work with distribution partners
And remember.....

Ask not what we can do for our customers....

Ask what our customers want us to do for them.....

Opportunities

- Enhanced accessibility and usefulness of content
  - Discoverability – “googl-ize”
  - Searching
  - Linking
  - 24x7 desktop access
  - Distance learning, students, field-based researchers, offsite employees, global workforce, etc.
Opportunities

- Updating (online works)
- New product development
- Integration of multiple types of content e.g., primary (research), secondary (review) and tertiary (reference)

Challenges

- Workflows – editorial, production, partners, customer, etc.
- Financial investment
- Discoverability
- Internal “client” training, end-user awareness, usage development
Opportunities and Challenges

Challenges (and opportunity!)
- “Customer friendly” sales models
  - FTE vs. concurrent user
  - Subscription vs. one-time
  - Collections vs. individual titles
- Print + e bundles
- Third party vendors

Wiley Partners
- Knovel
- netLibrary
- EBSCOHost
- Proquest
- Lightning Source
- Amazon
- Others
Considerations

- Capabilities
- Resources (internal, financial, etc.)
- Content
- Test new markets and varying business models
- Enhance visibility of content
- Encourage traffic to Wiley InterScience through linking

Conclusions

- Listen to your customers and partners!
- No right or wrong – be flexible and prepared to re-engineer workflows
- Test, test, test....
- It’s all about choices!
Conclusions

Thank You!