How to protect and develop sales Issues for journal publishers in Japan

Tony O'Rourke

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IOP Publishing

The Institute of Physics

- Scientific charity
 - Promote and support physics in furthering scientific knowledge
 - Provide economic and social benefits in the UK and Ireland, and internationally – especially in the developing world.
- Increase the practice, understanding and application of physics
- Worldwide membership of 36,000+
- Fund scientific communities (IOP divisions and groups)
- Leading communicator of physics-related science to all audiences, from specialists through to government and the general public.
- IOP Publishing is a wholly owned subsidiary of IOP

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How to protect and develop sales

- IOP Publishing
- Understand your market
- What is your business model?
- How international is your content?
- How do you currently sell your content?
- What is important?
- Pricing your content
- Editorial service?
- Other metrics

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Journals



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A few facts about IOP Publishing

- Sales turnover 2009 £36m (\$60m)
 - More than doubled since 2003
- 2009 30,000 papers published
 - 2000 6,000 papers published
- Customers in 90 countries
 - Users in 120 countries
- 2009 64 journal titles
 - 2000 29 titles
 - More than half with external journal partners
 - Contract publishing service



IOP Publishing

Staff and Resources

- IOP 2000 200 staff in two countries
- IOP 2009 300 staff in six countries
 - Offices in Bristol (UK), Washington DC and Philadelphia (USA)
 - Sales offices in China, Japan, Germany and Poland
 - Editorial offices in China, Japan and Russia

1. Understand your market

- What is the size of your respective market
- How many researchers / research groups will
 - Need your content
 - Be interested in reading your content
- How many institutions
- Sources
 - Ringgold
 - A&I databases
 - Chem. Abstracts, INSPEC, MedLine
 - Biomedical Experts (Collexis)
 - AIP UniPHY
 - Other journals
 - How many papers from how many institutions?

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2. Be clear on the business model for your society's publishing programme

- The business model defines the way you run your publishing business
- The business model must be sustainable!
- For the benefit of your "science" / subject
- Cost recovery
 - Enough revenue to cover costs of production, distribution etc.
- Cost recovery plus surplus
 - IOP Publishing model
 - Reinvestment in Physics (UK and elsewhere)
 - Teacher support
 - Foreign aid programmes

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http://www.iop.org/activity/international/file_33510.pdf



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3. To succeed internationally your content must be of international appeal

- How international is your content?
- What can you do to make your publication
 (book/journal) more international
 - And still retain its uniqueness
- Does the scope of the journal encourage submission from outside of Japan?
- Who are the Editorial Board / Advisory Board members?
 - How do you engage with them?
- What language is the journal / book written in?
- How many subscribers do you have in Japan?
 - Japan represents 5-10% of revenue for a typical STM publisher
 - Germany similar size to Japan
 - USA 4-5x the size of Japan

4. Understand and maximise your sales channels

- How much of your business is in Japan?
 - Excellent network of suppliers/sales agents in place
- How do you sell overseas?
 - Sell direct or via third party (or both)
 - IOP 10 Regional Managers (academic/government)
 - Two Corporate Sales Managers
 - Telemarketing
 - Dedicated marketing team
 - Which agents/resellers
 - Exclusive or non-exclusive
 - If exclusive, what contractual obligations are there?
 - Agents and resellers can vary from country to country, market to market

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What are your sales channels?

- Do you use sales agents?
 - What do they give you for their fee/commission?
 - Contract / Agree in writing!
 - Agree targets
- Who is responsible for sales promotion?
 - Do you work with your Advisory / Editorial Boards?
 - What materials do you produce?
 - Good marketing communication costs money
 - If you expect to sell overseas, budget accordingly
- How is this process managed within your institution?
 - Must be handled at a senior level

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Useful tips for selling content overseas

- Sales agents and other 3rd parties want good content
- Important events to meet potential sales partners
 - Frankfurt Book Fair
 - Special Libraries Association of America
 - American Library Association
 - London Online
 - Book Fairs Beijing, Moscow, London
 - Library meetings all over the world every month
 - Which agents attend which meetings?

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5. Make the most of your content

- Licensing content
 - Assuming your content is available online?
 - Content collections
 - By subject?
 - Electronic packages
 - IOP example: IOPscience extra
 - We aggregate our own content
 - Consortia
 - Defensive sales policy
 - Protects existing business and should generate additional income
 - Yourself or with 3rd party
 - E.g. ALPSP Learned Journal Collection
 - Aggregators (e.g. ProQuest, CENGage, Ebsco)
 - What period of embargo is appropriate?
 - What is your policy for offering archival content?
 - Have you digitised your backfile?

How do you sell your content?

- Other methods of generating income
 - Pay per view
 - Own service or third party (or both)
 - Author charges
 - Article fees (open access)
 - Who pays?
 - Author, Library, Funding Agency
 - Hybrid model
 - Increasing # of requests from authors
 - Funding agency/body mandate
 - E.g. NIH, Wellcome Trust
 - Copyright licensing
 - Advertising sales
 - Offprints/Reprints

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6. Be clear on your priorities

- Profitability or visibility or both?
- The number of subscriptions
 - Full rate institutional / members / individuals
 - Methods to increase the number
 - Sales channels
 - Sales agents
 - Direct work force,
 - Sales promotion, marketing costs
 - Ongoing, persistent, engaging
- Visibility
 - The number of institutions that can access the journal
 - Maximise visibility for the author

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Visibility

- Subscription marketing
- Consortia sales / Electronic packages
 - Sales to purchasing groups
 - Requires licensing and negotiating expertise
 - IOP: 100+ agreements in 60 countries
 - 1.5 full time member of staff
- The future of the consortium model / "The Big Deal"
 - Lots of discussion and concern expressed
- Licence content to 3rd parties
 - Ebsco, ProQuest, CENgage etc
- Benefit of increasing visibility significantly
 - Increased usage, more institutions, higher downloads
 - Relatively small amount of new revenue generated

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Changes in usage

- 2000 Typical journal might have a print circulation of 500-1000
- 2009 Typical journal now visible by 2000 3000 different institutions
 - "Development Aid" licences
 - E.g. eIFL, HINARI, INASP, ICTP
 - Free or low cost access for researchers in developing countries



- Cost per download
- How much are you investing to ensure your journal has the highest usage
- Investing in usage does it make a difference?

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Total full-text downloads per year, 1996–2008

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Institutions downloading content (1996-2008)



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8. How much you charge

- Pricing is a very sensitive topic
 - No method is ever 100% correct
- How you price your content
 - Full rate Discounted Tiered
 - Which method is acceptable in your markets
 - Is tiered pricing appropriate in your market?
 - Different price according to size of institution
 - E.g. The American Physical Society,
 - For Institutions and Individuals
 - Consortia pricing
 - Protects business
 - Versions print, electronic, combinations
 - Purchased with other content?
 - E.g. IOPscience Extra

9. Be clear on the service you want to provide

• How international is your publication?

- What %age of authors from outside of Japan?
- What %age of advisory board members/referees from outside of Japan?
- All journal and book publishers want the same thing
 - The best authors
 - The best selling, ground breaking researchThe most citable authors
- How important is the technology? And at what cost?
 - Who provides the technology?
 - In-house or external
 - What does your community need?
 - How much are you prepared to invest in the service?
- The need to invest in the value which the publisher can (and • should) add
 - "Article of the Future" interesting experimental work being done by Elsevier
 - Society publishers will continue to reinvest in their services to make their content as useful and usable as possible for the researcher, reader, referees, advisory board.

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There is no secret to success

- Just a lot of work!
- Any questions?

Tony O'Rourke IOP Publishing, Bristol, UK tony.orourke@iop.org