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Electronic Products

Building a Successful eBooks Business

Melissa Milazzo, Product Manager, Elsevier
10 September 2018



Agenda

1. Print to electronic transition drivers for librarians and researchers

2. eBooks use cases

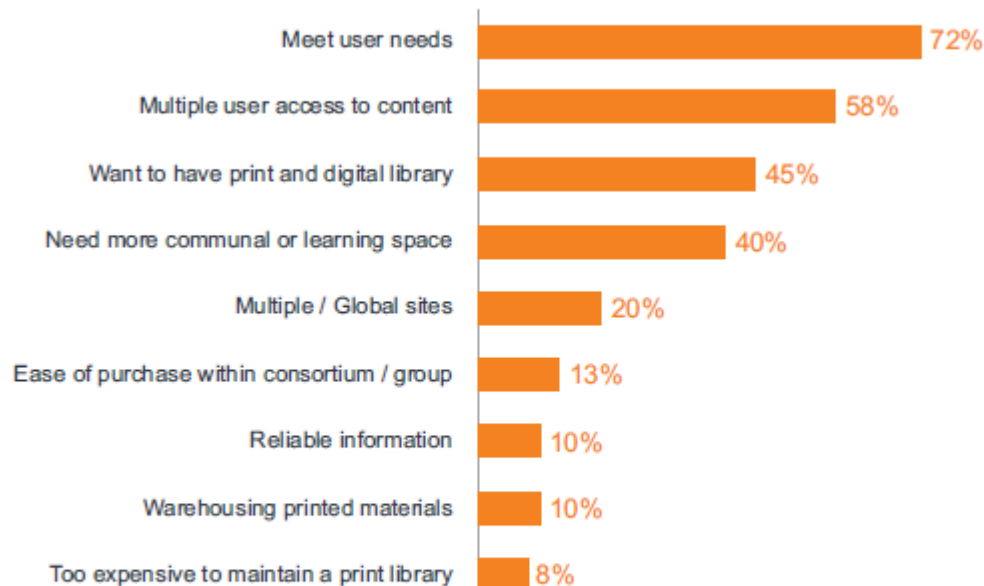
3. eBook Sales Models

4. Future of eBooks

The Print to Electronic Revolution - Libraries

The key values for today's libraries are **efficiency, discovery, and access**

Why are you shifting to an electronic library?



Source: TechValidate survey of 146 users of Elsevier ScienceDirect Books

✓ Validated Published: Jun. 22, 2017 TVID: 671-811-300

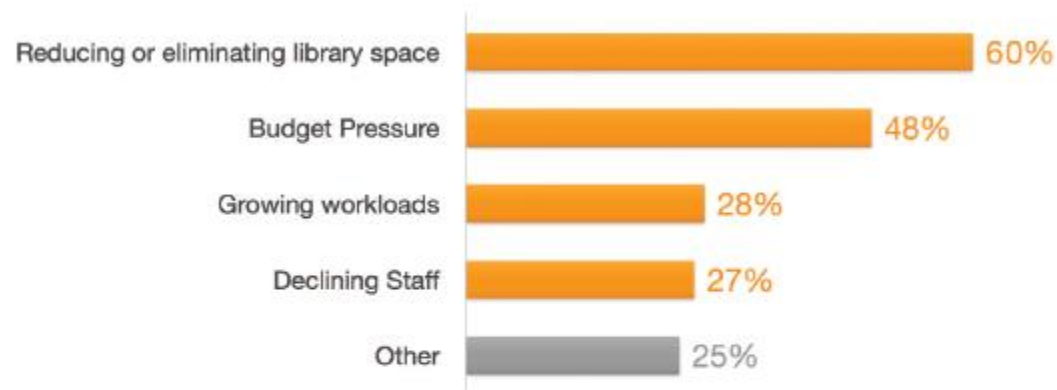
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The Print to Electronic Revolution - Libraries

The print to electronic transition is gradual

Are any of the following resource trends influencing your decision on transitioning to electronic access?



Source: TechValidate survey of 111 users of Elsevier ScienceDirect Books

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TechValidate

Validated

Published: Jun. 23, 2017 TVID: C14-C94-25B

The Print to Electronic Revolution - Users

In 2015 Elsevier commissioned a study with C-Space to better understand what researchers value about ebooks online.

We spoke to 133 researchers from the Innovation Explorers community.

We discovered that...

- ...researchers see the value of online books content as 3 key areas
- ...this value comes out of the practical tasks that researchers complete
- ...more common tasks center on getting specific detail around a research topic
- ...completing these tasks leads to multiple types of success for researchers

*The four content categories:

Fundamentals, Methods & Processes, Recent Developments and Definitions

More common tasks centre on getting specific detail around a research topic

More common tasks met by online books content:

- I need to find basic/introductory information
- I need a deeper explanation
- I'm looking for background information

Less common tasks met by online books content:

- I need to find connections between topics/research areas
- I need to find the latest trends
- I need to find colleagues/other people working in my field



Researchers see the value of online books content as 3 key areas



Confidence

- Provides the basics to unknown topics
- Backs-up and confirms previous work
- Offers additional support to research outputs



Workflow

- Is a fast, efficient and convenient means of identifying, reading and storing important content



Academic progression

- Builds knowledge and expertise by providing leading, reliable research by established authors
- Provides methods and models to return to over time



Researcher #1: “Satisfied and safe”



Researcher #1 was writing a paper for a conference about a new technique. He wasn't looking for books content but for related journal papers to compare his results with existing ones.

The problem was, the details in the journal papers were poor.

“I found this book with many details I had never seen in journal papers.”

These details were useful for several reasons: the paper he was writing gained a thorough introduction, the book taught him new techniques and he became more skilled in his job, and he now had a resource to recommend to students.

Researcher #1 now had a valuable source that he could trust. He saw this “not just as a handbook, [but also as] a useful tool”.

“I felt really satisfied and safe. I feel like this in my research work when I find a trustable source.”

Researcher #2: “I was clueless before”

Daniel had contradictory data concerning a type of basic catalysis of a hydrolysis mechanism, and the papers he had consulted wouldn't give a justification for the odd behaviour he was seeing.



He was writing a paper himself, and this was confusing him and causing delay. He decided he needed more information.

“Careful reading of several textbooks of physical organic chemistry...lead me to a rethink.”

Researcher #2 looked online and found books content with data that gave an explanation of a similar phenomenon.

“This was very satisfying because I was clueless before I found that book in particular.”

He now understood the issue and felt able to progress: he was able to continue with the project, complete his manuscript and submit it.

Researcher #3: “Wherever and whenever”



Workflow

Researcher #3 remembers the first time she used online books content, more than ten years ago.

She needed to find a protocol to use in the laboratory...

Rather than track down the book in the library (if they even had it) Researcher #3 managed to find the protocol online and apply it to her work.

“It was much simpler than trying to track down the book either in the library or in the department (if we even had it).”

Researcher #4 saw this as a “big time saver”, something that greatly increased the efficiency of her research. When asked what special power online books content would have, if it were a hero in a story, she said:

“Special power would be to materialize wherever and whenever needed.”

Researcher #5: “Knowledge yields...”

Researcher #5’s work is interdisciplinary in nature, and he feels the need to widen his knowledge in different fields.



Academic
progression

For this reason, he often searches through online book content to broaden his knowledge.

Researcher #5 uses online book content to “learn various and different things”. This in turn helps him to further his research in academia.

“I enrich my scientific weltanschauung [world view] which helps me to forward my research.”

“If you know more it is always satisfaction. Knowledge yields the confidence of success.”

He sees online books content as a route to interdisciplinary learning, and greater academic prowess.

The Print to Electronic Revolution - Users

Contemporary researchers have extremely **diversified needs**

78% of researchers often **perform interdisciplinary research***

90% of surveyed ScienceDirect users agree that they often **use books and journals together in their work***



How do we use this information to build sales models and products that support researcher needs?

* Source: TechValidate survey of 267 users of Elsevier ScienceDirect Books.
TVID: 39C-DC2-A29



eBook Sales Models



ScienceDirect Commercial Strategy

Strategic Objectives:

Increase subscription and recurring revenues

Increase penetration of journal accounts on SD

Continue to help customers migrate print to electronic online

How is Content Sold on ScienceDirect?

Perpetual Access: permanent access to specific ISBN or collection of ISBNs

Subscription Access: time-limited access to book content, no perpetual rights

Mixed Access: time-limited access to large amount of book content with perpetual access to selected content at end of contract & option to retain access to all content if subscription is renewed.

Chapter Purchasing: Institutions and Individuals have the option to purchase individual book chapters one at a time for a fixed price. Access will be available for 24 hours on ScienceDirect (in HTML and PDF formats) and can be downloaded and stored locally for future use.

Ebooks Recap: All Models



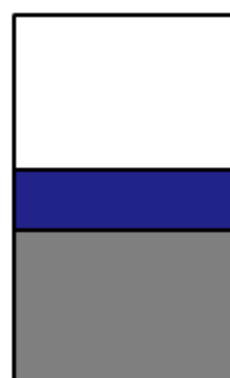
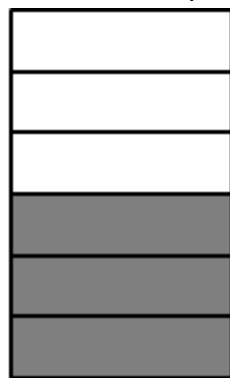
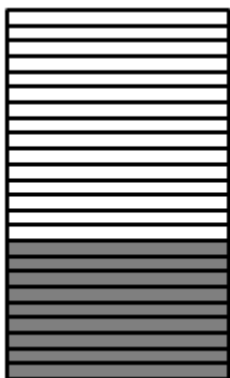
Perpetual



Access-only
(rental)



No-Access



Pick & Choose

Med/Small libraries holding primarily print collections, which require expensive maintenance, but are easy to manage

Collection sales

Large libraries and/or libraries that fully migrated their holdings to electronic

Evidence-Based Selection

Large/Med libraries and/or with mixed p+e holdings carefully selected at either small collections or title-by-title level

All Access/ Focus Collections

Accounts that want maximum access with stable budgets and open to commit multiyear to secure that budget

Purchase behavior:

- ✓ Decentralized, non rigid
- ✓ Driven by individual needs of faculty staff and facilitated by subject librarian
- ✓ In-house cataloguing staff manually downloading, 'localizing' and/or creating MARC records
- ✓ Need to build confidence in eBooks before committing to larger purchases – COUNTER usage reports can help build the case; MARC records can help discoverability

Purchase behavior:

- ✓ Require affordable collections that match subjects covered by the library
- ✓ Need a simple selection process (have limited FTE resources)
- ✓ Expect high quality catalogued MARC records
- ✓ COUNTER usage reports are critical in evaluating previous purchases
- ✓ Accept that some content may not be used

Purchase behavior:

- ✓ Trying to simulate previous good experience with (e)journals and/or print books
- ✓ Driven by individual needs
- ✓ Need to build confidence in eBooks before committing to larger purchases – COUNTER usage reports can help build the case; MARC records can help discoverability
- ✓ Where available, electronic title access preferred over print

Purchase behavior:

- ✓ Require affordable collections
- ✓ Driven by individual needs
- ✓ Like having option for perpetual purchases
- ✓ Electronic title access preferred over print
- ✓ Longer period to decide on perpetual purchase

Channel Partners

Institutional
(B2B)



Consumer
(B2C)

Institutional Customers

- Library
- Professional
- Academic

Consumer Customers

- Academic
- Retail
- Professional

Messaging → Wherever you are, we are there!

Changing Sales Models: Shift to Subscription

OLD**NEW****Subject Collections**

Perpetual access

Higher price

eBook content ONLY

Textbook, encyclopedia, book series
purchased separatelyLimited to content published in 1
calendar year**Focus Collections**

Subscription access

Lower price

ALL content in a subject area included
(eBook, textbook, encyclopedia, book
series)

No need to purchase missing content

ALL ages of content includes (oldest –
newly published)



The future of eBooks online



Beyond the Book

The next phase of print to electronic revolution is to truly adopt an electronic way of thinking. This means questioning a lot of what we believe we know about publishing.

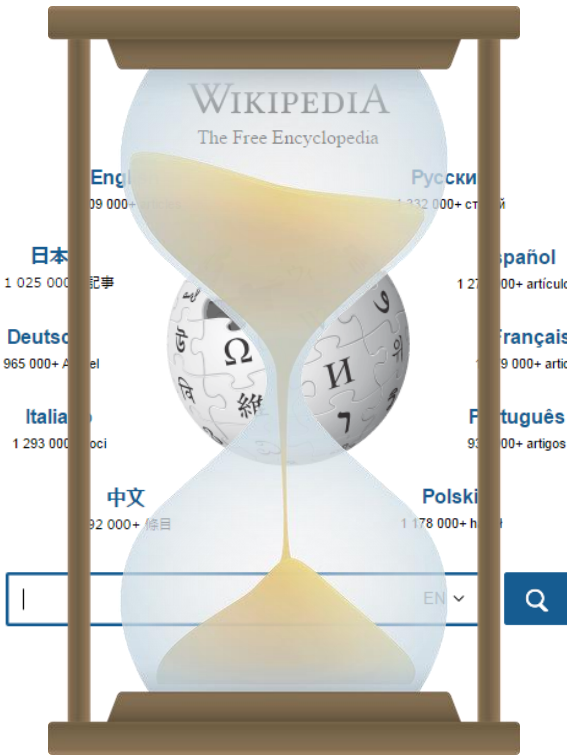
Is the designation book or journal still useful?

Designations like book or journal come from a **print world**. They were developed to describe how information was printed on pieces of paper, and how paper was bound and sold as physical items. In the **electronic world** there's no physical format for information. I can exist as a file or on a webpage. We also have new types of information: videos, audio, interactive tables and maps.

Who reads our books?

In the **print world** it's safe to assume people are reading our books. In the **electronic world** machines read our books as well as humans. We may need to make changes to ensure that machines can extract useful information from our books.

PROBLEM: Current Systems Leave Researchers to Sort, Sift, and Self-Curate Supporting Information



Google



Solution: ScienceDirect Topic Pages


improve the speed, efficiency and serendipity of research and learning

- Seamlessly links book chapters and journal articles to enhance co-usage
- Provides definitions from book content to help users understand and interpret scientific literature
- Provides authoritative and relevant overviews for users navigating new areas



- Divides up book content in to small snippets. Delivers and surfaces answers to users **at their point of need**
- Fundamental knowledge taken from books brings researchers and students **quickly up to speed**
- Content links to a **wealth of knowledge in connected disciplines** to support interdisciplinary research

Seamlessly Hyperlinked from Journal Articles




Clinical Neurology and Neurosurgery

Volume 109, Issue 2, February 2007, Pages 206–209

Case report

Recurrent limbic and extralimbic encephalitis associated with thymoma

Kenji Okita^a, Noriyuki Matsukawa^a, , Manabu Hattori^a, Kentaro Yamada^a, Koji Takada^a, Takemori Yamawaki^a, Mari Yoshida^b, Yoshio Hashizume^b, Kosei Ojika^a

[Show more](#)

<http://dx.doi.org/10.1016/j.clineuro.2006.09.007> [Get rights and content](#)

Abstract

A 33-year-old woman, with a 7-year clinical history of invasive thymoma treated at ages 26 and 30 years by thymectomy and radiation, presented with a generalized convulsion and loss of consciousness. Following the [seizure](#) there was no neurological deficit and normal tendon reflexes. [Magnetic resonance imaging \(MRI\)](#) of the brain without gadolinium enhancement revealed multiple small lesions of high signal intensity on T2 and diffusion weighted images located in the cortical area beyond the [temporal lobes](#). Brain biopsy demonstrated [encephalitis](#) with activated microglia and activated T-cell infiltration. Within 4 months of treatment with nothing other than anticonvulsant therapy, the lesions visible on the original MRI had completely disappeared and the patient was discharged with no neurological symptoms. The patient subsequently had two more episodes with a variety of symptoms such as incontinence, confusion, [aphasia](#), apallial

ScienceDirect

Journals Books

Back to article > Encephalitis

Encephalitis

Encephalitis is an acute inflammation of the brain, commonly caused by a viral infection.

From: Encyclopedia of Neuroscience, 2009

Related terms

Enterovirus, HSV, Herpes simplex virus type 1, Viral encephalitis, Bulbar polio, Epidemiology, VZV, Aseptic meningitis, Flavivirus, Herpes simplex virus 1

Learn more about Encephalitis

Encephalitis

Karen L. Roos, in *Handbook of Clinical Neurology*, 2014.

Introduction

Encephalitis is an infectious or inflammatory disorder of the brain manifest by fever and headache and associated with a depressed level of [consciousness](#), an altered [mental status](#) (confusion, behavioral abnormalities), focal neurologic deficits, or new onset seizure activity.

This chapter will address the viral etiologies of [encephalitis](#). Other chapters in this volume address the bacterial, fungal, spirochetal, and parasitic etiologies of [encephalitis](#). The California [Encephalitis](#) Project was initiated in 1998 to improve the

Viral Infections

Karen L. Roos, in *Textbook of Clinical Neurology (Third Edition)*, 2007.

Western Equine Encephalitis

[Western equine encephalitis](#) tends to occur in children younger than age 1 year and in adults older than age 50.⁵⁴ Inapparent infections with [western equine encephalitis](#) virus are more common than symptomatic cases. Like the other arthropod-borne encephalitides, western equine [encephalitis](#) begins with an influenza-like syndrome of fever, malaise, myalgias, pharyngitis, and vomiting. As the disease progresses, irritability, convulsions, or [coma](#) develops.⁴⁹

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New Topic Page Solution

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Journals Books

Back to previous page > Cell membrane

Cell membrane

The cell membrane is a selectively permeable biological membrane found inside the cell wall and surrounding the cytoplasm.

From: *Atlas of Oral Microbiology*, 2015

Related terms

- Macrophages, Amygdala, Basolateral amygdala, EGF, Amino Acids, BFGF, F4/80, Peptidase, Receptor agonist, EGFR

Learn more about Cell membrane

Structure and Composition of Microbes★

J.P. Coleman, C.J. Smith, in *Reference Module in Biomedical Sciences*, 2014.

Cytoplasmic Membrane

The cytoplasmic membrane (inner membrane of Gram-negative bacteria) has a structure similar to eukaryotic cell membranes in that it is a bilayer of phospholipids containing embedded proteins. It differs from eukaryotic cell membranes by the absence of polyunsaturated lipids and endogenously synthesized sterols, although some bacteria incorporate membrane sterols

Basic Biology of Oral Microbes

in *Atlas of Oral Microbiology*, 2015.

Cell Membrane

The cell membrane is a selectively permeable biological membrane found inside the cell wall and surrounding the cytoplasm. It is made of a lipid bilayer. The cell membrane is compact and flexible, and measures approximately 7.5nm in thickness. It accounts for 10–30% of the bacterial cell dry weight. The structure of the bacterial cell membrane resembles that of eukaryotic cell membranes, except it is deficient in cholesterol. The lipid bilayer is embedded with carrier proteins and

1

Quick Definition

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The cell membrane is a selectively permeable biological membrane found inside the cell wall and surrounding the cytoplasm.

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ScienceDirect

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A short definition to quickly orient the user to the subject

Enables users to understand and interpret scientific literature

2

Related Terms

- Users can learn more through interdisciplinary links

ScienceDirect Journals Books

Back to previous page > Cell membrane

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Basic Biology of Oral Microbes

in *Atlas of Oral Microbiology*, 2015.

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Related terms

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- Ideal for those who want to explore further

3 Relevant Excerpts

- Provides a comprehensive overview

ScienceDirect

Back to previous page > Cell membrane

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Learn more about Cell membrane

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[Read full chapter](#)

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The cell membrane of some bacteria can form invaginations into the cytoplasm called mesosomes.

[Read full chapter](#)

Cell Membranes

Jeffrey C. Freedman, in *Cell Physiology Source Book (Fourth Edition)*, 2012.

Summary

This chapter reviews some basic biochemical properties of

Regulation of K⁺ Excretion

Gerhard Malnic, Gerhard Giebisch, Shigeaki Muto, Wenhui Wang, Matthew A. Bailey, Lisa M. Satlin, in *Seldin and Giebisch's The Kidney (Fifth Edition)*, 2013.

K⁺ Secretion

Topic Pages resonating with customers

ELSEVIER SCIENCEDIRECT BOOKS CUSTOMER STATISTIC

90% of surveyed researchers agree that topic pages save them time.



Source: TechValidate survey of 267 users of Elsevier ScienceDirect Books

✓ Validated Published: Apr. 13, 2018 TVID: 3D9-198-7BE

ELSEVIER SCIENCEDIRECT BOOKS CUSTOMER TESTIMONIAL

“The type of research I am working in is kind of new, and I am grateful to the topic page as it got my keywords right and saved a lot of time to reach my ultimate research knowledge.

— **Saibalendu Sarkar, Student, Indian Institute of Technology Hyderabad**

Source: Saibalendu Sarkar, Student, Indian Institute of Technology Hyderabad

✓ Validated Published: May. 4, 2018 TVID: D3C-9D0-42D

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Topic Pages resonating with customers

ELSEVIER SCIEDIRECT BOOKS CUSTOMER STATISTIC

92% of surveyed researchers agree that topic pages help them to achieve their goals.



Source: TechValidate survey of 271 users of Elsevier ScienceDirect Books

✓ Validated Published: Apr. 13, 2018 TVID: 734-E8E-137

ELSEVIER SCIEDIRECT BOOKS CUSTOMER TESTIMONIAL

“ Learned more about how immunofluorescence works and interacts with specific types of antibodies in order to answer a question for a lab report.

— Josey Erickson-Pintaudi, Student, Monash University

Source: Josey Erickson-Pintaudi, Student, Monash University

✓ Validated Published: May. 4, 2018 TVID: A12-E42-758

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Questions?

