20th International Students’ Summer Seminar

E-PUBLISHING AND ITS HISTORY AND LATEST DEVELOPMENT

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Project ERA_IP_20_2011
1. What exactly means e-publishing – new media, new approach for authors, new gadgets or what?
2. Who is the user of e-publishing?
3. What about the law? How authors keep their rights?
4. How publishers survived developing e-publishing? What are the new business models?
5. What about the technology and the formats of e-publications?
6. Which is the strength and the weakness of e-publishing?
7. Open Access – what does mean?
8. How e-publishing influences over scholarly communication and libraries?
Definitions

- Electronic Publishing:
  - Is the process for production of typeset quality documents containing text, graphics, pictures, tables, equations etc.,
  - Electronic Publishing can be represented asEP = Electronic technology + Computer technology + Communication technology + Publishing (1)
Definition (2)

- The publication of books, periodicals (e-journals, e-zines, etc.), bibliographic databases, and other information resources in digital format, usually on CD-ROM or online via the Internet, for in-house users, subscribers, and/or retail customers, with or without a print counterpart.

- Synonymous in this sense with *e-publishing*. Also used synonymously with desktop publishing. (3)
Definition (3)

- The application by publishers of a computer aided process, by which they find, capture, shape, store and update information content in order to disseminate it to a chosen audience.
- From Wikipedia electronic publishing includes the digital publication of e-books and electronic articles, and the development of digital libraries and catalogues. (5)
- Electronically published materials may originate as traditional paper publishing or may be created specifically for electronic publishing. It is also known as: e-publishing, web publishing and internet publishing.
Phases of e-publishing according to Brown (4)

1. Period up until the early 1990’s. Print based information system. Dominated the printed pages.
2. From the mid 1990’s to the early 2000’s – period of confusion. New dimension to the information industry (set of new legal, business and technical challenges).
3. From the early 2000’s – strong electronic publishing drive, with digital versions of information out selling and outperforming their analogue equivalents.
Changes that drive developing of e-publishing

- Changes in Technology
- Changes in the Business Model
- Changes in the Product/Service concept
- Changes in User Behaviour
- Changes in Scientific Disciplines
- Changes in Copyright
- Changes in Demography
Advantages and Disadvantages

Advantages

- Accessible to all users regardless of geographic location.
- More acceptance of E-publishing within the scientific community.
- Possibility to get print out, to store in file or download from Internet of the long texts like an article.
- Possibility instant communication between editor/author.
- Possibility of to read whenever or how much you want.
- Possibility of cheaper publishing or cost effective publishing.
- Possibility of easier production and distribution of large volume study materials.
- Possibility of easier and quicker to reach huge masses.
Disadvantages

- User Friendliness
- Cost dimension of Internet and to get computer.
- Time problem during using and waiting for pages.
- Some time, technical difficulties to reach electronic materials.
- Misconduct and security issues, piracy, and plagiarism.
- Copy the entire document, or change the actual article, image or data.
- Destroying copyright
- Lack of widespread acceptance within the scientific community.
- Decreasing of access speed for the reason of huge volume.
Publishers business models

- Publishers business model is based on manufacturing processes, sales channel, and business practices.
- This models and practices are rapidly changing.
- The driving force behind the digital revolution is **hardware** (machines, e-readers, tablet computers, cell phones).
- The second driving force is **cloud-based computing** services (massive servers that store data that can be accessed via the internet).
- The third force – Amazon. The largest bookstore in the world with own hardware – Kindle, software – Kindle app for every imaginable mobile device. (6)
Business models

- Open access (publishing)
- Online advertising
- Online distribution
- Pay-Per-View
- Print on demand
- Subscriptions
- Self-publishing
- Non-Subsidy Publishing
New Media Technologies

- Information printed on paper dominated the mass distribution of information until the 1930s.
- Then radio emerged as a new medium and in the 1950s television was established.
- In the mid-1990s the Internet revolution began.
- Presently the expansion of the Internet onto mobile devices (phones as well as tablets) is forced

(2)
E-publishing technology 1944-2000

Age of technology in years

- 1999: WAP (mobile Internet) software
- 1998: Google intelligent WWW search engine
- 1996: Flash Animator software
- 1996: XML programming language
- 1996: Hotmail software
- 1995: RealAudio software
- 1995: Java programming language
- 1994: Virtual Reality (VRML) software
- 1994: WebCrawler WWW search engine
- 1993: Mosaic (graphic) WWW browser software
- 1992: Veronica gopher search engine
- 1992: Lynx (text) WWW browser
- 1991: Gopher software
- 1991: WAIS software
- 1991: WWW software
- 1990: Commercial ISP starts operations
- 1990: Archie FTP search engine
- 1988: IRC software
- 1987: Perl programming language
- 1987: Usenet compatible with the Internet
- 1986: Hypercard software
- 1985: CD-ROM technology
- 1985: FTP software
- 1984: Macintosh operating system
- 1984: Domain Name System (DNS)
- 1984: Mouse and window technology
- 1984: Unix compatible with the Internet
- 1981: MS-DOS operating system
- 1981: Portable computer
- 1981: Mailing list software
- 1980: Telnet software
- 1979: Usenet newsgroups software
- 1978: BBS software
- 1977: Wordprocessor software
- 1975: Personal computer
- 1973: Hard disk technology
- 1971: Email software
- 1969: Networked
- 1969: Unix operating system
- 1967: Floppy disk technology
- 1964: Runoff text editing software
- 1944: Mainframe digital computer

(c) 2002 www.ciolek.com
User Behavior

- The introduction of new media technologies has changed how customers access information.
- For example, the Internet has not only partly replaced paper newspapers but has partly replaced television as well.
- The Internet has also become an important source of information on products.
- Major companies have been establishing multimedia solutions for the mobile market (2)
How we read?

What we read?
Digital Book World Survey, 2011
http://conference.digitalbookworld.com/ehome/24240/55637

- The survey was conducted among publishing executives at major publishing companies across the U.S. that represent 74% of all U.S. publishing revenues.
- According to the survey, 82% of book publishing executives are “optimistic” about the digital transition (down from 89% a year ago).
- Similarly, fewer publishers believe that as a result of digital advances:
  - Readers will be better off, 61% in 2011, down from 74% in 2010.
  - More people will read books than did before, 60% in 2011, down from 66% in 2010.
  - Readers will read a greater number of books than before, 47% in 2011, down from 66% in 2010.
- When asked about their own companies, the pessimism became more pronounced: Only 28% of publishing executives think their company will be better off because of the transition to digital, down from 51% a year ago.
According to the survey carried on by Pew Research Center in 2011:

- The people who read e-books read more than the other.
- They read 60% more than the people which prefer traditional books, newspapers, magazines.
- 42% prefers their own computers.
- 41% prefers e-readers
- Only 23% - 29% use smart phones or tablets for reading
- 61% prefer to by e-book not to hold from library
- 81% think that the traditional books are more comfortable for children than e-books.
Readers of e-books read more frequently than others

% of Americans age 16 and older who read every day or nearly every day for these reasons

Source: Pew Research Center’s Internet & American Life Reading Habits Survey, November 16-December 21, 2011. N=2,986 respondents age 16 and older. Interviews were conducted in English and Spanish and on landline and cells. The margin of error for the sample is +/- 2 percentage points. N for e-book readers=739. N for non-ebook readers=1,681.
When you want to read a particular e-book, where do you look first?

% of American e-book readers age 16+, as of December 2011

- At an online bookstore/website: 75%
- At your public library: 12%
- Someplace else: 5%
- Don’t know: 5%

Source: Dec. 2011 results are from a survey of 2,986 people age 16 and older conducted November 16-December 21, 2011. N for number of those who had read a book in the past 12 months=2,474 among those age 16 and older. The survey was conducted in English and Spanish and on landline and cell phones. The margin of error is +/- 2 percentage points.

http://libraries.pewinternet.org/2012/04/04/part-5-where-and-how-readers-get-their-books/
Which is better for these purposes, a printed book or an e-book?

% of those who have read both e-books and printed books in the last 12 months who say that this format is better for these purposes

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Printed books</th>
<th>E-books</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading with a child</td>
<td>81%</td>
<td>9%</td>
</tr>
<tr>
<td>Sharing books with other people</td>
<td>69%</td>
<td>25%</td>
</tr>
<tr>
<td>Reading books in bed</td>
<td>43%</td>
<td>45%</td>
</tr>
<tr>
<td>Having a wide selection of books to choose from</td>
<td>35%</td>
<td>53%</td>
</tr>
<tr>
<td>Reading books while traveling or commuting</td>
<td>73%</td>
<td>19%</td>
</tr>
<tr>
<td>Being able to get a book quickly</td>
<td>83%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Reading Habits Survey, November 16-December 21, 2011. N=2,986 respondents age 16 and older. Interviews were conducted in English and Spanish and on landline and cells. N for those who have read both printed books and e-books in the past 12 months is 701.
New media trends on the market

- New technologies
- Access to anything, anytime and anywhere
- The connection between authors and readers get easier and faster.
- The lack of mediator between creator of information and end users cutting down the prices of these information.
Electronic publication

- A work in digital form capable of being read or otherwise perceived, distributed to the general public electronically.
- The category includes electronic journals and e-prints, electronic magazines and newspapers, electronic books, Web sites, Weblogs, etc.
- Some electronic publications are online versions of print publications; others are born digital.
- Synonymous with *e-publication*. (3)
E-books
- A digital version of a traditional print book designed to be read on a personal computer or an e-book reader (3)

E-journals/E-magazines
- A digital version of a print journal/magazine, or a journal-like electronic publication with no print counterpart, made available via the Web, e-mail, or other means of Internet access. (3)
- Mid 15th century – invention of printing technology. Revolutionized the production of printed books.
- Publication of books and journals on magnetic media microfilms and microfiche - followed suit in the 1930s.
- Computing technology was developed in 1960s, and with it, some time later towards the end of 20th century, were invented other media such as optical discs, digital versatile discs for recording of information.
E-Book Universe

Sony

Reader Pocket Edition: $199.99
Reader Touch: $299.99
Reader Daily Edition: $399.99

Google Books

Barnes & Noble

COOL-ER $249

Plastic Logic

IRex Technologies

Conquest

Amazon.com

Kindle DX: $489
Kindle 2: $299

Symbian

Blackberry

Windows Mobile

MOBIPOCKET

at&t

Sprint

shortcovers

iPhone

Apple

eSlick Reader

CourseSmart

Iceberg

Stanza

Amazon Kindle

Fictionwise

The Hearst Corporation

Tablet?

TechFlash

Brought to you by
www.techflash.com
The e-reader market is expanding rapidly.
The number of cell phones growth worldwide very quickly. And this is the most important market product.
People use cell phones – smart phones as e-readers.
There are predictions that smart phones and tablet computers will reach 2 billion in the next few years. (6)
What kind of e-reading device do you own?

% of American adult e-reader owners age 18+ who own each type of e-book reader

- Kindle 62%
- Nook 22%
- Sony Reader 2%
- Pandigital 2%
- Kobo Reader 1%
- Other 3%
- Don’t know 9%

Source: The Pew Research Center’s Internet & American Life Project Winter Tracking Survey, conducted from January 20-February 19, 2012. N=313 e-reader owners age 18 and older. Interviews were conducted in English and Spanish, by landline and cell phone. N for number of e-book reading device owner=676.

Kindle Direct Publishing
https://kdp.amazon.com/self-publishing/help?topicId=A3R2IZDC42DJW6
iBooks by Apple
iBooks Author

iBooks Author. Create and publish amazing Multi-Touch books for iPad.

Available free on the Mac App Store, iBooks Author is an amazing new app that allows anyone to create beautiful Multi-Touch
Windows 7 eBooks
http://www.windows7update.com/Windows7ebooks.html
Ten Bold Predictions for Book Publishing in 2012 by Digital Book World

1. We will see more self-published best-sellers next year with an exponential rise in the number of million-selling authors.
   Score: Almost there
   While an increasing number of self-published authors are finding fame and fortune, there hasn’t to our knowledge been “an exponential rise” in the number of indie-authors who have sold a million books on Kindle or Nook.

2. Large publishing companies will go through major restructurings, creating new positions and redundancies of all shapes and sizes.
   Score: Already happened
   We were right on with this prediction. Publishing companies of all shapes and sizes are restructuring to meet the needs of their new digital-focused business models.

3. Amazon will come out with a larger tablet with an 8.9-inch screen and it will be priced at $299 or lower.
   Score: Almost there
   According to C|Net, Amazon is reportedly working on a ten-inch version of its Kindle Fire line of tablets. Ten, 8.9, close enough, right?
   In related news, Google jumped into the tablet fray recently with the announcements of its new device, the Nexus 7.
4. Apple will come out with a smaller iPad at a reduced price.
Score: Not yet

5. Sony will get a second life in the e-reader game when Pottermore launches in the Spring.
Score: We got it wrong
The launch of Pottermore created a stir, but not around the Sony eReader device, but around how Pottermore forced all the e-book retailers to send their customers to the site to purchase books for each device.

6. Literary agencies will engage in a campaign to communicate the value of their services to the book industry.
Score: Not yet
So far this year, publishers have started to make a concerted effort to convey their value to the marketplace, but literary agents, as a group, in an organized way, have been absent from this debate.

7. Authors will become disappointment with the rights they sign away to publishers. Shorter and more flexible copyright terms will become more attractive to authors.
Score: Not yet
8. The standard e-book royalty from major publishing houses will rise next year and will escalate with increased sales.
Score: Not yet
This is another prediction that will be hard to confirm because of the private nature of book contracts, but we’re pretty certain that this hasn’t happened yet.
What has happened is that self-publishing services have started a price and services battle in an effort to lure more authors.

9. Standards of what an app and what a book is will change and apps will eventually be sold in the iBookstore.
Score: Not yet
Children’s digital publishing is turning a corner this year and enhanced e-books are looking more like apps and children’s e-book apps are behaving more like books.

10. More publishing companies will form in-house transmedia groups.
Score: Already happened
Marvel launched a transmedia division this year.
Copyright & Creative Commons

- Copyright licenses provide a simple, standardized way to give the public permission to share and use creative work.
- CC licenses let easily way to change the copyright terms from the default of “all rights reserved” to “some rights reserved.”
- The licenses make the transfer of rights away from the traditional holder of publishers right.
<table>
<thead>
<tr>
<th>Creative Commons License Types</th>
<th>Can someone use it commercially?</th>
<th>Can someone create new versions of it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attribution</td>
<td>![Thumb Up]</td>
<td>![Thumb Up]</td>
</tr>
<tr>
<td>Share Alike</td>
<td>![Thumb Up] ![Thumb Up]</td>
<td>Yup, AND they must license the new work under a Share Alike license.</td>
</tr>
<tr>
<td>No Derivatives</td>
<td>![Thumb Up] ![Thumb Up]</td>
<td>![Thumb Down]</td>
</tr>
<tr>
<td>Non-Commercial</td>
<td>![Thumb Up] ![Thumb Down]</td>
<td>Yup, AND the new work must be non-commercial, but it can be under any non-commercial license.</td>
</tr>
<tr>
<td>Non-Commercial Share Alike</td>
<td>![Thumb Down] ![Thumb Down] ![Thumb Up]</td>
<td>Yup, AND they must license the new work under a Non-Commercial Share Alike license.</td>
</tr>
</tbody>
</table>

**SOURCE**
Influence of e-publishing over scholarly communication and libraries
Open Access Movement

- The Budapest Open Access Initiative (BOAI) was a conference convened by the Open Society Institute in 2001.
- This initiative is recognized as one of the major historical, and defining, events of the open access movement.
- The opening sentence of the Budapest Open Access Initiative encapsulates what the open access movement is all about, and what its potential is:
  “An old tradition and a new technology have converged to make possible an unprecedented public good.”
Information content made freely and universally available via the Internet in easy to read format, usually because the publisher maintains online archives to which access is free or has deposited the information in a widely known open access repository.

Open access is a new model of scholarly publishing developed to free researchers and libraries from the limitations imposed by excessive subscription price increases for peer-reviewed journals, particularly in the sciences and medicine.

By breaking the monopoly of publishers over the distribution of scientific research, open access makes access to scientific information more equitable and has the added advantage of allowing the author to retain copyright.\(^{(3)}\)
Open access journal
http://www.doaj.org/
Open access repository
ROAR (http://roar.eprints.org/)
http://www.doabooks.org/
References


Thank you for attention!