



Simba
Information

A background image showing a desk with several sheets of paper, a pen, and a pair of glasses. The text is overlaid on this image.

SSP 2011 IN Conference Globalization Trends



About Simba

- Founded in 1989 (and is not named after the lion)
- Publisher of 5 industry newsletters:
 - *Professional Content Report,*
 - *Book Publishing Report,*
 - *Educational Marketer,*
 - *Electronic Education Report*
 - *Yellow Pages & Directory Report*
- Simba's Professional Publishing Group produces
 - *Global STM Market Forecast*
 - *Global Professional Publishing*
 - *Business Information Markets*
- Research and Advisor Services to almost all of the top publishers in STM and Educational Publishing



The Market Leading Intelligence
You Need for the Advantage You Want



What's in the mix?



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Intelligence You Need for the Advantage You Want.



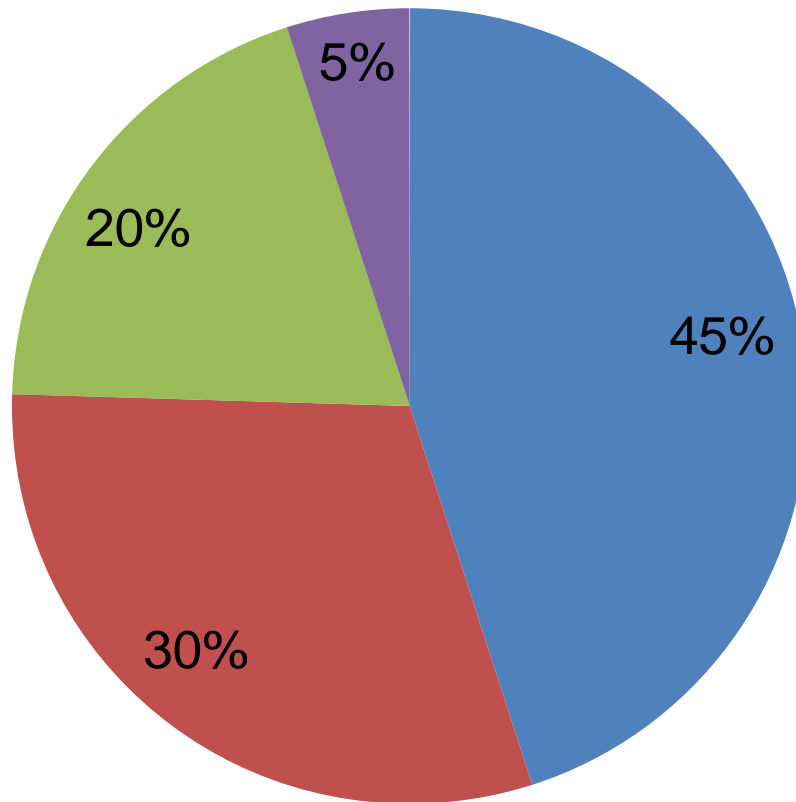
Publishing activities we track include:

- Books
- Journals
- Databases
- Abstract & Indexing Services
- Online Services
- Newsletters
- Directories
- Looseleafs





STM Market by Region 2006



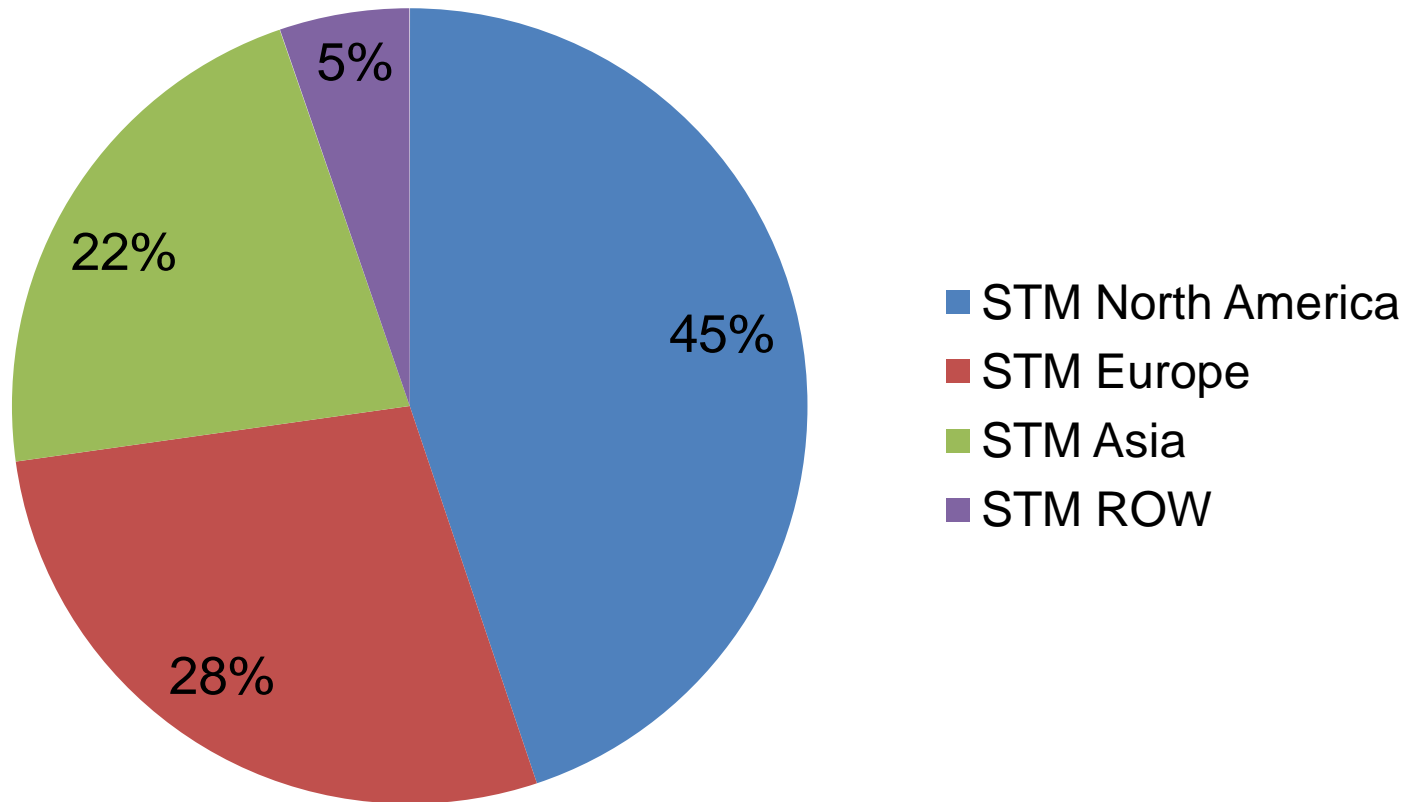
- STM North America
- STM Europe
- STM Asia
- STM ROW



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STM Market by Region 2015



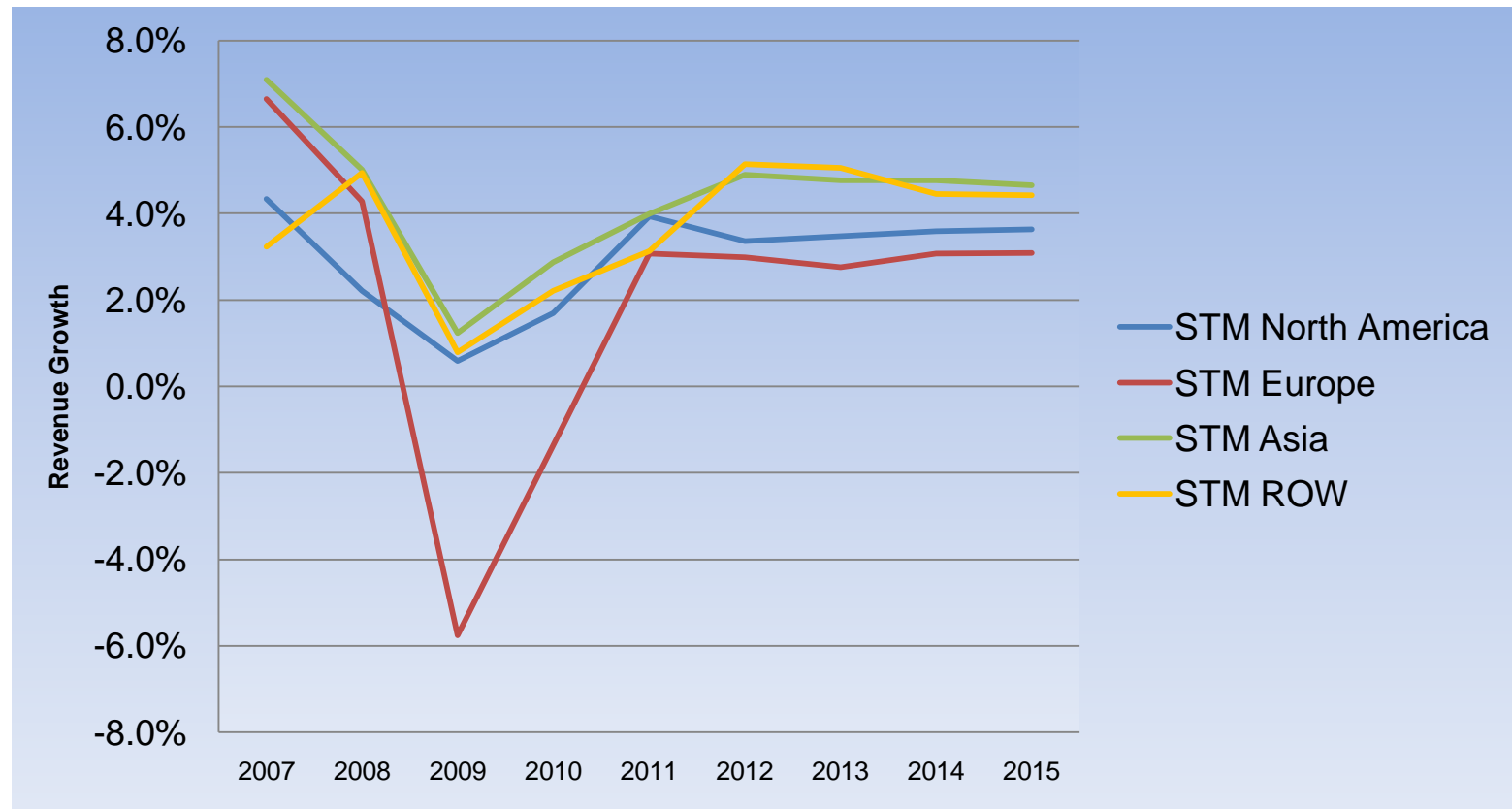
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STM Market Growth by Region 2007-2015



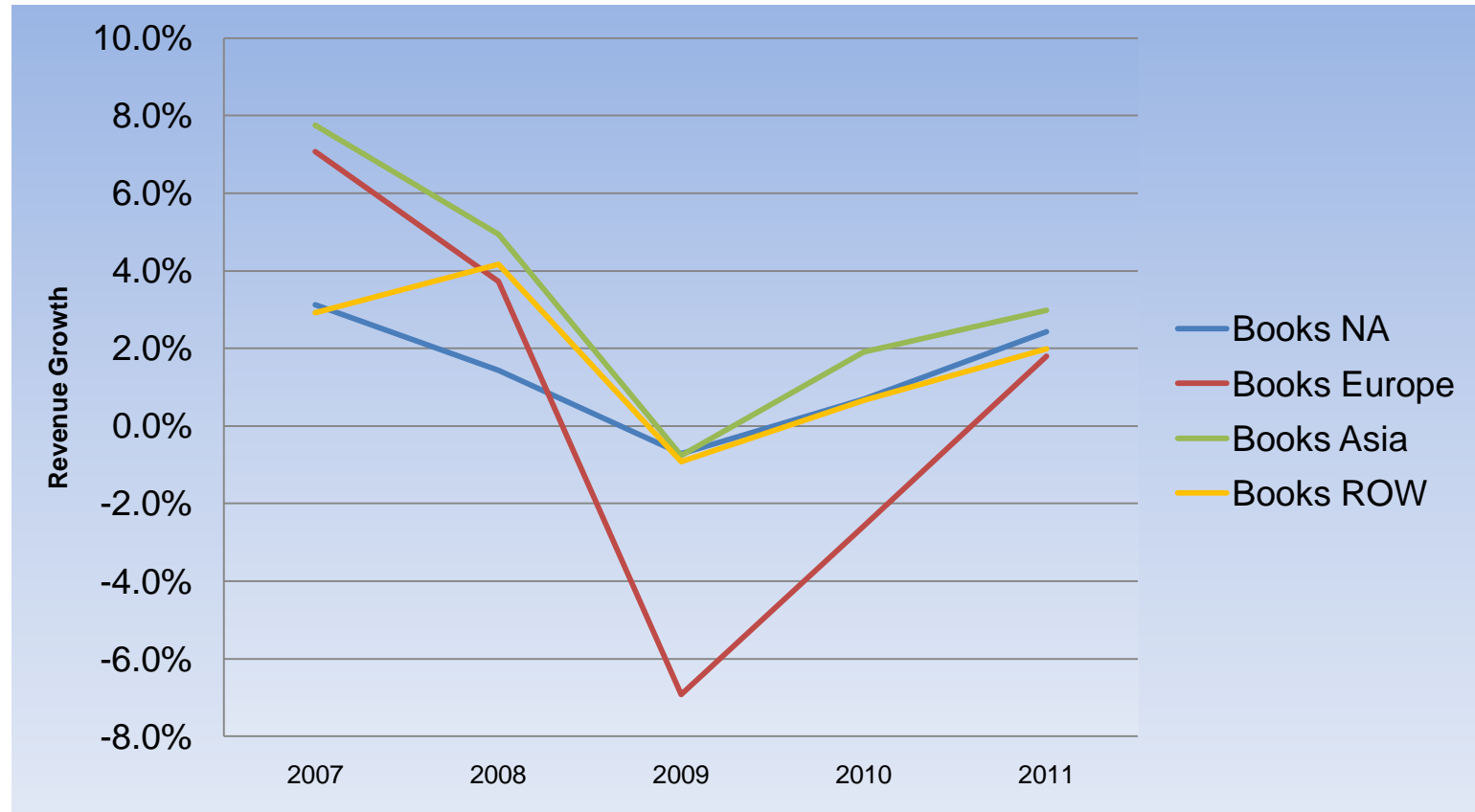
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STM Regional Book Growth 2007-2011

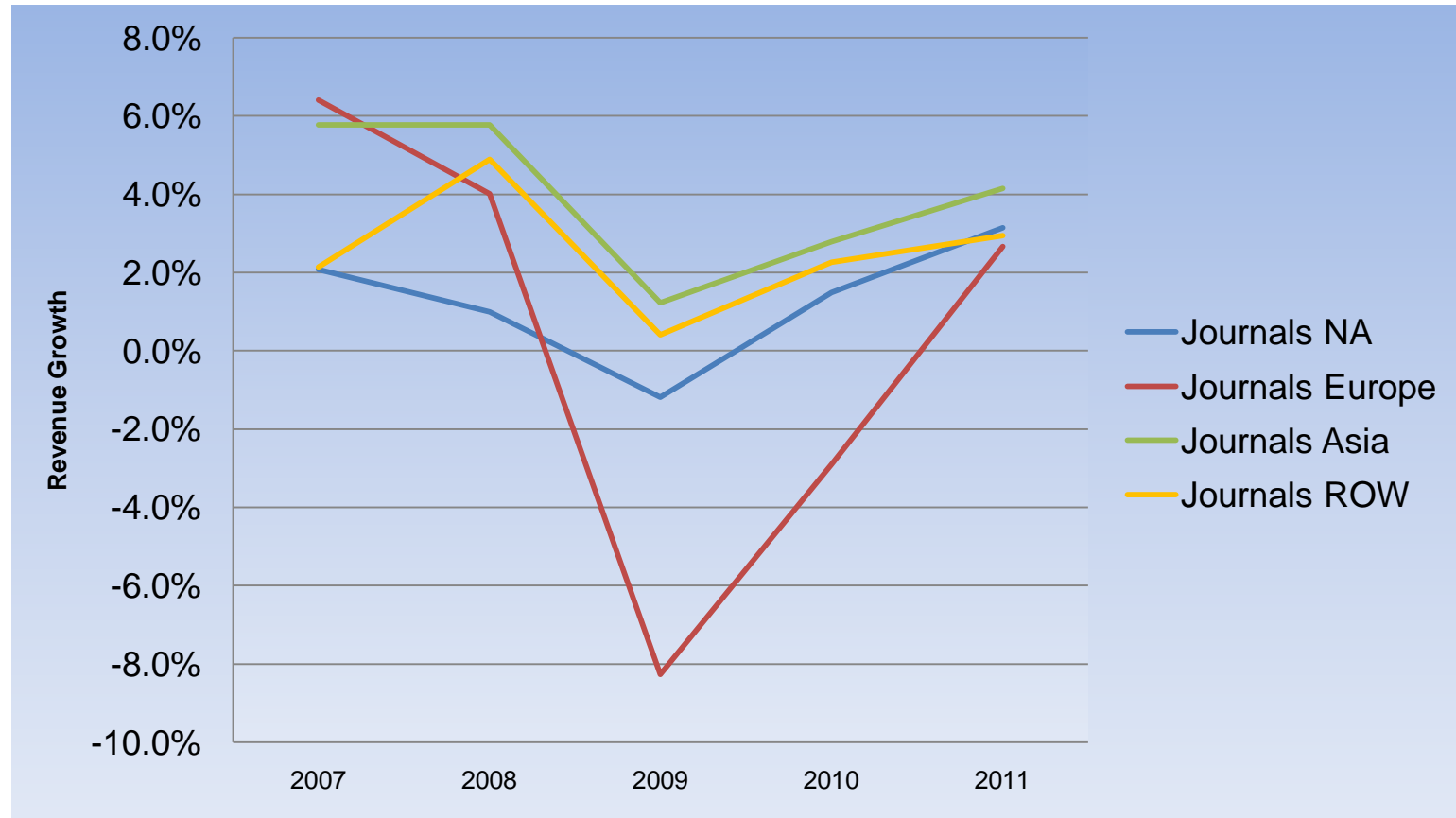


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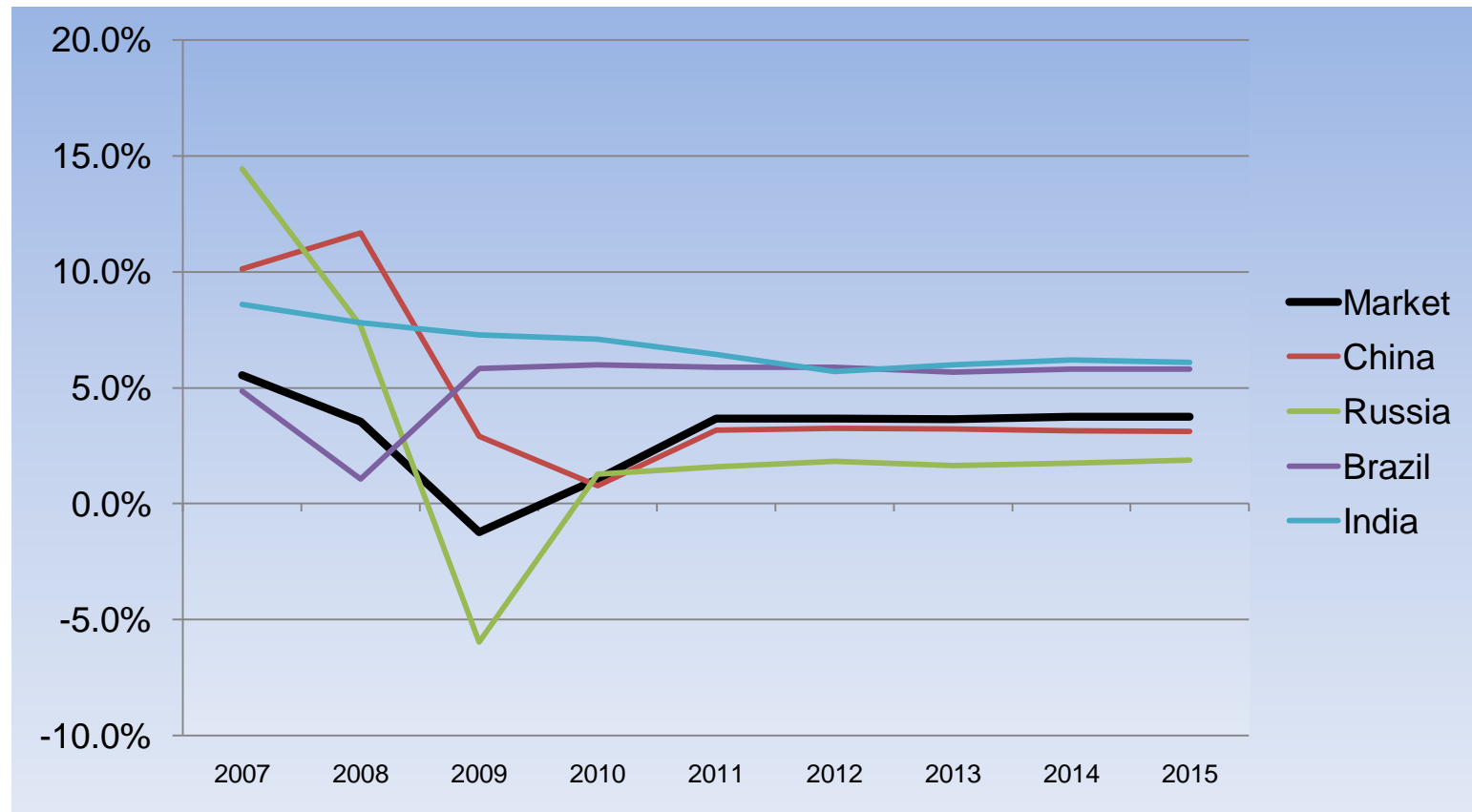
STM Regional Journal Growth 2007-2011



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BRIC STM Growth vs. Total Market 2007-2015

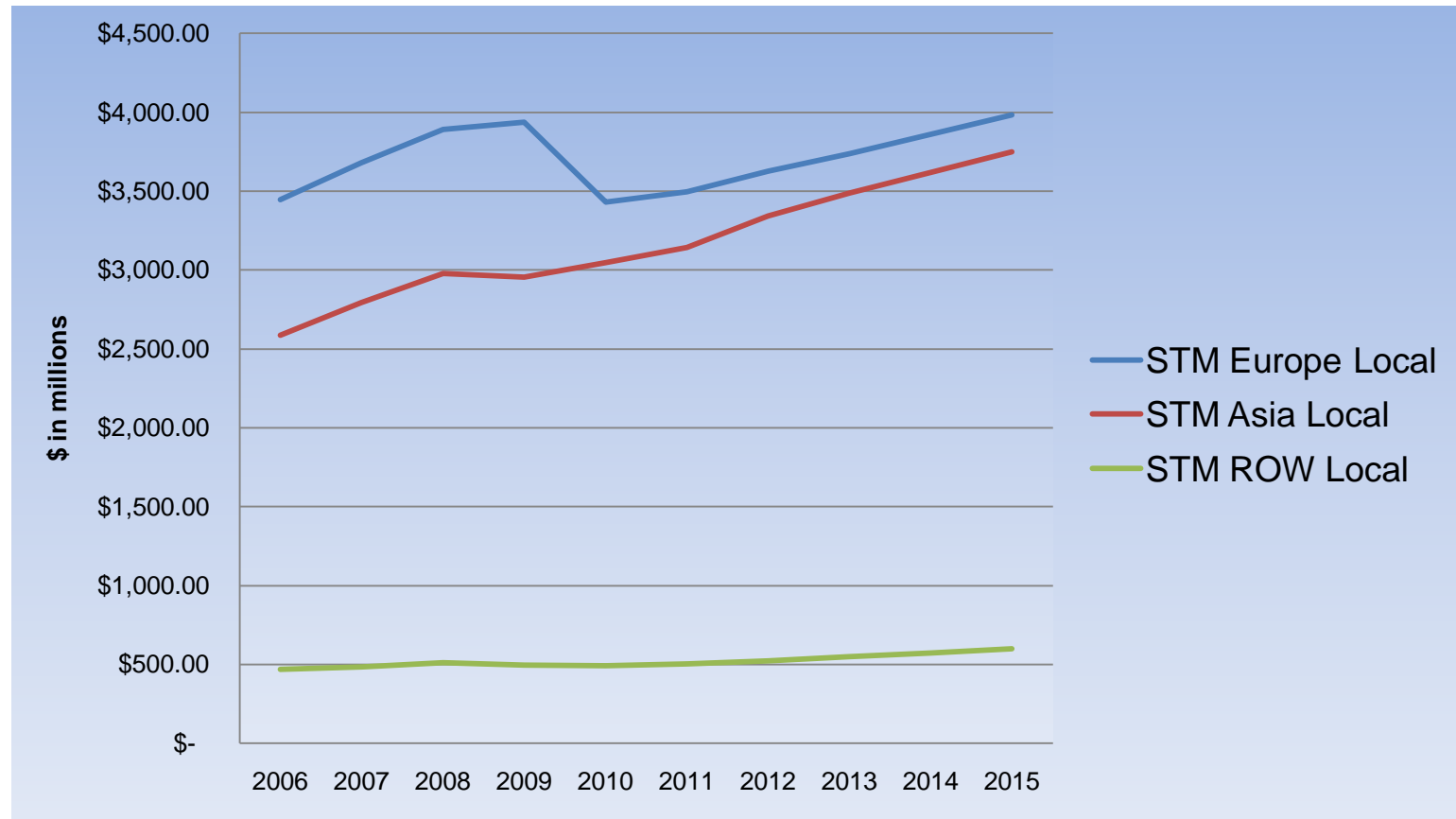


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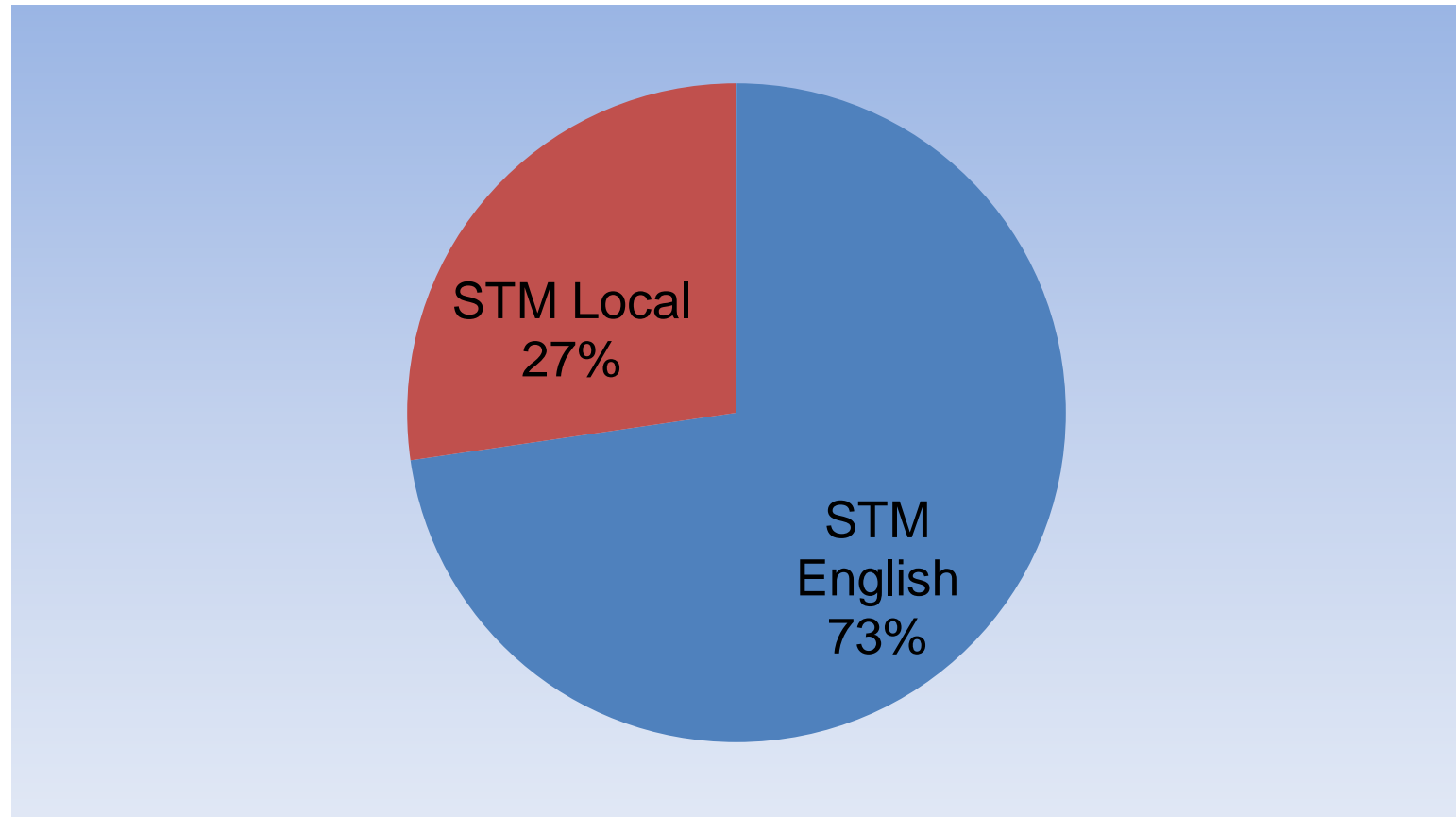
Local Language Sales by Region 2006-2015



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But English is still the language of research...

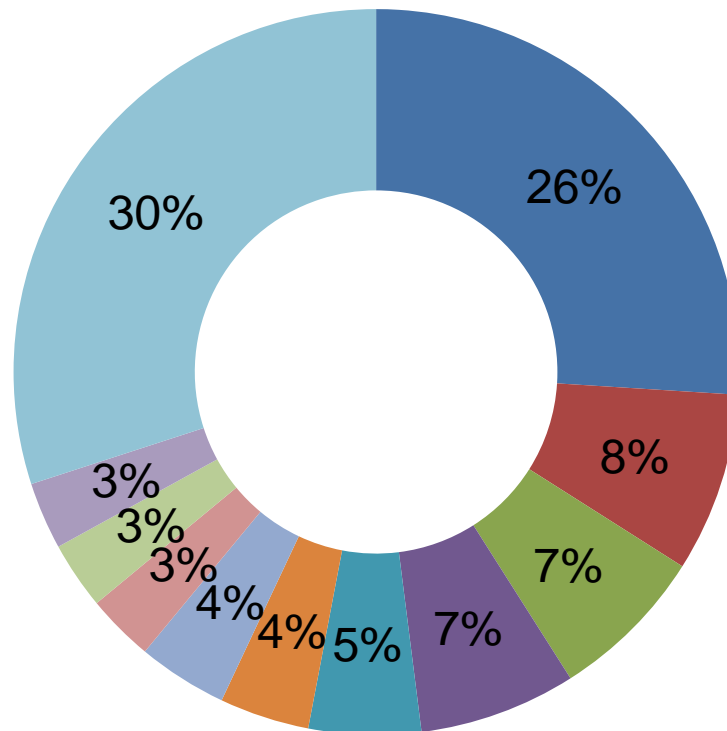


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Publication Authorship: Top 10 Countries 1999-2003

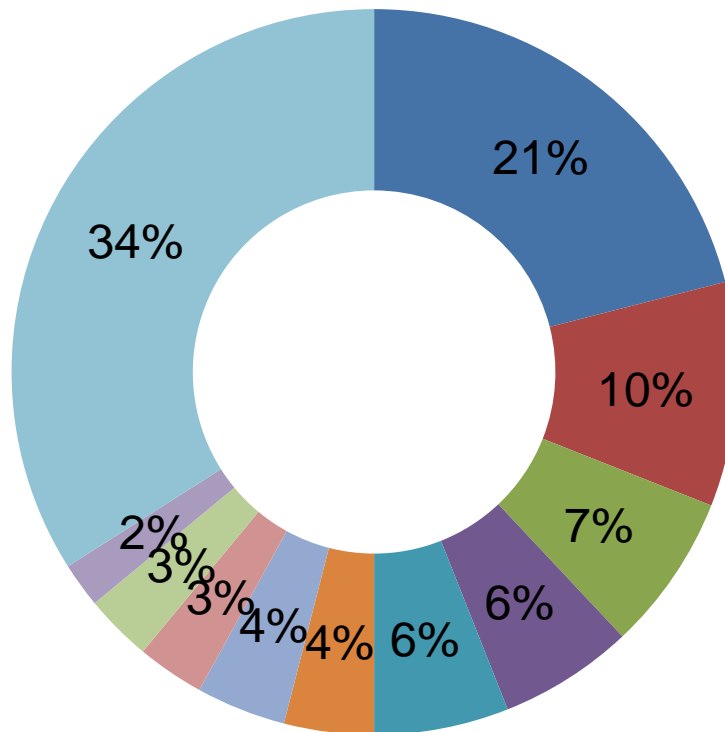


- United States
- Japan
- United Kingdom
- Germany
- France
- China
- Italy
- Canada
- Russia
- Spain
- Other





Publication Authorship: Top 10 Countries 2004-2008



- United States
- China
- United Kingdom
- Japan
- Germany
- France
- Canada
- Italy
- Spain
- India
- Other





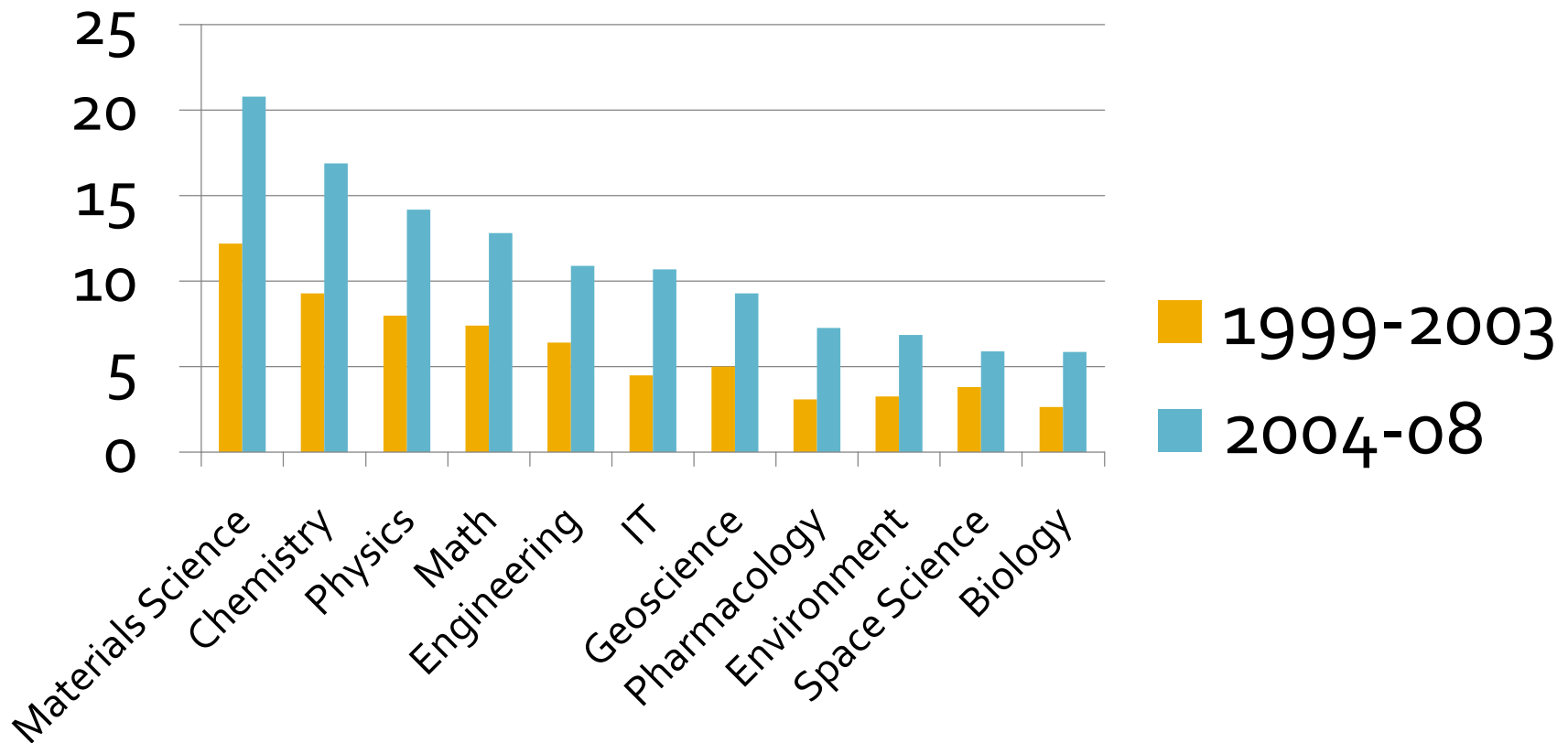
Publication Authorship: Winners and Losers 1999-2008

Country	Percentage Point Change
United States	-5%
China	+6%
Countries Beyond the Top 10	+4%
Japan	-2%
Russia	-2%
India	+1%
Germany, France, Italy	-1%





Payoff: China's % share of research

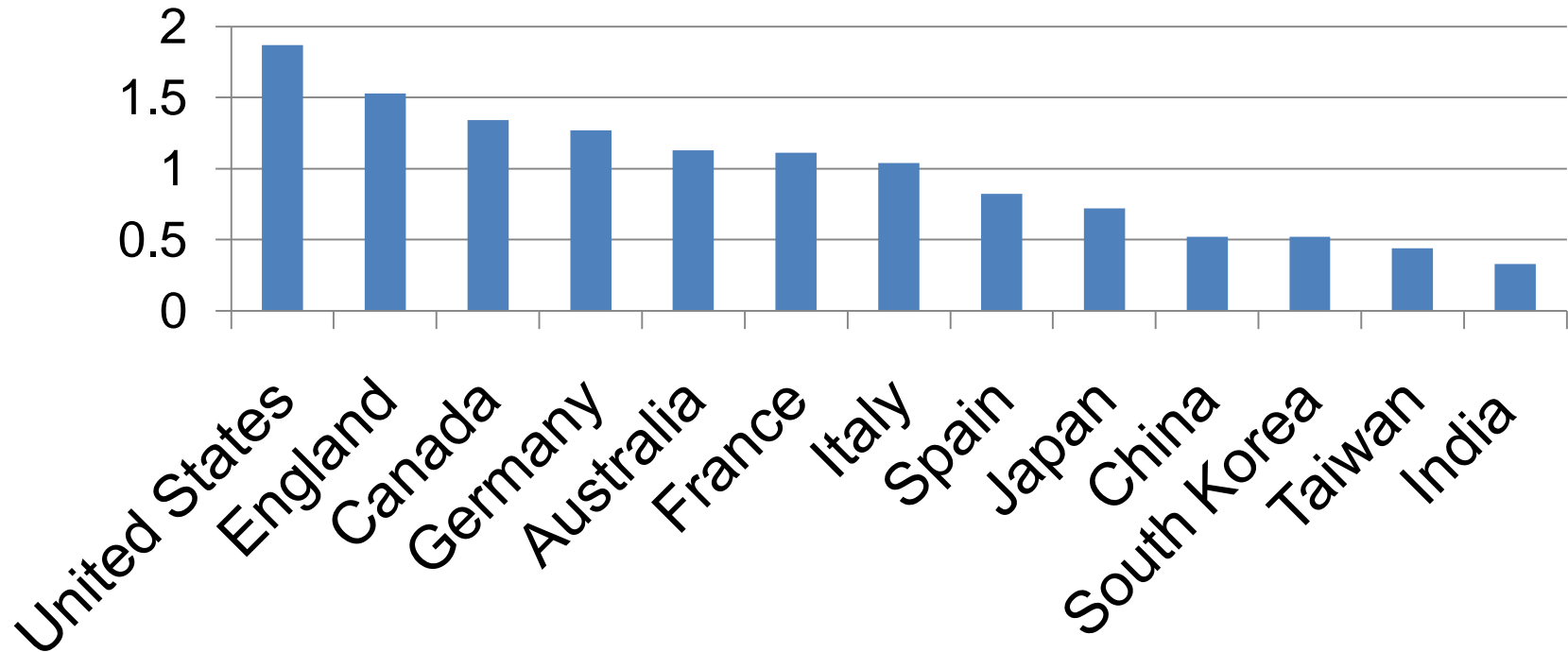




Quality • • • •

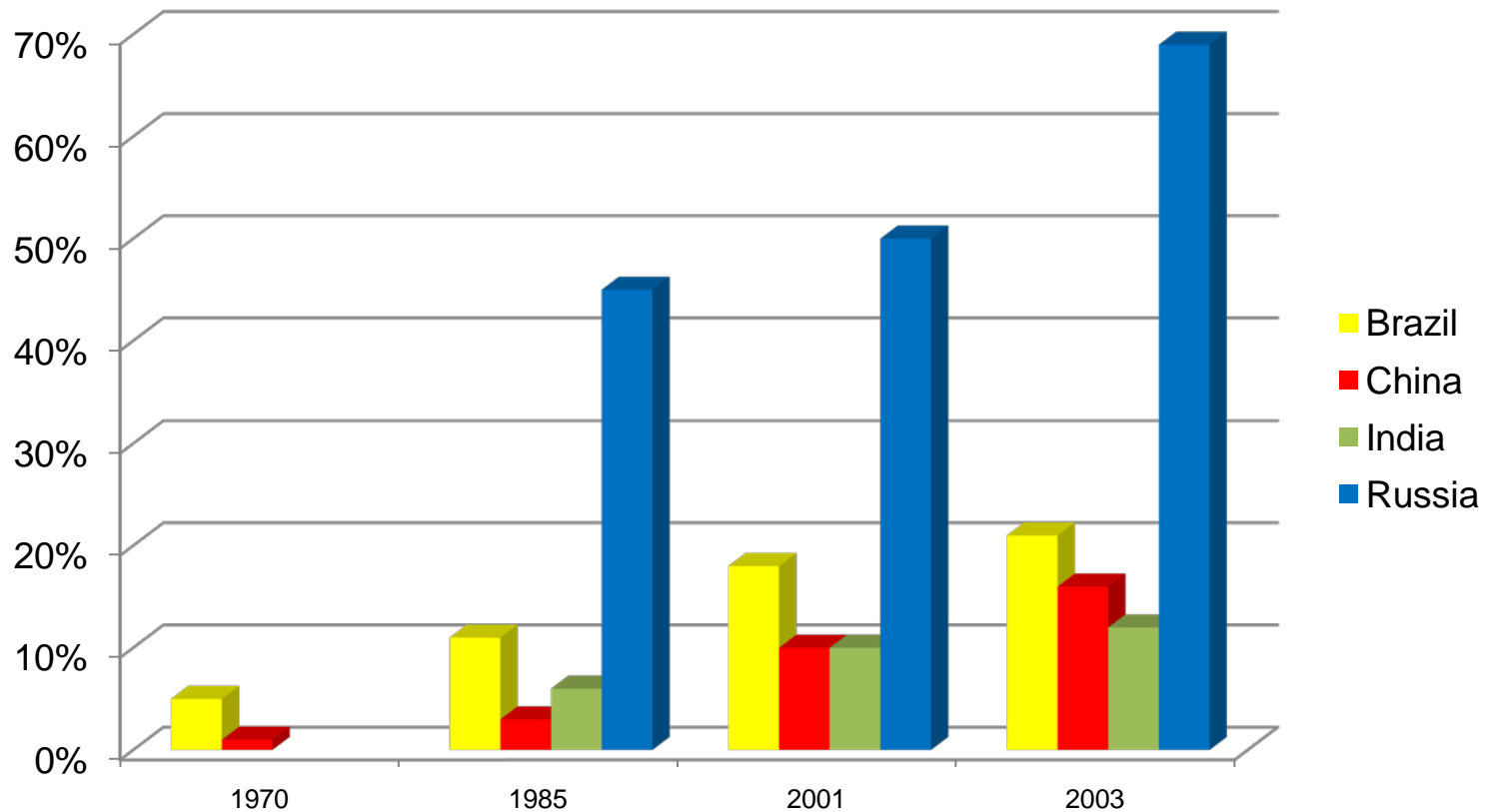
% Papers Top One Per Cent

Total Papers 1996-2006 per *ISI Science Watch* May/June 2007





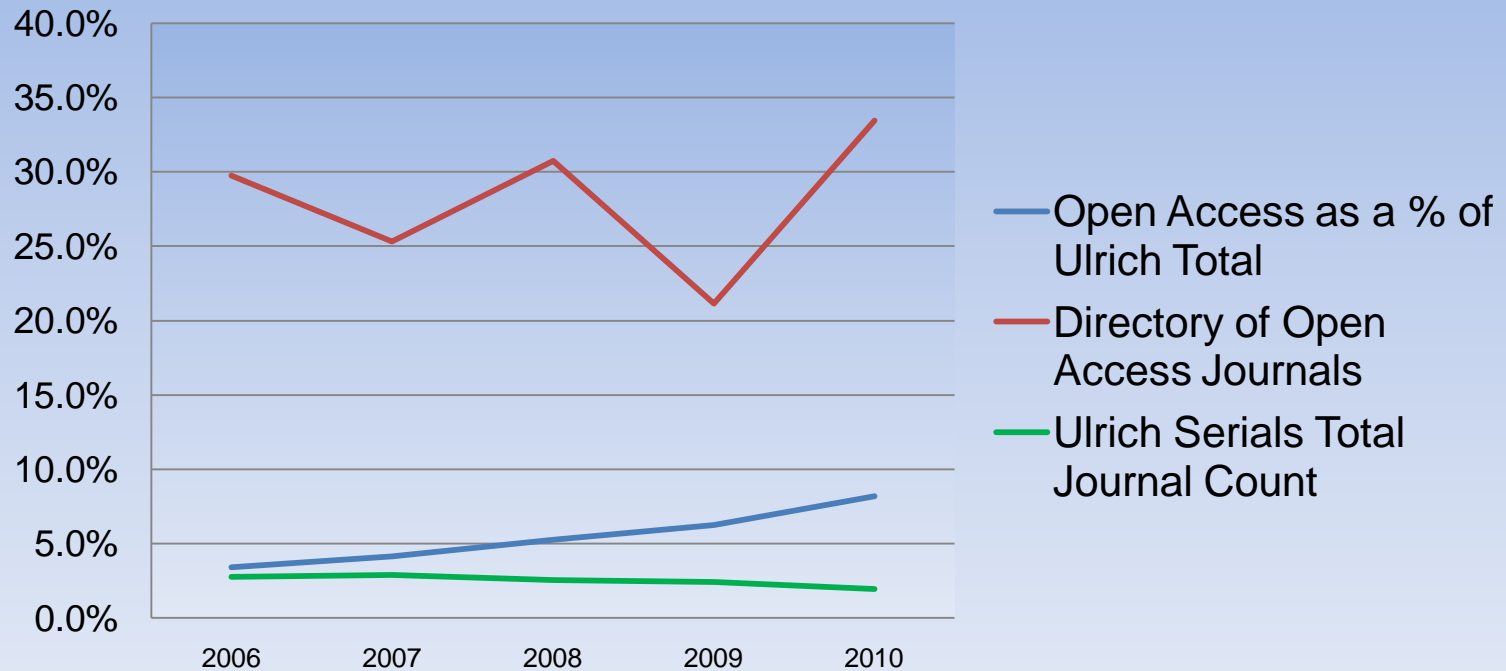
BRIC Higher Education Enrollment Rates





Open Access is growing worldwide...

Growth of Open Access Titles vs. Growth of All Journals, 2006-2010





But the share is small

- Ulrich's Serials database currently lists more than 72,682 active academic journals worldwide. Based on that number, titles listed in the Directory of Open Access Journals represent about 8.2% of all journals.
- Open Access proponents often cite the lack of access in developing countries as a prime reason for changing the traditional scholarly publishing model.
- Deposit mandates and other policies intended to drive more free access are here to stay, so Open Access will be a factor to contend with.





Professional content ripe for piracy

