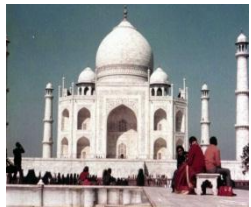
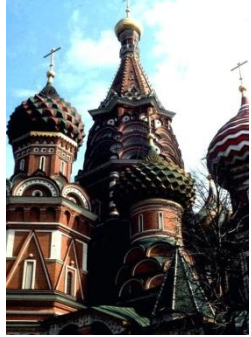


National STM Markets

- **Dominant (30% to 60%)**
 - USA
- **Large (5% to 10%)**
 - Japan
 - UK
 - Germany
- **Medium (2% to 5%)**
 - France
 - Italy
 - Spain
 - Scandinavia
- **Small/Growing (1%to2%)**
 - India
 - Australia
 - China
 - Taiwan
 - South Korea
 - Brazil
 - Middle East

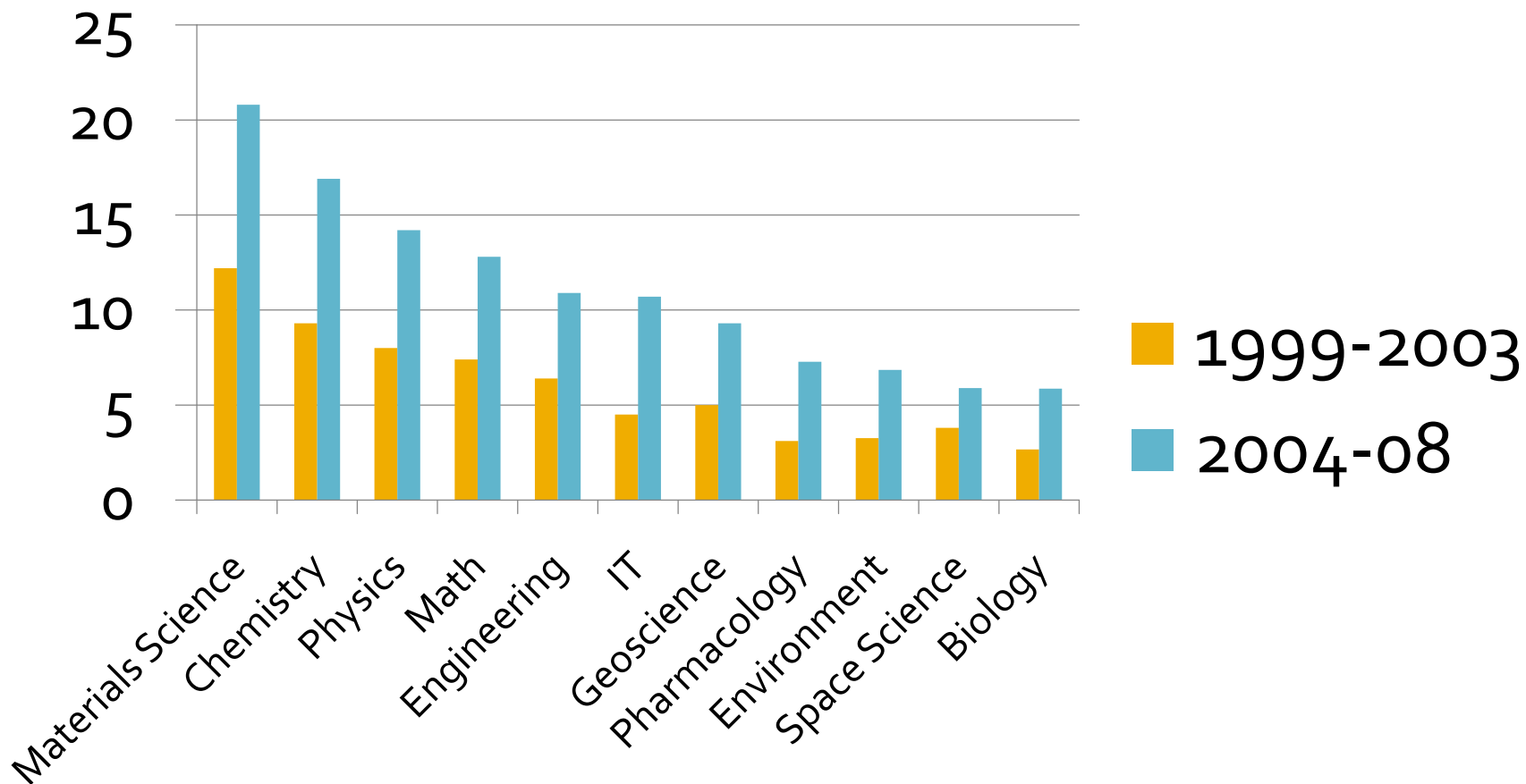
Editorial shares might be much higher



BRICs

- **BRAZIL**
 - CAPES Consortium 80%-90% imports
 - Government is world's largest book customer
 - Government pushes Open Access
- **RUSSIA**
 - E-book piracy, distribution bottleneck
 - Wealth from commodities, but losing population
- **INDIA**
 - Chemistry & Agric each 5.7%
 - 45% R&D-in pharma
- **CHINA**
 - Largest source of papers by 2020
 - 900 million mobile phones
 - 450 million Internet users

Payoff: China's % share of research



Krystyna Regulska on Poland

Society for Scholarly Publishing

Innovative People Advancing Scholarly Communication



SSP "IN"

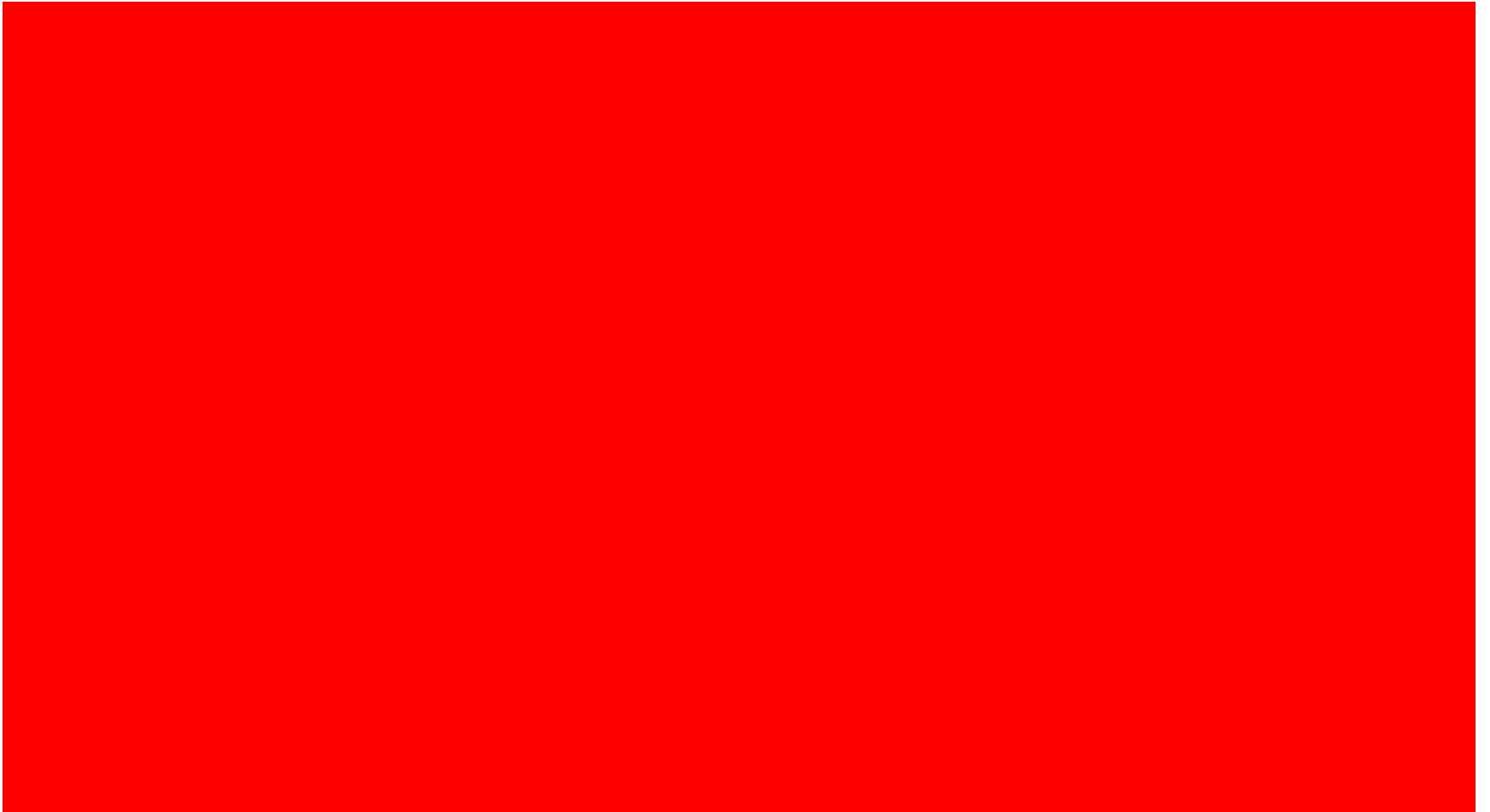
Interact, Inspire, Innovate.



Arend Kuster, Qatar Foundation

- New journal publisher in Qatar has same worries as elsewhere: getting papers and building trust
- Prepare for the heat, have water with you
- Science & Research just starting,
 - QF only 5 years old,
 - Only 1.6 million population
- Public is tech savvy, generous to visitors
- Culturally diverse, English widely spoken, but use of English marginalizes Arabic

Where to start?



Where to start?

- Read *The Economist*
- Subscribe to Simba and similar services
- Read *KnowledgeSpeak*
- Annual Reports, Analyst Presentations and SEC filings
- Network with agents, editorial board members around the world.

The Basics

- Visit “Book” Fairs, alternate if necessary
 - London in Spring/Frankfurt in October
 - London Online in December/Beijing in Sept
- American events
 - SLA, ALA, MLA
 - Specialist meetings
- International STM Group
- Visit Embassies Commercial/Trade Departments
 - U.S. and others, in person and online

Dig deep into your data

- Manually or use consultant.
- Who are your customers and how changing:
 - Where do your authors/contributors come from?
 - What are the trends? Do you understand what's driving them? What is the rejection rate? Is it desirable?
 - How do your competitors compare?
- Match your editorial and sales activity accordingly

Find a local champion



- With language, distance, legal and cultural differences, you need someone *with aligned commercial interests*.
 - Beijing company created conference with video month before EIC live visit.
 - Western Europe: members of editorial boards selling online ads on their national society's site.

Ryoji Fukada on need for 'buffer' in Japan

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Set up your own office?



- How will it compare to this?
- Can you get the best staff? Keep them? What is their career path? In a growing market, will the best people get pinched?

Nick Turner offers some alternatives

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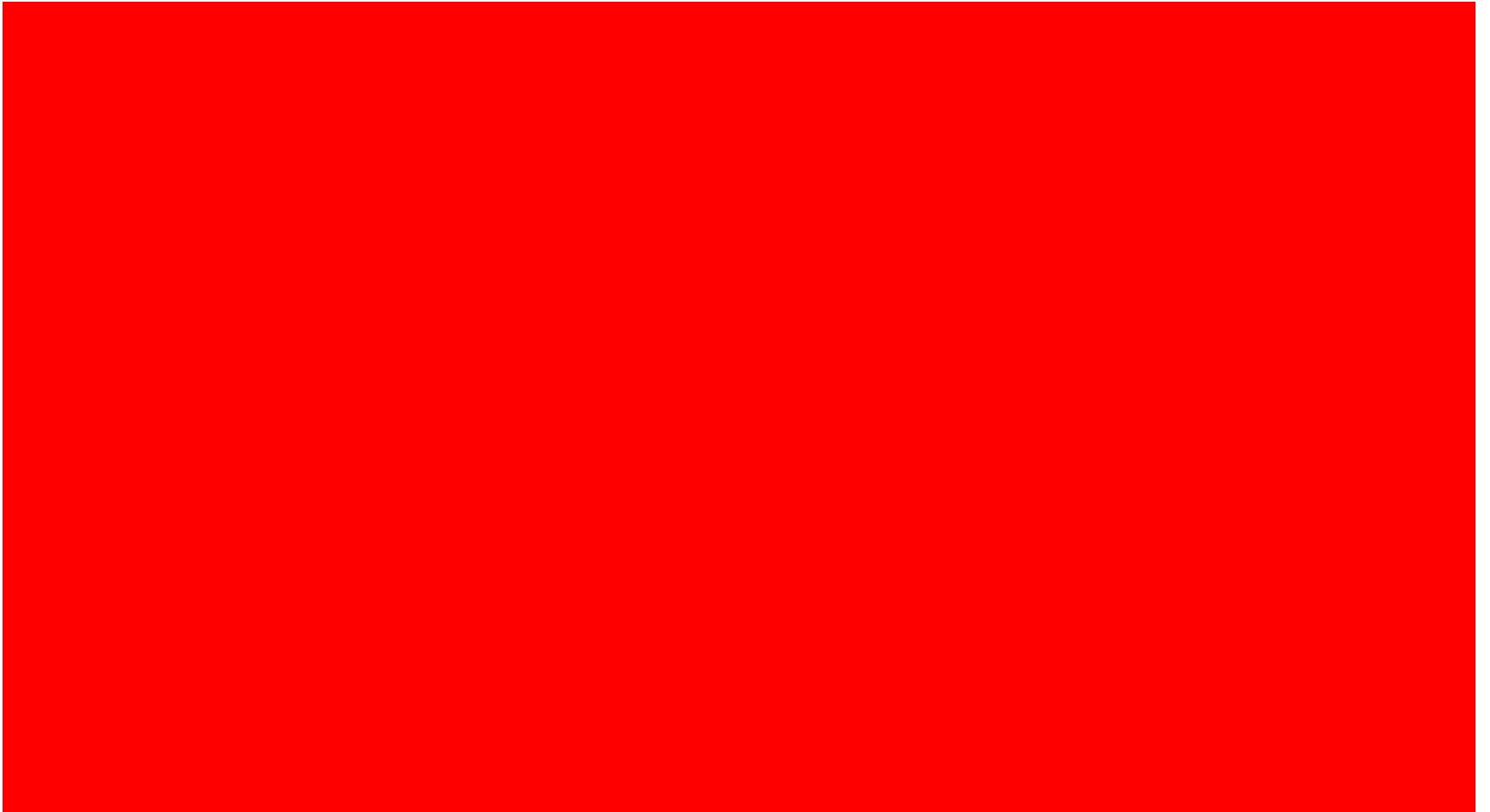
SSP "IN"
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Think it through



- What's your exit strategy?
 - If it doesn't work out, how will it look to shut your office?
- Your local rep or agent will be your face in the market.
 - How good is the cultural fit of your agent/staff?

Local Editorial



Local Editions

- Local version of a publication
 - Might get \$1,500/article or \$25,000 /year
 - Hidden costs and risks
 - But also lessons: *National Geographic*



Traditional Business Models

- The goal is to build the brand, reach readers unable to read, afford or make use of the original.
- Most common in medicine
- Local editorial board will select articles of local interest
 - Converted to a quarterly or bi-monthly.
- Business models: single sponsorship, multiple sponsorship, subscription and serialization.

Reprints or Local Advertising in English

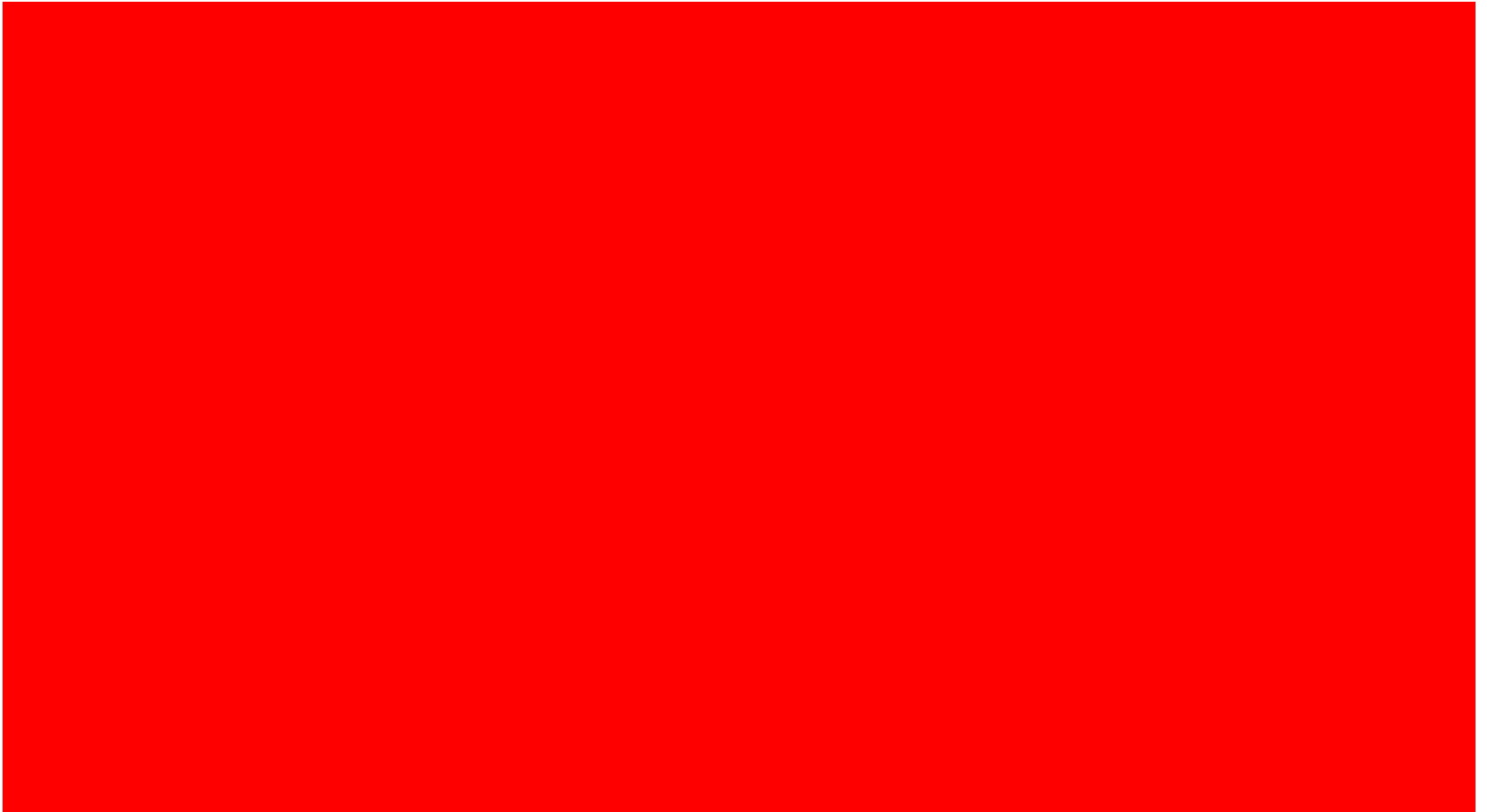


- Sponsored reprints (No. Europe) or special prices (China, India)
- Or, like *New England Journal of Medicine* to carry local multiple advertising.
- *Nature* localized news

Newer Localization Models

- Dual language editions, also teach English
- Hybrids of translated with local authorship
 - A Chinese government initiative
- Articles in translation sold local price ~iTunes
- Online sponsorship by drug companies
 - Translated educational products on national basis
- Translated interfaces/abstracts link to original
- Editorial (as opposed to Sales) offices

Summary



The World is Flat

- Globalization means editorially and commercially integrated, not simply exports
- America is a shrinking share of subscriptions
- Shrinking share of American authorship
 - Already distant second in some fields
 - Highly sought after

The Chinese are coming!

PMPH



And the Indians!

- PMPH opened an office in Connecticut and acquired the Brian Decker booklist in Canada.
- Jaypee have opened an office in London and an office in Panama!

Key Global Takeaways

- Business is personal, not contractual:
 - Travel, make friends face-to-face
- All products compete for a share of a budget
 - Few markets are growing
 - Customers have heard it all before
- Unless unique or if late, build one at a time,
 - Cannot rely on consortia
- Asia-Pacific growing fastest, but varied market
- Countries and subjects vary greatly
- Study your data, each product is different
- Travel safety: *How to Avoid Being Killed in a War Zone* by Rosie Garthwaite

Questions?

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