Publishers and Innovation

By José Borghino

Publishers are sometimes disparaged as somehow wanting to stifle innovation or even (unbelievably!) trying to decrease the number of readers, when the opposite is true. Publishers are at the cutting edge of intelligent innovation, embracing the opportunities and disruption that digital has brought. Like the authors they serve, publishers want their works to be universally accessible, globally available and readable across all platforms.

There are many examples of publishers embracing change, investing and bringing to market products and resources that could not have been realised or envisaged other than with the underlying support of a strong and stable copyright framework. I list some examples:

- Textbook and academic publishers are proactively offering their books in paper and digital formats to educational establishments and universities. In France, all textbook publishers have been offering most of their works in both digital and printed formats since 2008, with more than 2,000 digital textbooks now available through a huge array of licences. They have developed digital platforms and portals (such as Canal Numérique des Savoirs,[1] Kiosque Numérique de l'Éducation,[2] and WizWiz[3]) which allow teachers and parents to consult, order, download and use these resources in the classroom or elsewhere.
- Carlsen Verlag's LeYo![4] is a multimedia library for children. The free complementary augmented reality app ensures an interactive and unique reading experience by providing additional sensory impressions such as sounds, music, games and more.
- TigerBooks[5] are ebooks for children, which are digitally enriched with animated graphics, visual effects, games and

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[1] http://www.cns-edu.com
[2] https://www.kiosque-edu.com/accueil
[3] http://www.wizwiz.fr/
[4] http://www.carlsen.de/leyo
[5] https://www.tigerbooks.de

more. TigerBooks is a product of the publisher Verlag Friedrich Oetinger but provides with 'Tiger Create' a software tool which enables other publishing companies to create TigerBooks as well.

- Lectory[6] provides the possibility for schools to offer their students a social reading experience. By purchasing books from certain publishing companies, which will be read in school, the students receive access to an online library where they find the ebook version as well as word definitions and the possibility to comment and ask questions.

- Portals like Cairn.info[7] in the Social Sciences and Humanities sector have developed licenses which allow students and researchers to access content remotely for research, including across borders. These licenses allow many uses (copying and pasting, printing, downloading, forwarding to a colleague, etc.) and can be easily adapted.

- Three examples of projects requiring investments by the broader publishing industry and not just individual publishers are the Linked Content Coalition,[8] which has a goal of enabling greater legitimate use of digital content through better management of rights data across the network; the Arrow[9] project in the European Union, which is a tool to facilitate rights information management in any digitization project involving text- and image-based works; and the Copyright Hub[10] in the United Kingdom, which aims to achieve the highest possible level of automation in licensing.

- Scientific, technical and medical (STM) publishers are committed to making the research they publish as widely accessible and discoverable as possible. Some of their initiatives include the Digital Object Identifier (DOI)[11] for scholarly papers and the ORCID[12] digital identifier for

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[6] https://voicerepublic.com/talks/lectory-social-reading-fur-schulen
[7] http://www.cairn.info
[8] http://www.linkedcontentcoalition.org/
[9] http://www.arrow-net.eu/>),
[10] http://www.copyrighthub.co.uk/
[11] http://www.doi.org/
[12] http://orcid.org/

researchers. In addition, in response to demand from funding organisations, STM publishers support FundRef, a service by CrossRef[13] which provides a standard way to report funding sources for published scholarly research. Similarly, STM publishers support Kudos,[14] a web-based service that helps researchers, their institutions and funders to maximize the visibility and impact of their published articles.

In order to describe the full extent of planning and investment required to deliver the highest quality resources that an open, competitive market demands, it's worth looking at two publishers' offerings in more detail:

- Many of Cambridge University Press Australia's recent education resources harness the possibilities of digital learning. For example:

  - Dynamic Science — a fully digital resource with a learning management system (LMS) and test generator;[15]
  - Essential Maths — featuring fully integrated textbook content in an online platform with rich media, an LMS and test generator;[16]
  - Senior Maths[17] — another project with fully integrated textbook content in an online platform, with rich media resources (animations, video walkthroughs of examples), fully worked solutions, extensive teacher resources, an LMS and test generator.

  All of the above examples required extensive market research, development and IT planning and management, as well as new workflows. They also required changes in the roles and responsibilities of the internal teams, and considerable development working with typesetters to transform content into customised HTML. Sales teams and customer service also

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[13] http://www.crossref.org/fundref

[14] https://www.growkudos.com/about/faqs

[15] https://dynamicscience.cambridge.edu.au/

[16] https://www.youtube.com/watch?v=Bbfwn5Maspw

[17] https://www.youtube.com/watch?v=0rQq8Anop5Q

needed to have intensive product training and improved understanding of the technologies that underpin the products.

Over the last two years, Cambridge has produced 395 new products for the school sector, and 71 new products for the tertiary sector. Cambridge Australia's tertiary textbooks are exported to the UK and US and several have been adapted for use in India. Cambridge HOTmaths[18] has been adapted for use in the UK for the new GCSE curriculum (BETT award finalist in 2016) and for India and South Africa so far.

- Bloomsbury Collections[19] is a new ebook platform for the academic library market, which delivers instant access to thousands of scholarly monographs in the humanities and social sciences.

The site brings together current research publications alongside a legacy stretching back more than a century from prestigious imprints T&T Clark, Continuum, Berg, Bristol Classical Press, Duckworth, The Arden Shakespeare and Hart Publishing. More than 4,000 books are available, many of which have not been available in digital form before, in 14 subject areas, ranging from monographs and student guides to multi-volume works of scholarship such as the Ancient Commentators on Aristotle (100 volumes, published 1987-2014), International Critical Commentary (60 volumes, from 1901-2015) and Great Shakespeareans (18 volumes). New volumes appear simultaneously with print publication.

Discoverability is one of the site's key aims: all books on the site can be openly browsed and searched by non-subscribers, who can read tables of contents, chapter abstracts and preview chapters, and the site includes more than 100 titles from Bloomsbury's Open Access monograph programme.

In order to respond to user needs, prior to development, Bloomsbury gathered feedback from 75 librarians in the US and

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[18] http://www.hotmaths.com.au/
[19] www.bloomsburycollections.com

UK, plus more than 800 scholars in 46 countries. There was a lot of frustration with existing eBook sites and providers, and made sure that this platform addressed the highest priority concerns raised by providing the following features:

- o An intuitive and mobile-friendly interface, in which end-users immediately know which content they have access to, how to access a book or chapter, how to print & download a PDF, and above all how to cite
- o Unlimited-user access and lack of DRM
- o A sales model offering small, flexible collections on a perpetual access basis with significant discounts compared with the print price
- o XML full text where possible (to allow reflowable text, and hyperlinking of footnotes & reference), but always accompanied with the print-layout PDF for offline reading
- o Full-text searching across all content, searching within a book, and discipline-specific subject indexing
- o Book chapters should be easily found via search results: articles in edited collections often contain valuable scholarship but have always been too difficult to find
- o A personal archive for saving favourites and exporting citations
- o Essential features for the library market: indexing in web-scale discovery services (Summon, EBSCO, Primo), free MARC records, access via Shibboleth, COUNTER-compliant usage statistics, DOIs at chapter and book level

The site's main objective is to provide a new channel for delivering Bloomsbury's academic books to libraries directly.

- o For libraries, this means an attractive alternative to ebook aggregators: with smaller, subject-based collections, lower cost per book, and a DRM-free, mobile-optimised interface designed around the content.
- o For academic researchers, it means that thousands of research monographs in their subject areas are now easier to find and read.

- o For Bloomsbury, this brings backlist content from numerous acquisitions together with frontlist titles into a single home, reinforces brand awareness of Bloomsbury as a major academic publisher, and provides a new source of global revenue which is not reliant on third-party intermediaries.

Publishers invest considerable sums of money in innovation — both in the technology itself and in the employment of people who have the necessary skills to devise, develop and maintain that technology — and they therefore add considerable value to the initial creative input and its dissemination. In the education sector, especially, it is publishers' creativity that originates, develops and drives most textbooks.

Whatever sector a publisher works within — be it trade, education or STM — a solid and certain framework of copyright law is the fundamental prerequisite that enables them to freely invest and re-invest in often risky, untried, innovative work. The last thing educational publishers need at the moment is a further broadening of exceptions and limitations.