

PUBLISHER'S REPORT

IFIP Council Meeting 2007

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IFIP Book Program Development

Titles Published

To date in 2007, the 2 books have been published, with several others due to production in the next month. Despite this comparatively slow start, the Publisher estimates that the series will meet the number of volumes published in 2005. There are currently 20 additional titles scheduled for 2007.

The publisher would like to see a continued growth in the IFIP Series and welcomes your suggestions for harnessing any new publications. Please review the submitted status report and notify the publisher of any additions or news on the titles listed.

WCC 2008

After a successful WCC 2006, the Publisher looks forward to the upcoming WCC 2008. The sooner the preparations begin for publishing the WCC 2008 volumes, the better! If possible, the Publisher hopes to be able to discuss the process with the responsible parties at Council.

IFIP Series Page Update

Revised Volume Editor Instructions

As discussed at the IFIP GA meeting in August, the Publisher would like to improve the IFIP Series Volume Editor Instructions, and also try to improve the templates for the series. After a successful meeting in August with Volume Editors, the Publisher has compiled a new set of instructions and additional materials. Please look to the IFIP Series Page soon for these new documents.

These new instructions are made to help to ease the transition from Volume Editor to Volume Editor as proceedings are published over time. If you have any suggestions or feedback, please contact Amy Brais at ifip@springer.com.

SpringerLink

Usage Statistics

The usage statistics for the IFIP Series in 2006 climbed sharply in the second half of the year. The Publisher is pleased to report that the IFIP Series finished the year with 20,548 full-text downloads. This represents an approximate increase in downloads of 378% since the end of 2005!

These usage statistics will work to help the citations and recognition of the IFIP Main Series. The Publisher attributes the rise in downloads to both the free content provided, as well as Springer's recent partnership with Google.

Google Partnership

As the number one search engine in the world, Google presents a significant marketing channel for Springer's products. As such, Springer has teamed with Google to hone the metadata on its SpringerLink site so that it better complies with the Google Book Search engine. Further, Springer has let Google index SpringerLink and the full-text of all PDF articles found in SpringerLink. In return, Springer has allowed Google to place relevant ads along the side of some SpringerLink pages.

When a user goes to Google Book Search, they can search selected content of a Springer book. They are then presented with easy links to the book on Springer's website, where they can purchase the book if they choose.

The result is that Springer books gain a significant advantage over their competitors as being the first to come up in Google Book Search, with 30% of "buy this book" clicks on Google Book Search going to the Springer website. This provides a great marketing opportunity for the IFIP Series, as well as an indirect advantage towards improving IFIP citations.

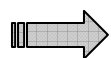
ebooks

The Springer eBook Collection was awarded the prize for the Best STM Information Product of 2006 last at the international fair Online Information in London. The Springer eBook package includes the IFIP Main Series. The prize is seen as very important in the information sector, and the prize is recognition – for Springer and the outside world – that the company has reached a further milestone in the field of electronic publishing and continues to be a leader in scientific eBook publishing.

IFIP Open Access Plan

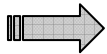
This fall, the Publisher worked on a plan to enable continued free online access to the IFIP Series through restructuring the current bulk sale grid and providing a new online-only publication option for smaller conferences that find the current system price-prohibitive. Below are selections from the proposal, summarizing the aims of the plan. For further information on this opportunity to use Springer's existing infrastructure to promote the growth and distribution of the IFIP Main Series, please contact Amy Brais at ifip@springer.com.

Goals of Springer's IFIP Open Access Plan



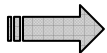
Meet Society Needs

- Allow free access to the IFIP Series for the entire global research and professional community
- Provide comprehensive online platform for IFIP Series content through using Springer’s existing SpringerLink
- Enable smaller conferences chance to publish with Springer under a more affordable online-only structure with a “print to order” (PTO) option
- Maintain traditional print product royalty revenue stream
- Ensure a secure online archive in perpetuity
 - Agreements with leading national repositories such as the German National Library in Germany and the Royal Dutch Library in The Netherlands provide for permanent archiving of all digital Springer titles. Similar arrangements are under negotiation with other national repositories in the Americas and Asia.
 - Even if Springer were to go out of business, our agreement with national repositories guarantees accessibility for all Springer customers in perpetuity. If Springer were to be purchased, the new owner would be bound to Springer’s current legal obligations towards IFIP.



Develop IFIP Series

- Build visibility, readership, and online usage of the IFIP Series through expanding overall and free online content



Innovate

- Stay on the cutting edge of STM publishing possibilities
- Participate in Springer’s pioneering Weblog program
- Fully engage IFIP Series with current and future developments on SpringerLink

Benefits of IFIP Open Access Program

Feature	Benefit for Society	Benefit for Springer	Shared Benefits
Open Access	<ul style="list-style-type: none"> ➤ Free dissemination of IFIP work and research – in particular, more accessible to IFIP target groups, such as isolated working groups in non-academic settings, developing countries, etc. ➤ Promotes membership growth. ➤ Capitalize on Springer’s existing digital platform for publications – no need to start from scratch. ➤ Incentive for conferences to publish in IFIP Main Series, not IFIP-LNCS, IEEE, or ACM. 	<ul style="list-style-type: none"> ➤ Cost of publication and free content access shared with Society. 	<ul style="list-style-type: none"> ➤ Increase in product downloads. ➤ Promotes citations. ➤ Diminished duplication of efforts between Society and Publisher by providing one digital archive in perpetuity.
E-only Product	<ul style="list-style-type: none"> ➤ Allows smaller, price-sensitive conferences an opportunity to publish when they otherwise couldn’t. ➤ Meets Society’s demand for expanding the electronic presence of the series. 	<ul style="list-style-type: none"> ➤ Underscores Springer’s role as an innovator for electronic publication options. 	<ul style="list-style-type: none"> ➤ Potential to attract conferences with higher rejection rates. ➤ Potential to expand IFIP Series.
Print to Order (PTO) for E-Only Publications	<ul style="list-style-type: none"> ➤ Gives market the opportunity to purchase books for smaller conferences. ➤ Society will collect royalties on these sales. 	<ul style="list-style-type: none"> ➤ Publisher still benefits from regular sales through PTO. 	<ul style="list-style-type: none"> ➤ Most efficient use of available resources – printing occurs when needed.

Marketing

Springer's marketing team is in the process of planning an e-campaign for the IFIP Series in the second half of 2007, featuring an e-newsletter and online promotion. More details on this effort will be available at the General Assembly meeting in August.

IFIP Journals

Education and Information Technologies

The journal continues to publish on time for 2007, with one issue published and the second in production. There is a Special WCC 2006 issue planned for publication in 2007, edited by Joe Turner and Deepak Kumar. The Publisher encourages the TC 3 and other interested communities to urge their members to submit papers to EAIT at www.edmgr.com/eait.

Usage

Education and Information Technologies downloads climbed to 17,833 downloads for 2006 – topping both 2004 and 2005 levels. The Publisher hopes that this positive trend continues in 2007.

The Publisher continues to encourage the community to subscribe to Table of Contents Alerts for EAIT. Table of Contents Alert is an opt-in service for SpringerLink users. To sign in, the user would go to the journal page on www.springer.com and follow the simple sign-up instructions to the right of the page.

Financial

Summary of Books Published, Revenues, and Royalties — December 2006

The following information, previously given in narrative form, is consolidated into one chart.

	<u>USD</u>	<u>Euro</u>	<u>New Books</u>
January—June 1999	\$256,290.99	€266,542.63	8
July—December 1999	\$332,633.65	€345,939.04	16
January—June 2000	\$297,686.69	€309,594.19	12
July—December 2000	\$355,897.89	€391,487.68	11
January—June 2001	\$261,495.37	€291,567.34	8
July—December 2001	\$289,309.21	€324,315.57	15
January—June 2002	\$218,871.18	€244,763.70	8
July—December 2002	\$414,840.22	€418,615.27	23
January—June 2003	\$449,935.03	€408,271.11	13
July—December 2003	\$287,117.00	€248,557.00	8
January—June 2004	\$122,224.00	€99,099.00	6
July—December 2004	\$406,789.89	€324,486.37	28
January—June 2005	\$257,281.63	€200,087.93	12
July—December 2005	\$234,616.49	€198,037.01	13
January—June 2006	\$246,597.82	€199,349.70	25
July—December 2006	\$310,264.27	€248,367.30	9

- Sales of IFIP titles in the second half of 2006 totaled nearly 250,000 Euro (\$310K+).
- In 2005, bulk sales accounted for slightly over twenty percent of revenue. Bulk sales accounted for approximately 28% of revenue for 2006.
- Royalties paid to IFIP for the IFIP Series totaled €15,669.77 (\$19,383.69) for the first half of 2006, and royalties to be paid to IFIP for the IFIP Series totaled €25,479.23 (\$31,797.31) for the second half of the year, totaling €41,149 (\$51,181.44) for the year.
- Sales data by TC is included as Appendix B.
- Royalties paid IFIP for the IFIP-LNCS series totaled €20,919 for the first half of 2006 and €36,661 for the second half of 2006, totaling €57,580 for the year.

Projection

We currently have 2 books published for 2007, with 20 additional titles currently expected for 2007. Please examine closely the list in Appendix A of this report and alert the Publisher to projects not listed; also please recruit your conference organizers to publish in the IFIP series.

Please note that sales on the more recently published IFIP titles (including the WCC titles) are not yet included in the above chart. The society should expect to see greater revenues for the second half of 2006.