

PUBLISHER'S REPORT

IFIP General Assembly 2002 Montréal, Québec, Canada

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2002 — Summary of the First 6 Months

The year 2002 will see an upturn in the number of new IFIP titles published. As of this writing, 27 books are already published and/or in production for 2002 publication, and 3 more are expected to go to press by September. So it appears that Kluwer will publish 30 new IFIP books in 2002. That's the good news. The not-so-good news is that, while there were 13 books scheduled to be published in the first half of 2002, only 8 camera-ready manuscripts were delivered in time to be published in the first half. Since this is the period covered by this report, the sales figures shown below do not reflect the true momentum of the series, which will be quite apparent when we report on the second half of 2002.

Kluwer continues to deliver pre-conference volumes to their venues on time, often beating the odds given what we contend with to get some of these to press. The publication process is smooth for books where the volume editor is proactively involved in communicating with authors and preparing the camera-ready manuscript. Likewise, the process is fraught with difficulties when volume editors are less involved and act as a conduit through which papers pass from author to reviewer to publisher. I would again encourage TC Chairs and conference organizers to choose volume editors who either have some prior experience editing and preparing a camera-ready manuscript or who have an abundance of positive energy to bring to the task.

The following reports on the titles published from January through June 2002, including sales revenues and royalties earned for this 6-month period. Please note that royalties earned by IFIP for the first 6 months of 2002 will be paid by September 30, 2002, in accordance with our contract; thus, the Treasurer's Report does not yet show this as royalty income received.

Books Published, Sales Revenues, and Royalties Earned for the First Half of 2002

- 8 new IFIP proceedings volumes were published during the first half of 2002 (see Appendix A). By comparison, 8 new volumes were published in the first half of 2001, 12 in the first half of 2000, and 8 in the first half of 1999. It is becoming apparent that most IFIP proceedings are published in the second half of the calendar year.
- As of this writing, 19 more manuscripts have gone into production for publication in the second half of 2002. We expect to put 3 more outstanding manuscripts into production before the September 13 deadline for 2002 publication, thus bringing the number of new IFIP titles published to 30 – the goal we have aimed for since 1999, and a 30% increase over the 23 new IFIP books published in 2001. Of these 30 titles, 9 are proceedings of the World Computer Congress, published in time for distribution at the Congress. The Stream 10 volume will be published in 2003.

- Sales revenues for IFIP titles totaled \$218,871.18 [€244,763.70] for the first half of 2002. This represents a decrease of about 19% from sales of \$261,495.37 [€291,567.34] for the first half of 2001, which were down about 14% from sales of \$297,686.69 [€309,594.19] for the first half of 2000.

We attribute this revenue shortfall to the continued global economic downturn. Revenues are down overall, and the IFIP books are weathering the storm as well as many of our regular Kluwer titles, and better than some.

- Sales of 8 frontlist titles (published since January 1, 2002) accounted for \$98,146.24 [€109,756.95] of total revenues for the first half of 2002, and sales of 209 backlist titles (published prior to January 1, 2002) accounted for \$120,724.94 [€135,006.75] of total revenues — 45% and 55%, respectively.
- Bulk sale revenues totaled \$59,162.50 [€66,161.43] for the first half of 2002, which represents an increase of nearly 7% over bulk sale revenues of \$55,302.50 [€61,662.29] for the first half of 2001. Since bulk sale revenues in the first half of 2000 were derived from 12 new titles, rather than the 8 new titles published in the first half of 2001 and 2002, they are not included in this comparison.
- Royalties due IFIP total \$35,562.92 [€39,770.11] for the first half of 2002. This represents a decrease of about 19% from royalties of \$42,222.46 [€47,077.99] for the first half of 2001, which were down about 11% from first half 2000 royalties.
- Sales data by TC is included as Appendix B. TC6 leads with total sales of \$61,301.94 [€68,553.98] for the first half of 2002. TC11 takes over second place from TC5 for the first time (at least since 1999), with sales of \$55,011.32 [€61,519.19] and \$41,405.24 [€46,303.46] respectively. TC8 follows, with sales of \$21,522.66 [€24,068.81], and TC2 places with sales of \$17,423.44 [€19,484.63]. With sales of \$13,633.79 [€15,246.68] for this period, TC3 will be heard from in the second half of 2002 with the publication in July of the WCCE 2001 proceedings volume, *Networking the Learner*, which will serve as a Handbook for many in ICT education.
- Anecdotally, the TC3 book, *Information and Communication Technologies in Education: The School of the Future* [Taylor & Hogenbirk, 2001], has been adopted for a second year as required reading in a course at Stony Brook University in New York. A good proceedings volume may often be included in a supplemental reading list, but it is quite impressive for a proceedings volume to be adopted as required reading.

Projections — Second Half of 2002

With 22 books published and/or scheduled for publication in the second half of 2002, sales revenues will easily double, and maybe even triple, first half sales. The 19 books already in production and/or published in July/August have bulk sales totaling \$153,001.25 – nearly 2.5 times bulk sale revenues for the first half. A conservative projection would put total 2002 sales at \$524,000; a more optimistic projection would see sales in excess of \$600,000. We'll be doing better than global stock markets if we achieve total 2002 sales of \$550,800 – maintaining rather than losing ground from 2001 to 2002.

Contracts have so far been offered for 7 volumes to be published in 2003, and there are still 9 manuscripts outstanding from 2002, beyond the 30 books we expect to publish. Since we will only have one post-conference WCC'02 volume to publish in 2003 (rather than 9), it is likely that we will resume a pattern of publishing 23–25 titles in 2003.

Marketing

Kluwer continues to actively market the IFIP book series, both to the IFIP community and the scientific community at large. For the benefit of the new TC13 Chair and any new GA delegates, following is a recap of our ongoing marketing activities:

As the principal and official publisher of the IFIP book series, Kluwer's web site currently hosts 232 IFIP proceedings volumes dating back to 1995; contents listings are included for most of these titles. A simple search of "IFIP" on the front page of the Kluwer online catalog instantly brings up a comprehensive library of these titles. *This is a clear benefit to IFIP as an established brand name.* Publishing IFIP proceedings volumes with Kluwer benefits not only each TC's individual titles but strengthens the IFIP brand name as well.

Every new IFIP title is listed on our web site usually weeks before publication. The *Kluwer ALERT* service is back online (following a brief hiatus during the migration of servers), providing electronic announcements of new Kluwer books in advance of their publication. You can register for this free service at Kluwer's web site, www.wkap.nl — just click on the *Kluwer ALERT* button.

We hope you have already visited Kluwer's next-generation web site and enjoyed the improved speed of its searches, and used the new, secure online checkout function to purchase an IFIP or other Kluwer book.

IFIP books are advertised alongside Kluwer's regular computer science, electrical/electronic engineering, and operations research/management science titles, in brochure mailings to various IEEE, ACM, and other professional and learned society lists, as well as at hundreds of conferences around the world. New IFIP titles are also routinely included in Kluwer's monthly *New Title Bulletin* and in quarterly discipline-specific brochures, mailed to institutional librarians globally. Our marketing professionals are currently developing a new generation of marketing materials and strategies, which I look forward to unveiling in 2003.

We have just produced the 2002 edition of the *IFIP Bookshelf*, which features descriptions of frontlist titles and a listing of backlist titles going back to 2000. This catalogue is being mailed to the entire IFIP mailing list, and will be displayed at conferences attended by Kluwer throughout the coming year. Please use this catalogue to order books at your 30% IFIP member discount, and to promote the IFIP book series to your colleagues as well as to your institutional librarians. The IFIP book series is an impressive body of work, of which every IFIP member society can be proud.

Promoting IFIP Books to IFIP Members

Electronic book announcements for new IFIP titles are e-mailed periodically to the IFIP Secretariat for distribution to the TC Chairs and IFIP member societies. Beyond the institutional library market, we believe that the IFIP membership is the most natural audience for IFIP books, and we hope that the electronic distribution of these new book announcements is effective in reaching the membership in a timely fashion. We encourage the TC Chairs and IFIP member societies to post these new book announcements on their web page and/or in their electronic or print newsletters, to promote these new IFIP books to their membership. The electronic new book announcements include a link to Kluwer's web page for each new book.

An electronic button providing a link to the IFIP book series on Kluwer's web site is available upon request from the IFIP Secretariat. The button can be posted on TC, WG, and member society web pages.

Production

There is not much new to report in this area, and the only thing I would emphasize is the point that warranted attention in the Summary above: *the publication process is smooth for books where the volume editor is proactively involved in communicating with authors and preparing the camera-ready manuscript. Likewise, the process is fraught with difficulties when volume editors are less involved and act as a conduit through which papers pass from author to reviewer to publisher.* Editors who familiarize themselves with our templates (or Latex style files) and communicate their specifications to contributing authors at the beginning of the process will have a much easier time when it comes time to compile the final camera-ready manuscript. I would again encourage TC Chairs and conference organizers to ***please*** appoint volume editors who have some prior experience editing and preparing a camera-ready manuscript and/or who have an abundance of positive energy to bring to the task.

The style files and templates posted on our web site for IFIP volume editors and contributing authors, at www.wkap.com/ifip/styles, seem to work well for those editors that use them and instruct their contributing authors to use them. And our desktop help experts stand ready to help, at dthelp@wkap.com, if and when editors encounter difficulties in using the templates or style files.

Early planning is essential. Conference organizers and volume editors should consult our web site for IFIP editors *early in the conference planning process*. Our "Guidelines for Editors of IFIP Conference Proceedings" as well as the "Timeline for the Publication Process" are posted on this web site, along with our bulk sale price guidelines and copyright transfer form. Editors will find a link on this site to our style files and templates; authors should go directly to www.wkap.com/ifip/styles, bypassing the main page for IFIP volume editors and conference organizers. Communicating our camera-ready requirements and deadlines to contributing authors *early in the process*, and taking care of the proposal and contract process well in advance of the manuscript delivery date, will make everyone's life a little easier.

Bulk Sale Prices

The bulk sale prices posted in December 1999 remain in effect, and we have no plans to increase them for the remainder of 2002. This price structure has allowed us to publish every new volume that has been proposed to us, in most cases paying IFIP its customary 18% royalty.

Price Elasticity Experiment

Our price elasticity experiment, to determine the effect of prices on sales, has been underway for over two years. Results continue to corroborate our assertion that price does not have a significant impact on sales.

Using the annual Database Security conference volumes, we priced the 2000 volume, *Research Advances in Database and Information Systems Security*, published in April 2000, at \$99.50. The previous year's volume, *Database Security XII*, published in April 1999, has a list price of \$160.00. (Please note that with the 30% IFIP Member Society discount, the 2000 volume would cost \$69.65, and the 1999 volume would cost \$112.00.) As of this writing, the \$99.50 volume has sold a total of 184 copies, and the \$160.00 volume has sold 160 copies; each book had a 50-copy bulk sale in addition. Since these volumes were published over 2 years ago, sales have leveled off, and while we will continue to monitor sales of these volumes, it is safe to say that the 15% increase in sales of the lower-priced volume does not warrant a 38% reduction in price.

Electronic Publishing

Kluwer launched its ebook store in May 2002, with an initial offering of about 500 Kluwer titles in key growth areas such as engineering and the biological sciences. Of these 500 titles, 100 titles are in the engineering area, and include 9 IFIP titles; a list of these was included in our report to Council in March. At present, these books are only available in their entirety, though Kluwer plans to offer chapters of its ebooks on a "pay-per-view" basis. This aspect is under discussion between Kluwer and the IFIP Publications Committee.

It is too early to report on Kluwer's ebook store initiative. The rollout has only just begun, and I hope to report positive results next March at the IFIP Council meetings.

Education and Information Technologies

The Journal has again been running behind schedule in 2002, though as of this writing, all 4 issues have gone into production. Issues 2, 3 and 4 will be published in November, December, and January. Since timeliness of publication is a key factor that librarians consider when deciding on new journal subscriptions, this may account for a decline in subscriptions from 2001: as of this writing, there are only 69 institutional subscriptions, down from 73 subscriptions in 2001, and 70 subscriptions in 2000. Private subscriptions also show a decline, with 12 subscriptions in 2002, down from 16 in 2001, though up from 7 in 2000. This is disappointing, given our promotion of the journal through free subscriptions to WCCE delegates in 2001 and a promotion to TC3 members during the first half of 2002.

The journal is currently included in 7 abstracting/indexing services: *Higher Education Abstracts*; *INSPEC Information Services*; *Computer Literature Index*; *International Reviews on Mathematical Education*; *Sociological Abstracts*; *Social Planning/Policy & Development Abstracts*; and *Linguistics and Language Behavior Abstracts*. We will submit the journal again for inclusion in ISI's *Science Citation Index* when it resumes a timely publication schedule.

We continue to advertise the Journal in the *IFIP Information Bulletin* and the *IFIP Bookshelf*, and in various niche-specific brochures and catalogues mailed throughout the year. The Journal is also displayed at relevant conferences, and is marketed with several Kluwer journals in the areas of science education and computers in education. We are hopeful that the marketing actions taken so far will begin to bear fruit with an increase in institutional and individual subscriptions. Now in its seventh year of publication, we would hope to see the journal establishing its following through the kind of word-of-mouth promotion that no amount of money could buy.

For those who have not already done so, we invite you to take out a private subscription and/or recommend the journal to your institutional librarian. *Education and Information Technologies* deserves your support not only because it is the official journal of IFIP's Technical Committee on Education, but more so because it is the premier journal in its field. We also encourage IFIP conference organizers to consider including a private subscription to *Education and Information Technologies* in their conference registration packages; bulk subscription prices are negotiable. This would seem to be an excellent way for conference organizers to add extra value to their registration packages.

Kluwer has focused much of its electronic publishing efforts on its journals, most of which are now available electronically. As part of this initiative, Kluwer recently launched its journal "Pay Per View" service, offering "every article, every journal, every day" for \$21.50 per article. We encourage you to try out this new service by visiting www.kluweronline.com, go to Journal Contents, and click on the article you wish to view; after a quick registration process, you can purchase the paper of your choice.

As these electronic publishing initiatives roll out, we hope to report an increase of revenues rolling in – hopefully as soon as March 2003 when we next report to the IFIP Council.