

Torrossa Retreat 2014

Promoting product diversification
to drive market changes

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Current publishing market situation

Current market development and downtrends:

- 4,2% titles published (España -13%)
- 4,1% copies sold
- 5,1% cover price
- +3% e-book

Strategies for the future:

- Identity/role of publisher
- Production choices

Distribution chain crisis

- Distributors, bookshops, e-commerce

Prices

Usage models

Compared to 2013

- Specialized contents for a niche market
- Promotional and targeted sales
- Working in different marketplaces
- Collections
- Promotion of italian and spanish publishing
- Promoting collections; print+online bundles at a discounted price

Our experience in the e-publishing marketplace

- Opening new markets/facing new competitors
- Content visibility/discoverability
- Importance of specialization
- Market internationalization
- Targeted catalogues

What's changing?

- Shift of the print vs. online conflict
- Up-to date information is becoming increasingly important
- New titles promotion
- New acquisition models by Casalini:
 - Approval plan
 - Patron Driven Acquisition (PDA)
 - Single titles purchase
- Integrated strategies help meeting publishers and markets needs and expectations
- Different products/prices

How to address evolving market needs

Further enhancement of Casalini “pivotal” role between publishers and libraries, connecting publishers’ contents with thousands of libraries worldwide, with one point of entry.

Rich, diverse and articulated collections

Subject based collections

Single publisher packages

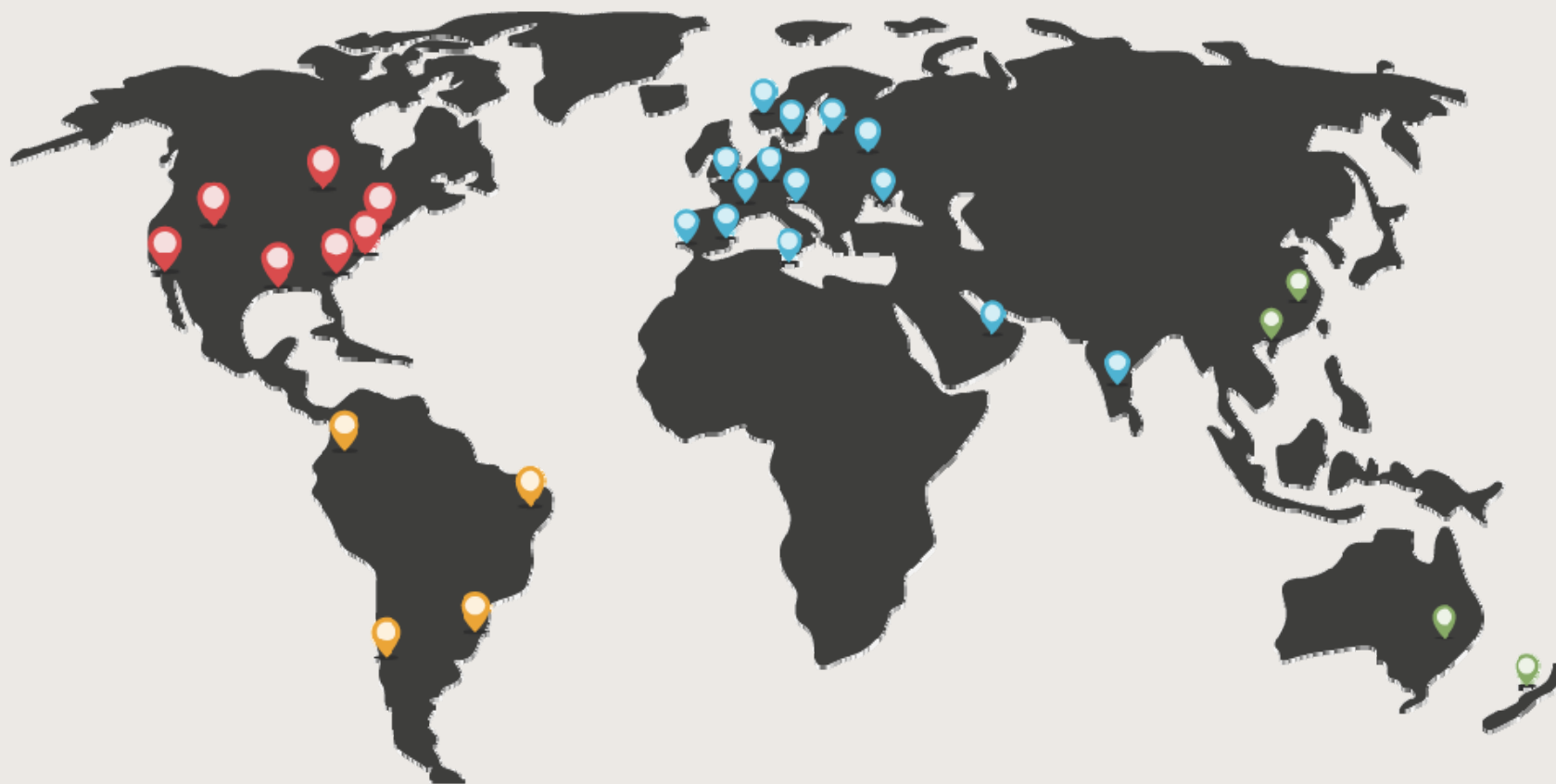
Multi-publisher collections

Access to content at article and chapter level

Custom collections

Intensified promotional and sales efforts in new and emerging markets

Recent Torrossa presentations worldwide



Collections now available in Torrossa

[Editoria Italiana Online](#)

[Edición Española Online](#)

[École Française de Rome](#)

[Leo S. Olschki, Collection e-books 2000-2012 and e-journals](#)

[Franco Angeli Online e-books and e-journals](#)

[Biblioteca Italiana Zanichelli](#)

[Le lettere, complete works by Giovanni Gentile](#)

[L'Erma di Bretschneider](#)

[Iberoamericana Vervuert](#)

[Casa de Velázquez](#)

[Fabrizio Serra Editore](#)

[Arnaldo Forni e-books](#)

[Bulzoni e-books](#)

[Studi Verdiani](#)

[Biblioteca Apostolica Vaticana e-books](#)

[Pick&choose collections](#)

A collection breakdown (EIO)

► Editoria Italiana Online

- Complete
- Premier
- Core
- Base
- Periodicals
- Periodicals integration
- Monographs

- History
- Italian Studies
- Language and literature
- Art & Architecture
- Social Sciences
- Law

- Core Cinema & Theatre
- Core Cultural Studies
- Core Art
- Core Language and literature

- Custom collections

- Patron driven acquisitions
- Single titles purchase

A collection breakdown (EEO)

► Edición Española Online

- Edición Española Online e-books
- Edición Española Online e-journals

- Derecho
- Psicología y Educación

- Core Historia
- Core Ciencias Sociales
- Core Arte
- Core Lengua y Literatura

- Colecciones personalizadas

- Patron driven acquisitions PDA
- Adquisición de títulos sueltos

American and european markets

Trends:

American libraries acquiring e-books collections are increasingly asking for a local copy as a prerequisite (USA)

Growing interest in single titles purchase (USA and EUROPE)

Growing interest in e-approval plan (USA)

Increased use on mobile devices

Strong pressure on DRM restrictions

Some countries (Sweden) have a very 'radical' take on online-only acquisitions: where a electronic version is available, no print copy is purchased

Latin American market: between strong growth and protectionism concerns

Asian market (China)

Subscription model still dominant

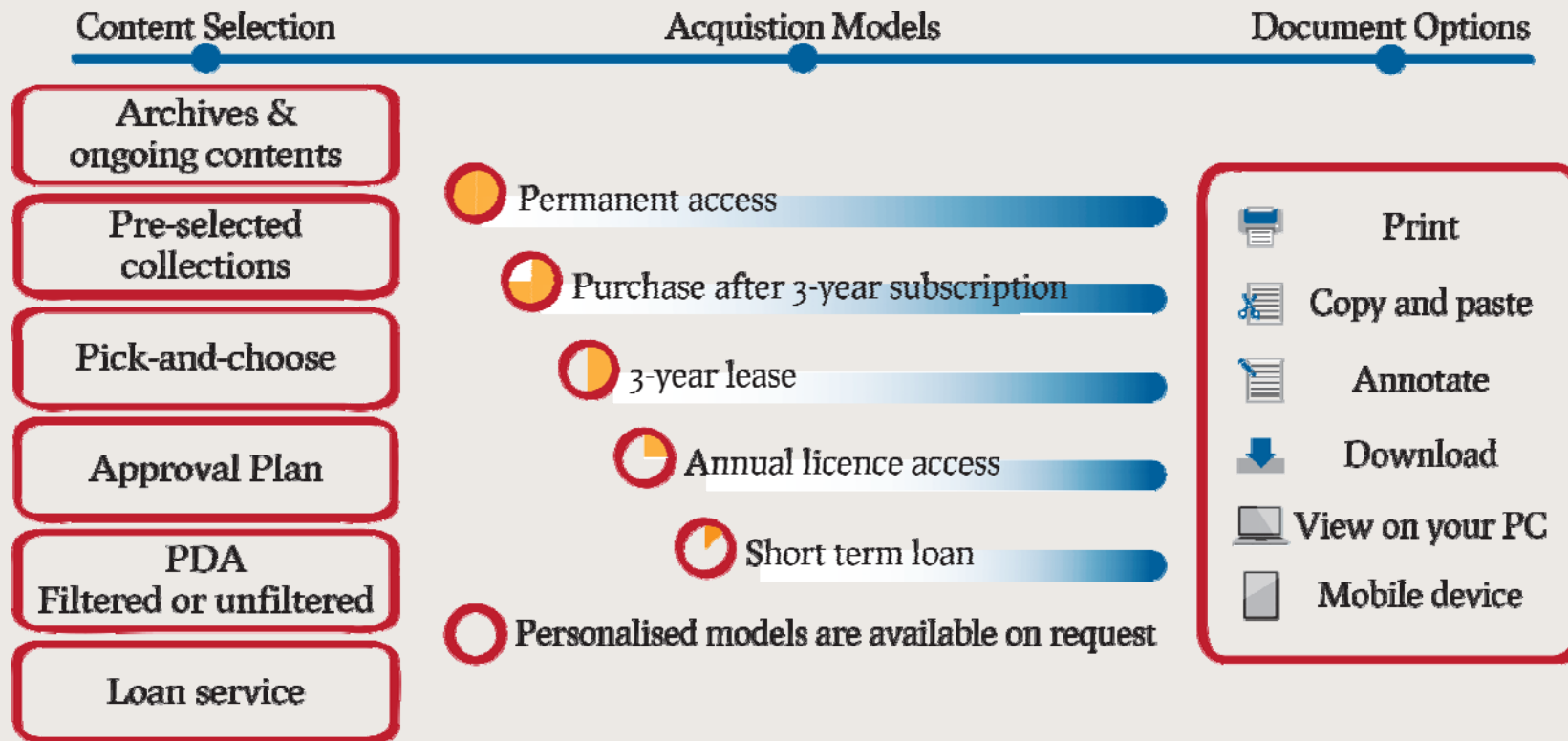
Download and local copy not a prerequisite

Price

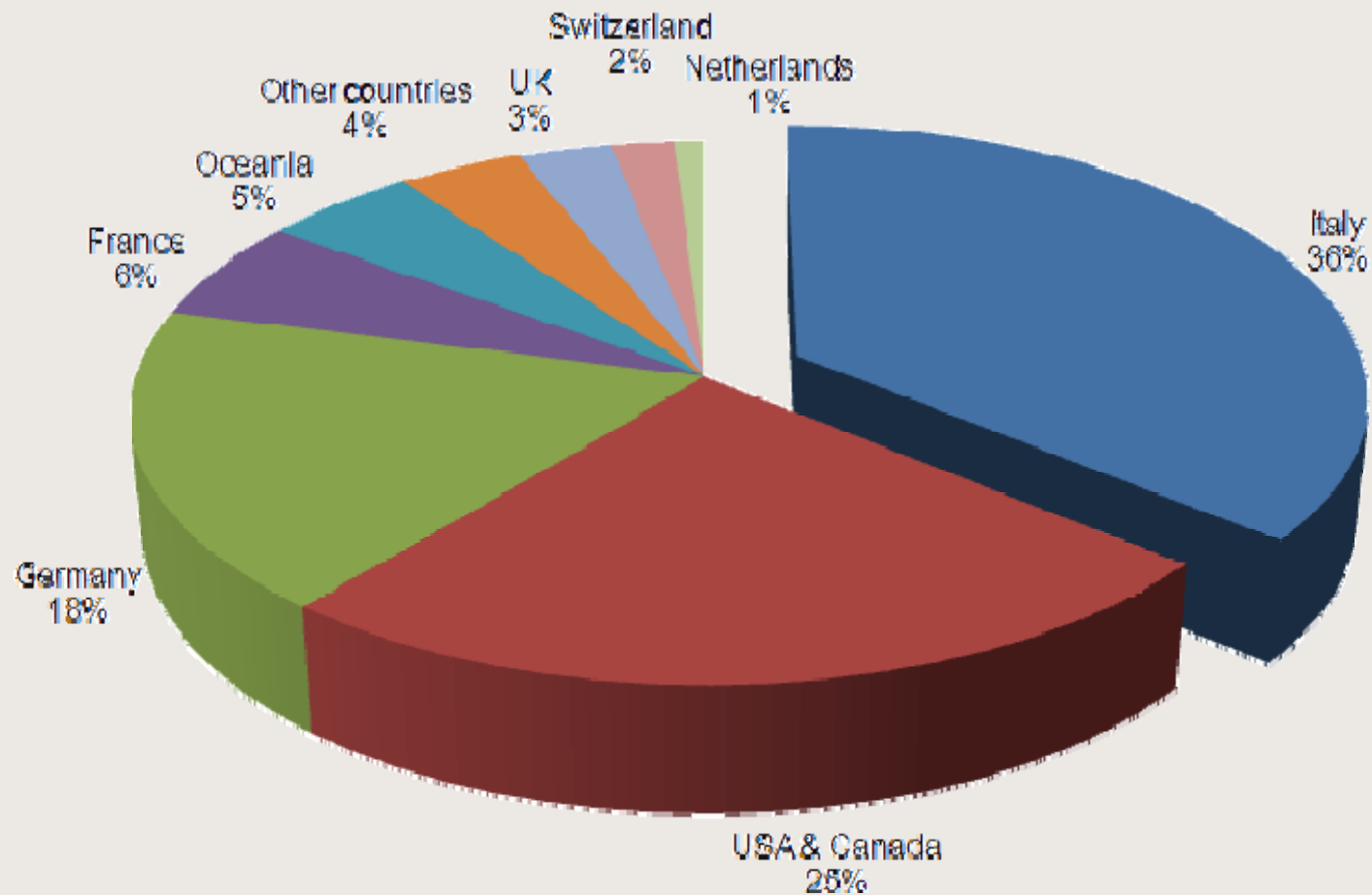
Negotiations are difficult and time-consuming

High investments required to enter the chinese market

Casalini digital: new acquisition models



Torrossa subscriptions worldwide



Some of our partner libraries worldwide



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



THE UNIVERSITY OF
CHICAGO



UNIVERSITEIT VAN AMSTERDAM



University
of
St Andrews



European
University
Institute



BSB Bayerische
Staatsbibliothek



New York
Public
Library



HARVARD
UNIVERSITY



Stockholm
University



LIBRARY OF
CONGRESS



LUMSA
Università



UNIVERSITÀ
DEGLI STUDI
DI TERAMO



Yale
UNIVERSITY



UNIVERSITÀ
DEGLI STUDI
DI MILANO
BICOCCA



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



COLUMBIA
UNIVERSITY



musée de France



UNIVERSITÀ DI PISA



STANFORD
UNIVERSITY



UNIVERSITÀ DEGLI STUDI DI PALERMO

Thank you!

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<http://store.torrossa.it>

<http://eeo.torrossa.es>