



INTERNATIONAL CONFERENCE

2013 FOCUS:
CONTENT MANAGEMENT
IN MODERN PUBLISHING

Department of Information Sciences
University of Zadar

Department of Information Sciences
Faculty of Humanities and Social Sciences
University of Osijek

PUBLISHING TRENDS AND CONTEXTS

6-7 December
2013

Pula,
19th Book Fair in Istria

Association
Sa(n)jam knjige
in Istria

ABOUT THE CONFERENCE

International conference *Publishing – Trends and Contexts* is organized by Department of Information Sciences of University of Zadar, Department of Information Sciences of Faculty of Humanities and Social Sciences in Osijek and the Association Sa(n)jam knjige in Istria, with financial support from Ministry of Culture of Republic of Croatia and Ministry of Science, Education and Sports of Republic of Croatia.

The organizer's intent is to ensure conference's continuity and its regular annual meeting within the book fair Sa(n)jam knjige u Istri (I Dream of Books in Istria), to encourage the exchange of publishing experience and discussions on the impact of new technologies, to examine the new tendencies in publishing business, and to support the scientific research of publishing as an exceptional social phenomenon.

This year, particular attention will be given to the questions of value of publishing contents with regard to large and small markets, successful business models in electronic publishing, possibilities of creating a national platform for the development and distribution of e-content (the discussion is organized in the manner of a round table), and finally, to implementation of modern technologies and tools in electronic publishing (workshop).

Sa(n)jam

19. SA(N)JAM KNJIGE U ISTRI
Pulski festival knjiga i autora



Odjel za informacijske znanosti
Department of Information Sciences



DEPARTMENT OF
INFORMATION SCIENCES
Faculty of Humanities and Social Sciences, University of Osijek

CONFERENCE PROGRAMME

FRIDAY, DECEMBER 6, 2013

11.00-12.00 Conference opening and keynotes

12.00-17.30 Topic 1: Value of Content

Moderator: Zoran Velagić, Department of Information Sciences of Faculty of Humanities and Social Sciences in Osijek

12:00-12:45 Tom D. Wilson, Professor Emeritus, Swedish School of Library and Information Science, University of Borås, Sweden

The E-book Phenomenon: an Examination of its Potential Impacts

12:45-13:15 Elena Macevičiūtė and Marting Borg, Swedish School of Library and Information Science

The Current Situation of E-books in Academic and Public Libraries in Sweden

13:15-13:45 Skans Kersti Nilsson, Swedish School of Library and Information Science

A Swedish Research Project of E-books Impact on Small Language Cultures

13:45-14:15 Arūnas Gudinaičius, Vilnius University

An Overview of the Digital Publishing Market in Baltic Countries (Estonia, Latvia and Lithuania)

14:15-14:45 Coffee and cakes

14:45-15:30 Miha Kovač – Claire Squires, University of Ljubljana – University of Stirling

Scotland and Slovenia: a Tale of Two Book Industries

- 15:30-16:00 Franjo Pehar – Zoran Velagić, University of Zadar – University of Osijek
An Overview of the Digital Publishing Market in Croatia
- 16:00-16:30 Ivona Despot – Tomislav Jakopce, Ljevak Publishing – University of Osijek
The Strategy for the Development of Electronic Publishing on Small Markets
- 16:30-17:00 Adrian Chróstowski, Pearson Longman
Digitize Wisely: Digital Solutions and Use of Technology in School
- 17:00-17:15 Round-up and discussion
- 17:15-19:00 Round table discussion – “National Platform of E-publishing”**
- Moderator: Nives Tomašević, Department of Information Sciences of University in Zadar
- 19:00-20:00 E-book Platforms: Presentations**

SATURDAY, DECEMBER 7, 2013

12.00-17.00 Topic 2: Successful Business Models in Electronic Publishing – New Contents and Revitalization of Old Contents, Platforms for Distribution of Publishing Contents

- Moderator: Franjo Pehar, Department of Information Sciences of University in Zadar
- 12:00-12:30 Aušra Navickienė, Vilnius University
Publishing Business Model: the 19th Century Professional Publisher's View
- 12:30-13:00 Ewa Jabłońska-Stefanowicz, Wrocław University
A Publisher as a Hitchhiker. The Emergence of a New Business Model

- 13:00-13:30 Zvonimir Bulaja, Bulaja naklada
Is it All Non-Commercial? Not Necessarily
- 13:30-14:00 Josipa Selthofer, University of Osijek
Design of E-books: Readers Expectations in Comparative Perspective
- 14:00-14:30 Nives Tomašević, University of Zadar
The Nomenclature of Publishing in the Framework of Creative and Cultural Industry
- 14:30-15:00 Coffee and cakes
- 15:00-15:30 Dubravka Đurić Nemec, Ministry of Culture of the Republic of Croatia
Digital Content Production: Challenges for the Trade and Impacts on Cultural Policies
- 15:30-16:00 Mirna Willer, University of Zadar
Why do Libraries Need Publishers More than Ever? Re-Use of Publishers' Metadata in National Bibliographic Centres Regarding Legal Deposit
- 16:00-16:30 Dunja Seiter Šverko, National and University Library in Zagreb
E-books in Libraries: Organization of Digital Contents in National and University Library in Zagreb
- 16:30-17:30 PhD Forum: Publishing Trends and Contexts in Croatian PhD Thesis**
- 17.30-19.00 Workshop on Contemporary Technologies and Tools in Electronic Publishing**

Workshop moderators:

Franjo Pehar, Department of Information Science of University of Zadar;
Tomislav Jakopec, Department of Information Sciences of Faculty of Humanities and Social Sciences in Osijek

ABSTRACTS

Tom D. Wilson, *The E-book Phenomenon: An Examination of Its Potential Impacts*

The emergence of the e-book as a major phenomenon in the publishing industry is of interest, world-wide. The English language market, with Amazon.com as the major player in the market may have dominated attention, but the e-book has implications for many other languages and book markets. The pre-e-book publishing world can be seen as a system in which authors delivered texts to publishers, who evaluated, edited, printed and distributed the published text to bookshops and thence to libraries and individual readers. This process has been going on since Gutenberg's re-invention of movable type in about 1439 (following its original invention in China in the 9th century, and the use of metallic type in Korea in 1234), in other words, for about the past 450 years. The invention of movable type was an instance of a disruptive technology: eventually putting monastic scribes out of business altogether. Similarly, the e-book has the potential to disrupt the processes for the production, distribution and use of authorial texts, and is already in the process of doing so. First, the phenomenon of self-publishing has emerged as a serious contender to the more formal process; secondly, publishers may derive significant economic benefit from the reduction in printing and distribution costs, as well as the ability to sell directly to the consumer through their own Websites; thirdly, the impact on booksellers may result in a further reduction in the number of independent stores – a decline already in process as a result of online book-selling; fourthly, user demand is resulting in libraries wrestling with the problems of how to manage e-books within their collection development and management processes; and, finally, the behaviour of readers is changing as the devices available for using e-books become more numerous and cheaper. Only someone blessed with absolute certainty in forecasting the future can know exactly how things will change, but there is little doubt that the development of the e-book will bring about

substantial changes in the processes of book production, distribution and use – and many of these changes will surprise us.

Elena Macevičiūtė and Marting Borg, *The Current Situation of E-books in Academic and Public Libraries in Sweden*

E-books arrival to Swedish libraries has been influenced by the ideas of provisions of equal access to all media and all Swedish citizens as well as by librarians' wish to provide best service to their users within library's area of responsibility. They saw this new resource and service in the light of fulfilling their specific function in a democratic society that is usually expressed in Sweden as mediation (or transfer) of knowledge and culture to all. This is a common foundation, on which new media and information resources (including e-books) are incorporated into Swedish academic and public libraries. Apart from this common basis we see other similarities in work with e-books in both types of libraries, but also a number of differences. Most of them relate to the situation of libraries within their respective context and in relation to their specific role. Academic libraries are quite influential players in the global scholarly communication and supporters of both research and study processes. As such they are embedded in mainly international market of scientific information and scholarly materials. They have significant resources provided by parent universities for acquisition and a wide choice of commercially available material from different producers and vendors. They are organized into a national library consortium that has increased negotiation power. Thus, they have more freedom to experiment with a variety of business and pricing models offered on the international market. They also have high competence in the area of publishing and often play a role of a publisher themselves. Their involvement in research process and in open access initiatives puts them in a position to provide expertise to researchers in publishing and intellectual property areas. Public libraries are part of local cultural and educational landscape. As such they depend on the production of media and content in national languages that helps to cater to the needs

and demands of the local population. They also are customers on a relatively small market of publishing, entertainment and education-related materials that help to fulfill their function in the enlightenment of the people. As public libraries offer open and free of charge access to their resources to the totality of the population in a particular territory, eventually covering the whole country, they are regarded as a disruptive player in the market economy. This perceived threat from public libraries was reborn in the emerging market of e-books. Despite these differences both academic and public libraries face similar challenges and problems in management of their collections, creating metadata, and providing access to them. So far, no such solutions that could satisfy all involved parties were found.

Skans Kersti Nilsson, *A Swedish Research Project of E-books Impact on Small Language Cultures*

The Swedish research project on e-books in small language culture concentrates on how the system of e-books production, distribution and adoption might be affected by the rise of e-books. If parts or links within the system turn out to be diminished or strengthened compared to the traditional book market – as well as to the global market – is one of the prerequisites for this project. According to theory and research questions, this project aims to find out what supervening social necessity that drives the adoption of the e-book technology in Sweden. The project will go on for four years, which implies that changes within the system will continuously go on during the research period. This presentation will focus on the adoption of e-books in Sweden among readers, users, or consumers. According to the annual national SOM-survey (Society Opinion Media) the facilities for reading e-books among the Swedish population (16 – 85 years old) based households is 53%, while 85% of the population have access to computers at home. On the other hand, only 9% of the population have read an e-book, fiction or non-fiction, during 2012. According to the survey e-book reading tends to differ depending of demographic factors, but the relation between reading e-books

and printed books is weak. Literacy rate in Sweden is high but there are signs of decline among young people, according to PISA report (2009). Results of these tests show that digital literacy is far better, as computers are used at school as well as during leisure time, sometimes 15 hours per day or more. The young generation is well trained as screen-readers and therefore well prepared for e-book reading. Question is, then, if reading fiction in printed books is considered as equal to reading fiction in e-books. Studies show that it is not.

Arūnas Gudinaičius, *An overview of the digital publishing market in Baltic countries (Estonia, Latvia and Lithuania)*

In this paper the digital publishing market in Baltic countries (Estonia, Latvia and Lithuania) is analyzed in various aspects. Pilot e-book sales research was done and the main e-book sellers and publishers in Baltic countries were identified. E-books in Lithuanian, Latvian and Estonian languages available on sale were counted and the differences between printed and e-book pricing was analyzed. Overview of the most popular e-book formats and digital publishing situation in universities are provided. There is also a short glance on the black market: should we be afraid of it? Finally overall digital publishing situation in Baltic countries is described.

Miha Kovač and Claire Squires, *Scotland and Slovenia: A Tale of Two Book Industries*

The presentation consists of two papers which derive from research conducted in Slovenia and Scotland in 2013, funded via the Caledonian Research Foundation/RSE European Visiting Research Fellowships. Culturally, geographically and politically, Scotland and Slovenia are two very different and at the same time similar countries. Geographically, the former is in the European north and the latter in the south; historically, Scotland was one of centres of development of the market economy

from the early modern age, while Slovenia was heavily embedded in different forms of social corporatism. Furthermore, languages used in Scotland are Scots, Gaelic and English, the latter being shared with around one billion people around the globe; as a result, Scottish authors and publishers that write and publish in English have always, in principle if not in practice, a global book market at their reach. On the other hand, Slovene is spoken by only 2 million inhabitants of Slovenia and by about half a million Slovenes who live scattered around the globe. This makes the Slovene book market one of the smallest in Europe. Despite these differences, both nations lacked their own nation states for much of their history and both have had to rely on non-statehood means for preserving their ethnic identity. Not surprisingly, books and written lore played important part in these processes. The two papers will look at how these cultural, demographic and historic differences reflect in Slovene and Scottish publishing past and present. The first paper will focus on both book markets and the second on organizational structures of publishing houses.

Franjo Pehar and Zoran Velagić, *An Overview of the Digital Publishing Market in Croatia*

The paper gives an outline of e-book business in Croatia, another European small language market, with focus on basic features which shaped the context of its appearance, first projects, and current state. The e-book business in Croatia has been shaped during the last decade, with the key role of non-commercial publishing. Namely, early projects and initiatives started mainly with the objective of digitizing Croatian culture and by making works of literature and required school readings available in electronic format for free. Even today non-commercial publishers are representing almost half of the Croatian language e-books. The emergence of commercial e-book market dates in 2010. Its protagonists have signed agreements with ca. 30 domestic publishers; making another half of the Croatian e-book scene. E-books in Croatian publishing industry are still a new niche segment that has to be considered

more of a perspective for future developments than a present reality. Dominant page to pixel model and publishers' reluctance in developing e-books as new, print-independent products seems to be the main obstacle in building the competitive e-book enterprise at national level.

Ivona Despot and Tomislav Jakopce, *The Strategy for the Development of Electronic Publishing on Small Markets*

This presentation serves as a proposal to create a strategy which will ensure the necessary conditions for the continuous development of electronic publishing on small markets such as Croatian market. The paper will define the guidelines of the strategy for the establishment of stimulative business environment for all interested participants involved in the creation and distribution of creative and cultural content. The strategy is based on creativity and innovation in business and smart, sustainable and inclusive growth following the recommendations of the Digital Agenda for Europe. The revitalization of publishing content and boosting creativity and innovation in business can stimulate economic growth that will generate new, quality jobs, create innovative publishing products and services, taking into account the fact that the developed electronic publishing is the foundation for the preservation of Croatian cultural identity and the support to the promotion of Croatian culture in the future single European digital market.

Adrian Chróstowski, *Digitize Wisely: Digital Solutions and Use of Technology in School*

There are several reasons why we should offer digital solutions and use technology at school: to make lessons more interesting, so that students could understand better and remember more easily, as well as use the Internet wisely. These are also teachers who already are or soon will be expected to include the abil-

ity to use information and technology at work, in the English classroom. It is up to publishers, who need to prepare complete and professional tools. What publishers should aim for is a wise blend of analogue best practices and modern solutions. The presentation will offer some concrete answers and ideas which will enable teachers to implement high-tech solutions in conditions typical for most schools in Eastern and Central Europe.

Aušra Navickienė, *Publishing Business Model: The 19th Century Professional Publisher's View*

Both Polish and Lithuanian scientists, engaged in research on the 19th century book printing, publishing and distribution issues, unanimously agree that Jozef Zawadzki and his family representatives were among the first to found private publishing business and contributed a lot to its development on the territory of former Polish-Lithuanian State and the whole East Europe region throughout the entire 19th and the first half of the 20th century (before WW II). Many scientific works have been investigating Józef Zawadzki as the owner of the most modern printing house and bookstores in Vilnius and Warsaw and the introducer of novelties in publishing business in the 19th century. But there are many unstudied questions about him as the author of the first theoretical work on publishing in the region. The aim of the paper is to analyze Józef Zawadzki's work "The Project for Organization of Polish Book Production, Publishing and Distribution", which appeared as a systematic composition in 1818 after ten years of author's contemplations, and to summarize J. Zawadzki's understanding of publishing business and circumstances that contributed to its development in the first part of 19th century. The paper is based on the analysis of archival and published historical sources and contributes to the history of theoretical ideas about publishing in Europe by evaluation the novelty and importance of insights of the one of the first professional publishers in Lithuania in the content of 19th century publishing realities as well as today's publishing trends.

Ewa Jabłońska-Stefanowicz, *A Publisher as a Hitchhiker.
The Emergence of a New Business Model*

Nowadays, not every piece of work aimed at readers must have the form of the book. And even if it does, the publisher no longer has to be a part of the process. Along with him, two features of traditional publishing disappear: gate keeping and the guarantee of the quality of the product. The first one is of little importance for digital publishing, and the second is not a priority for the IT companies, which more and more often play the role of weakening publishers. The presentation analyzes some examples and tries to predict what might be the consequences of these processes for the particular elements of the book market.

Zvonimir Bulaja, *Is It All Non-Commercial? Not Necessarily.*

The presentation summarizes two decades of e-publishing development in Croatia, including several large-scale electronic publishing ventures on different media and for different projects, both commercial and non-commercial, like “Croatian Tales of Long Ago” and eLektire, and points out possible modes of collaboration with virtually all national e-book publishers and distributing platforms. The presentation will cover experiences, technical issues and fundamental questions; editing, digitizing, conversion, distributing of the books content, as well the current situation on the Croatian e-book market and its future perspectives and development; copyright and piracy issues; epub and audio-books; fears and reluctances of authors and publishers (with anecdotes); the concept of “lektira” (obligatory school reading) and school curriculum’s influence on the market development; issues of public funding and its impact on the market; the role of distributing platforms and “big players”; and the final, usual, the most basic questions of technology development and downfall of civilization and culture as we know it.

Josipa Selthofer, *Design of E-books: Readers Expectations in Comparative Perspective*

The aim of the paper is to present the changes of graphic elements in the book design caused by digital revolution. The paper focuses on four main graphic elements: book cover, typography, colour and image, using both p-books and e-books published in Croatia from 2010 to 2012 as a source material. Applied research methods are visual content analysis and interviews. The research results indicate that e-books imitate graphic design of a printed book, since it is still the technology in making. The graphic elements of an e-book highly depend on the features of e-formats and e-readers. Main advantages of e-books are that they are searchable, adoptable, transportable, easily accessible, durable and that they can be easily linked to other digital documents. Still, the majority of interviewees pointed out that reading of an e-book is something new to them. They prefer interaction with the physical printed book and its visual appearance.

Nives Tomašević, *The Nomenclature of Publishing in the Framework of Creative and Cultural Industry*

Creative and cultural industries unify the larger part of creative/cultural activities and lately, they are trying to find an optimal classification for defining the creative/cultural activities, as well as for tracking and directing them. In some countries of the EU, the classification frames are in agreement about the specified division, even though some state requires only nomenclatural solutions. There are studies made about the structure of cultural and creative industry, and only some of them are the framework of this paper (ESSnet – Culture 2011 and 2012). Publishing activity, as well as other activities of Republic of Croatia, is filed by the National Classification of Activities. National Classification of Activities (NKD 2007 – NN 58/2007) was specifying the “publishing activity” within the section 58 and, by this, standardized the “book publishing” (58.11) “publishing of phone books and lists of user’s address-

es” (58.12), “publishing of newspapers” (58.13), “publishing of magazines and periodic publications” (58.14), “remaining publishing activities” (58.15). This paper deals with disputes and challenges of agreement of Republic of Croatia’s NKD and classifications of ESSnet – Culture, as well as challenges of future comparative studies based on (in)consistent classifications.

Dubravka Đurić Nemec, *Digital Content Production: Challenges for the Trade and Impacts on Cultural Policies*

The advent of digital technologies and the pressure to develop business models capable of supporting digital content creation and delivery will undoubtedly lead to profound changes in the traditional publishing paradigm: publishers will have to move from a “product” to a “service” mindset, new skills will have to be acquired and new business models developed, taxonomies and stakeholder roles will have to be redefined. On the other hand, the technological advance and the emergence of the e-book will impact cultural policies and necessarily bring about a shift in strategic priorities. This presentation will provide a brief overview of the models and support measures evolved by the Ministry of Culture to meet the emerging challenges of the Croatian digital market.

Mirna Willer, *Why do Libraries Need Publishers More Than Ever? Re-Use of Publishers’ Metadata in National Bibliographic Centres Regarding Legal Deposit*

National bibliographic centres, i.e., national libraries traditionally depend on publishers in providing bibliographic information about the legal deposit. The usual working process of the cooperation is recording of the CIP (Cataloguing-In-Publication) data in a national library’s database/catalogue based on the final editorial (pre-publication) copy of the publication submitted by the publisher. The CIP data or only database record identifier are then recorded in the published publication.

This process, although two-directional, is in fact one-directional: it is the bibliographic centre/national library that provides bibliographic data – metadata for the publication which re-use for description of the publication is only formal. The present day technology that impacts publishing process, number and form of publications, and concepts of bibliographic metadata production, requires re-thinking this relation. The presentation argues that the use of publishers' metadata standard ONIX has already changed this information flow paradigm – the direction being publisher to bibliographic centre, and that its recognition in developing new ways of relation between publishers and bibliographic centres/national libraries can benefit both parties, as well as users.

Dunja Seiter Šverko, *E-books in Libraries: Organization of Digital Contents in National and University Library in Zagreb*

Considering the increased activity of Croatian publishers in the field of electronic publishing and their need to broaden their cooperation with the National and University Library in Zagreb (NUL) so that it would include digital publishing, it is necessary to ensure professional and organisational conditions for collecting and permanently archiving electronic legal deposit in accordance with the legal role and obligation of the NUL. Owing to this, the Library undertook to develop the model and architecture of the Croatian E-book System based on requirements related to the functionality of the national digital library system as well as the functionality related to the permanent archiving of items belonging to contemporary Croatian digital heritage. The establishment of a fully-developed system will provide a modern and user-friendly technological environment for publishers and users which would enable permanent archiving, but also an increased use of Croatian digital resources, while a further development of the aggregator system, i.e. a collecting system that is so far unique in Croatia, will help reinforce the leading role of the National and University Library in Zagreb in science and culture.

PROGRAM AND ORGANIZING COMMITTEE

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