

International
Publishers
Association



Public Policies for Local Publishing

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1. Does publishing matter?
2. Overview of the international and European publishing industry
3. Ukrainian publishing sector
4. Challenges publishing faces today
5. Successful national book policies



Why does publishing matter?

**Because successful societies
embrace books and reading**



- UNESCO: reading for enjoyment is the strongest marker for social mobility, children that enjoy reading are most likely to be successful adults
- OECD/PISA: best readers perform best in digital literacy
- US study: readers are better citizens: build civil society
- International research: books and reading keeps children in education



- € 80 bln global publishing industry sales
- ca. 1,000,000 book published per year
- 143 titles per 1mln inhabitants
- publishing is bigger than music and film industry combined



- € 40 bln book sales
- 19.5% export
- 500,000 books published per year
- 1000 titles per 1mln inhabitants



- € 110 mln publisher turnover
- ca. 23,000 titles
- 500 titles per 1 mln inhabitants



- Digital publishing
- Globalisation
- Policy makers don't value publishing
- Piracy and other uses without payment



Three key publishing sectors:

1. Scholarly publishing
2. Educational publishing
3. Consumer publishing



- \$ 12 bln worldwide
- Almost fully global
- 70% digital
- Policy debate: open access
- Publishers are needed more than ever for:
 - a. Peer review
 - b. Consistency and comprehensiveness
 - c. Research tools



- ca. 50% of international publishing
- 19% in Europe
- >90% in developing countries
- Content needs to follow local curricula
- Policy debate: open educational resources
- Policy debate: digital migration



“Can’t the Internet provide free school books?”

Why open educational resources don’t work:

1. Educational publishing is difficult and expensive
2. Lack of quality/reliability
3. No competition/innovation
4. Sponsored sources: politically influenced and unsustainable



Publishers do more than sell books

- Publishers reach out to teachers
- Publishers listen to teachers
- Publishers teach teachers
- Publishers can fail, if teachers don't like their books



Where open educational resources work

1. Together with textbooks
2. Where subject has few students
3. In least developed countries



How you can ensure that digital migration works in schools

1. Technology is not good or bad, but it is effective or ineffective.
2. What is the problem you are trying to solve?
3. Have project pilots demonstrated that it actually improves educational outcomes?
4. Is it sustainable?
5. Don't focus on hardware, focus on content and pedagogy



- The next big step for Ukrainian publishers
- Linked to market penetration of ebook readers
- US: 23% of publisher revenue, other countries slowly following
- Growth may be slowing
- Market penetration very different by genre:
high share in mystery/romance
low share in children's books



1. Unusually high paper piracy in Ukraine
2. Digital piracy is rampant
3. Digital piracy does not increase when publishers begin selling ebooks
4. What can be done to combat piracy and unauthorised use
 - a. Develop a commercial ebook market
 - b. Sell ebooks at reasonable prices
 - c. Fight commercial pirates



Public policy can grow or destroy local publishing

1. Promotion of literacy and book culture
2. Promotion of local publishing
3. Sensible Copyright Law



1. Promotion of literacy and book culture

- Early literacy is the key
- Bring books back into the living rooms
- Publicly celebrate books and publishing
- Learn and teach about technologies



2. Promotion of local publishing

- No state publishing/ No state control over publishing
- Reduce VAT for all books (well done!)
- Introduce school textbook procurement policies that encourage publishing competition
- Purchasing programmes for local libraries/reasonable legal deposit



2. Promotion of Digital Publishing

- Education and training for digital publishing
- National bibliographic database
- Metadata and distribution data: introduce ONIX
- Promote use of EPUB 3
- Encourage Export:
 - Translation programmes
 - International book fairs



3. Sensible Copyright Law

- Fair and balanced copyright
- Internet needs professional authors and publishers
- Exceptions should be as broad as necessary, but not broader
- Strengthen national collecting societies to improve flexibility and balance
- Solve access issues through collaboration and clever use of technology



Copyright is the way the law shows respect for the author and publisher.

Thank you!