

WHITE PAPER 2016:

FUTURE-PROOFING THE EDUCATIONAL PUBLISHING INDUSTRY

How to cope with global revenue pressure

Today most publishers face a triple challenge: Demands for innovation, changes brought on by digitisation, and the constant pressure to save costs.

In the past few years the publishing industry has experienced an ever increasing pressure for revenue growth – indeed, it is proving difficult just to maintain status quo. At the same time new business models and sales channels call for further investments. Increasing investments while under heavy pressure of saving costs must necessarily lead to a larger focus on improving operations and on better exploiting core competences. And most importantly, if the publishing industry is to increase its revenue from main assets, the ability to utilise acquired rights on all markets is paramount.

So how should the publishing industry balance its need for increased investments, optimised cost structure, being sharp on competences, and the need to exploit synergies on rights on different markets? In many organisations the way to increase their net margin could be cutting IT costs, centralising their global business, and utilising content/rights across national borders.

Since Schilling dealt with educational publishing in our 2013 white paper, much has happened. Back then we asked educational publishers about the potential of new business models, new learning methods, etc. We also looked at the challenges arising from digitisation, disruptions, user and customer behaviour, etc.

In our new white paper we shall try to unearth ways of future-proofing publishing businesses and how to adapt digitisation not just to your products and services but also to the entire organisation and its processes. We shall investigate these areas via interviews with key persons from educational publishers and industry drivers and offer our views on the trends and opportunities.

Frankfurt Book Fair 2015

We are planning to interview 15 to 20 publishing executives and other important players to hear their point of view on how to cope with global revenue pressure. We hope you would like to be one of them.



Previous participants in Schilling's white papers include:

- Gyldendal Uddannelse
- Studentlitteratur
- Sanoma Utbildning
- Pearson Education UK
- Intertaal
- Sanoma Pro
- Otava
- Malmberg
- Gyldendal Norsk Forlag
- Aschehoug
- Liber
- Cornelsen Schulverlage
- Studymates
- New Publishing Solutions

Invitation to interview

We will be at the fair from 13 to 16 October and will contact you in the near future to set up an interview during the fair or after.



14–18 October 2015
**FRANKFURTER
BUCHMESSE**
Guest of Honour Indonesia



Background

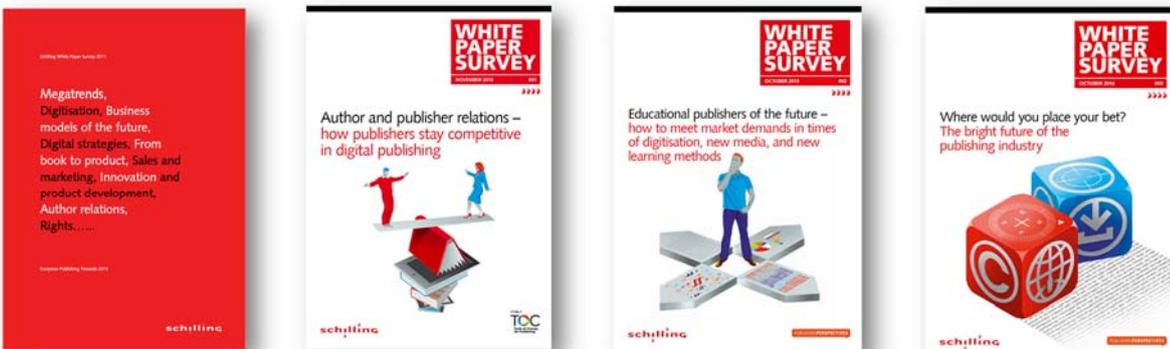
For the fifth time Schilling shall publish a white paper with focus on what is happening in the publishing industry. The first white paper was published in 2011, titled "European Publishing Towards 2015", in which 18 executives from European publishing companies were interviewed about the challenges in the book industry in the coming years.

In 2012 we further investigated author/publisher relations. The 2012 white paper was published together with O'Reilly and presented at Tools of Change in Frankfurt. In the white paper, titled "Author and publisher relations – how publishers stay competitive in digital publishing" 20 key persons from the international publishing industry, including authors and publishers, offered their opinions and views on the challenges and opportunities for cooperation in the future.

In the autumn of 2013 we published "Educational publishers of the future" together with Publishing Perspectives and launched it at the CONTEC Frankfurt conference. We interviewed 20 key players from the industry – publishers, school officials, and consultants – and got their perspectives on what is happening in educational and academic publishing.

Our most recent white paper "Where would you place your bet?" from 2014 was about all the opportunities in publishing and why we believe publishing has a future. Our ambition was to collect all the optimistic dreams and ideas we could and share them with the industry. The result was revealed at last year's Frankfurt Book Fair in a panel discussion among publishing executives.

Download our white papers: www.schilling.dk/web/guest/whitepaper



Schilling is a leading European provider of highly specialised software and know-how to the publishing industry. We grow publishing in partnership with our customers and supply the industry with innovative thinking and turn-key solutions.



If you like to participate in our white paper you can read more and sign up for an interview at www.schilling.dk or contact:



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