

The Changing Landscape:

Emerging Business Models

American Medical Publishers Association

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The Perkins Group

Publishing Meets the Web

Author



Audience

Traditional Model

Author



Audience

SMD Model

Author



Audience

Disintermediated Model

It's All About Value

- Publishers are intermediaries
- The Internet does not naturally support intermediaries
- Publishers must add significant new value to maintain their market positions
- Value adds are expressed on the Web by
 - Increased functionality
 - Increased convenience
- Simply porting content to the Web is a recipe for failure
 - Full text searching is a basic expectation, not a value add

Users Want Less

- Less data, more answers/solutions
 - Rank/rate/analyze/summarize
- Less information
 - Smart filtering
 - Intelligent agents
- Less surfing
 - One-stop shopping
- Less learning/training
 - Intuitive interfaces
 - The “Google” standard
- Less hassle
 - E-wallets
 - Consolidated billing as a competitive advantage

Technology Trends

- Mix and match content
 - XML is critically important
 - We'll all be reselling each other's content
- Seamless Linking
 - Digital Object Identifiers aren't just permanent links, they are a selling opportunity
 - There are proprietary technologies that approximate this functionality
- Wireless
 - Rapidly coming of age
 - Enormous value in select applications
- Handheld Databases
 - E-books shouldn't have started with consumers
 - Palm and other platforms also have applications

Other Trends

- Content Management
 - You need to publish faster than ever
 - Your content will be sold in more formats than ever before
- Site/Enterprise Licensing
 - Many publishers seeing tremendous growth here
 - Spurred by Intranets and EIP systems
- Infocommerce
 - Integration of content with applications
- Copyright and DRM
 - Balance copyright concerns with ease of access
- Push technology
 - Engage your subscribers

What About Print?

- Nobody is predicting the death of print
 - Still uniquely portable and accessible
 - Print on demand could create new demand
- It's an advantage when selling ads
 - Extended reach
 - Tangibility
- It has importance
 - Advertisers, subscribers, authors all say print publications are perceived as more important, especially when coupled with Web site
 - Hard to place economic value on this perception

A Successful Business Model

- Requires some exclusive, top quality content as a base
 - Aggregations of commodity content have little value
- Offers significant, demonstrable added value
 - Help users get to an answer and do their work more quickly and conveniently
 - Become a destination, not a starting point
- Leverages the existing brand
 - Your brand is a primary asset; don't start from scratch
- Manages migration of print subscribers to the Web
 - Encourage them to migrate, but on your terms
- Provides for distributors/resellers
 - The Web is too big for you to control all access
 - Highly granular distribution

Summing It Up

- The Internet has eroded the traditional publishing franchise
 - We must re-justify our intermediary position by demonstrating value
 - Reduced control does not necessarily mean reduced profits
- Web products must be enhanced products
 - Software enhancements
 - Editorial enhancements
 - Increased licensing of third party content
 - Are you solving needs and problems?
- Sell “by the slice”
 - It’s the “next Web”
 - It’s how information is being accessed/used on the Web
 - It’s a new revenue stream

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