

# 9th Fiesole Collection Development Retreat

University of Hong Kong, April 13-14, 2007

The Quest for Information:  
Open or Closed, Democratic or Controlled.  
Perspectives from the Scholarly Community

*Session III. The Issue of the Commercial Sector:  
Google, Yahoo, Amazon – Issues, Opportunities,  
Ramifications*

*e-publishing @ Brill:  
Does Google really change our business?*

Dr Matthias Wahls

Manager Business Development  
BRILL, Leiden, the Netherlands



BRILL



BRILL

	0	零	◆	○
H	𐄂	𐄃	2	三
Q'	𐄄	𐄅	𐄆	𐄇
𐄈	2	𐄉	𐄊	𐄋
𐄌	𐄍	3	𐄎	7
2	𐄏	7	8	𐄐
4	𐄑	𐄒	5	𐄓

# Imprints

**Brill** (1848-49)

*Founded as Luchtmans in 1683*

VSP

Martinus Nijhoff Publishers

IDC Publishers

Hotei Publishing

*Offices:*

Leiden (115 empl.) / Boston (12 empl.)



BRILL

# subject areas

- **Brill** - Ancient Near East & Egypt, History, Biblical & Religious Studies, Judaism, Medieval and Early Modern History, Islam & Middle East, Asian Studies, African Studies, Social Sciences
- **VSP** - Biology, Physics, Material Science/ Chemistry
- **MNP** – Public International Law, Human Rights Law, International Relations, Hague Academy
- **Hotei** – Japanese Art books
- **IDC**- primary sources  
[Humanities, History of Science, Biology, Law]



BRILL

# product mix

- 120 Journals, 500 issues p.a.
  - approx. 50 MRW / encyclopediae / yearbooks
  - Books: 550 new titles p.a.  
more than 7000 titles "in print"  
of which 2000 titles available as "e" book
  - 5000-10000 out of print Brill titles (since 1850)
- IDC: approx 250.000 books  
& eq. of 100 mio published pages



BRILL

# *“traditional e-publishing” @ Brill*

- Print + e-journals (since 2000)
- E-MRW's: Brillonline.com, CSA, Ebsco (since 2005)
- E-books (since 2000)  
netlibrary, e-brary, e-books.com, My-i-Library, Questia
- IDC's digilib application (since 2005)
  
- Amazon's SITB
- Google's BS (actual list, archive; e-book platform)



BRILL

## *Referrals to brill.nl*

- [google.com/co.uk/nl/de/fr](http://google.com/co.uk/nl/de/fr) (>40%)
- Yahoo ! (<10%)
- [scholar.google.com](http://scholar.google.com) (< 10%)
- [books.google.com](http://books.google.com) (+/- 1%)
- Direct (approx 40%)



BRILL

# *Google's Book Search Tool*

Since summer 2005:

- approx 6000 Brill titles on GBS at no cost
- all FL to go onto GBS at no cost
- cross-link Google  $\leftrightarrow$  Brill HP's
  
- e-book shop
- POD
- Brill Archive
- IDC
  
- books "in print" in perpetuum at no cost



BRILL



# *Any Impact by Google's BS?*

## YES!

- Direct link to individuals / end-user
- Traffic towards GBS pages
  - >3.000.000 page views*
  - >500.000 visitors*
- "Buy This Book"
  - >30.000 BTB's,*
  - about 1/3 to [brill.nl](http://brill.nl)*
- additional sales: "The long tail"
- Adverts



BRILL

# *Additional benefits through GBS?*

## YES !

- supports Brill's mission
  - Brill-book archive digitized non-destructively with Google Inc. [ $> 5000$  titles from 1850 to date]
  - 95% of all current titles (in-print) on GBS
  - Through Google's e-book-shop:  
Brill books will continue to stay "in-print",  
and thus remain available (also deep BL)
- [ per pub-year 2004: own Brill data-base of e-books ]  
(but issue of maintenance)



BRILL

# *Change of business at Brill?*

## Not Yet !

- Next (young) researcher generation:  
What will be their literature search & use behaviour ?
- Financial benefits !
- Risks for the publisher ?
- Trust Google ?
- Competitors? Alternatives?
  - Microsoft / Live Search Books program
  - Yahoo ! (?)
  - Open Content Alliance – OA movement
  - Deutscher Boersenverein "VTO"
  - European Commission Initiatives



BRILL

# Conclusion-1:

- (Back-) digitization of entire publication list +
- Access & Dissemination +
- Support M&S +
- Lack of alternatives -



BRILL

## Conclusion-2:

- Brill will continue to publish premium academic research in its core market niches
- Stay focussed
- Use opportunities
- Beware of threats
- Make use of alternatives, if available



BRILL

# Thank You !

Questions:

[wahls@brill.nl](mailto:wahls@brill.nl)

[www.brill.nl](http://www.brill.nl)

[www.brillchina.cn](http://www.brillchina.cn)



BRILL