

# Publishing Meets E-Learning

Eric Baber

Innovations Director, Cambridge University Press

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# Cambridge context

- The Press
  - 50% Academic – books and journals
  - 50% Learning – ELT and Education
  - Global - UK; USA; Asia; Iberia
- Per annum
  - 1500 Academic books (>70% to eBooks - .pdf, .mobi, HTML)
  - 230 journals (own online platform plus 3<sup>rd</sup> parties, Portico etc)
  - 2/3 way through scanning of back catalogue of journals (total: 4 million pages)
  - Marketing items, widgets, fragments, covers
  - XML first workflows



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# The landscape

## Past

“Publish and they will come”

Customers clearly defined

Users clearly defined

Users' behaviours known

## Present/future?

What do users want?

Customers & users  
changing

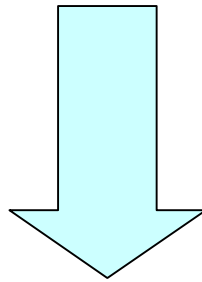
Changing user behaviour



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# Patterns & pathways

Making available electronically materials that were conceived for print



Producing (radically) new products *and services* for the medium & consumer behaviour



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# Key concepts

- Nature of learning appears to be changing (“incidental learning”, “informal learning” ...)
- Channels are changing
- “Content no longer king” – or certainly no longer in domain of the few (Shirky, 2008)
- Users paying for features rather than content
- New sources of competition – e.g. universities, users themselves
- Rate of some types of change is changing substantially



# Death of the classroom?



[Lander University](#)



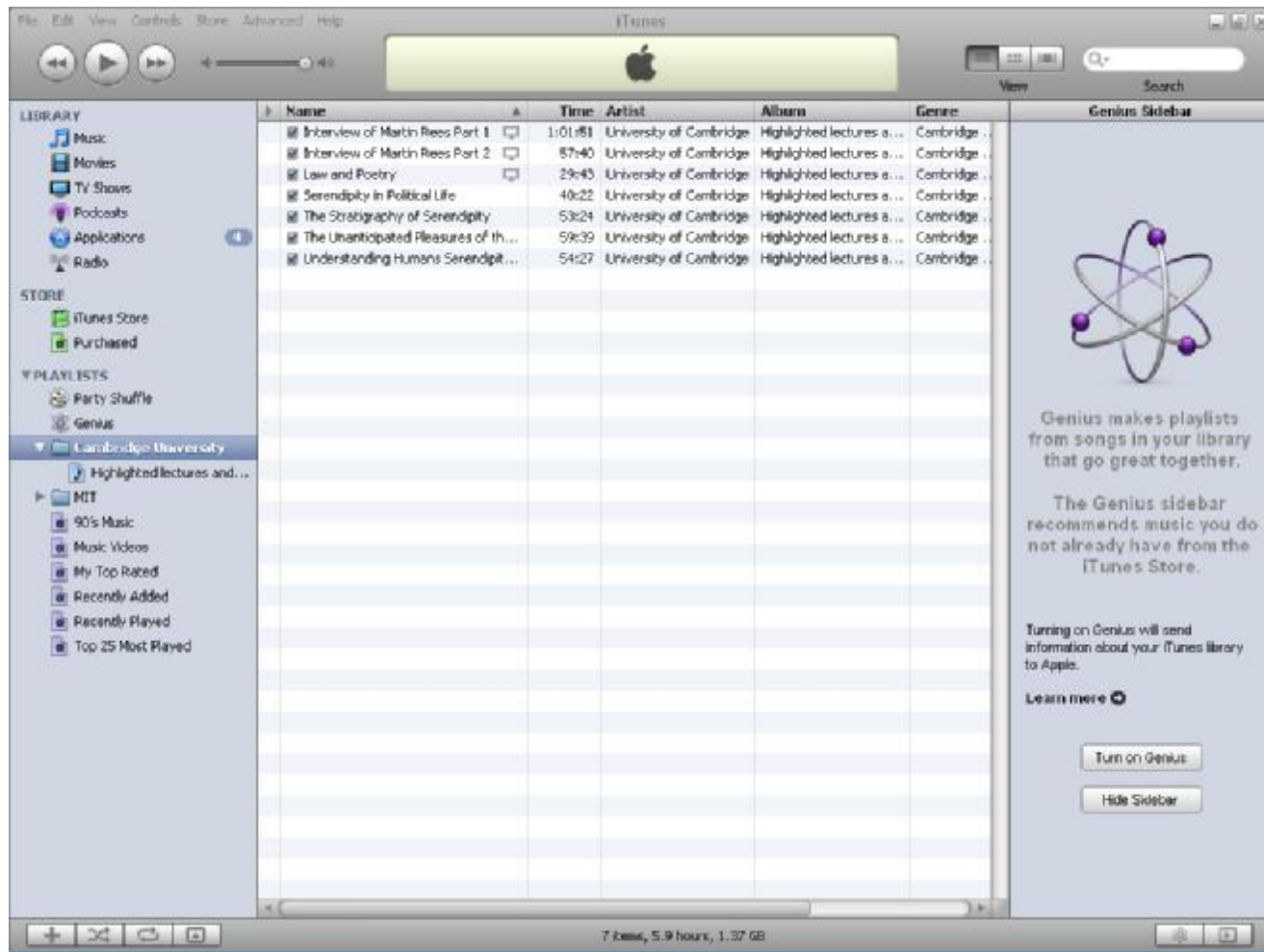
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# Death of the library?



[Yale Library](#)

# The new library



iTunes Library



# Our challenges

- Determining *realistically* what the playing field now looks like
- Identifying who the customer is
- Determining what will sell, and then...
- ... building what will sell while it will still sell
- Amongst all of that: changing internal cultures, infrastructures, skills, selling models
- Not throwing out the baby with the bathwater



# Thank you

Questions/comments?

Eric Baber

Innovations Director

[ebaber@cambridge.org](mailto:ebaber@cambridge.org)



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