

# E-Writing, E-Publishing and Business Models

Dr. Narender K. Chimni\*

Deputy Librarian, Lingaya's University, Faridabad, Haryana

**Abstract – This Article describes briefly the impact of electronic writing, electronic publishing and their business models. In the age of information explosion, ICT is progressively replacing the old methods of information collection, storage and retrieval. Academic Library System is a major beneficiary group of ICT. Over Internet, a teacher can share his knowledge with peers in the subject, a researcher can collect information on his area of study from anywhere in the world and a student can clarify his doubts which may not be possible in the classroom. Further Internet has widened the concept of distance education by making the information available from faraway places to PCs installed at homes. Educational institutions in under-developed countries can access the latest information available in developed countries through Internet without any time delay. This technology has also transformed the process of publishing and distribution of information. Electronic publishing has become a foundation for the new information society to get the right information to the right person at the right time. These changes in the publishing industry have a direct impact on the Academic Library Systems. The paper attempts to discuss the impact of electronic publishing and business models of electronic publishing its applications advantages and types of electronic media and Internet.**

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## INTRODUCTION

One of the great challenges for publishing companies is the ability to create online billing, processing management and revenue generation from online archives and content. Whether your publishing house sells magazines, newspapers or books, invoicing for subscription on a local and international scale is a challenge. The use of licensed electronic information resources will continue to expand and in some cases become the sole or dominant means of access to content without violating any issues of privacy or Confidentiality we can dramatically enhance our understanding of information use. The paper attempts to discuss the impact of electronic publishing on Library & Information Science area and radical changes in the publishing industry especially with impact of electronic media and Internet. This paper attempted to explain and predict 'LIS' intention of adopting this technology. The All Charge e-publishing solution helps you to overcome these challenges: Our multi-lingual, multi-currency and multi payment options and features help you to monetize your assets online saving you costs and substantial administrative work. We make it easy for customers to subscribe quickly and to increase subscription offers response rates. Publishers will see their response rates grow significantly. All Charge helps you to focus on the content generation and acquisition, while we take care of the billing and processing operations. Integrate our complete payment service and start turning your content into revenue.

## WHAT IS E-WRITING AND PUBLISHING?

**Electronic publishing** also referred to as **E-Publishing** or **digital publishing** includes the digital publication of e-books, EPUBs, and electronic articles, and the development of digital libraries and catalogues. Electronic publishing has become common in scientific publishing where it has been argued that peer-reviewed scientific journals are in the process of being replaced by electronic publishing. It is also becoming common to distribute books, magazines, and newspapers to consumers through tablet reading devices, a market that is growing by millions each year, generated by online vendors such as Apple's iTunes bookstore, Amazon's bookstore for Kindle, and books in the Android Market. Market research suggests that more than half of all magazines and newspaper circulation will be via digital delivery by the end of 2022 and that 80% of all reading in the United States will be done without paper by 2025. Although distribution via the Internet (also known as online publishing or web publishing when in the form of a website) is nowadays strongly associated with electronic publishing, there are many non-network electronic publications such as Encyclopedias on CD and DVD, as well as technical and reference publications relied on by mobile users and others without reliable and high speed access to a network. Electronic publishing is also being used in the field of test-preparation in developed as well as in developing economies for student education (thus partly replacing conventional books) for it enables content and analytics combined for the benefit of

students. The use of electronic publishing for textbooks may become more prevalent with iBooks from Apple Inc. and Apple's negotiation with the three largest textbook suppliers in the U.S.

Electronic publishing is increasingly popular in works of fiction as well as with scientific articles. Electronic publishers are able to provide quick gratification for late-night readers, books that customers might not be able to find in standard book retailers and books by new authors that would be unlikely to be profitable for traditional publishers. While the term "electronic publishing" is primarily used today to refer to the current offerings of online and web-based publishers, the term has a history of being used to describe the development of new forms of production, distribution, and user interaction in regard to computer-based production of text and other interactive media.

## TYPES OF E- PUBLISHING:

### A) ELECTRONIC BOOKS (E-BOOKS)

The book is a quiet popular document to meet the academic needs of user community. Publishing a book electronically is to achieve quick publishing and dissemination of information. A book may not have contemporary value that a journal has but it certainly has an archival and reference value. A number of encyclopedias do come out on CD-ROM. It is felt that the Internet is not a satisfactory platform for publishing full text of documents but CD-ROM is appropriate medium for publishing books. Book length e-text is also available on Floppy disc and CD-ROM, although distribution by floppy disc is decreasing due to the convenience and growing popularity of CD-ROM. Most e-Texts published on CD-ROM are public domain works including encyclopedias. Using the E-publishing language on Internet like SGML presented and published attractively with multimedia effect especially for documents like Yearbooks, Encyclopedias.

### B) ELECTRONIC PERIODICALS

Electronic Periodicals are accessible to all users regardless of geographic location. Anyone in the world with services and the proper computer software and browser services can access online journals. This accessibility leads to a more diverse audience throughout the world as well as a readership that may include not only academics, but students and lay people. This new media is a vehicle of scientific communication and purely a product of scientific research. This category includes electronic journals, newsletters, magazines, and discussion lists. Perhaps no other area in E-publishing has received more study than the area of E-journals. As they apply to scholarly research, are very useful source of information for Academic Library System.

### C) ELECTRONIC DATABASE

With the emergence of computers and communication technologies the strength of academic information system in the development of modern database has taken new shape. The holding of the academic library database consisting of books, periodicals, reports and theses can be converted to electronic form that allows access for public use through digital networks. The online electronic library card catalog (OPAC) shows how information could be published and that enable user to search the document with various access points like author, title, subjects. Various electronic databases publishers today account for publishing information both bibliographic and full text on CD-ROMs as well as making them available for online retrieval. The prominent online publishers include DIALOG, BRS, and EBSCO host etc. An excellent example of electronically published databases, the ERIC (*Educational Resource Information Centre*) database is the largest educational database in the world that contains more than 800,000 records per year. ERIC is available in CD-ROM format as well as on the net free of charge.

### D) ELECTRONIC PUBLISHING ON CD-ROM

CD-ROM has provided new dimension for information storage and retrieval. Publishing information mainly abstracting sources are quiet common in CD-ROM. Although much of the work on e-journals has concentrated on distribution via the Internet, there has been some work on CD-ROM as well. The advantages of CD-ROM are:

- More material can be included, both in terms of quantity (650+megabytes) and type (multi-media resources).
- Full text searching is relatively easy to include.

### E) PRINT-ON-DEMAND (POD)

Print-on-Demand is a new method for printing books. It is a mix of electronic and print publishing. The book is held by the publisher in electronic form and is printed out in the hard copy form only on order. This method helps free publishers from the process of doing a traditional print run of several thousand books at a time. The technology involves complex laser printing systems and electronically formatted text that the printers can read. The technology is currently very expensive and the *New York Times* recently reported that Lightning Source, Inc., a leading provider of e book fulfillment, charges publishers over \$4.00 per book, which is a higher cost per unit than that of small print run. Prices should come down as more publishers and retailers purchase the technology. POD is very hot right now; in a sense, it is a good intermediary step between the regular method of printing paper books and

electronic books. However, because POD is still a method that uses paper and cannot be delivered as cheaply and quickly as electronic books, in the long run, POD could decline in popularity when consumers become comfortable with electronic reading software and e book reading devices.

#### **F) DIGITAL CONTENT**

Digital content generally refers to the electronic delivery of fiction that is shorter than book-length, nonfiction, and other written works of shorter length. Publishers of digital content deliver shorter sized works to the consumer via download to handheld and other wireless devices. Technology used for delivering digital content includes Adobe PDF, XML, HDML, WAP (Wireless Application Protocol) and other technologies. The security of the data being delivered is the major concern of publishers who want to ensure they can deliver digital content without the risk of someone copying the work and selling or giving away the works.

#### **G) ELECTRONIC INK**

Electronic Ink is a developing technology that could have a huge impact on the media and publishing industries. Electronic Ink could be used to create a newspaper or book that updates itself. In addition, this content could be programmed to change at any time. For example, you could have a billboard that rotates different ads, or you could receive a coupon in the mail that is frequently updated with the latest offer. For media companies, the possibilities are almost endless. Someday your electronic newspaper will simply update itself every day. E- Ink Corporation, a new company with major investors, and Xerox are two companies currently developing this technology.

#### **H) EMAIL PUBLISHING**

Email publishing is designed specifically for delivering regular content-based email messages. Email publishing, or newsletter publishing, is a popular choice among readers who enjoy the ease of receiving news items, articles and short newsletters in their email box. The ease of delivery and production of email newsletters has led to the development of a massive number of available email newsletters, mailing lists and discussion lists on a large variety of topics. Newsletters are also widely used by media companies to complement their web and print offerings. Many authors and writers publish their own newsletters in order to attract new readers and to inform their fans about new books and book signings.

#### **I) WEB PUBLISHING**

Web publishing is not a novel practice any longer, but it continues to change and develop with the

Introduction of new programming languages. HTML is still the most widely used web programming language, but XML is also making headway. XML is valuable because it allows publishers to create content and data that is portable to other devices. Nearly every company in the world has some type of website, and most media companies provide a large amount of web based content.

#### **DIFFERENT BUSINESS MODELS FOR E PUBLISHING:**

The digital world has changed the game of publishing and most publishers are finding it hard to cope with the change that has happened. However, every change throws up an opportunity, and those who are creative enough to seize the opportunity end up winning. Here are some alternative business models for e- publishing which you could think of exploring:

**The free model:** Taking a leaf out of websites and software products, the free model for e publishing entails giving something for free, and then, when the audience is hooked onto it, giving a premium product for a price. In the case of publishing, the free product could be a simple e book while the premium product could be an enhanced e book with embedded audio and video or an alternative storyline. The catch with the free model is to offer a free product which has enough firepower to hook the audience and is limited enough so that the audience is coaxed into buying the premium service. Another possibility in the free model for publishers could be giving away an application related to an e-book for free and then charging the reader for the e book. This could work particularly well in the case of children's books.

**Advertising model:** This is perhaps the most obvious of innovations when it comes to e-publishing. Advertising supported e books could work very well, just like applications on I-pad and other devices, the bulk of which are advertising supported. The idea is to innovate in the field, so as not to cause a nuisance to the reader. For example, if there's a book involving sports cars, various sports cars brands could be approach for placing contextual ads in the storyline. Video ads are also a possibility since it is digital publishing we are talking about, but the video ads have to be crafted in a way which connects with the storyline and do not cause intrusion.

**Promotional Models:** This e publishing model is a very niche model and applies to e-books which have more than one series. These models entails giving away the first book in the series for free, and when the audience is hooked on to a story line, give the others in the series for a price. A perfect example for this kind of model is something like the Harry Potter series or the James Bond series. Of course, there is

a certain risk involved, but then again, profit is the reward for risk taking.

**Commercial e publishers:** are almost like their traditional counterparts, they choose to publish books that are most likely to be sold – a good mix of quality and subject matter is what they look for and rejection rates are pretty high. While their websites serve as effective storefronts, they also sell through other online bookstores like Amazon.com etc. By and large, e-publishers do not pay an advance, but royalty payments are higher than what traditional publishers offer, often as high as 40%. The editorial and technical work that the e publishing team puts in is no different than what is done in print publishing.

**Subsidy e publishers differ** from commercial publishers in several ways. For one, they accept most manuscripts and publish them on an “as is” basis. These are not edited or proofread or even formatted. They have a virtual rate card for add-on charges for these services, should the author opt for it. Everything, from adding images or graphics to copyright registration, is offered at add-on rates. They publish books for a flat fee and pay the authors a royalty that is comparable to what they would receive from the commercial e-publishers. However, they are more likely to sell through online stores than through their own websites. Likewise, they pass on the added cost of selling through online stores to the author who receives higher royalties for books sold through the publisher’s website and lower royalties if they were sold through, say, Amazon.com. Another interesting model is the “**print-on-demand**” (POD) **model**, which is a mix of electronic and print publishing. The book is held by the publisher in electronic form and is printed out in the hard copy form only on order. This is also done for a flat fee. While many commercial publishers also offer the POD format, this is a model more often followed by the subsidy e-publishers.

**The No-fee "Distributors"** accepts manuscripts and publishes them on an “as is” basis, in a sense, simply providing these authors with a bookstore. They do not charge a fee, but take a slice of the royalties. Price setting is usually the author’s prerogative. The no-fee distributors do not offer services like editing or formatting. This works well for the authors who prefer the self-publishing model, but want to offload the task of setting up their own “store front” or website. This also does away with the need to register as a retail business as they get paid royalties by the distributors as opposed to revenues on sales. As an alternative, several authors prefer to self-publish their books. This is not only inexpensive, but also offers them total control over the various processes. The author usually does all promotional and marketing work on the Web. Unless the author wants to offer the e-book in multiple formats like downloads, CD-ROMs or floppy disks, distribution costs are also very low. Again, offering only a download-able format makes it possible for the author to register only as a

publisher and not a retail business, which entails the procurement of a license.

**The spectrum of cost recovery models** covers pay-on-download PDF files (research reports), subscription (newsletters), membership (where members get value-added content over the free subscription content), payment in small installments and annual payments for an agreed upon amount of information downloads. Accordingly, the information can be restricted to those that pay through logins and passwords.

## APPLICATIONS OF E-PUBLISHING:

What started out as a trend to provide printed material in a digital format, has today become an alternative in itself. While e publishing has existed for over 7 years, debate over its use and acceptance has reached a fever pitch in the last few years. Where can it find use? Simply put, almost everywhere. It is most ideally suited for publications like journals, research reports or resource bases and newsletters. It is also suited for all information that is dynamic or constantly changing, it could be ongoing research or even news. It finds great use and acceptance in academics, in the online publishing of educational books or tutorials. With an increase in distance learning programs, the need for quality educational material is on the rise. These e-books and study material need to recreate an active learning atmosphere as can be found in a class full of students and a teacher. The content and the product therefore, have to be interactive. This can be done through open assignments, online debates, chats and discussion forums. These products also have to provide for a feedback mechanism. Naturally, in order to be effective these products have to be more colorful and interactive, and at the same time also be concise and also crisp to match the attention span of the student reading online. Electronic-Publishing is also used extensively in large academic institutions and libraries for their periodicals and journals.

E-Publishing could also help in bringing out industry journals / periodicals, Muezzins and newsletters. Authors and publishers gain when they publish e-books. Costs are lower and royalties could be higher. Working papers on ongoing research helps unleash the power of collaborative work through networking. E publishing is very effective here as different sets of people can work with data so varied and complex, with charts, tables and images of amazing complexity made accessible in digital formats replete with animation and sound almost instantaneously.

## ADVANTAGES OF E-PUBLISHING:

Electronic publishing is increasingly popular in works of fiction as well as with scientific articles. Electronic publishers are able to provide quick

gratification for late-night readers, books that customers might not be able to find in standard book retailers (erotica is especially popular in e-Book format), and books by new authors that would be unlikely to be profitable for traditional publishers. The biggest advantages of e publishing are the cost saving in printing and paper as well as better data storage and maintenance. It is most ideally suited for publications like journals, research reports and newsletters. It is also suited for all information that is dynamic or constantly changing. E-publishing finds great use and acceptance in academics, in the online publishing of educational books or tutorials. With an increase in distance learning programs, the need for quality educational material is on the rise. These e-books and study material need to recreate an active learning atmosphere as can be found in a class full of students and a teacher.

### CONCLUSION:

It is rather challenging to express conclusion in such a shifting environment. However, Our day to day life spent in scientific libraries in dealing more and more with e-publishing and its usage .To view the full text of current journal issues, you must in most cases obtain a hard copy subscription to the relevant journal or access electronic versions via the journal's own online publishing site. Subscribers will be asked to agree to the following terms and conditions: Refund Policy: Once a subscription is purchased, PEP offers no refund. This policy includes any refund for anyone who joins as an individual and then is subsequently joined through their institute or organization. PEP recommends that you check with any such groups to which you are affiliated prior to subscribing. Should your organization subsequently join PEP, you may let your individual subscription lapse on the originally agreed date and continue on with your affiliated group.

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### Corresponding Author

**Dr. Narender K. Chimni\***

Deputy Librarian, Lingaya's University, Faridabad, Haryana