

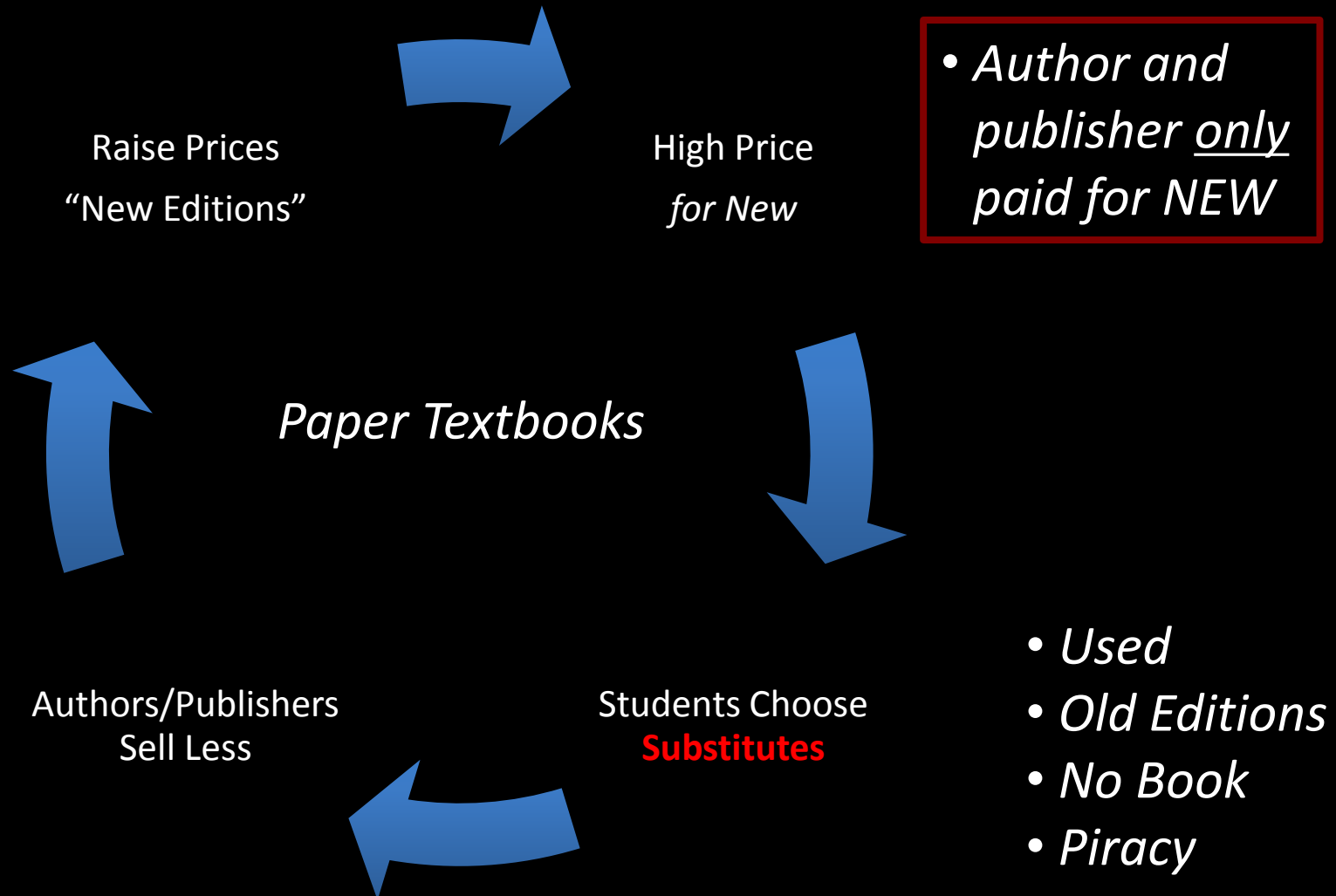
Publisher Voice: Digital Course Materials

- Meredith Babb, Univ Press of Florida
- Tim Baldwin, Cengage
- Sean Devine, CourseSmart
- Dan Bartell, Pearson
- Mickey Levitan, Courseload
- Tom Malek, McGraw-Hill

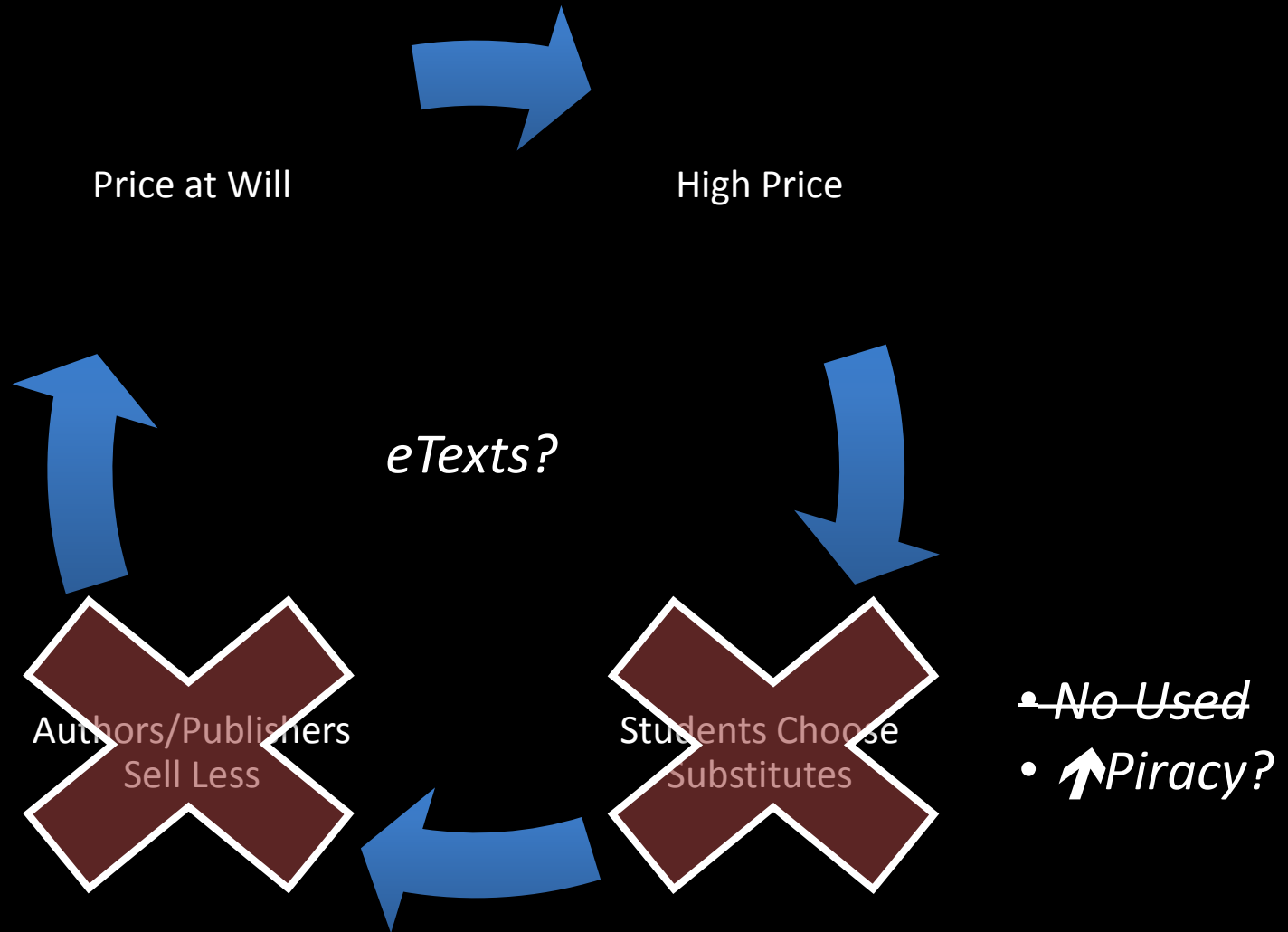
Moderator, Brad Wheeler, IU

Industry Dysfunction

Root Causes



A Foreseeable Problem?



Risk & Return?

What are the cost differences in producing the first copy of a paper book and a digital work?

Net Revenue

minus

**Sales &
Distribution Costs**

Risk

Return

Over the Life of the Work

**May we give you more
money...*please*?**

How do we get there
while serving our mutual interests?

**Tell us...what is right
direction/wrong direction
among current eText efforts?**

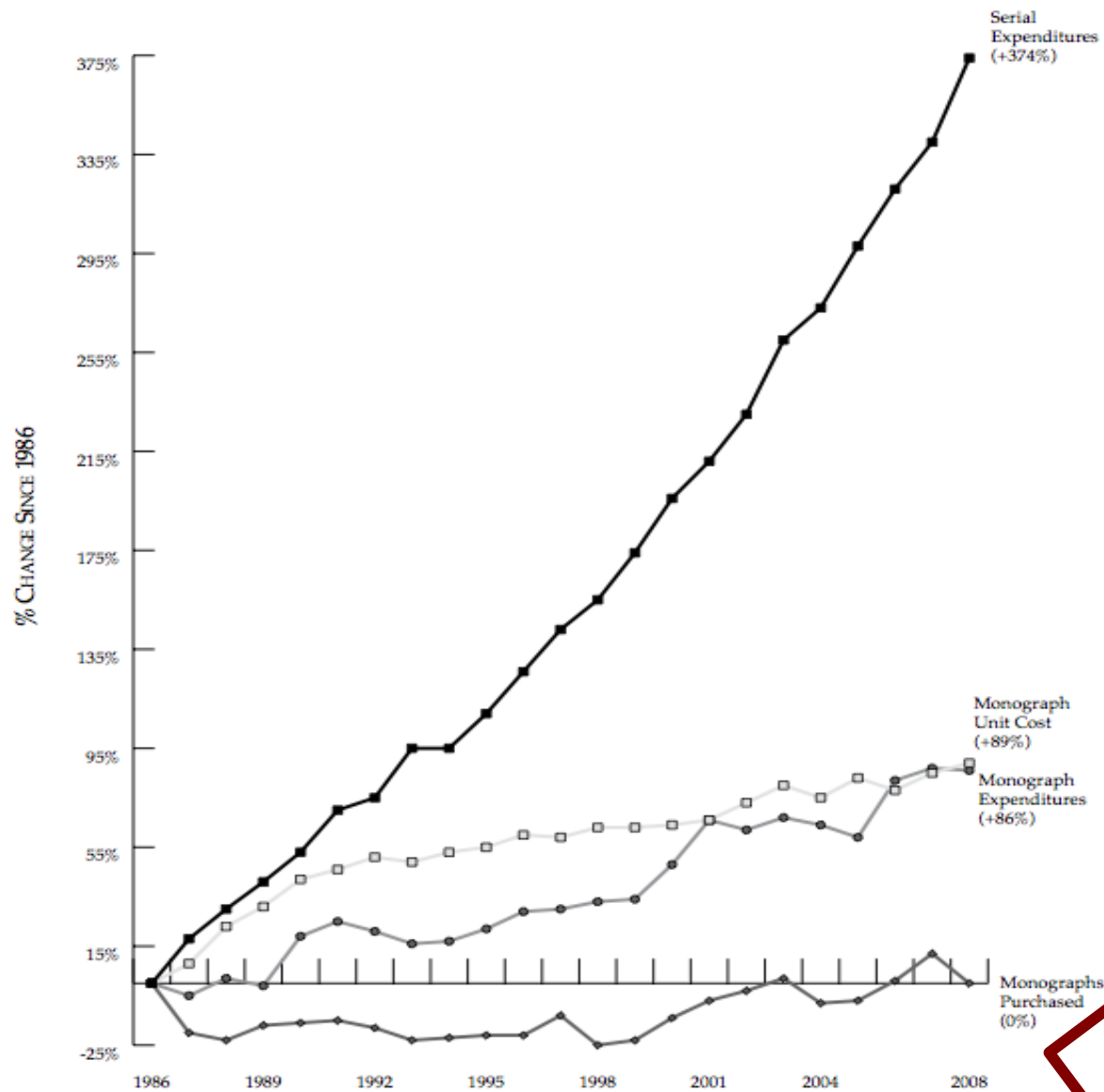
Higher Ed's Experience with the Path to Digital:

The Costs of Scholarly Communications are Unsustainable

**Library
Conference**

GRAPH 2

MEDIAN MONOGRAPH AND SERIAL EXPENDITURES IN ARL LIBRARIES, 1986-2008*



*Includes electronic resources from 1999-2000 onward.

Source: ARL Statistics 2007-2008, Association of Research Libraries, Washington, DC



Platforms & Publishers

What do you need from each other for the Path to Digital?

Audience Engagement

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