

# **Wiley-Blackwell:**

## **An Update for the Chinese Library Community**

**Eileen Dolan, Director of Institutional Sales, Asia Pacific**

# Topics for Discussion

- What We Can (and Can't) Discuss
- Facts and Figures
- Organization
- Business Models
- Platform
- Timeline
- Q & A

# Facts and Figures

- Acquisition Completed February 2007
- 1,250 Scholarly Journals
- 1,100 Books and Reference Works/year
- World's Largest Society Publisher
- Blackwell Ltd. (bookseller and wholesaler) Not Acquired

# Organization

- Major offices in Hoboken, Oxford, Chichester, Singapore, Melbourne, Weinheim
- Five Publishing Units: Medicine, Life Sciences, Physical Sciences, Humanities/Social Sciences, Professional
- Three Sales Regions: Americas, EMEA, Asia-Pacific
- Sales Support in each region

# China Organization

- Offices in Beijing and Shanghai
- Editorial & Sales in both locations
- Local Institutional Sales team
- Continued local Sales Support from Beijing

## **Business Models (Journals) for 2007-2008**

- **Wiley models for Wiley products:**
  - Print, BAL, EAL
  - CALIS1 & CALIS2 : 2006-2008
  
- **Blackwell model for Blackwell products:**
  - E-Only
  - Full, STM, HSS Med/Nursing Collections
  - Subject bundles
  - CALIS: to be renewed this year

## Platforms Will Remain Separate for 2007 and 2008

- Wiley InterScience and Blackwell Synergy
- Goal: An integrated offering for 2009

# Renewals

- June 2007: Renewals begin for CY08. Separate models, so Wiley content renewed under Wiley terms and same for Blackwell.
- June 2008: Renewals begin for CY09. Continue to renew some customers under separate models, but also launch integrated model.



# Your Account Managers

- Wiley China team supports both Wiley InterScience and Blackwell Synergy Accounts
  - Roger Ming – Sr Sales Manager, Institutional Sales, China
  - Yan Jun, Account Manager – Academic
  - Travis Hu, Account Executive - Academic

# Your Customer Support

- The Beijing-based Wiley China team will continue to support your account.
  - Cindy Wan – Customer Service Manager

## Q & A--Various

- What is the Name of the new company?
- John Wiley & Sons, Inc. is the parent company.
- Wiley-Blackwell is a division that incorporates Blackwell Publishing and Wiley's STM business

## Q & A--Various

- What happens if a society that had a publishing agreement with Blackwell or Wiley ends their relationship with Wiley-Blackwell? What happens to our access? .
- The Terms in your license applies – there are no changes to existing terms.

## Q & A--Various

How does Wiley's acquisition of Blackwell affect multi-year contracts?

No Change – all existing agreements will be honored.

## Q & A--Various

- What should we expect when it is time to renew?
- For 2007 and 2008 we will continue to have separate models, agreements, and platforms. One account manager will handle both licenses. For 2009, we expect to offer a unified model and this will be rolled out globally. This model will first be offered to customers with licenses that expire in 2009 and those which choose to move to this model before their license expires.

## Q & A--Various

- When will the back office systems be integrated?

In Time for the CY 2009 renewals.

## Q & A--Various

- What about unique models (e.g. all-access)?

We know that many of our customers have unique needs and have different collections and models with each of the two companies. We will have an integrated offering for 2009 and we expect that we will work with our customers as we roll this out to insure that it meets our customers' needs and circumstances.



## Q & A--Various

- Will customers be forced to take Wiley if they only have a Blackwell deal, or vice versa?

We don't plan to "force" customers to license anything that they don't want. As noted above, we expect that we will have a common platform and unified sales model by CY09 after which customers will license all content through this single source.

## Q & A--Various

- Can I get Wiley journals under the Blackwell collection model?

No – Not for 2007 or 2008. As noted earlier we are not integrating our business models for 2007 or 2008.

## Q & A--Various

- Will Blackwell customers continue to get perpetual access to the titles they have in their collection or bundle deals?

All current agreements will be honored.

## Q & A--Various

- When will they know pricing for next year?

We plan to announce pricing in June 2007

**Thank-You**

## Thoughts on Business Models for 2009

- One size doesn't fit all - there will be different options
- How do we sever link between print subs and online journal pricing?
- Online pricing metrics? usage? FTE (Research), type of institution?
- Transparency
- Increased flexibility
- Streamlined renewals process
- Sustainability is crucial