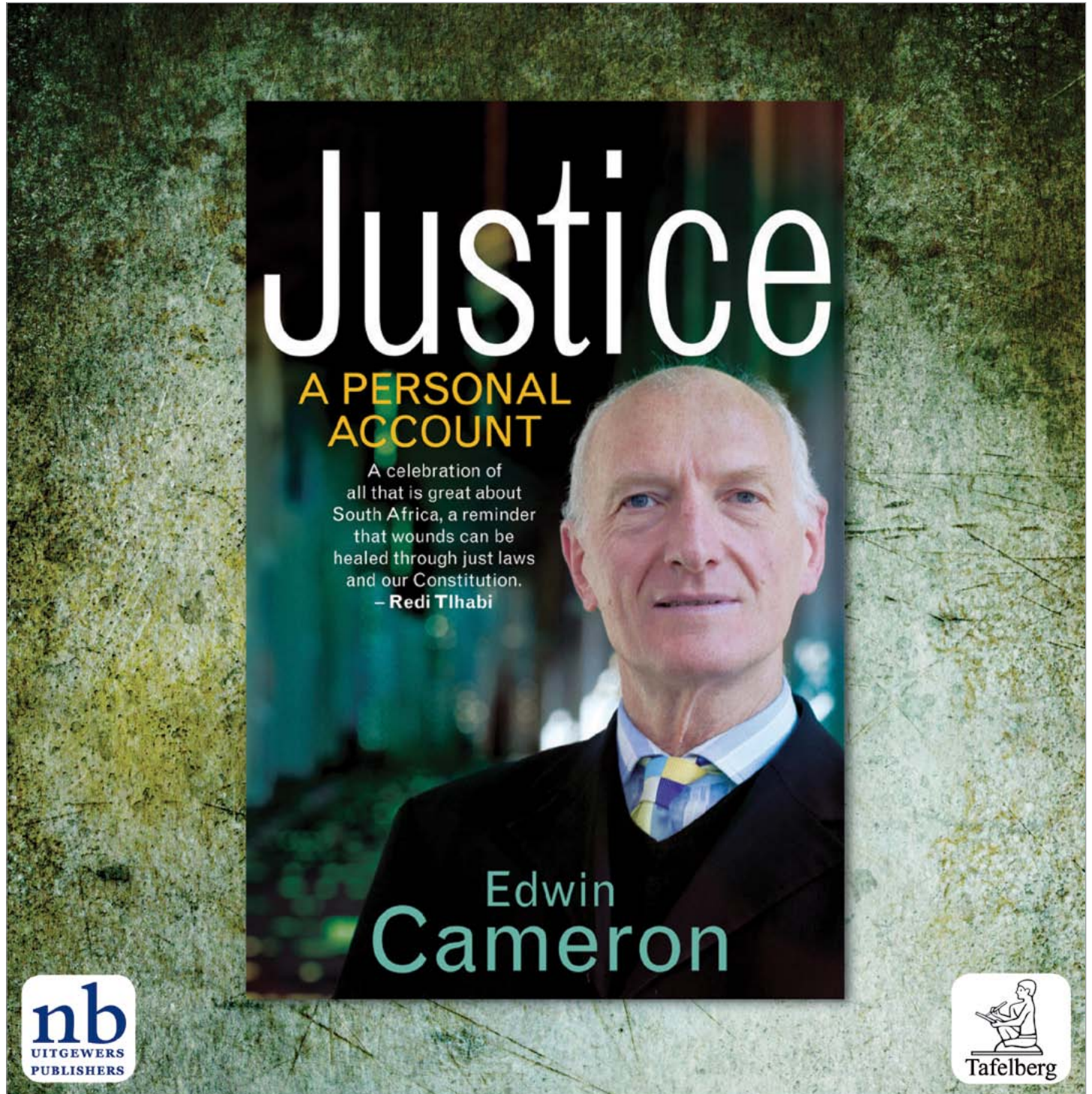


Bookmark

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Issue 76, March – May 2014



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NEWS MAGAZINE OF THE SA BOOKSELLERS ASSOCIATION



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bookshops countrywide, a cash
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2 a book reader's ultimate gift

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SA Booksellers
ASSOCIATION

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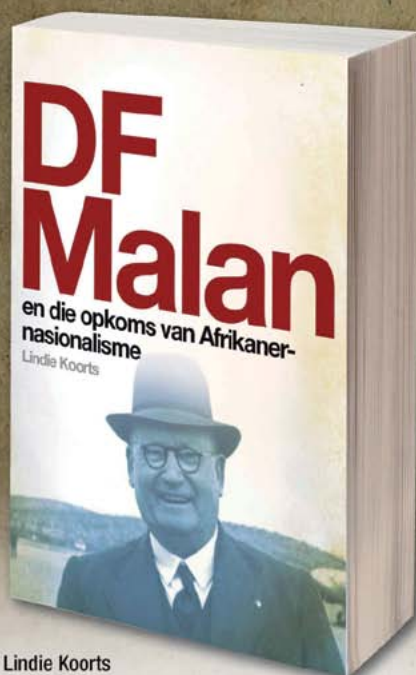
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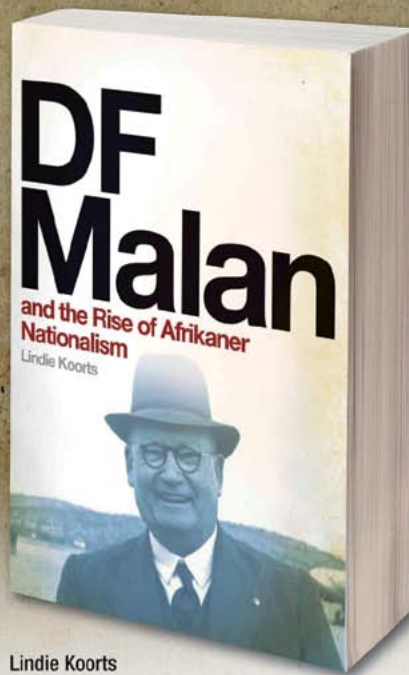
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A FRESH ACCOUNT OF AN OLD HISTORY



Lindie Koorts
Tafelberg
DF Malan en die opkoms van Afrikaner-nasionalisme
ISBN: 9780624055853



Lindie Koorts
Tafelberg
DF Malan and the Rise of Afrikaner Nationalism
ISBN: 9780624055877

From the President's Desk

Dear Members,

The last few months have seen major changes in the ownership of the retail book trade. Exclusive Books and Van Schaik are both in the hands of new owners. Happily they are groups with knowledge of our industry and we hope that the new ideas they will bring to the companies will increase their sales and achieve their goals. General book retailers have as a group not been increasing sales in recent times, so it was pleasing to see that there were increases in sales for some weeks in December.

The Receiver of Revenue recently made a further announcement regarding the implementation of VAT on digital media. The foreign suppliers, such as Amazon, are to be used for the collection of the tax, which will be much more effective than trying to collect from the individual importers. It will also give South African digital retailers a chance to compete fairly.

The distribution of school books was very much in the news last year. While there was still interest this year, criticism has been muted, and we hope that this means that most of the children have received their books. The new CAPS books given to the grade 7, 8, 9 and 12 students gave retailers a boost. Next year much less money is likely to be spent as only replacements will be needed for books purchased 3 years ago, and there will be top-ups to replace lost books. Looking ahead booksellers are hoping that the Grade R students will be given support material soon, and that the language books which have remained unchanged for some years now, will be changed.

The tender for the appointment of a supplier to KZN Education Department was recently advertised and we look forward to seeing which company will win it. We must note the growth of private schools charging lower fees than the traditional elite schools around the country. Well-appointed Curro schools are enjoying the support of parents in their areas, and show that people are willing to pay for a quality education. The children are given tablets which provide access to all the learning material they need. The digital books are purchased directly from the publishers. This gives booksellers pause for thought.

University booksellers have been adversely affected by holdups in the awarding of bursary funds to the NSFAS students this year. Reports in the newspapers suggest that there was considerable fraud in the past, with applicants completing their forms dishonestly to access the loans. If this was so, we must support the administrators when they verify the details supplied. But it is also important that the bursaries should be paid out at the beginning of the year. Unisa students can register in December and are expected to hand in their first assignments at the end of February. If their book funds are not released by mid-February, which is the case for most students this year, their studies are affected. NSFAS has also switched its method of distributing the funds: in the past funds were given to the universities to administer. They are now moving by degrees to a system where NSFAS approves the bursary and the funds are handed out through sBux – a firm that distributes funds to approved suppliers in much the same way as a credit card company does. The student receives vouchers to be spent on particular needs. Food, accommodation and book allocations are put into different “pockets” to ensure they are spent on those needs. Booksellers are looking forward to assisting the students as the funds become available.

We are just moving out of the “strike season” in tertiary education. The University of KZN has agreed to give extra bursaries, and the Durban University of Technology has apparently agreed to give all students tablets. These are unlikely to take the place of books at this stage, but will provide an excellent communication medium on the campus as well as access to study material as the campuses are all covered by wireless networks.

Bookshops specializing in Library supply remain active in the Western Cape and KZN, where the eThekweni Public Library recently advertised a renewal of its tender for book supply. Purchases are expected to continue at similar levels as in the past. The KZN Provincial Library is also going through many boxes of books after their first submission in several months. National Library Week takes place in mid-March. We would like



to wish libraries well with the event, and we encourage our members to get involved in this important promotion of books and reading.

Neilsen Bookdata provides a valuable service to our industry in collecting trade statistics. The general book retailers have always given broad support, and it is pleasing to see that the panel of contributors is being extended to include several more firms. It will now include all the Bargain Books shops.

The South African Book Fair is also due to take place soon. For those booksellers who have never attended, this is an experience not to miss. There is a wide variety of talks, book launches and debates, so plan your visit carefully. The Fair is moving to a non-profit model, which will unlock more support from the state, and could result in a more exciting and stimulating event. It is truly international, attracting visitors from around Africa, and around the world and puts South Africa at the centre of world publishing for a week a year. Pencil in the dates 13th to 15th June. At R50 a day the Fair is now affordable to all!

And while you have your pencil in your hand, please note also that your SA Booksellers Annual General Meetings are to be held in Durban from 25th to 27th August. A provisional booking has been made at the new Coastlands Hotel and Conference Centre near Gateway in Umhlanga Rocks. Your executive is finalizing an interesting program for you, so we hope you will attend.

Sydwell Molosi,
President, SA Booksellers Association



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Logistics

Today, a reader. Tomorrow, a leader.

Throughout history, the worlds greatest leaders were also prolific readers and writers of books, including our own beloved and recently departed leader, Nelson Mandela. As South Africa's leader in book imports and exports, Sasfin Premier Logistics is proud to be playing its' part by ensuring that books in our care reach these young leaders on time, every time. We are your book partner beyond expectations.

Our team has over 35 years of experience in book and magazine importing to Southern Africa from all over the world. Previously Premier Freight, and now Sasfin Premier Logistics, we are the foremost provider of total logistical and importing services to the book and magazine industry. Using equally experienced partners, we are able to offer our clients a holistic service, from order to front-door delivery, anywhere in Southern Africa. Whether by sea or air, our dedicated team will oversee your shipment, offering unique and personalised service. So, if you're involved in importing books and magazines to Southern Africa and expect nothing less than a partner beyond expectations, can you afford not to be talking to the experts?

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Bookmark

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ABOUT THE SA BOOKSELLERS' ASSOCIATION

The SA Booksellers Association represents a united front for booksellers. Through strategic liaison with the different sectors of the industry and provinces, SA Booksellers strives to regulate the book-trade, reminding publishers to act as wholesalers and booksellers as retailers. The annual SA Booksellers AGM has historically been co-located with the Publishers Association of South Africa (PASA) AGM. The AGM is open to all members of SA Booksellers and is a conference full of information, energetic discussions, pertinent topics and eloquent speakers. This is an opportunity for education for all, keeping members at the cutting edge of developments in our ever changing industry.

SA Booksellers works closely with government departments, educational authorities, and the state tender boards concerning matters that affect the trade.

More than 50% of SABA members are previously disadvantaged and SA Booksellers is well positioned to lobby government on all issues pertinent to the book trade. SA Booksellers provides access to information for all its members, through the commissioning of research papers and the gathering of news, to the effective dissemination of this information via the industry magazine Bookmark and through www.sabooksellers.com.

Bookmark, the official magazine of SA Booksellers, is distributed free of charge to all members as well as to all influential people in the book trade from publishers to government departments. The digital edition is sent to an ever increasing subscriber database. This magazine is a mouthpiece for SA Booksellers members as much as it is a source of information. Send a letter to the editor at bookmark@sabooksellers.com to get your views published.

2014 Calendar

Dates to diarise

■ Book events ■ Public holidays

March

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- 13–15:** ANFASA Annual General Meeting and 1st Annual Conference, Boksburg
www.anfasa.org.za
- 6–16:** US Woordfees, Stellenbosch
www.woordfees.co.za
- 21:** Human Rights Day
- 15–22:** South African Library Week: “Celebrating libraries in 20 years of Democracy”
www.liasa.org.za
- 17–22:** 17th Time of the Writer
www.cca.ukzn.ac.za/index.php/tow-home
- 18–23:** Knysna Literary Festival
www.knysnaliteraryfestival.co.za
- 24–27:** Bologna Children’s Book Fair
www.bolognachildrensbookfair.com

April

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- 8–10:** London Book Fair
www.londonbookfair.co.uk
- 18:** Good Friday
- 21:** Family Day
- 23:** World Book Day: “Be smart, Read books”
www.nlsa.ac.za
- 27:** Freedom Day

May

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- 1:** Worker’s Day
- 16–18:** Franschhoek Literary Festival
www.flf.co.za

- 22–24:** JM Coetzee back to back with Fugard Festival, Booktown Richmond
booktownrichmond@mweb.co.za
- 29–31:** Book Expo America, New York
www.bookexpoamerica.com
- 28–30:** e-Learning Africa 2014 Conference “Opening Frontiers to the Future”, Kampala, Uganda
www.elearning-africa.com
- 29 May–1 June:** Book Expo America, New York
www.bookexpoamerica.com

June

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- 13–15:** The South African Book Fair, Cape Town, www.thebereed.co.za/capetownbookfair/
- 16:** Youth Day

July

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- 9–11:** African Education Week, Johannesburg
www.educationweek.co.za
- 3–13:** Wordfest, Grahamstown
www.ru.ac.za/wordfest
- 11–13:** Breyten Breytenbach Boekefees, Montagu, Davidd@ukzn.ac.za
- 15–16:** 1st Biennial SLYSIG (School Libraries Interest Group) Conference: “Move into the future @ your library”, KwaZulu-Natal
www.liasa.org.za

August

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- 9:** Women’s Day
- 9–25:** Edinburgh International Book Festival
www.edbookfest.co.uk
- 22–24:** Midlands Literary Festival, Howick, Davidd@ukzn.ac.za

September

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- 8:** International Literacy Day
www.unesco.org/en/literacy
- 17–21:** Open Book Festival, Cape Town
openbookfestival.co.za
- 24:** Heritage Day
- 10–13:** 34th IBBY International Congress, Mexico City
www.ibby.org
- 22–26:** LIASA Annual Conference, Johannesburg
www.liasa.org.za

October

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- 8–12:** Frankfurt Book Fair
www.buchmesse.de
- 23–25:** BoekBedonnerd – Booktown Richmond, Davidd@ukzn.ac.za

November

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December

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- 16:** Day of Reconciliation
- 25:** Christmas Day
- 26:** Day of Goodwill

January 2015

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- 1:** New Year’s Day
- 13–15:** Digital Bookworld Conference, New York City, digitalbookworld.com

Victory for local e-booksellers

VAT on digital products gets go-ahead

The South African government will start implementing tax regulations on digital products and services from April 2014, a development that came about as a result of the SA Booksellers Association and Publishers' Association of South Africa as well as some of the larger booksellers and publishers' engagement with the National Treasury, and signals a major victory for local e-book and online retailers. Eugene Ashton of Jonathan Ball Publishers, who was involved in the submission to Treasury, told BooksLIVE in 2013 that foreign vendors' exemption from VAT effectively put local retailers at a 14% disadvantage. "With increased activity on the digital front of the South African market PASA and SA Booksellers Association could present statistics to the Treasury that shows the effect of this on local retailers." PASA and SA Booksellers Association proposed that foreign e-book sellers should register as VAT vendors or, alternatively, that there should be a zero VAT rate locally.

On 31 January 2014 the department published a document calling for public comment for its proposed regulation of digital services. The current application of VAT on imports does not lend itself to the effective enforcement on imported services or e-commerce where no border posts can perform the function as collecting agents, as is the case with physical goods. The net result is that the local consumers can buy imported digital products without paying VAT, which places local suppliers at a competitive disadvantage, and results in a loss for the fiscus. The regulations are called the Electronic Services Regulations and come into operation on a proposed date of 1 April 2014. This move is likely to net an additional R980m in tax revenue a year from value added tax (VAT), experts have said.

When the regulation comes into operation, it will mean that international digital vendors will have to register to pay VAT, which would make the products they're selling to South African consumers more expensive. Beyond the sale of apps and music online, the regulation also aims to tax online gaming services, including gambling. In practical terms, it means that South Africans who buy e-books from Amazon will have to pay VAT on their

purchases, though its not exactly clear how SARS will control this process.

The biggest digital retailers of music, books and films in South Africa are US-based Amazon and Apple's iTunes service. However, while Amazon has some research and development and a call centre in South Africa, Apple has no physical presence as its computers are sold through a third party. Local e-commerce companies were unfazed by the news on Thursday. According to an article about the new law on BDLive.com, Kim Reid, CEO of Takealot.com, said most local e-commerce firms did not compete in the digital services space, but rather in the delivery of physical goods. "On all those physical goods VAT is paid already," he said. In the same article, Alan Knott-Craig Jnr agreed, saying consumers would be little affected. "The issue of taxing the digital services companies comes out of the US and the European Union, areas that do not have a uniform code for the various kinds of sales tax," he said. "This creates an arbitrage advantage for Amazon and iTunes, but that doesn't exist in South Africa as VAT is applied uniformly."

Electronic regulatory affairs lawyer Dominic Cull said it would be interesting to see how the Treasury planned to force a company with no physical presence to pay VAT.

"According to current VAT regulations, one needs to have physical address and a local bank account with at least R50,000 worth of invoiced payments in it," he said.

A Google South Africa spokesperson said: "We are analysing the draft regulation and will ensure that our business continues to comply with South African law if any changes come into effect."

In terms of the regulations, the VAT will apply to any supplier of electronic services from an "export country" to any resident in South Africa, or where payment is made from a local bank.

The list below details all digital goods and services which will be impacted, according to the regulation document:

- **Educational services**
- **Distance teaching programmes** (including Educational webcasts, Internet-based courses, Internet-based

education programmes, webinars, games and games of chance, Internet-based games, Interactive games, such as games of chance, where the result is influenced by the skill of the player; Electronic betting or wagering)

- **Information system services**
- **Internet-based auction service**
- **Maintenance services** (which refers to technical support relating to blogs, databases, information systems; information system services; and websites)
- **Online content** (e-books, which means any digitised content of any book or electronic publication, films, which means any broadcast, documentary home-made video, live streaming performance, movie, music video, program, television series, or video, images, which means any desktop theme, photographic image, pictorial image, or screensaver, music, which means any audio clip, broadcast jingle, live streaming performance, ringtone, song, or sound effect, software, including apps, system software, or plugins, and any update to these programs)
- **Subscription services** (any subscription service to: blogs, databases, information system services, journals, magazines, newspapers, games, social networking services, webcasts, websites, web applications, or web series).

Following the initial proposal for a digital tax, Gerard Soverall, PWC's head of indirect tax, said that, considering the revenue generated by large online retailers, governments are losing out on large amounts of VAT. "It is a profit issue at the end of the day. VAT at 14% in South Africa is a material number in your profits so online businesses will pass that on [to consumers]. There is not much doubt in that," said Soverall. He argued that, even if the 14% VAT is passed on to consumers, digital goods are still likely to be more affordable than the physical equivalent purchased in brick and mortar shops.

- www.techcentral.co.za/digital-tax-looms/46183/
- mybroadband.co.za/news/internet/95953-digital-products-taxed-in-sa-from-april-treasury.html

You love books ... I love books ... we all love books

Enough already!

By ALAN VESTY

Social media usage in the book space is far less creative and strategic than it ought to be. Compared to other industries, we sit on a gold mine of ready-made quality content, as well as a constant stream of new titles, products and related news. It is hard then to understand why the quality of many posts falls into the disposable 'Internet Kitty' category.

If I walk into your bookshop, you will treat me as a prospective buyer and shape your interactions with me accordingly. Yet if I follow your Facebook page because I am interested in books, reading and book-related news and events, why am I likely to end up only receiving recycled image posts about why reading and/or books are better than men/women/bicycles?

True, if I share one of your humorous images, there is a *small* possibility that I have helped expose your brand to a wider audience, and the shares and additional likes received will help to improve your raw Facebook Insights stats – but what impact do these interactions really have on sales or meeting other business objectives, and what is the business value of the audience that you are building up through this strategy? Eventually I will realise that your content offering is one-dimensional and you are not bothering to understand me or cater to my interests.

Social media spaces have matured in a remarkably short space of time. Facebook users for instance, have gone from being highly resistant and antagonistic towards brands establishing presences on the platform, to using its commenting and messaging facilities to routinely interact with brands for support, complaints, queries, orders and sales fulfilment. With this change, there is far greater tolerance towards brands using these platforms to promote their products and services. You may be surprised to learn that this information is often needed and wanted by your core target audience – though not necessarily so by the community you have been building up to this point. If you want the business, *be the business*, whilst remembering that you still need to engage, inform and entertain your fans, not merely stuff a virtual flyer onto their timelines.

“If I walk into your bookshop, you will treat me as a prospective buyer and shape your interactions with me accordingly. Yet if I follow your Facebook page because I am interested in books, reading and book-related news and events, why am I likely to end up only receiving recycled image posts about why reading and/or books are better than men/women/bicycles?”

This is when the social media police should be bursting through your door and shouting 'Freeze! Step away from the Update Status button!'. In other words, it is time to take a step back and reappraise your social media strategy.

- **Become a listener instead of a talker for a while.** Follow your competitors' channels and popular channels from unrelated industries. (On Twitter, listeners are fondly referred to as lurkers!) Try to determine the content strategy these brands are following, their post frequency and timing, tone of voice and what they do to engage their audiences. How do they promote their goods and services? How do they respond to complaints, comments and compliments? What can you learn from what they do well and do poorly? If they have multiple channels, do they use each of these differently, or replicate everything on all. Do their customers use these channels differently? 'Lurking' is an excellent means of gathering ongoing marketing intelligence and insights.
- **Spend time familiarising yourself with various social media platforms.** What potential have each of these got as a channel for your business? Which platforms are used by your target

audience? What sort of content is consumed on each – e.g. blog articles, videos, podcasts, images, micro-blogging posts. Even if several channels appear viable, can you realistically devote time and human resources to managing and nurturing different communities on multiple channels?

- **Understand your own fans.** Some platforms have quite useful in-built analytics. These can reveal in general terms the average age, gender and interests of your fan base and when they are likely to be active and receptive to your posts. Depending on their privacy settings, you can learn a few things about what makes your individual fans tick by visiting their own social media presences. What are their interests? What do they do for a living? What other brands do they follow?
- **Align your social media strategy with your business objectives.** Use the information and insights gleaned from the above steps together with your overall business objectives to do this. What are you ultimately trying to achieve through social media? Is it customer retention, acquisition, repeat business, referrals, memberships? Quantify each objective. When do you want to achieve each social media objective by? What KPIs (Key Performance Indicators) will determine your progress?
- **Implementation and execution.** By now you should have a clear idea of the target audience you are trying to attract and engage with, and which channels would best suit your business. For each social media objective, you need to devise the campaigns and post types that will achieve these, create the content for each post and set up a calendar showing all scheduled posts.

Once you have initiated your campaigns, you can measure their performance and adapt them on-the-fly to try to achieve optimal results.

Alan Vesty is a Quirk-accredited Digital Marketer, and manages a growing suite of digital assets for the African Branch of Cambridge University Press.

Digital retail in South Africa

Ready for liftoff

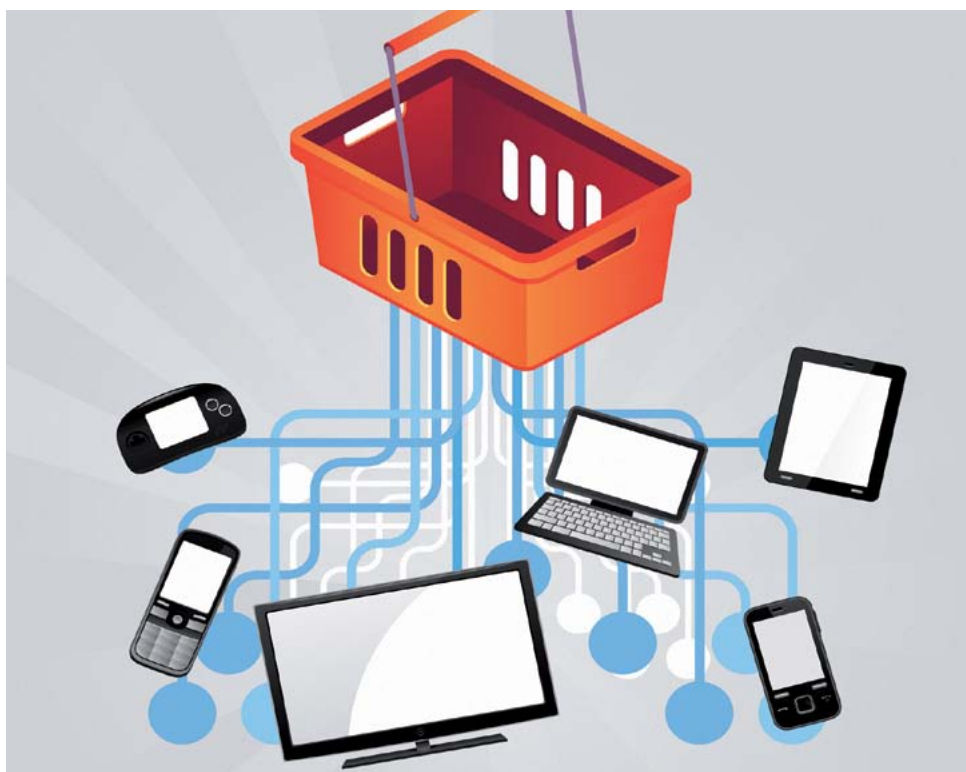
By JESSICA FAIRCLIFF

South Africans might have been slow on the uptake when it comes to online retail, but reports by those in the know say that we are on the verge of a boom.

“Many of the roadblocks to e-commerce have been conquered by innovative solutions – like secure online payments that are not restricted to owning a credit card. What’s more, consumers are better educated and informed about how to transact online securely, which has increased their confidence in digital commerce,” says Kevin Metzner on Gadget.co.za. Of course, faster speed and falling prices of 3G-mobile access, and fixed-line broadband have also helped to drive the growth of online shopping in South Africa. “The biggest impediment to online retail in SA has been low Internet penetration, but this is changing fast. In the five years to 2012 the number of ADSL broadband lines jumped from 520,000 to 875,000, with mobile broadband users soaring from 794,000 to 6,420,000”, Arthur Goldstuck, MD of World Wide Worx said in an article about online retail by Stafford Thomas in *Financial Mail*. “It takes about five years before a new Internet user ventures into online shopping,” says Goldstuck. “New Internet users added over the past five years will soon start kicking in in a big way,” he says. In particular, he sees rising smartphone use having a “significant positive impact on online shopping”.

“Online retail sales in SA have grown at 30% per year over the past five years. It looks impressive but still leaves the channel making up at most 1% of total retail sales, way off levels of 13% in the UK, 7% in China and 6% in the US,” reports Stafford Thomas in the *Financial Mail*. SA’s low levels of Internet access has forced it to become the world leader in the mobile space, and some say that this is where they expect to see the greatest developments locally.

The challenge of the new breed of online retailer is taken seriously by Mr Price, who launched a conventional and mobile online store offering its full apparel range in July 2012, sending them to the top of the list of most searched retail brands in Google.co.za.



“South Africans might have been slow on the uptake when it comes to online retail, but reports by those in the know say that we are on the verge of a boom.”

Pick n Pay is also taking the online channel seriously, as is Woolworths who have spent a lot of money in creating a world-class online platform.

That said, retailers still face a number of challenges. One of the immediate issues many of them must confront is how they will compete with multi-national players such as Amazon. Those that sell goods that could be turned into virtual products (like books) are especially threatened by international competition.

Even companies who are confident in their immunity to international competition will find themselves benchmarked against the best practices and customer experiences of the top global players. Customers will expect flexible return policies, excellent self-

care backed up by responsive customer support, and rich value-added features such as recommendation engines.

Most local e-commerce players will need to make considerable investment into their user interfaces and their digital channel features and functionality to compare. The tricky part is getting the right balance between cost and customer experience. Can local retailers afford the generous returns policies of their international counterparts, for example?”

Another challenge South African retailers must address is how they will map best practices to the mobile-first and mobile-only reality of many of their customers. All retail is online and online is now mobile.

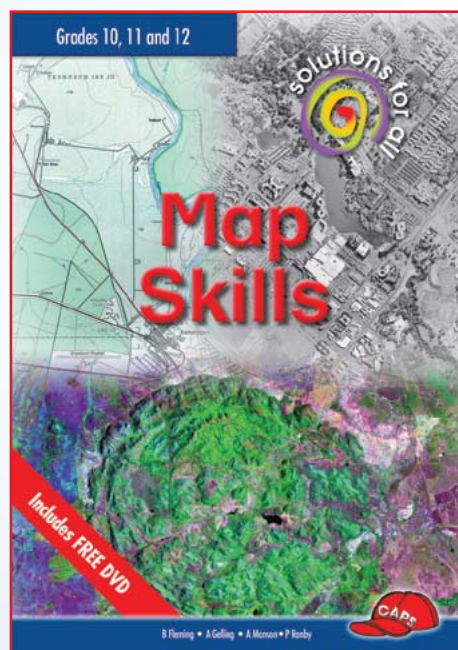
We need to be thinking about the opportunities of location-aware functionality, augmented reality, and other mobile features that add new dimensions to online transactions. Those that don’t begin to revamp their digital presence will be left behind by the market.

- *Online retail in SA prepares for takeoff*, Stafford Thomas, www.financialmail.co.za
- *SA digital retail at tipping point*, Kevin Meltzer, www.gadget.co.za



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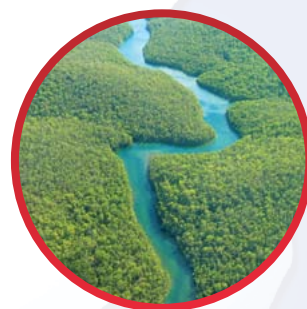
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Trend Forecast

Five points to ponder as we settle into 2014

By NICOLENE FINLAYSON

For the past few years, we've been watching the book industry hesitantly taking uncertain steps toward the future, with everything known and stable becoming both unknown and unstable. But it would seem that we have reached an exciting turning point – as George Lossius, CEO at Publishing Technology observed in his Trends piece on Publishingperspectives.com – 2013 was characterized by a new optimism within the industry, excitement replacing anxiety surrounding new technology and business models and a real enthusiasm to steer publishing (and the book industry in general) into new territory. So what should we expect from 2014? These are the five major areas where we think exciting changes will take place in South Africa:

1. Mobile: Developers and service providers are leading the way by building bridges across the 'digital divide' – bringing essential services via unique and user friendly applications to an increasingly connected mobile market, with considerably smarter, faster and, perhaps most importantly, more affordable devices. WAPA (Wireless Access Providers' Association of South Africa) predicts an ever-increasing penetration of smartphones as, on the supply side, mobile carriers are encouraging uptake and consumption of mobile data by subsidizing or leasing smartphones with contracts. According to a press release from WAPA, consumers will predominantly use smartphones for social media, mapping, web browsing and communications, but will start taking advantage of the new 'mobile-first' functionality delivered by the private and public sectors. HarperCollins' chief executive Charlie Redmayne commented in an article predicting trends for 2014 on TheBookseller.com in January, "[There will be] a continued move towards tablet and smartphone reading, and publishers beginning to create multimedia content for all devices." There will also be a definite shift towards the proliferation of direct-to-mobile or -tablet publishing. Local e-learning developers will also focus more on apps as an effective way to deliver content to learners and students.

According to UNICEF, South Africa houses the third-largest number of mobile subscribers on the continent, with around 20% of the population owning a smartphone. Smartphone growth in Africa has increased by 43% annually since 2000, and experts predict that 69% of mobiles in Africa will have internet access by 2014.

2. Retail: Lossius wrote in his piece "5 Trends for Trade Publishing in 2014" that in 2014 the shortcomings of e-tailing (having to purchase a whole book without browsing or dipping into it like consumers can do in bookshops) will become less apparent as providing sample chapters, or purchasing a book in sections will satisfy consumer's need to "try before you buy". He goes on to predict that in addition to the repackaging of content, we will also see bundling on the increase. Combined with offers like receiving the first e-book chapter for free, these kinds of initiatives should see the reboot of the e-book market, which was fairly stagnant in 2013.

Dave Nemeth writes in his trend-piece for Bizcommunity.com, that "with consumers searching for shopping experiences and not merely driven by products and pricing, the face of retail is about to change drastically over the next few years". He highlights show-rooming, which is set to change the entire dynamic of retailing, as stores will eventually be able to carry a lot less inventory, and individualised products (think print on demand). "Destination marketing" will play an increasingly bigger role, as confirmed by Exclusive Books' new owners, who want its 45 stores to become more of a destination rather than just another place to shop. New CEO Benjamin Trisk has a few plans up his sleeve to accomplish this as detailed on page 20.

3. Data: "Data will continue to go more mainstream in the book world, impacting every aspect of the book publishing process," said Source-books CEO Dominique Raccach, quoted on Digitalbookworld.com by Jeremy Greenfield in a predictions piece. "And data insights will push change onto all parts of the book publishing supply chain."

Many larger publishers have formed fairly complex data departments and are now moving to integrate data-driven insights into daily operations. "We're going to see a much bigger move toward data-driven decision making in publishing," said Dana Beth Weinberg, a professor of sociology at Queens College in New York who is studying authors and the publishing industry.

4. Content: The way we consume content has changed dramatically – shorter attention spans, less "deep reading" and generally more information and less time – has led to the prolific trend of shorter form content, with publishers ready to capitalise on the trend and look into repackaging content into smaller chunks. We will see more serialised works, and more "pay-per-read" or "pay-per-chapter" models.

5. Free for all? One big trend we're seeing rise above almost all others is ethical business: good business, green business, sustainable business, socially-vested business. Open Access will remain a big topic throughout 2014. Publishers, booksellers and other important players in the book-industry will re-evaluate their businesses, and will have to think long and hard about this one.

"This is the year where businesses will put into place the systems, methods and models that will define the next decade of readers, and I believe there is a good chance it will define the people who will lead that charge. The real question is then, who will step up, who will steam ahead, and who will be left behind."

- *Nine places to look in 2014 to predict the future of publishing*, Mike Shatzkin, www.idealogue.com
- *Ten Bold Predictions for E-books and Digital Publishing in 2014*, Jeremy Greenfield, www.digitalbookworld.com
- *Future unwritten*, Philip Jones, www.future-book.net
- *Eric Schmidt's 2014 predictions: big genomics and smartphones everywhere*, Charles Arthur, www.theguardian.com
- *5 Trends for Trade Publishing in 2014*, George Lossius, CEO at Publishing Technology, <http://publishingperspectives.com>
- *Africa's future is mobile*, Ayanda Dlamini, www.bizcommunity.com
- *The face of retail is about to change*, Dave Nemeth, www.bizcommunity.com
- *Business trends for online retailers*, Gary Hadfield, www.bizcommunity.com

interested?

How visual moodboards can benefit business

“Pinterest is to images what YouTube is to video or Scribd is for documents: a way for users to discover, save, and share their favourites.” And it’s growing in popularity—in January 2012, Pinterest drove greater traffic to websites than LinkedIn, Google Plus, Reddit, and Youtube combined. In addition, Mashable reported in February 2013 that a Pew study showed that people are pinning on Pinterest as often as they tweet. A Semiacast study from July 2013 showed there are now close to 70 million users of Pinterest. So says the *Social Media Guideline and Recommendations* e-book published by The Irregulars on iBooks.

So as a bookseller, author, publisher or general business person, what is the best way to go about using this very powerful tool? Well first one has to visit Pinterest.com to sign up for an account at: www.pinterest.com/business/create.

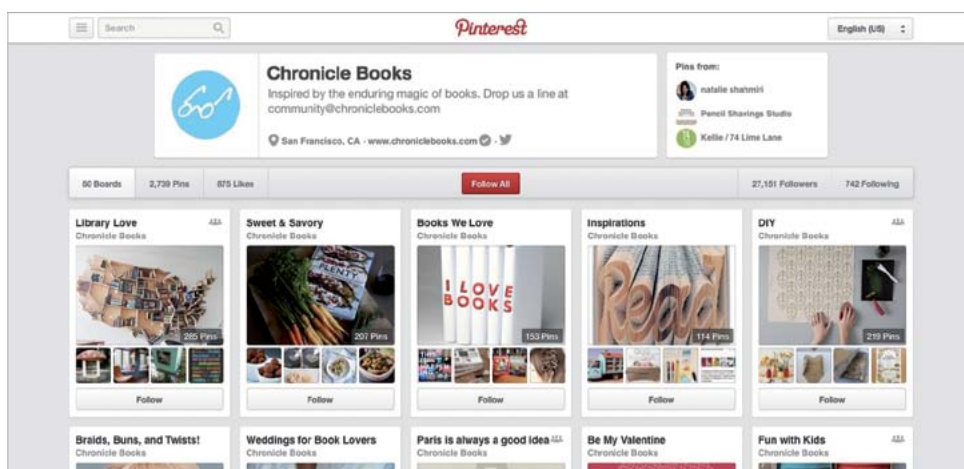
You will also want to install the ‘Pin It’ button (Pinterest Bookmarklet) on your computer so you’ll be able to pin images as you browse the web. For instructions on how to install the button, visit: Pinterest.com/About/Goodies. You can also download the Pinterest app for your phone and tablet so you can pin on the go.

If you have a website (or better still, a blog), you should consider adding a Pinterest widget so people can pin your images more easily. You can find the widget on the “Goodies” page.

Pinterest will ask you to follow at least 5 boards to begin with. It is quite important that you choose these boards carefully as this will set the tone of the pictures that Pinterest shows you from the get-go.

Once your Pinterest account is set up, you should consider following influential publications, bloggers, and brands in your target market. You can find these best through the search functionality in the top left hand corner. Search for Bookshops. You will see three tabs appear on the top LHS: Pins | Boards | Pinners. Click on Pinners. There you will see the profiles and boards of all the bookshops on Pinterest and that should be enough to get you going. Play around from there. Pin as you go. Follow interesting boards.

Now you need to create boards that define your brand. Your boards should



support your core business strategy. Pinterest users will pin and organize your content as they see fit, but you should use your boards to help define your brand and company culture. For inspiration, you can visit:

- Chronicle Books has more than 26,000 followers – they must be doing something right. See their interesting collection of boards at www.pinterest.com/chroniclebooks.
- Penguin books has a great presence with all their international branches having their own boards – their South African branch has about 1700 followers – view their boards at www.pinterest.com/penguinbookssa.
- Exclusive Books offer themed boards with recommendations like Seasons Readings, or collections like Beautiful Book Jackets and Great Design amongst others www.pinterest.com/exclusives.

The trick is to integrate key messaging that helps define your brand and your product and pin images that reinforce that message. Participating in the conversations around the images you post is equally important.

If you want to sell books, post pictures of book jackets with a personalized review of the book in the comments section.

Another imperative, is to make sure your pins link to the correct URL. “Users find it annoying when pins link to the homepage of a website, rather than the page that directly features that piece of content. Users (especially brands) should take due diligence to make sure they’re pinning the right link – both for the

benefit of their followers and to give credit to the original source of the content,” concludes the Social Media Guideline.

- “Social Media Guidelines & Recommendations.” The Irregulars. <https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewBook?id=43FoAEEEC774702977A814669C7CA106>
- www.pinterest.com

TIPS ON HOW TO MARKET YOUR BUSINESS ON PINTEREST

- Connect your account with your Facebook and Twitter accounts. Not only will it help you gain followers, but making this connection adds social media icons under your profile picture that link to your Facebook and Twitter profiles.
- Pin lots of stuff. Freely give “thumbs-up” when you want to recognize great content.
- Feel free to pin your own blog posts, but don’t over-promote. Follow the usual etiquette rules of any other social media site.
- Create moderated boards for your fans to express their support.
- Pin from lots of different sources, instead of just from one or two sites. Variety is important on Pinterest.
- Use keywords in descriptions of pins, so pinners can find your images and boards when they do their own searches.
- Create a board that tells the story of your company and communicates your core values.

Salon du livre at de la presse jeunesse

Perspectives from the SABDC delegation

The Salon du livre is in its 29th year in 2013. It is not a “rights/trade fair” nor an international fair, but an opportunity for French publishers to showcase their children’s books to the book-buying French public. The Paris-Monteuil International Children’s Book Fair is the largest literary festival for children and young people in Europe. In relation to the theme of the year “Heroes”, writers and artists of South Africa were invited to participate in the fair. The delegation, convened by the South African Book Development Council, were afforded the opportunity to share their experiences with communities around Paris through workshops as well as running workshops and having talks at the fair itself.

Elinor Sisulu, Writer and children’s literature activist led the South African charge along with writer / Illustrators Karlien De Villiers and Maja Sereda, Youth Writer Kgebetli Moele, Graffiti Artist Maxwell Southgate, Cartoonist Mqapheheli Mngadi and Storyteller and gumboot dancer Thanduxolo Bezana. Elitha van der Sandt and Raynia Gaffoor of the South African Book Development Council (SABDC) completed the delegation. The SABDC managed the project on the South African side and also led the delegation to the fair. Publisher representative Michelle Cooper reported that, “Children seem to be the main visitors to the event, with school groups being brought to the venue daily on school days, as well as families visiting the fair together on the weekend.”

Also attending, through the French Institute in South Africa, was Frankie Murrey of Open Book Cape Town. Open Book is looking for ways to encourage young readers through their Youth Festival and sees the Salon du livre as an ideal festival from which to learn. The International Association of Independent Publishers will be holding their annual conference in Cape Town at the same time as Open Book Cape Town (September 2014) and Frankie Murrey was able to meet with them over the course of the festival.

As publisher representative to the fair Michelle had rights catalogues from Shuter& Shooter, NB and Lapa Publishers on hand to distribute at meetings and to hand out from a display table in the



area where the South African authors’ talks and South African interest panel discussions were held.

“The organising team of the Salon set up meetings for me with French publishers who expressed an interest in meeting a South African publisher. However, while these publishers seemed genuinely interested in hearing about our book market and some individual projects, I did sense that they were not that focused on the trading of rights, because of the Salon not being a trade fair,” reports Michelle.

“I also met with representatives from one of the French publishers’ associations as well as with representatives of the International Association of Independent Publishers, together with Elitha van der Sandt.”

“On the last day of the fair I took part in a panel discussion on ‘New developments in YA books in South Africa’ along with prof Njabulo Ndebele, Frankie Murrey of Open Book and Jerome Chevrier of the French Institute, Johannesburg.” The discussion focused on the importance of youth in South African literature and questions addressed some of the challenges facing the South African publishing industry, through to some of what is happening in South Africa currently to attract new readers.

“It was interesting to compare what was on show of the French children’s publishing industry at the Salon, to the South African offering for children. It is obvious that their industry is slanted towards the trade, while ours is educational. Following from this it was also interesting to note their lively

“It was also interesting to note their lively independent book seller industry; strengthened by the strict price control measures by government (discounting below 20% of the RRP is not allowed).”

independent book seller industry; strengthened by the strict price control measures by government (discounting below 20% of the RRP is not allowed, I believe). They also have a system in place by which authors earn royalties each time a book is borrowed from a library. This, coupled with the strong trade market, makes it possible for authors and illustrators to earn a decent living from their writing/art,” reported Michelle.

After meeting with several representatives from festivals happening within France, Frankie was able to add that, “Festivals generally seem to get the bulk of their financial support from some level of government.” She added that she firmly believes that it is this kind of support that has enabled French Literature to thrive as it does.

Michelle found that none of the publishers were interested in picture books or anthologies of stories. Afrikaans titles were problematic as well, because a French publisher would have to translate an Afrikaans work into English to consider it for publication. There are French versions of best-selling international titles available, but many of these are from English-speaking territories and were first published in English. Frankie disagreed here and felt that some of the titles she showed were looked at with interest – these were not however the titles aimed at the educational market.

With thanks to Michelle Cooper, Commissioning Editor, NB Publishers, Frankie Murrey Open Book Festival Coordinator and Elitha vander Sandt, CEO SABDC.

Children's books on the up and up

Will this boost youth fiction sales in the future?

The current and final report of 2013 paints a fascinating picture where children's e-reading habits continue to grow sharply, with two-thirds of children 13 and under now reading digitally. At the same time, new data from Nielsen Book, presented at Launch Kids at Digital Book World 2014 in January, says 41% of teens now say they "don't read for fun". This number is up from 21% of teens who said that in 2011. But, says Nielsen's Jonathan Nowell, the "children's book market is resilient" and that it's not that teens won't resume their love of reading as digital books gain adoption — it's just that they haven't done it yet.

In her article "Children's books bucking the trend" for [Businessdaylive.co.za](#), Patricia McCracken reported in that children's book sales in South Africa are also growing, and she quotes Sonja Vorster, children's book sales manager for Penguin SA as stating that it is in fact the only sector that really is growing in South Africa. According to McCracken, Pan Macmillan's Walker Books grew South African sales by an astonishing 41% in 2013, closely matched by sister imprint Macmillan children's books (referencing UK sales and marketing director Ed Ripley). In South Africa, children's books are a small but rewarding sector, worth about R1.4bn in total in 2013, according to Nielsen BookScan. Prices are critical, says Tafelberg commissioning editor Michelle Cooper. Most children's books sales in South Africa are paperback, as opposed to hard-cover in the US, with most of children's publishing relying on family favourites like Beatrix Potter and *The Gruffalo*. But the excitement is mostly in the older age groups, where a really successful title can outsell adult rivals.

Speaking to Janine O'Connor, veteran of South African publishing, McCracken wrote "Volume trends can be volatile and are mostly title-driven, both distributors and booksellers must spot the right titles and make sure to stock the right volumes at the right time." Youth sales are usually driven by word-of-mouth from friends' recommendations and buzz from social media. Many overseas books come with publishers' YouTube film-style trailers for young readers to share with friends.



"Children's books are the most thriving niche sector across the publishing industry in China."

This can positively affect good South African writers with smaller marketing budgets, who have greater success by making it onto the prescribed school lists, says children's mass market editor Simone Hough of Human & Rousseau. An exception that proves the rule has been John van der Ruit's Spud series, which has made him South Africa's best-selling author at more than 600,000 copies.

On the other side of the world

Over the course of the three-day 27th Beijing Book Fair, which concluded on 11 January, a large area was given to the exhibition of children books, with tens of thousands on display, according to Chinese website [globaltimes.cn](#). Sales figures also underlined the growth of this market, with statistics showing how in 2012 children's book sales increased by 4.71 percent, despite the overall 1.05 percent decline in the domestic market. The 10 years between

2003 and 2012 are often described as a golden decade for children's book market in China, with sales witnessing an annual double-digit growth.

The first China Shanghai International Children's Book Fair attracted nearly 5,000 professional visitors from home and abroad as well as 12,000 members of the general public consisting mainly of young readers and their guardians, on general public day. Children's books are the most thriving niche sector across the publishing industry in China. According to the event organisers, children's books have maintained double digit growth over the last two years, unlike mainstream publishing, which is experiencing a slowdown in growth. There are currently 230 million children under 16 in China – a huge market which is set for further growth following the recent announcement by the Chinese government that they are to loosen China's one child policy. There is also a huge demand for international content – more than 90% of the popular content in children's books is imported from overseas as parents and children seek to diversify their reading lists and broaden their understanding of various world cultures.

South African writer Anita Pouroulis, a former primary school teacher from Johannesburg, won the Best World Children's Book Award at the Fair for her picture book *Oh What a Tangle!* It was published by Digital Leaf, a small independent press in London in 2011.

At the Taipei International Book Fair, held 5th to 10th February, the Taiwanese children's book market was pronounced stable by Random House Australia rights manager Nerrilee Weir, who was attending for the eighth time. "For me, this fair has always been more about children's titles than adult books. But the saturated picture book market makes it hard for new titles to gain attention."

- *Kid's books boom*, Lu Qianwen, [www.globaltimes.cn](#)
- *Children's and Teen Book markets resilient under pressure*, says Nielsen report, [www.publishingtechnology.com](#)
- *Children's books buck the trend*, Patricia McCracken, [www.bdlive.co.za](#)
- *New Digital Book World Report on Kids and E-Reading*, Jeremy Greenfield, [www.digitalbookworld.com](#)

A space apart

SA Booksellers Association's offering at the SA Book Fair

By MOHAMED KHARWA,
Pro Vision Books



This year the SA Booksellers Association will be adopting an interactive approach to its stand at the South African Book Fair, scheduled to take place at the Cape Town International Convention centre from 13 to 15 June.

Having participated in the now national South African Book Fair on previous occasions, it has proved an invaluable platform for us to engage and network with all industry stakeholders.

Plans this year are underway to implement an interactive podium that is equally exciting and enticing for booksellers, book loving members

of the general public and well known personalities. With this in mind, the impromptu 'soap box' approach will provide booksellers with an opportunity to provide insight and information on topical issues currently facing their day to day business operations and the industry in general.

In addition, members of the public attending the Fair will have a chance at their 15 minutes of fame in which they can rant and rave about anything and everything related to books. Although this is first and foremost a fun way for us to interact with the public, it will also

allow booksellers the opportunity to gain some insight into what the public enjoy and look for in books.

Please do get in touch with the SA Booksellers Office if you would like to reserve a particular time to have your say (saba@sabooksellers.com).

What to expect at the South African Book Fair

A new arrival on the bookselling landscape is digital. As a key focus area at this year's Fair, it will be interesting to see which booksellers are embracing this innovative and dynamic medium.

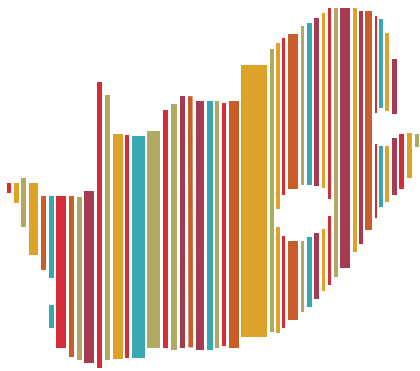
To succeed in this space booksellers continue to face the challenge of finding ways to create new revenue streams through e-books as well as ways to effectively interact with their customers. In this respect, this year's Fair may well provide an invaluable opportunity for booksellers to engage in collaborative effort to defining a model that gives guidance as to what consumers actually want when it comes to digital.

Local booksellers continue to play an integral role in promoting employment, education and entertainment, thereby making an important contribution to our country's culture and diversity. Ultimately anyone who reads whether it be for educational or recreational purposes, learns something.

5 REASONS TO BOOK YOUR STAND AT THE 2014 SOUTH AFRICAN BOOK FAIR

- The top three goals for exhibitors at trade shows are brand awareness, lead generation and relationship building. The South African Book Fair offers the perfect platform for you to achieve this.
- 99% of marketers agree that they find unique value from trade shows which they do not get from other marketing mediums.
- Whether you are a publisher, seller or distributor, the South African Book Fair will provide you with a perfect platform to promote your product (or service) to a broader group.
- 92 % of attendees at trade shows are looking for new products, making exhibiting a valuable opportunity to produce excellent sales.
- Being involved at the South African Book Fair can provide you with opportunities to branch out to business-to-business trading and create a customer database from the visitors to your stand.

Call Louise Barry-Taylor to book your space now!
Tel: +27 (0) 11 549 8300
Email: Louise@ThebeReed.co.za



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13 - 15 June 2014

Cape Town International
Convention Centre

09:00 - 18:00 daily



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Book lovers will once again be spoilt for choice as the Cape Town Book Fair returns to the Mother City in 2014! The expo will offer a three-day literary fest to all attending the fair. With the rapid growth of e-publishing and technology, educators, schools and libraries will have access to the latest technological developments which will be a key means to unlocking literacy in Africa.

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- Authors
- Book Stores
- Book distributors
- Corporate companies
- Digital publishers
- E-Readers and Tablet Companies
- Electronic book suppliers
- Industry associations
- Libraries
- Publishers



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UNESCO's International Mother Language Day

21 February 2014 – celebrating language diversity

International Mother Language Day (IMLD) – on 21 February each year – celebrates language diversity, variety and multilingualism throughout the world. It was created by UNESCO (the United Nations Education, Science and Cultural Organisation) on 17 November 1999 to promote the dissemination of ‘mother tongues’; to achieve a fuller awareness of the thousands of linguistic traditions throughout the world, and to inspire inter-language solidarity based on understanding, tolerance and dialogue.

The theme for IMLD 2014 was “Local languages for Global Citizenship: Spotlight on Science”. The theme aimed to encourage people worldwide to read books, texts, poems etc. in their local or a lesser-resourced language “somewhere in public”, with the hope of raising awareness of the importance of mother language education world wide.

“The principle that children should be taught in their mother tongue for at least the first six years of their schooling life, is universally acknowledged. But sadly, twenty years on from our birth as the ‘rainbow nation’, we have still not resolved the issues that hamper delivery of mother tongue instruction to primary school children across South Africa.” Writes Dr Le Cordeur (Chairperson of the Afrikaanse Taalraad and the Western Cape Language Committee) on Stellenbosch University’s blog in a post about IMLD 2014. He goes on to write that, internationally, the 1996 Hague *Recommendations Regarding the Education Rights of National Minorities* proposed that “in primary school, the curriculum should ideally be taught in the minority language (mother tongue).”

Our own Constitution unambiguously states that our eleven official languages should all enjoy parity of esteem and that “everyone has the right to receive education in the official language or languages of their choice in public educational institutions where that education is reasonably practicable”. Nearly eight years ago the former National Education Minister, Naledi Pandor, acknowledged that “Study in the mother tongue should introduce a diversity of learning opportunities that

have been unavailable in South Africa in the past. The policy recognises that past policy and practice has disadvantaged millions of children and it also promotes the effective learning and teaching of the previously neglected indigenous languages of South Africa.”

“Mother tongue education at primary school level provides an essential basis for sound education at higher levels. The challenge is for the government to commit more towards engaging parents and gaining their confidence and trust that their children will receive a better education if they are taught – at least at primary school – in a language that they can understand.” Writes Le Cordeur.

Ultimately, the languages that we speak are intimately intertwined with our identities and with our sense of human dignity. On 21 February all of us – and particularly government – should consider what we should be doing to assure the realisation of the language rights that form an important and integral part of our constitutional vision.

PEN South Africa presented a special event at Kalk Bay Books to celebrate the day, with Dr Tessa Dowling, of UCT’s School of African Languages and Literatures, presented a talk on “Seeing the World through the eyes of an African language speaker”, and Carole Bloch, the director of the Project for the Study of Alternative Education in South Africa (PRAESA), speaking about the hugely popular Na’l’bali Reading for Pleasure Project and the significance of using African languages to develop a reading culture.

PEN South Africa strives to promote linguistic diversity and stimulate an interest in literature. One of the most important initiatives is the support given to the Na’l’bali Project (isiXhosa for “here’s the story”), which concentrates on translating children’s books into a variety of indigenous languages. Through this project, PEN encourages young readers and their adult mentors to value and promote the use of their mother-tongue languages.

The Na’l’bali reading-for-enjoyment campaign highlighted the importance of reading and sharing stories with children in their mother tongue languages

through its weekly literacy supplement and a special Twitter drive. “By the time children are five, their brilliant young minds have helped them to learn how to think and communicate in their home language. And, when you read to children in their home languages, you give them a strong foundation for learning language and developing their literacy skills,” comments Carole Bloch, Director of PRAESA (the Project for the Study of Alternative Education in South Africa), which is driving the Na’l’bali campaign together with Times Media and other partners.

Illustrating her commitment to drive, Judith Sephuma shared the following: “Ke kgethile go berekishana le Na’l’bali reading-for-enjoyment campaign ka gore ke tseba gore setshaba se se sa tsebeng setjo, polelo le meshomo ya sona ke setshaba se se latlhegileng. Thuto ke lesedi la setshaba le bana ba rena. A re ruteng bana ba rena. Le rena re ithuteng. go bala go aga tlhologanyo e bile go a thusha.”

Which, translated into English reads: “I have chosen to work with the Na’l’bali reading-for-enjoyment campaign because I know that a nation that doesn’t know its culture, its languages and its works, is a nation that is lost. Education is a light for our nation and our children. Let’s teach our children and teach ourselves. Reading builds understanding, and, it helps!”

With the aim of promoting freedom of expression, PEN SA has worked to promote the principles of the Girona Manifesto on Linguistic Rights by translating the manifesto into all 11 official languages. The translated manifesto can found at www.pen-international.org/who-we-are/translation-linguistic-rights/girona-manifesto.

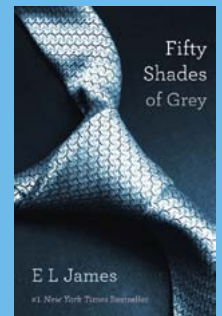
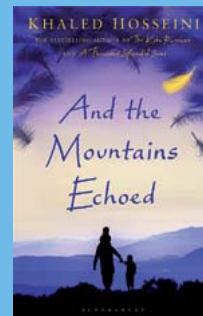
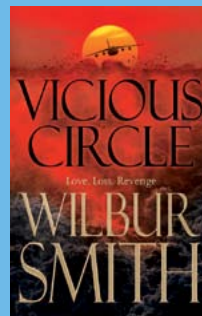
On 10 February at the Western Cape Cultural Awards, Biblionef won the award for Promotion of Marginalised Indigenous Languages.

- nalibali.org
- biblionefsa.org.za
- <http://www.sun.ac.za/english/Lists/news/DispForm.aspx?ID=1289>

TOP 20 BEST SELLERS 2013

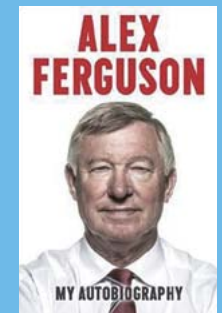
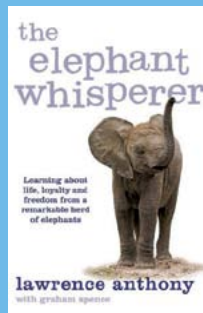
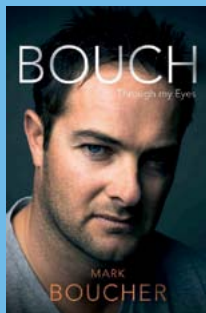
In South Africa by quantity

Adult Fiction



POS	TITLE	AUTHOR	RPG	ISBN	PUB DATE	RRP (R)	ASP (R)	UNITS	REVENUE (R)
1	Inferno	Brown, Dan	Random House Struik	9780593072493	May-13	199.00	250.14	25,854	6,467,159
2	Kobra	Meyer, Deon	NB uitgewers/publishers	9780798165044	Nov-13	240.00	213.00	24,474	5,212,970
3	Vicious Circle	Smith, Wilbur	Pan Macmillan	9781447250128	Oct-13	299.00	252.81	21,463	5,426,108
4	And the Mountains Echoed	Hosseini, Khaled	Jonathan Ball Publishers		May-13	270.00	234.74	20,180	4,737,050
5	Fifty Shades of Grey	James, E. L.	Random House Struik	9780099579939	Apr-12	160.00	134.45	20,141	2,708,006
6	Fifty Shades Darker	James, E. L.	Random House Struik	9780099579922	Apr-12	160.00	135.59	15,727	2,132,416
7	Fifty Shades Freed	James, E. L.	Random House Struik	9780099579946	Apr-12	160.00	135.59	14,163	1,920,393
8	Bared to You	Day, Sylvia	Penguin Books	9781405910231	Jul-12	145.00	107.47	13,160	1,414,241
9	Entwined with You	Day, Sylvia	Penguin Books	9781405910279	Jun-13	145.00	120.27	11,199	1,346,902
10	The Storyteller	Picoult, Jodi	Jonathan Ball Publishers	9781444766646	Mar-13	220.00	206.88	9,169	1,896,851

Adult Non-Fiction



POS	TITLE	AUTHOR	RPG	ISBN	PUB DATE	RRP (R)	ASP (R)	UNITS	REVENUE (R)
1	Bouch	Boucher, Mark	Jonathan Ball Publishers	9781868425907	Nov-13	200.00	190.32	10,821	2,059,465
2	The Elephant Whisperer	Anthony, Lawrence	Pan Macmillan	9780330506687	May-10	125.00	126.65	10,126	1,282,478
3	A hustlers bible	McKenzie, Gayton	ZAR Empire Holdings	9780620557719	Feb-13	204.00	196.68	10,074	1,981,306
4	Unstoppable	Vujicic, Nick	Other Canada	9780307731531	Oct-12	149.00	129.65	10,028	1,300,170
5	Alex Ferguson My Autobiography	Ferguson, Alex	Jonathan Ball Publishers	9780340919392	Oct-13	375.00	359.41	9,458	3,399,272
6	A Long Walk to Freedom	Mandela, Nelson	Jonathan Ball Publishers	9780349106533	Oct-95	309.00	254.86	8,864	2,259,113
7	The Power of Praying	Omartian, Stormie	Christian Art Distributors	9780736919746	Jan-08	195.00	152.08	8,681	1,320,170
8	Die woord elke dag gee die duiwel minder krag	Enslin, Andries	Carpe Diem Boeke	9781432201999	Apr-13	129.95	118.98	8,527	1,014,504
9	Thinking, Fast and Slow	Kahneman, Daniel	Penguin Books	9780141033570	May-12	165.00	148.65	8,313	1,235,760
10	The Five Love Languages	Chapman, Gary	Christian Art Distributors	9780802473158	Jul-95	139.95	129.56	7,739	1,002,644

Biblioneef

Support required for 1 Million Books campaign

**“Once you learn to read,
you will be forever free.”**

– Frederick Douglass,
social reformer, writer and statesman

South African children in more than 16 000 public schools do not have access to libraries and most of their parents cannot afford to buy books as they are already living below the breadline. Biblioneef makes it possible for them to have access to books by donating appropriate and relevant South African storybooks to them, thereby instilling a love of reading.

“In line with our mission to provide under-resourced children and adolescents with new books in their mother tongue, we have donated 1 million books to 6 148 schools and children’s organisations across all nine South African provinces and in all eleven languages, reaching more than

3 million children over a period of 14 years.

Now Biblioneef has a new target – to donate the next 1 million books by the end of 2016, and they are appealing to the public of South Africa to help them achieve that goal.”

“We know that books stimulate curiosity and the desire to learn. Reading gives learners a solid foundation of knowledge for their future. Providing learners with access to new books in their mother tongue creates the right circumstance for them to enjoy books and create a love for reading”, says Jean Williams, Biblioneef Executive Director.

It costs R60 to donate one book online, making the 1 Million Books campaign a worthy cause that many South Africans can easily support at the click of a button.

Biblioneef only donates new books. “While we appreciate individuals wanting

to donate old or used books, our focus is on supplying new books in the languages of the children.” Providing children with access to new books in their mother tongue creates an environment for them to enjoy books and develop a love for reading. Reading empowers children and gives access to further education and life opportunities. Giving children access to books is a big step towards raising a generation of South Africans who could change the world.

“When children have positive, fun experiences with books and reading, they become lifelong readers. This allows them to develop critical thinking skills, make informed decisions and live balanced and productive lives,” concludes Williams.

• www.biblioneefsa.org.za

Starry eyed and hopeful

The Future of Exclusive Books is looking good

Exclusive Books finally found new owners in December 2013, when it was taken over by Global Capital, with Mark Barnes and Benjamin Trisk acting as chairman and CEO respectively. Barnes has spent more than 30 years in financial services and private equity and Trisk, as well as successfully leading Exclusives in the early days, has been a strategic partner in companies ranging from diamond mines to forests.

Customer relationship management

One of their first goals is to make better use of the wealth of customer data collected through their Fanatics club cards. Information on a customer’s past purchases and interests will be used, among other things, to make the experience more exclusive through informed recommendations.

Destination marketing

As with Nu Metro, Exclusive Books’ new

owners want its 45 stores to become more of a destination rather than just another place to shop. Browsing will be encouraged with more chairs and lounges, and the coffee shop offering will become bigger and better. Trisk said that children’s books and out-of-print editions would form a major part of the improvement.

**“Exclusive Books’ new
owners want its 45 stores
to become more of a
destination rather than just
another place to shop.”**

On e-books

In an interview with BusinessDayLive, Trisk compared Kindles to microwaves, explaining that “it’s just not cool to say you cooked dinner in the microwave anymore” and that in the same way the

first world reading public have reverted back to printed books. Statistics are already showing that e-book sales have slowed down from the incredible growth spurt in the first years (2010 to 2013), but while most agree that e-books are hovering on the plateau, in its Media Outlook report PWC predicts that total print sales – educational and consumer books – will increase 1.3% from 2012 to 2016, with total electronic sales expected to grow 45.7% in the same period.

Nevertheless, technology isn’t going anywhere, and it is fundamentally affecting the printed book market. So why not embrace it? Trisk says Exclusive Books was in talks to sell e-books before Global Capital took it over, but he buried the idea when it became clear that there was little upside for the physical stores.

• *On the shelf, but not for too long, www.bdlive.co.za*

Limiting access

Pricing people out of reading

“The real problem with e-books is that they’re more “e” than book,” says Art Brodsky, former chairman of the Montgomery County (Texas, US) Library Board, an advisory group that promotes a strong and vibrant library system in the United States.

The collusion of large e-book distributors in pricing has been a public issue for a while, but more importantly we need to look at how they are priced differently to consumers and to libraries. This, says Art, is how e-books contribute to the ever-growing divide between the literary haves and have-nots.

“We need to stop thinking of and talking about e-books as books, and more as we would an app or a software package: e-books are computer code that display text and pictures instead of instructing our tablets to do some task. Not only can we not legally fiddle with such proprietary software, but we can’t “buy” it, either—we lease it, according to terms and conditions set by the manufacturer.”

It may be a long-term lease, but a lease just the same. There are limits and restrictions on use for all e-books, and confusingly, those limits and restrictions vary depending on which company is offering the product.”

The other way e-books reinforce the divide is through their pricing structures. The only ones who win are the big e-tailers, not the authors or even the publishers and definitely not the libraries.

“Publishers, too, are subject to the pricing (and other whims) of big e-tailers. This issue was at the heart of the antitrust case between Apple and Amazon, where Apple was found guilty of price fixing for working with publishers to raise the prices of e-books because publishers were angry that Amazon had set prices too low.”

Pricing has changed the game for library access altogether because e-book distributors have radically changed the pricing from that of regular books.

“Take the example of J.K. Rowling’s pseudonymous book, *Cuckoo’s Calling*,” cites Art.

“For the physical book, libraries would pay \$14.40 from book distributor



Baker & Taylor close to the consumer price of \$15.49 from Barnes & Noble and of \$15.19 from Amazon. But even though the e-book will cost consumers \$6.50 on Amazon and Barnes & Noble, libraries would pay \$78 (through library e-book distributors Overdrive and 3M) for the same thing.” We requested a feedback from Overdrive on this comment in a South African context, but had not heard back from them at the time of going to print.

Random House increased its e-book prices to libraries 300 percent last year, and HarperCollins limits the number of check-outs per e-book. This means libraries have to lease another “copy” when they reach a certain threshold.

The whole situation goes against the very nature of what a library is supposed to be.

A library is an organized collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing. A library is intended for use by people who cannot afford to purchase an extensive collection themselves, who need material no individual can reasonably be expected to have, or who require professional assistance with their research.

Author Cory Doctorow is a big supporter of libraries, recognizing them as the one institution “whose only interest is in promoting authorship, books, and knowledge to the exclusion of things like shareholders or Kindle e-book

sales and lock-ins and ad sales.” He wants libraries to have his books, and to be able buy e-books “the same way you buy books, the same way I buy books.” He says on the Authors for Library e-books campaign website.

“E-book consumers should be able to lend and resell e-books the same way we do with physical books — only then can an e-book truly be a book, with all the world-opening possibilities it offers,” says Art, who is also a communications consultant and library advocate.

This would put e-books within the reach of many more people through libraries (which also lend e-readers); through subscription services like Scribd; through lower prices that resale books would bring; and through simple borrowing or even donating of books.

“When we think of most e-enabled technology, we think of creative destruction, a kind of disintermediation that removes extra steps from common activities. With e-book technology, however, all we’ve got is extra layers—in pricing, in lending, in access—essentially, the destructive without any of the creative. Except maybe for a privileged few.”

- *The Abomination of Ebooks: They Price People Out of Reading*, Art Brodsky, www.wired.com
- en.wikipedia.org/wiki/Library
- *Authors for Library Ebooks – Our nation’s readers and libraries need your help*, www.ala.org/transforminglibraries/a4le

BiblioTech

The 21st century all-digital library

San Antonio's all-digital BiblioTech library, one of America's first all-digital libraries, opened its doors in September last year and is run by the local county. The project itself is the brainchild of Judge Nelson Wolff of Bexar County, an avid book collector who was inspired by the increasing digitalization of the New York Public Library and by Walter Isaacson's biography of the founder of Apple, Steve Jobs.

The main branch is in a low-income district about seven miles from the county courthouse in a building with a tax assessor, a constable's office and a justice of the peace.

"Inside, BiblioTech resembles a computer lab on a college campus. Visitors find two long rows of 48 iMacs, an "iPad bar" with a dozen iPads and a circulation desk. A door leads into a dimmer room with two Xbox 360s with Kinect and four Microsoft Surface touch-screen video tables with interactive Kaplan educational games. A tiny cafe sells coffee, thumb drives and headphones, while a space in the back is furnished with bright benches for patrons who bring their own devices. Those without can check out one of BiblioTech's 10 Macbook Pros or 40 iPads by the hour for use in the library. Not a printed page in the form of a book can be found." Reports Publishing Perspectives' Ed Nawotka, who actually went there to see it for himself.

"The library has 600 e-readers for home use. Patrons can check out up to five e-books, choosing from 18,000 titles (more than a thousand of which are in Spanish) on their personal e-readers or on one borrowed from the library. The checkout period is two weeks, after which a book simply disappears from the device. Children up to 12 years old are offered a Nook tablet pre-loaded with hundreds of children's titles.

"We've yet to lose a device in the four months since we've been open," the head librarian, Ashley Eklof, says.

But is a library without books a library at all?

"We have maintained from the beginning that we are a digital library, not a bookless library," says Ms. Eklof.



Books or no books, she said, the goal is the same: to give residents access to information and research assistance.

"It is also economical. At a cost of \$2.2 million to build, stock and staff, BiblioTech is a bargain compared with the downtown library being built in nearby Austin, which has a budget of more than \$100 million."

It is also economical. At a cost of \$2.2 million to build, stock and staff, BiblioTech is a bargain compared with the downtown library being built in nearby Austin, which has a budget of more than \$100 million. BiblioTech's yearly operating costs are budgeted at \$1.1 million. "Getting it going cost us a third less than the \$3.7 million Bexar County contributes annually to the San Antonio public library system, which has 26 libraries," Ms. Cole says.

With a population of 1.7 million, Bexar County "is growing at the fringes, which leaves residents farther and farther away from existing libraries," she said. "BiblioTech's platform allows us to reach those people."

The county plans to extend BiblioTech's reach to "where the people are": shopping districts, transit stations and large businesses.

Rackspace, a cloud computing company with 5,000 employees, has enquired about getting a BiblioTech kiosk, as have several local schools.

BIBLIOTECH: A FEW ADDITIONAL FACTS

- E-book management services and e-readers for BiblioTech are provided by 3M. The library owns about 85% of their titles, says head librarian Eklof.
- The replacement period for the computer, e-readers and other technology is a period of three years.
- A private donation from the San Antonio Spurs NBA franchise supported the creation of the children's section of the library.
- The staff of BiblioTech is 15, with 3 full-time and 12 part-timers; most appear to be recent college-graduates under the age of 25.

• A visit to *Bibliotech the 21st Century All Digital Library*, Ed Nawotka, <http://publishingperspectives.com>

Juta and EBSCO

A local first

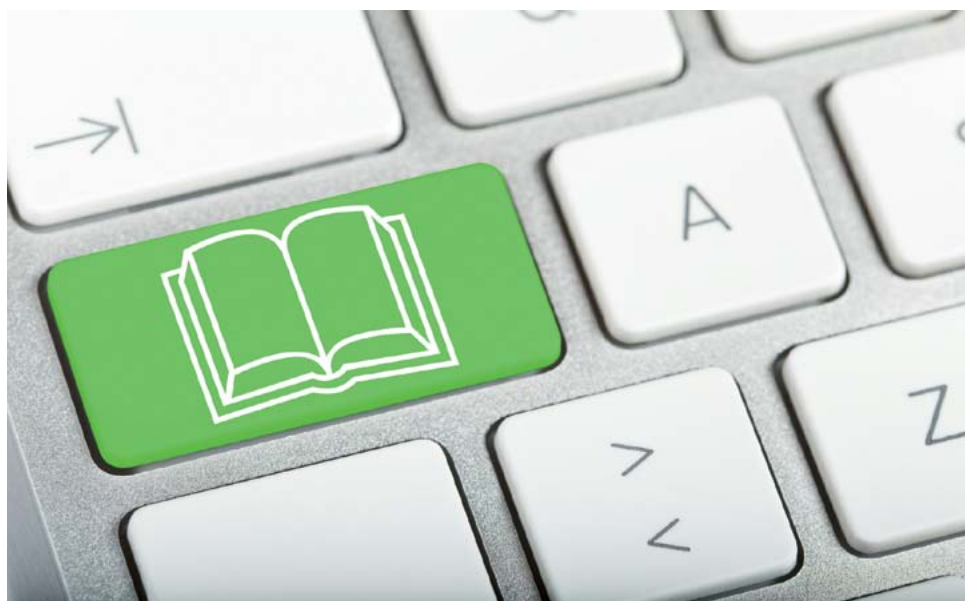
From 1 January 2014 a range of Juta e-book textbooks and UCT Press scholarly titles have been available on EBSCOhost's e-book platform for world-wide library usage through the patron-driven acquisition, lease and concurrent user access models.

"Juta, together with its imprint UCT Press, is the first South African Publisher to put e-books onto the EBSCOhost platform," says EBSCO Regional Sales Manager Southern Africa, Bronwyn Biccard. Juta CEO, Lynne du Toit, says: "Digital library distribution through the EBSCOhost e-book platform is an important and relevant channel for the company. As the South African publisher with the largest local market share, we acknowledge the rate of change in Academic publishing. With institutions of higher learning increasingly depending on digital delivery of library materials, Juta recognises the need for e-book versions of our prescription titles to be available on this widely used platform."

"For South African students this means that if their university or college is making use of EBSCOhost, they will enjoy uninterrupted access to prescribed Juta books where their library has purchased access, by using their institution's electronic library management system."

"For Juta authors, our arrangement with EBSCO allows their work to be disseminated internationally to a far greater degree. This is becoming increasingly important as citations are a predominant method of rewarding academic output."

UCT Press publisher, Sandy Shepherd says: "With the number of bookshops shrinking, the availability of scholarly books has been greatly reduced. Students and researchers are increasingly finding recommended reading material in the digital space and depend on university



libraries to provide this. EBSCOhost is widely used by South African tertiary institutions, and this means that UCT Press titles will now be more accessible, bringing books on the Humanities with an African perspective to a wider

readership and increasing the citation potential for our authors."

• www.juta.org

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Education in South Africa

Problems and future possibilities

By JESSICA FAIRCLIFF

Text book delivery

In 2012, the media was awash with reports of non-delivery of textbooks to Limpopo schools. Anticipating further problems with textbook procurement and delivery in 2013, Civil Society lobby group SECTION27 sought a court order in October 2012 imposing a deadline of 15 December 2012 for delivery of textbooks for the 2013 school year. The court order was granted, and all eyes were on the Department of basic Education (DBE) to see whether there would be an improvement on delivery of this basic entitlement, which there was.

“It became clear during the course of 2013 that the data used by the DBE to plan textbook procurement and delivery was wildly inaccurate. At one stage, the DBE did not even have accurate data as to how many schools and learners there were in Limpopo,” Reported Nikki Stein in *The Daily Maverick* in January.

Textbook delivery improved again in 2014 although some schools reported that they were receiving the wrong textbooks, or the correct textbooks in the wrong languages. The quantities of textbooks delivered to them in many cases did not correspond with their enrolment figures.

There is still no independent system to monitor textbook delivery across Limpopo and this is crucial to accurately identifying all shortages and ensuring that they are corrected in the future.

Cost of text books in schools (CAPS implementation)

Across the country middle-class high schools had to shell out hundreds of thousands of rands for their books as the new CAPS curriculum was rolled out to three grades at high schools in 2014. Schools have had to replace textbooks at massive costs and the publishing and bookselling sectors have been working hard towards making sure that the transition from Outcome-Based Education to CAPS happens smoothly in Grades 8, 9 and 12 this year.

High schools have had to provide roughly eight textbooks to each pupil at about R100 apiece. The Governors’ Alliance spokeswoman Kathy Callaghan

said she knew about two Gauteng schools that had paid between R600,000 and R900,000 for textbooks out of school funds.

Tertiary education failures

In South Africa, although there was much jubilation at the 78.2 percent matric pass in 2013, inequality remains high. In the 27 percent of schools across the country serving the poorest communities (Quintile 1), only 13 percent of pupils received “Bachelor”-level passes, and only 38 percent of these schools had pass rates of between 80 and 100 percent.

“The reality in South Africa today is that, roughly speaking, a student who enrolls for a three-year Bachelor’s degree has a one-in-four chance of dropping out by the end of first year. If she survives beyond first year she has less than a one-in-three chance of graduating in the three-year minimum time,” said Suellen Shay, associate professor and dean of the Centre for Higher Education Development in the *Sunday Independent*.

Apparently half of our enrolled students will never graduate at all. Most severely affected by this “revolving door” are South Africa’s african and coloured youth of whom only 5 percent are succeeding in higher education.

“Poor completion rates are a global higher education phenomenon, but in South Africa they are exacerbated by a low participation rate to begin with.”

“Poor completion rates are a global higher education phenomenon, but in South Africa they are exacerbated by a low participation rate to begin with. This is a double blow and means that higher education is unable to produce the number and quality of graduates necessary for a socially and economically vibrant society,” says Shay.

There have been many reports written on the subject, with few offering a solution. The Centre for Higher Education Task team has put forward



a proposal to extend all degrees by one year. Though the curriculum would be flexible enough to allow students to move through the system faster if they do not need to access the extra 120 credits provided for foundational provision.

In this day and age of technical advances and digital access, one could ask if e-learning and Open Access to education would offer a much needed solution. Do these solutions have a place in South Africa and are they viable?

E-learning in SA

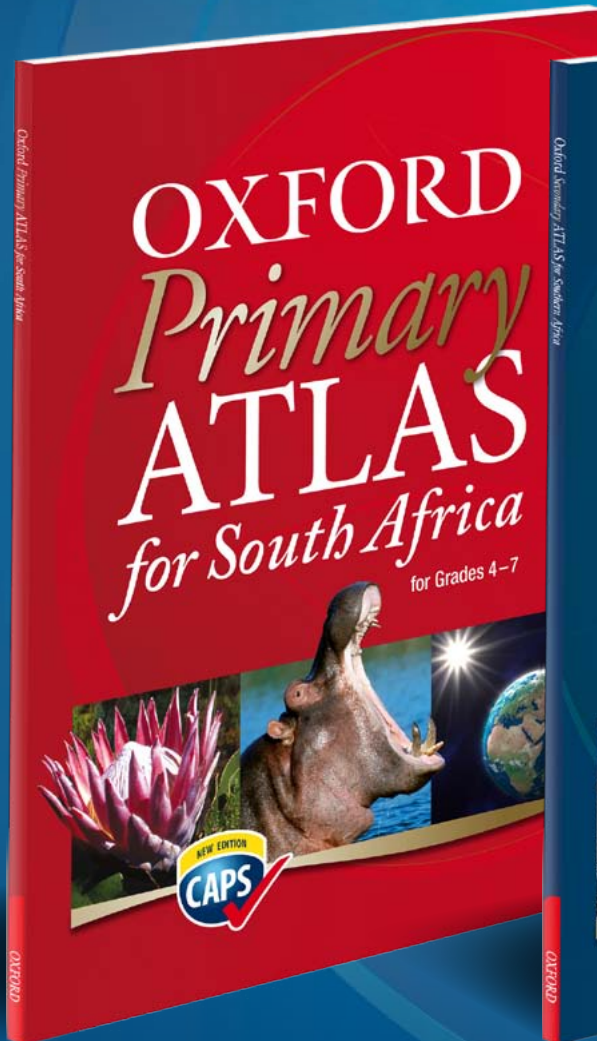
In developed countries, learners taking e-learning courses have their own computer and connectivity and in this situation, e-learning may be the perfect tool. However, the situation is drastically different in developing countries where computer and Internet penetration is low. In South Africa, many learners would have to rely on communal facilities such as their school, libraries, or internet cafes to access the e-learning courses.

However, we live with many great disparities in this country and in some instances, e-learning will be successful. In March 2013, Sunward Park High School in Johannesburg successfully made the transition from physical textbook to tablets when the tablet project initiative was officially launched by the Basic Education Deputy Minister, in partnership with Modern Information Business (MIB). Pupils at the school can now access their e-textbooks, a digital library and video



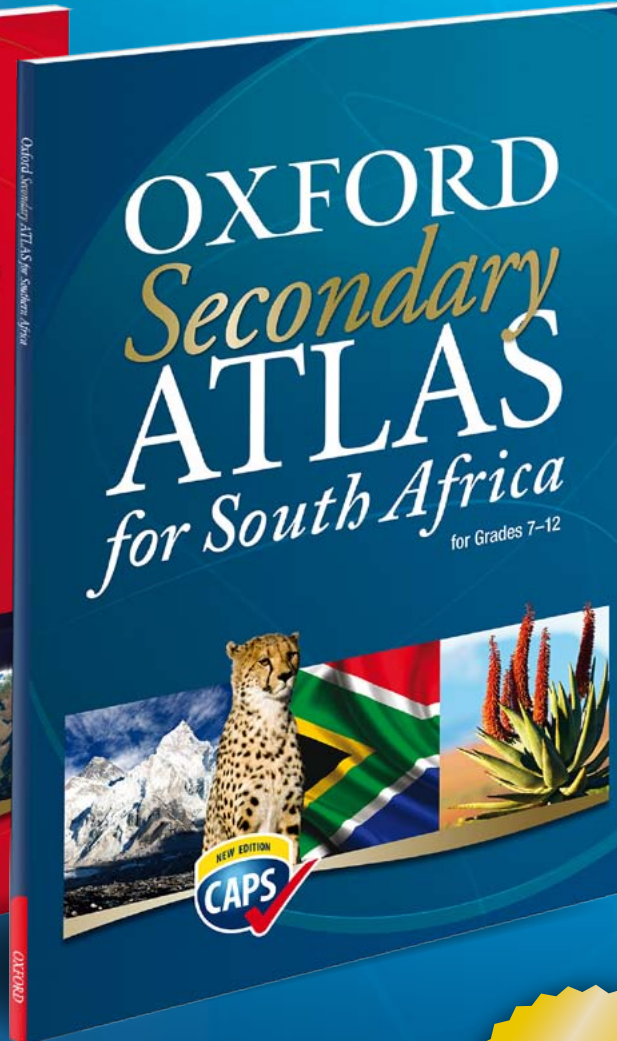
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tutorials via their tablets on the schools' open Wi-Fi Network. In 2014, 88,000 Huawei tablets will be distributed to 2,200 public schools in Gauteng as part of a new e-learning initiative. Whether these children will be able to use these tablets at home for homework remains to be seen.

“Mobile is thriving in Africa and local e-learning developers are increasingly focusing on apps as the most effective way to deliver learning content.”

The shift to mobile

“Mobile is thriving in Africa and local e-learning developers are increasingly focusing on apps as the most effective way to deliver learning content.

According to UNICEF, South Africa houses the third-largest number of mobile subscribers on the continent and experts predict that 69% of mobiles in Africa will have internet access by 2014.

Analyst firm IDC has predicted that by 2017, 87% of all connected devices will be tablets and smartphones. George Lossius, CEO at Publishing Technology, says that while reading on devices is undeniably on the up, researching isn't. This is largely because, for the most part, academic publishers have been unable to optimize content for mobile and reproduce successful online user experience strategies for portable devices.

The device space is moving fast – Apple iOS devices now come in six different size/resolution combinations and HTC has as many as 12. Subsequently the industry is struggling to keep up and could do with a one-size-fits-all solution. Web designers are starting to experiment with an approach called Responsive Design, which lets publishers maintain one site that serves all devices and screen sizes.

“In my view, this will be a key area for academic publisher investment in 2014, one which will allow them to tap into a lucrative growth market that has yet to be exploited and one which will also see mobile usage at universities, libraries and institutions really take off,” says Lossius.

Gamification

Gamification, the process of using game thinking and game dynamics in order to engage audiences and solve problems,

has taken the world by storm and is another thing that should be firmly on all educational publishers' radars.

“According to the analyst company, Gartner, more than 50% of businesses that manage innovation processes will gamify those processes by 2015 and more than 70% of the world's largest companies are expected to have at least one gamified app by then end of 2014,” says Chadwick.

Open Access Education in SA

Open Access Education has many forms. The Open Educational Resource university, or OERu – a project of the UNESCO-Commonwealth of Learning OER Chair network appears to be the open educational resource movement's answer to MOOCs, massive open online courses, offering somewhat more structured, credit-bearing learning in partnership with a university network and including mOOCs, or micro-open online courses.

“The OERu makes affordable education accessible to everyone,” said Dr Wayne Mackintosh, director of the OER Foundation. “All you need is an internet connection and you can study independently from home, with access to world-class courses from recognised institutions around the globe.

The LATIn Project

Perhaps more interesting to the South African audience however, is the LATIn Project, set up by university researchers from over nine Latin American universities and funded by the European Union. The project “seeks to tackle the decrease in textbook use among university students in the region (who favor photocopies) by developing open source textbooks written by Latin American teachers,” says Xavier Ochoa, coordinator of the LATIn Project. According to the project's website, the average yearly cost of textbooks to study a university program in Brazil's largest public university reaches €1,900, at 67% of the Brazilian minimum wage, which dents heavily into low-income families' budgets and prevents students from gaining the full benefits of university education. Budget cuts at university libraries have also significantly impacted students.

“This challenge had already been identified in a 2011 article in The Economist which pointed out that literacy levels in Latin American countries were worrisome and books were viewed as luxury goods. The relation

between the number of bookshops and the number of people, according to the article, is alarming. Publishers argued that the high price of textbooks was a result of short print runs and the high cost of imported paper.” So writes Andrés Delgado Darnalt in a review of LATIn. He may as well be talking about the South African Situation and referring to the SABDC's research into the cost of books in SA a few years ago.

Paperight

Like Latin America, the supply chain for textbooks in South Africa is unnecessarily long, accounting for up to 70% of the retail price of most printed textbooks. Of course, in theory, e-books could solve the long supply chain problem, but they come with a rather long list of requirements and challenges as listed above. Paperight's print-on-demand model shortens the supply chain by replacing traditional retail, printing, shipping and warehousing with a simple copy-shop print-out, purportedly slashing up to 40% of the final price for textbooks.

As Paperight sets its sights on Students, founder Arthur Attwell will need to face some challenges – including a wobbly relationship between publishers and copy shops after years of rampant piracy. Then there's the dilemma of copy shops who will now effectively be playing the role of booksellers, promoting books, making sure they can cope with the sudden rush of students at the beginning of each new term – imagine 2,000 Bcom first year students all arriving at their local copy shop and needing their POD textbooks for their lecture the next day? Where does print on demand stall and preparedness/sales forecasting step up? Also, booksellers have carefully fostered relationships with lecturers and universities over many years, will copy shop owners do the same? Thankfully, many university bookshops have exclusivity on campus, and it will be interesting to see how these react to the new breed of “copy-shop booksellers”.

Massive Open Online Courses (MOOCs)

MOOCs have become increasingly popular over the last two years, mainly due to their accessibility, as well as the fact that the courses are generally offered free of charge. While MOOCs currently don't have standardised quality assurance in place, this will likely change in the near future.

Many critics have come down hard on

the courses citing unhealthy (90 per cent plus) drop-out rates, raising doubts over teaching methods and casting scepticism over their ability to promote education to the masses, as many set out to do.

“However, the signs are that many academic publishers see the growth and popularity of MOOCs as an extremely appealing business opportunity and a new route to market for textbooks and e-textbooks.”

“However, the signs are that many academic publishers see the growth and popularity of MOOCs as an extremely appealing business opportunity and a new route to market for textbooks and e-textbooks. With five major publishers piloting a programme with provider Coursera in May 2013 and Elsevier

teaming up with edX later in the year, I would imagine more publishers will be pursuing partnerships with MOOCs providers in 2014,” predicts Lossius.

The digital divide

There are a variety of mitigating factors that limit access to e-learning for South African students, many of which are the same as those that also exclude disadvantaged groups from traditional educational models and stem from financial, geographical and educational disparity. In practical terms, sustained participation in a MOOC or any e-learning course requires a set of resources and infrastructure that is, still (for most) a privilege.

A reliable electricity supply, frequent and uninterrupted access to a device capable of going online and playing video and sound, and a secure, unrestricted Internet connection are essential starting blocks – as is a safe and comfortable space in which to learn.

People also need to know how to study and if these skills have not been imparted to them in the school system,

independent online courses will be of no help. A “basic level of education and the ability to study” spans everything from essential literacy and numeracy to self-motivation, being able to pursue independent research and practice of writing academic papers. Learners without these skills, let alone the foundation knowledge required to follow a university level course, will no doubt struggle to remain engaged.

- Limpopo's 2014 textbook delivery: Vast improvement, but still a way to go, Nikki Stein, www.dailymaverick.co.za
- Textbook replacement draining school funds, Katharine Child, www.timeslive.co.za
- World Bank, Coursera to take MOOCs to developing world, Peta Lee, www.worldbank.org
- All eyes on Department of Basic Education to get books on desks, Sue Blaine, www.bdlive.co.za
- LATIn: South America's Open Education Publishing Project, Andrés Delgado Darnalt, publishingperspectives.com
- 5 Trends for Academic Publishing in 2014, George Lossius, publishingperspectives.com
- Debate: Lessons from class of 2013, www.iol.co.za
- Section 27 commends education department on textbook delivery, mg.co.za
- E-learning trends for 2014, Kirsty Chadwick, www.bizcommunity.com
- You can follow Attwell and Paperight's campaign progress on Twitter using the hash tag #textbookrevolution, or on their blog, blog.paperight.com

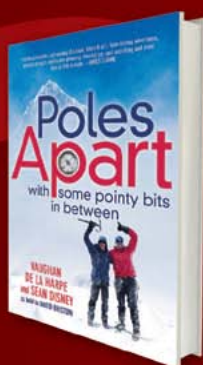
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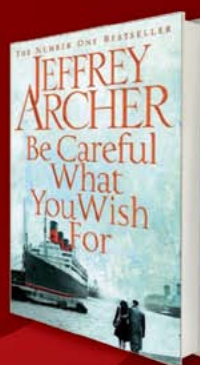
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E-learning for booksellers

A new path, not the end of the road

By KOBUS VAN WYK,
head of e-learning initiatives at Mustek

The steady replacement of text books with e-books could be seen either a threat or an opportunity for booksellers, depending on their ability to adapt.

As e-books start finding their place in South African schools, many booksellers may be losing sleep over the potential for lost revenue as a result. With a decades-old model built on the sale and delivery of physical text books, booksellers are now having to confront the fact that the world is going digital and in the long term, schools will move away from paper-based text books.

There is widespread global acceptance that e-books can deliver a great deal more than the 'linear learning' offered by text books. E-books are able to incorporate interactive exercises and multimedia, thus enhancing the journey of discovery for learners.

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In South Africa, the change has been slow so far, with a relatively small proportion of schools having moved to notebook or tablet-based elearning. The only inhibitor to wider adoption of e-learning at this stage is the cost of devices, such as notebooks or tablet PCs, and the e-books themselves. E-books are, of necessity, priced only around 20% lower than paper-based text books.

However, all signs point to the pace of adoption picking up. Tablet PC prices are dropping, with a good quality entry level tablet now priced at around R1,500. These prices will continue to drop. The Gauteng Department of Education recently acquired 80,000 tablets for distribution to schools, underlining



national and provincial authorities' intentions to move towards e-learning in schools. We expect growing momentum in adoption as schools, teachers and learners realise the advantages of the richer, more interactive learning experience that e-books can deliver.

This will likely force a change in booksellers' business models, but it is far from the end of the road for them. As with all business, to survive in a changing environment, you need business agility and the ability to seize the new opportunities that are presented.

The move to e-books presents an opportunity for booksellers to expand their product set and enter the hardware channel. Thanks to their existing good relationships with schools, booksellers are well placed to present new products such as tablet PCs to their customers. However, this move would require some level of investment and the education of staff, as well as constant monitoring of technology changes, to enable staff to offer up-to-date information and support. Those unwilling to invest in an expanded product portfolio might look to partnerships with hardware vendors instead.

Booksellers could also move beyond a sales and delivery role, to one of trusted advisor and service provider, facilitating the selection and distribution

of e-books at schools, and the digital rights management associated with e-books. DRM and licensing periods are still areas many educational publishers are grappling with, and managing e-book licensing may be a task schools would prefer not to take on. In a school environment where internet connections are unstable or expensive, or where staff do not have ICT training, booksellers may also be well positioned to offer support services, such as downloading e-books to the school server, the installation of the books on learners' devices, or the training of teachers to maximise the new learning opportunities presented by e-books.

“Booksellers could also move beyond a sales and delivery role, to one of trusted advisor and service provider.”

With e-books set to start going mainstream in schools over the next few years, this is an opportune time for booksellers to begin reassessing their business models, considering new partnerships and “re-skilling” staff, if necessary, in order to take advantage of this monumental shift in education.

SA Booksellers

ASSOCIATION

The Executive Committee of the South African Booksellers' Association would like to thank the following members for acknowledging their ongoing support by remitting their annual membership fees*:

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