A winning recipe

Let’s Cook
Top 500+ Recipes 2

Compiled by Carmen Niehaus

Top 500+
Wenresepte 2

Saamgestel deur Carmen Niehaus
**book token**  *n.* 1 a form of gift voucher redeemable in participating bookshops countrywide, a cash alternative for purchasing a book 2 a book reader’s ultimate gift

Book Tokens are promoted and exchangeable at most bookshops in South Africa. Are they available in yours?

For more details contact the SA Booksellers Office on 021 945 1572 or email saba@sabooksellers.com
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FIVE CAPTIVATING NEW NOVELS FROM KWELA BOOKS

Kwela Books is an imprint of RBP Publishers.
From the President’s Desk

Dear Members,

As we move toward the middle of 2013 Educational Booksellers are looking ahead to the school purchases later in the year. The official lists have been issued and so far there have been no legal challenges, indicating that the process of book selection is now more settled. Much uncertainty remains as to how the buying will be done. The Limpopo model, where the government asked for tenders then renegotiated prices, was a disturbing departure. The provincial education authorities will have to resume their work once the Department of National Education departs and we hope the students in Limpopo will be well served. Meanwhile, there are newspaper reports in KZN that the Department of Education is considering extending its bulk purchasing from the section 20 to the section 21 schools. There are claims that they could save R200 million in the process. How this would come about is difficult to see, as booksellers buy at the tender prices and both they and Edusolutions add a distribution cost onto that. It would only be in the case of the publishers agreeing to supply at below the tender prices that a saving would appear possible. In view of the fact that publishers clearly reduced their prices during the tender process, we hope that this will not happen, because it would take away the remaining market on which so many booksellers depend.

One must look also at the effect on the schools and the students. While all the approved textbooks cover the syllabus, there are important differences between them. Some are designed for use by second language students and others by those with no language problems. Teachers know the abilities of their students and should have the authority to choose their support materials. The approved lists narrow choice. To further restrict the book selection by choosing only one book to reduce its cost would not serve the interests of the students or teachers.

In Gauteng schools have been advised that publishers and booksellers are not to visit because it wastes the time of educators. While we support the concern about wasted time, the industry believes that time taken learning the advantages of particular books is time well spent and can improve the way books are used. Booksellers also visit schools to promote library materials and it is important that the buyers know about the latest books or are able to see books on subjects relating to assignments and the syllabus. Most school reps find that teachers are quick to dismiss them when they have found what they want, and are appreciative of the service they offer. We therefore hope that those challenging the directive will be successful.

Your executive has spent time considering the importance of the venue for our Annual General Meetings. PASA has a preference for Johannesburg and Cape Town while we have found Durban also to be a popular and accessible venue. Most booksellers would prefer for the publishers and booksellers to meet together in the three centres as in the past. At a meeting arranged to discuss this with PASA it was confirmed that the AGM for this year would be in Cape Town from the 13th to the 15th August. It was further agreed that the organizing committee would look at ways and means of improving the interactions between booksellers and publishers at these meetings and that a joint meeting of the PASA and SA Booksellers Executive Committees would decide on the venue for 2014.

World Book Day was celebrated in various functions around the country on April 23rd. The main activities were in the North West province; you can read more of this in the detailed report on page 16 in this edition of Bookmark. It is difficult to imagine a world without books as they are central to sharing our knowledge and our experiences. What wonderful entertainment they offer too. Yet they are all too often taken for granted.

World Book Day is a time to take note of their importance. SA Booksellers ran a competition to enhance the campaign and we were pleased that it enjoyed much greater media support this year.

The traditional printed book continues to be challenged by the digital versions and internet sales of the printed books continue to grow. The national sales statistics show that sales are declining by about 5% year on year – a worrying trend. Our Cape Town members recently took a morning to update themselves on the opportunities for smaller players, and were addressed by local experts. We hope to offer something to all our members at the Annual General Meeting.

As I write the trade is abuzz with speculation about the future of the two Times Media book companies which are now for sale. We understand that Times Media is looking for new owners who will keep the two chains running as groups and is not thinking of selling individual stores. Exclusive Books has a number of experienced enthusiastic booksellers in their team and they are important to the readers of South Africa. Van Schaik offers a fine service to students throughout South Africa. We all trust that they will find owners who appreciate their contribution and work to build the businesses.

Nielsen is once again sponsoring the Booksellers’ Choice Award. You, the bookseller, can nominate the books you most enjoyed reading, promoting and selling in 2012. Entry forms have been sent to all members, please enter now!

See you all at the AGM in Cape Town.

Sydwell Molosi,
President, SA Booksellers Association
A great book is when the next chapter is just as exciting as the one before.

Premier Freight has embarked on a new chapter as Sasfin Premier Logistics. Even with our new brand, our team remains committed to our traditional values of “a world-class promise with a world difference” and look forward to becoming your 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 as Premier Freight, now as Sasfin Premier Logistics. We are the foremost provider of total logistical and importing services to the book and magazine industry. Using our equally experienced partners, we are able to offer our clients a total service, from order, to front-door delivery anywhere in Southern Africa. Whether by sea or air, our dedicated staff will oversee your shipment from order to delivery. We offer 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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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.
The changing and evolving functions of key roleplayers in the electronic book value chain led the SA Booksellers Southern Region to host an e-book session and give these roleplayers a platform to discuss with us their new offerings.

Ulandy Gribble, Supply Chain Manager: e-books, from On the Dot was the first speaker at the Juta head office in Claremont on the 16th April. Ulandy explained On the Dot’s Digital Fulfillment offering which compliments and replicates their current physical media service offering in the digital arena.

A typical example of digital fulfillment in action would be when an author provides their e-book electronic files (PDF) to a company that distributes digital download e-books to Amazon.com, for example. Amazon.com would then offer it to their customers as a digital download product. The specific digital fulfillment services that On the Dot offers include: Content creation; Content aggregation and management; Cataloguing and presentation; and finally, Fulfillment and consumption, which enables consumer interaction with digital products, where content is packaged as a digital product, and gets distributed across desired channels securely, using digital rights management.

Malcolm Seegers, Digital publisher at Macmillan gave some insights into the e-book situation from an educational publisher’s point of view.

Educational publishers have noted an increase in e-book requests during the latest school rush for textbook orders, though it remains a minor percentage of general sales. “I do see a dramatic change happening in the next decade in South Africa. Schools are starting to see the benefits of using tablet devices for learning such as lighter backpacks, interactive material and potential cost saving. We may see a number of schools purchasing e-books instead of printed books at the end of this year for 2014,” notes Malcolm in an interview with HumanIPO in January.

Macmillan, which recently started to convert books to digital format, does however admit that the sales comparison does not even amount to one percent digital publications of the printed texts.

Clearly pricing of the devices that e-books can be read on remains an issue. Malcolm’s recommendation is that booksellers should not relax in their seats – there are many threats that come with e-books, including publisher direct sales, e-book sellers, and technology companies. Malcolm feels that there is great opportunity here for booksellers to get online and start selling e-books, and suggests that booksellers consider forming partnerships with technology companies.

There are four main components to keep in mind when making the dive into selling e-books: hardware, software, installation and training.

Hardware
In the tablet market, IOS beats Android in number of devices sold by 4:1, while in the smart phone market, Android has more than 50% market share versus Apple’s 15% market share (according to Gartner, November 2011).

Software: e-book formats
There are two major formats in which e-books can be purchased. PDF, which is a static form and ePUB which works with reflowable text that can morph to fit different screen sizes. Both formats can make use of basic e-book functions such as highlighting, making notes and looking up word definitions. They can also both contain rich media such as video and audio clips.

Installation and training
When schools are considering implementing tablets or e-readers as learning devices, some key factors influencing their choice are:

• Screen size;
• Battery Life “which is important as it should last at least a day with constant usage”;
• Support;
• Internet connectivity & Security “which is an expensive issue in South Africa”;
• Training “which should not be limited to only the use of the device but also how to get the most out of it as an educational tool”; and
• Distribution.

According to Seegers, the real benefit of e-books and other e-learning tools lies in teachers using them as learning tools, rather than teaching tools.
Viral marketing for books
Growing the size of the bookselling pie
By DAVID ROCHE

How to boost peer-to-peer recommendation among casual readers who don’t own a Kindle and don’t regularly trawl bookshops but who probably own a smartphone? David Roche believes he has the answer.

Why is it that some outstanding books peak at sales of a couple of hundred thousand (if you’re lucky) while others go on to sell many millions? The answer is less likely to do with their respective merits (insert literary witticism here) but more to do with word of mouth on a vast scale, and social pressure to keep up with the Bridget Joneses.

“The answer is less likely to do with their respective merits (insert literary witticism here) but more to do with word of mouth on a vast scale, and social pressure to keep up with the Bridget Joneses.”

The key difference is that the casual readers that make up this seven-figure gap get into reading only when the books are introduced to them, and by someone they know. These millions don’t spend their time on Goodreads, or they’re not browsing staff recommendations at their local bookseller or studying the book reviews in the Culture section of the Sunday Times. They watch TV, may scan the newspapers, go to pubs and movies, probably enjoy sport, and spend a good deal of time on Facebook. Reading a book is not a habitual activity; it is most definitely not a compulsory part of their daily routines.

These people also don’t own Kindles or any other dedicated e-reading devices. They may not have entry to on-the-move, instant access that digital publishing brings. Or do they? It is estimated that about 20% of South Africans now own a smartphone (about 10 million active smartphones, compared to about 30 million smartphones in the UK, and about 1 billion worldwide and the numbers are growing fast). Mobiles went from brick-sized in the Nineties to just bigger than lego-size in the Noughties, but now the reverse is happening. With today’s smartphones, screen size is no longer a barrier to extended reading. So that’s where the biggest numbers are if we want to tap into mass digital reading. That’s all very well, but how do we make all these occasional readers actually consume more books?

The answer is good, old-fashioned word-of-mouth, or, as renamed now for the digital age, social media. Facebook is truly global, with over one billion active users a month, Twitter is not far behind, and many others such as Pinterest, LinkedIn and Tumblr are growing rapidly. At last month’s Mobile World Congress in Barcelona, the buzz was that the next billion smartphone users were going to come from emerging nations. This will be the primary method for internet connectivity and, as is happening in Africa today, mobile payments will become the standard.

It would seem to be an obvious opportunity to marry the power and scale of social networks with the accessibility and quantity of smartphones to drive really serious sales of books.

“Viral marketing is … any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message’s exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, perhaps to millions.”

Viral marketing is hard to define, although according to Marsden and Kirby (Connected Marketing, Elsevier: 2006) it describes “any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message’s exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, perhaps to millions”. The key parts in this definition are exponential growth and to pass on messages to others. Furthermore, according to several marketers, viral marketing is marketing activities that generate word of mouth in the digital domain.

Harnessing the muscle of viral marketing requires two ingredients, and seems to be conditional on a third. First, credibility – there can be no hard sell here, it’s easy to poison the well if it looks corporate or like advertising. Second, security – authors and publishers need to be able to protect their IP from piracy. Third, control – a slightly counter-intuitive one this, but content owners find it difficult to let go completely and want to be able to pay out the rope a bit at a time.

Boosh, a new platform using peer recommendation, was unveiled at the Independent Publishers Guild Conference in March, and is currently in a beta-trial period ahead of an expected roll-out this June. Using peer recommendation that initially integrates with Facebook, it will aim to get the “passionate advocates” that are already out there to build the bridge to new readers. The patented format is designed for smartphones; acting as a “reader” and the once-read book deletes itself as soon as it has been read, making it as secure as possible.

The reader is then prompted to share the book with a friend, who will then become the next advocate in the expanding pipeline. This is accompanied by a recommendation to all the original readers’ other friends, who are presented with a direct, one-click opportunity to purchase the book. So for every share that hooks a new fan and activist, hundreds more are stimulated to buy a book that their friends have recommended to them. In all cases, the
publisher can limit the number of shares and place a cap on the “seed” copies that they make available. The sharing of ‘used’ digital content is likely to become a growing part of the e-book marketplace. Amazon recently received a patent in the US for its used e-book marketplace.

But why would one want to impose a limit? With peer recommendation and a potential one share to four purchases ratio, the sales numbers will grow exponentially. What better way to establish an author in the early stage of their career and promoting, say, their second book than by having those that enjoyed the first championing it to their receptive friends; or to sell a whole series by appealing to a new generation via discovery of the opening book – all in a single click which transcends distances. Same proven theory, new global method. It’s like letting your friends try your favourite wine rather than just telling them where they can buy it.

We all need incremental sales to grow the size of the publishing pie. The ‘incidental-reader’ mega mass market is out there, just waiting to be drawn into the next phenomenon – one that they will make themselves. It’s up to applications like “Boosh” to seek them out and give them the ammunition to do it, and do it more often.

About David Roche
Ex-CEO of Borders UK & Ireland Ltd, Group commercial director for HarperCollins Publishing, Waterstones and HMV, David is chairman of Evanidus, the company responsible for creating “Boosh”.
Pay per read
Choose a chapter

The human race seems to be forever finding new ways to better suit the individual’s needs, and words like “custom,” “bespoke” and “one of a kind” are a buzz in the retail industry like never before, especially in the luxury market. Suitably, the book industry had to come up with its own ways of creating new and truly individual book-buying experiences, and it looks like we have a book-slicing revolution on hand … why buy a whole book if you’re only interested in one chapter?

Why indeed. Just like the music industry has realized that there can be value in selling one track instead of forcing customers to buy the whole album, publishers have also started looking at ways to allow greater customization of book-buying. “The consumer demand for control has transformed industries such as music and travel. The change in publishing is similarly inevitable,” says Ken Munro, co-founder and CEO of Trust Media Distribution, one of the two firms behind one such start-up, Bindworx.com. This platform will allow readers to buy full e-books, chapters or pages. The theory behind the site is that across business today, consumers want control and those who give it to them succeed in this new environment.

Bindworx is not alone in trying to remake how consumers buy e-books by giving them more control. Total Boox, an Israeli start-up, allows readers to add books to a bookshelf and then only pay for what they read. Calling the “buy first, read later” nature of the book business a “burdensome remnant from the world of printed books,” Total Boox is introducing a “pay-as-you read” approach that founder Yoav Lorch believes will encourage readers to try and explore more books. The model works simply. It looks like any other e-book store, with bookshelves that readers can drag titles onto (you can also access shelves put together by other readers) making it simple to create a personal library. The big difference—prices are listed from zero to the full price for the book. Rather than pay the full price to download the book, readers pay only for the portion of the book they read, with their total book account linked to a credit card or PayPal account. Since e-books measure what percentage of a book has been read, it’s a simple calculation—for example, if you pull a $10 book into your library, and never read it, you never pay. If you read 25% of the book, your account is charged $2.50. And, if you finish the book, you pay the full price, and you own it. The app is also designed to recognize page flipping, so you’re not charged for browsing, and you can also start reading at any point in the book. Can this kind of “pay-as-you-read” sales approach gain traction among publishers? Lorch told Publishers Weekly he has signed up a number of independent publishers, and has been in discussions with the big six although no deal is imminent. But, he says, publishers have been receptive to the idea, and are curious as to how this kind of model may convert more browsers into paying readers.

Along the same lines, Tim Waterstone, founder of the eponymous UK bookshop chain Waterstones, is launching Read Petite, a digital book service that will publish both new and old short fiction and non-fiction and eventually long-form journalism. Waterstone cited the growth of e-readers and tablets as one of the incentives behind the new company, suggesting that the service would be perfect for commuters: “It worked for Dickens and it worked for us. If you are going to read on a laptop, or a smartphone or a tablet, [a short story] is about as much as you want.” The problem for authors today is that short stories are hard to sell in physical formats. Read Petite will only publish content from authors that were already publishing with traditional book publishers. However, the material offered via the Read Petite service might be previously unpublished.” It isn’t surprising that a man who made his name and fortune through physical books is still relying on traditional publishing for validation in his new venture. His argument is that, “The whole point is to avoid a slush pile of material. What we’ll guarantee is quality writing.” The Read Petite service is expected to launch towards the end of 2013.

“It worked for Dickens and it worked for us. If you are going to read on a laptop, or a smartphone or a tablet, [a short story] is about as much as you want.”

Total Boox Hopes to Change How We Buy E-books, Andrew Albanese, www.publishersweekly.com
Waterstones founder to launch Spotify-like service for books in 2013, Shane McGlaun, www.slashgear.com
Tim Waterstone to launch Read Petite – Zeljka Marosevic, www.mhpbooks.com
Email marketing is inexpensive, not free

If you plan to use email marketing in your business effectively, you will need to engage the services of a reputable Email Service Provider (ESP) such as MailChimp. There are usually fees involved, but these are quite negligible in comparison to the many excellent tools these modern ESPs can provide, including:

- Reliable bulk delivery of a wide variety of media, including text, images, video and sound
- Scheduled delivery at specified times or ‘instantaneous’ sending
- Ability to send mass-customised, personalised communications
- Branded or unbranded communications using tried-and-trusted customisable email templates, compatible with a wide range of mobile and desktop devices
- Sharing and forwarding buttons, and online versions can spread your message to social media platforms
- Excellent tracking, analytics and reporting capabilities. Useful data includes open-rates (number of emails opened), who actually opened your email, which links were clicked, new subscribers (which RSS does not reveal) and unsubscribes etc.
- Split testing facilities (sending different versions of an email to two or more sets of subscribers from the same segment in order to test effectiveness), pre-flight options such as compatibility testing, SPAM-filter testing etc.

- Subscription management and opt-in capabilities that can help ensure compliance with increasingly stringent anti-SPAM and protection of information legislation.

On this final point, be warned, ill-advised email marketing practices can result in you being reported for spamming or other forms of non-compliance which can result in costly penalties being meted out by the courts and by internet service providers. Permission-based marketing is the name of the game – be sure you know the rules of play before you hit ‘Send’.

Business emails fall into two general categories:

- Promotional emails – such as standalone promotional announcements. The aim of such emails is to entice prospective and existing customers to take some immediate required action such as buy now, RSVP by this date, pre-order this title etc.
- Retention emails – these include email newsletters, employee-generated and automated confirmation emails. These emails are aimed at retaining contact with the customer in order to obtain repeat or additional sales, enquiries and business referrals. Whilst the content can contain subtle calls to action, retention-based emails focus on adding value to the customer and relationship-building by providing valuable information and opportunities for further engagement with the brand.

Find those ‘hidden’ opportunities

Email marketing encompasses more than sending out a newsletter or promotional email. If you employ a staff of five people sending out or replying to just 10 emails each per day, this equates to 12,500 emails sent out Monday to Friday in a typical year’s 250 working days!

Every single email communication that your business sends out represents a unique, low-cost opportunity to further your sales and marketing goals. When considering your email strategy, you need to closely examine all categories of email sent on behalf of your bookselling business by yourself, your employees as well as any automated emails such as order confirmations generated by your website.

Confirmation and transactional emails are the least glamorous (and most underrated) aspect of email marketing, so it is worth exploring this item. Some thoughts to consider:

- Do you have a policy regarding staff emails? In the same way that you wouldn’t let your staff design their own business cards, you should also have a policy in place regarding the use of email stationery, backgrounds, colours, font faces and sizes, add-ons such as smileys, use of personal quotes, images or catchphrases, as well as provide a standard email signature.
- Are you using your email signature effectively? Does it include links to your website or other online channels? If you have included links and graphics in your signature, have you tested these out on different email readers such as Gmail, Outlook Express, Lotus and Apple Mail? (You can test HTML email layouts online using Litmus.com).
- Can you include clickable banner links in your email? Considering the number of emails your organisation may be sending out, it could be a good idea to make use of these for promotional purposes. It is important to maintain and update these however.
- Are you encouraging further engagement? In the case of order confirmations despatch notifications and the like (sent manually or automated), why not ask for a short survey to be completed to rate your service levels or by asking them to subscribe to your newsletter? If they do either of these, are you taking the time to thank them and perhaps reward them for taking the time to do so?

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Kobo targets SA Market
The Kobo Touch e-reader has now been on South African shelves for about seven months, and by the look of things, they might be successfully bridging the e-book gap for thousands of South Africans. In 2012, Kobo predicted that it would capture 50% of the South African e-reader market within the first year of business. While this is an ambitious target, Kobo’s strength lies not only in the attractive price of its device, but also its range of local content, including over 1,000 Afrikaans language e-books. In total the Kobo bookstore offers three million books with a third of them being available for free.

“Kobo’s strength lies not only in the attractive price of its device, but also its range of local content, including over 1,000 Afrikaans language e-books. In total the Kobo bookstore offers three million books with a third of them being available for free.”

Currently selling exclusively through Pick ‘n Pay at about R1199, Kobo has taken on the main player for e-reader devices in South Africa – Amazon – in terms of price/quality offering. Critically, e-book prices on the device are shown in rands, so it’s easy to compare across the various retailers. Kobo has partnered both with On the Dot and New Holland Publishing SA – respectively, South Africa’s largest local e-book aggregator and our largest local e-book publisher – to bring an ever-expanding range of South African literature to the platform.

www.howwemadeitinafrica.com

Will Digital Rights Management soon be something of the past?
It is clear that Digital Rights Management has done little to curb unauthorised copying of digital content. There are simple workarounds to strip DRM from files, whether they’re books, music or movies. Rather than deter pirates, all DRM seems to do is annoy honest customers by restricting what they can do with the content they’ve actually paid for. It’s fair to say that honest people are basically punished for doing the right thing, while DRM does nothing to stop people who are happy to break the rules. Last year Pan Macmillan’s science fiction imprint Tor Books decided to scrap DRM on all its e-books, declaring copyright protection a “constant annoyance”. The move was supported by authors and readers, but not all publishers. Twelve months later Tor Books has seen “no discernible increase in piracy”, despite the fact that it’s now slightly easier to steal its e-books. Tor Books isn’t alone and Macmillan-Australia’s digital-only arm Momentum also dropped DRM from all its e-book titles last year. For those who don’t know what DRM is, it’s a copy protection or access control to digital content that’s applied to e-books. Many publishers and retailers use it, and it’s a complex and controversial issue for copyright holders and consumers with passionate arguments for and against.


Booksellers (should be) embracing self-publishers
If anyone doubts the speed at which the epicenter of book publishing is shifting from publishers to self-published authors, look no further than the Apple iBookstore. In April, Apple’s iBookstore launched Breakout Books in the US, a new book merchandising feature that showcases books from popular self-published authors, including several that have already achieved New York Times bestseller status. Apple’s merchandising team hand-picked the titles, all of which have earned high ratings from Apple customers.

Although the iBookstore has always carried and supported self-published e-books, the launch of Breakout Books in February signified an escalated commitment on the part of Apple, whose iBookstore currently sells books in 50 countries. The iBookstore first piloted the Breakout Books feature in their Australian store in late November and has since implemented similar
ongoing features in Canada and the UK. Why are retailers such as the Apple iBookstore, Barnes & Noble, Sony, Kobo and Amazon giving self-published e-books such merchandising love? Mark Coker, founder of Smashwords, lists a few reasons why both retailers and readers are supporting self-published books: quality, low prices, diversity, readers as the new curators, unlimited shelf space, e-books can never go out of print, free series starters, high unit volume and quick response rates.

For a more in-depth explanation, see the source website. www.huffingtonpost.com

“In April, Apple’s iBookstore launched Breakout Books in the US, a new book merchandising feature that showcases books from popular self-published authors, including several that have already achieved New York Times bestseller status. Apple’s merchandising team hand-picked the titles, all of which have earned high ratings from Apple customers.”

“Motoring’s Funny Bone” by Sagie Moodley
June 2013
9781770102897
R150.00

“Dead Man’s Time” by Peter James
July 2013
9780230760554
R225.00

“Wild Weekends” by Clare Keeton and Marianne Schwankhart
June 2013
9781920434489
R220.00

“Black Widow Society” by Angela Makholwa
August 2013
9781770103122
R220.00
Loyalty programmes
A marketing exercise worth considering

Loyalty programmes are a way for the retailer to encourage the continued patronage of customers, allowing retailers to gather data on customer behavior in order to decipher trends, appropriately reward loyalty, and influence shopping behavior. When properly designed and correctly implemented, it can encourage long-term loyal buying behavior, serve as an interface between companies and their customers, and foster constant engagement.

Many booksellers regard them as the cost of doing business. Some booksellers don’t even use a physical card, preferring to let their computerized inventory systems do the tracking. Still others find themselves caught up in the age-old shopping dilemma: Paper or plastic? But are frequent-buyer cards worth the time and effort? Do they contribute to the bottom line? Or do they cost too much to offset any public relations value?

What about other ways of developing customer loyalty?

Case studies in the US and UK reveal interesting but confusing facts about implementation of these programmes – some independent stores feel that loyalty programmes do not, in fact, inspire loyalty, but are nonetheless useful to learn about customer buying patterns. Bigger chains feel that “membership” definitely has its advantages, and also use frequent-buyer programs to glean customer information. There are literally thousands of different ways to implement a loyalty programme in some shape or form, and speaking to some South African booksellers proved that no two programmes are the same. From Exclusive Books’ elaborate Fanatics club, to a simple programme at The Booklounge in Cape Town where customers get 5% of their previous purchase deducted from their next one, each time they buy. There are no cards or pieces of paper, and it works well.

But, warns owner Mervyn Sloman, loyalty schemes alone do not equal returning customers. Customers return because of good service. In a different take on things and in a successful effort to make the lives of their customers (direct and indirect) so much easier and thus encouraging loyalty, Van Schaik Bookstores use their 30-day account facility as an incentive for students.

Books & Books in Durban also follows a simple approach, where new customers register, and are given a “loyalty number” which gives them one “stamp” for every R100 they spend. When the card is full, they receive R100 discount on their next purchase, and get issued with a new card. According to Janine O’Connor, their customers enjoy the fact that they are rewarded immediately, and they like to believe that every time a customer opens their wallet, they are reminded of Books & Books.

Loyalty programmes that stay attuned and responsive to their members by giving them tangible rewards are those that will be left standing in an increasingly competitive environment, according to eBucks CEO, Jolande Duvenhage. Generally one of four mechanisms is used to reward members, with each reward type offering its own set of benefits:

- **Discounts and cash backs** – discounts offer an immediate monetary reward to members.
- **Rewards currency programmes** – this would be a programme such as eBucks where the rewards currency is not a reward in itself, but a means to a reward.
- **Soft Benefits** – Customers receive no money back and no rewards currency, but are offered additional services or exclusive privileges. A good example is getting VIP invitations to special book launches.
- **Hybrid rewards** – the latest trend in the loyalty industry is to offer a combination of rewards currency, discounts, cash back and soft benefits.

If you haven’t found a way to “reward” your loyal customers yet, perhaps it is time to consider the value of loyalty, and how rewarding it can be for your business.

Customer Loyalty Programs That Work, by Maggie Starvish, http://hbswk.hbs.edu/

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Some facts about customer loyalty programmes in South Africa:*

- **10 million** South Africans carry at least one loyalty card
- **75%** of American shoppers are members of loyalty programmes
- **5–10%** of South African shoppers are members of loyalty programmes
- **1/7** of the world’s population carry at least one or more loyalty cards

**From Trade Conferences International’s Brochure for their "Loyalty and Rewards" conference held in Johannesburg in February 2013.**
In a recent edition of the Wall Street Journal, it was reported that Barnes and Noble, the largest book retailer in the United States, plans to close 20 stores a year over the next 10 years. This frightening statistic prompted a South African Trade magazine for shopping centres (ShoppingSA) to raise the question of whether brick-and-mortar bookshops are living on borrowed time. The editor asked various booksellers and chain-outlets for their thoughts on survival against the digital onslaught of e-books, improving buying experience and the challenge of luring as many as possible feet through their doors that bring not only browsers, but buyers, and the outcome was, comfortably, quite positive.

“A good bookshop in a centre is a sign of quality and many malls do realise this. They understand and appreciate the status that a quality bookshop lends to a centre. Books say a lot about your place in life, and for a reluctant visitor to a busy mall, there’s no such place as the bookshop.”

In South Africa, as in many new world countries where space is not really a big issue, the institution of “mall shopping” has nearly always outshone the “high street” model of shopping favoured in Europe and the UK. There are many, complex reasons for this, and most small towns have various little “shopping centres”, with bigger cities usually having two to three big malls. The owners of these centres have always paid careful attention to the retail mix included on their properties, and chain outlets were, and continue to be, especially favoured as tenants. The chains can pay higher rents than the independents, can afford to lose money in a single location until establishing a customer base, and are almost guaranteed not to go out of business, no matter how slow mall traffic is. Independent stores still have a much more difficult time winning a mall lease, and once in the mall, have a harder time staying in business.

This is also true for booksellers, and of the five booksellers they spoke to, it was only the independent/small-chain that had doubts about its future, with plans to close down at least one of its shops’ doors. Of the smaller chains and independents, Bookdealers (with seven stores around Johannesburg, all but one located in malls) felt that high rental prohibited them from expanding to other malls. The biggest of the chains is Bargain Books, with about 63 stores nationwide, all located within shopping centres and malls.

Linda Nell, Marketing manager for Bargain Books, was optimistic about their future, stating that there are no plans for closing any of the shops, and even plans for expanding to the Free State and Johannesburg. Second biggest was Exclusive books, with 45 stores throughout South Africa, who also have on-going plans for new stores in shopping centres, based and carefully planned around demographic representation, foot traffic counts and tenant mixes. Although there are no plans for closing any of their stores, when the profile of a mall changes and causes a store to underperform for an extended period of time, they will close shop. Steve Davies, of The Bay Bookshops in Cape Town, said that they may have to consider closing one of their shops due to mounting pressures from high rental. According to Davies, margins on books are low and rents are high, and only volume sales can offset this – over the years newcomers to the book value chain (supermarkets creaming of big titles etc.) have chopped away at more traditional booksellers’ margins and volume. With online and e-reader sales, it’s becoming a rout, and, feels Davies, the digital migration is here to stay. Shelf space for books has diminished over the past two years, with Bay Books devoting more space to non-books merchandise. Exclusives also has had great success with selling book-related products, like stationery, gifts and games, with the ratio of books to book related products unique for each location, according to their customer profiles. Bargain Books have always carried box sets which contain books and related non-book items in the children’s and adult sections. Wordsworth – a chain focussed in the Western Cape with seven stores all in big shopping centres – has diminished its shelfspace for books, but with clever shopfitting they are able to trade more densely, not wasting any space. Along with this, Managing Director Andrew Marjoribanks feels that having good staff who are avid readers is paramount, as they are able to make intelligent suggestions (enhancing book discovery) and direct customers to the right place. Among non-book items that do well in their stores are things like specialist good quality gift stationery, and audio books.

Bookdealers owner Doron Locketz believes that there will always be a market for physical books, especially older, or collectable books that are not available as e-books. Although e-book sales in South Africa have shown a marked growth in South Africa over the last two years especially, there is still a demand for print books. Fiction is a category which has seen a marked rise in e-book sales and a corresponding drop in print sales. Linda Nell of Bargain Books comments; “The international trend seems to be that demand for digital is stabilising; however in South Africa it is still growing. It stands to reason that, especially with prices of print books in South Africa such as they are, and with tablets becoming more and more affordable and prolific, the consumption of e-books will increase.”

A good bookshop in a centre is a sign of quality and many malls do realise this. They understand and appreciate the status that a quality bookshop lends to a centre. Books say a lot about your place in life, and for a reluctant visitor to a busy mall, there’s no such place as the bookshop.
World Book Day 2013
Celebrations around books

“In books I have found who I am today” – Andrea Dondolo

Book lovers all over the world celebrated World Book and Copyright Day on 23 April. The International Publishers Association (IPA) leadership took part in the opening of Bangkok World Book Capital 2013 on 21–23 April 2013, congratulating Bangkok, and inviting the local authorities to seize the historic opportunity given by the World Book Capital title to promote reading and take other-related measures as essential components of an ambitious national book policy supporting the development of a knowledge-based economy.

As initiator of the UNESCO World Book Capital program 10 years ago, IPA attaches great importance to this international endeavour aimed at promoting books, reading and literacy.

In South Africa, there were a number of initiatives and celebrations on World Book day. The Publishers Association of South Africa, organized a reading to schools initiative practiced in the Western Cape, where publishers undertook readings in 10 schools, selected from a list given to them by the WCED.

“Each WCED District was asked to select 5 schools, and publishers chose which schools they would like to visit. The other schools on the WCED list all received donations of books as well,” explains Jenny Verster from Sahara Publishing. Publishers who took part in the readings reported back that they were a great success, as quoted by one of the attending publishers: “The reading I did was stunning, and something I am going to repeat myself, regardless of World Book Day.”

Every year Van Schaik Bookstore celebrates World Book and Copyright Day in April by inviting learners from disadvantaged communities around the country to participate in activities to embrace a love for books. These activities are done at either the selected bookstores or schools.

This year Van Schaik took hands with Jonathan Ball Publishers, Penguin and On the Dot to give storybooks to 400 learners between Grade 3–6. Van Schaik also reached out to its suppliers who generously supported this worthy cause to supply each learner with stationery, Flip Files and magazines. In addition to the book readings and art activities, Van Schaik ran a countrywide awareness campaign against copyright infringement and plagiarism in April.

The SA Booksellers Association organized a book donation drive in Mafikeng in the North West, the first beneficiary of which was the Rooigrond Correctional Facility where 593 books were donated to the prison library.

The Mayor’s message of support to the inmates was: “In Books I find motivation and my source of encouragement and strength”. The correctional facility currently runs an active reading programme that is used as a creative initiative as part of the rehabilitation strategy. The programme further encourages reading as a tool to empower and to bring about change.

Andrea Dondolo (Actress, storyteller, praise poet, writer, reading ambassador, cultural and social activist) the 2013 WBD ambassador spoke passionately about how books have transformed and empowered her. “Write, share and publish your stories” she said.

“At a heart-warming and humbling experience at the Rooigrond correctional facility, we went on to visit community members of Madibogo represented by Ward Councillors of the Ratlou Municipality,” says Samantha Faure of the SA Booksellers office.

World Book Day is a reminder of the collective effort in editorial diversity and cultural expression. This day also calls to commemorate access to knowledge and the beautiful reminder of our history that is recorded in books.

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“At the formal programme held at Delareyville Stadium there were close to 1,500 in attendance from learners of nearby schools, teachers, parents, members of the community and librarians. The line-up of guest speakers included the keynote address my the MEC of Education, Louisa Mabe, Mayor of Tswaing – Cllr. Ceazar Mogatu, Representative of North West Booksellers Association and National Library Head, Mr. John Tsebe. The crowd was entertained by traditional dancers, poets and singers,” says Samantha.
World Book Day 2013 Competition
“In books I find …”

WINNER: Tumi Motswenyane
“Inspiration and freedom, poetry and wisdom, laughter and motivation, humility and art. Books are weights for the mind and wheels for education. I also find fun family activities and cultures long lost through word of mouth. Books are the essence of evolution and power to understand ourselves as individuals and a united people.”

The Short List

“Pleasure that cinema is unable to compete with.”
– Basil Ellman

“Enlightenment, enrichment, fantasy, excitement, nail-biting drama, things to share, things to dare, things to ponder, things to inspire and of course I find myself! I love and live to read.”
– Amanda Sickle

“Space and reason to live in another world. Invite myself in. Choose to stay and leave as I please. Thanks to imaginative minds of writers.”
– Lihle Mhlungu

“Coffers filled with gold, a wealth untold – in fact riches no end; solace in grief, sighs of relief, a life with no regrets.”
– Hettie Vos

“Hidden treasures of knowledge and wisdom to be gained from experiences and tales of others. It is the best form of empowerment.”
– Bongi Mbuli

“The answers to all my questions and the bliss of company in silence.”
– Cathy Rich

“Amazing new worlds. Books comfort, enlighten, encourage and help me to discover things about the world, others and myself.”
– Marion Thomas

“A world of knowledge and pictures painted with words, allowing me to draw the pictures whichever way I see them.”
– Joshua Joubert

“Life described in words. Peoples’ experiences of life and descriptions of their experiences. I love books because I can imagine I am the main character and while I am reading the book I can feel the same as the main character. Books enhance my imagination.”
– Mia du Preez

“Portraits of wounded beginnings and happy ever-afters, the mysteries of our unknown world, and the queer exaggerated voices of love and hate.”
– Amanda Sithole

“Solace, enjoyment, education, escape, recreation, information, expansion of my universe, in short – all I need to feed my brain.”
– Linda Barnard

“My escape. The place where I can forget about school, friends, parents, the world. It is a different place where my imagination is guided and when I put the book down it will run on its own of what could happen with a little more dreaming. It is my escape from reality to a place inside of me – my inner child in an older body.”
– Zulfa Arends

17 GENERAL TRADE
Jenny Hobbs tells us that this year’s Franschhoek Literary Festival was the biggest and best yet. Ticket sales, which opened in March, flew from the start. With record numbers of pre-purchased tickets at 11 000 and a total approaching 12 000, the festival was almost fully booked before it began.

“With record numbers of pre-purchased tickets at 11 000 and a total approaching 12 000, the festival was almost fully booked before it began.”

“The festival has grown 50% year on year,” Says Jenny, reminding us that last year they sold 8 500 tickets and that was another roaring success.

Clearly the festival has become a highlight for book lovers around South Africa and the town was full to bursting, with guest houses and restaurants fully booked over the three days of the festival. The only problem as far as we are concerned is that we were unable to attend for the first time in three years.

Events kicked off on Monday with the second Book Week for Young Readers, during which the FLF organizers continued their work promoting a love of reading and books throughout the Franschhoek community, by organising author visits to every class in the valley, reaching over 4 500 learners. The success of last year’s Book Week also led to special events for schools in the main programme on Friday morning which brought learners from Cape Town and the Cape Winelands to explore topics ranging from science to science fiction, history to teenage angst and humour.

Over 160 authors took part in this year’s official programme. International guests Alexander McCall Smith, Kate Mosse, Antony Beevor, AD Miller and Laurent Binet charmed the crowds, while local authors debated topics from politics to fly-fishing. Highlights included a number of debut and first time authors, introducing audiences to the exciting range of writing being published in South Africa. Sessions addressing political issues were, as always, well attended and highly charged! The diverse and exciting programme stimulated and inspired, with feedback on the festival being overwhelmingly positive.

Between sessions the book buzz in town was fantastic and perfect weather added to the wonderful atmosphere.

“Planning starts now for FLF 2014 … though this one will be a tough act to follow,” say the organisers.

FLF 2013
In pictures
A full hall at the FLF.

Tony Leon

Alexander McCall Smith

School children at the FLF.

Jenny Crwys Williams and Kate Mosse

GLENN AGLIOTTI

‘The biography of the infamous ‘landlord’ as you have never seen him before’

PenguinBooks.co.za
After an extensive search via an agency and five interviews with the short-listed candidates, Mpuka Radinku has been appointed as the new Executive Director of the Publishers Association of South Africa (PASA). He applied for the position, he says, as he believes he will be able to make a positive contribution to the publishing industry. When he moves into the office on the 20th May, he will begin by reviewing all PASA plans and activities to date; "consolidate work done by my predecessor and move forward to implementing the overall objectives of the Association," he says.

“I will enjoy working with all the publishing companies in South Africa and interacting with a variety of important local and international stakeholders in the business value chain, among whom I include the SA Booksellers Association.”

Although Mpuka comes to PASA with a deep understanding of the challenges currently facing the industry, this process will give him the opportunity to get in touch with the finer details. “As I have been away from the South African publishing scene for over two years, I assume the biggest challenge facing the publishing industry is the creation of a conducive climate for the industry to flourish. This challenge is closely linked with the need to enable the industry to better engage with the ever changing market needs. Also, the publishing industry would have failed in its overall mission if it does not participate meaningfully, and in collaboration with other stakeholders, in efforts to improve the literacy levels in South Africa,” said Mpuka of the challenges he will be faced with.

Mpuka has worked in the South African publishing industry since 1986 and is well known as an active member thanks to his excellent networking skills. He has strong management skills and has the business acumen that comes from interacting at a senior level for many years, which will serve him well. As Executive Director of an industry association, Mpuka’s focus will be much broader than before as he will be dealing with industry matters as opposed to plans and programmes of a single company.

Previously Mpuka worked as an education publisher for both Maskew Miller Longman and the South African Institute for Distance Education (SAIDE) before taking on the role of Publishing Manager at the then Nasou Via Afrika, where he was later appointed National Publishing Manager in 2005 and General Manager Via Afrika International in 2009.

“I will enjoy working with all the publishing companies in South Africa and interacting with a variety of important local and international stakeholders in the business value chain, among whom I include the South African Booksellers Association,” said Mpuka of his new role.

We asked what he thought the future landscape of the book industry in South Africa looks like, his reply was circumspect.

“Wow, I wish I was a thwasa (sangoma in training) to get this one right," he began. “I guess the future landscape will be determined by the performance of South Africa’s economy which will impact on consumer and government spending on books. If the economy improves, we are likely to see increased spending, but the opposite will obviously produce a less positive outcome. Also, the book industry needs to continue, as it has been doing, to have ongoing conversations with government on legislation and policy options to improve access to books. Working in partnership with government to create a better climate for the industry to flourish will be critical to the improvement of literacy and the growth of a reading culture in South Africa. In addition, the continued interaction of the South African book industry with that of Africa and the rest of the world will provide us with meaningful exchanges that will help us innovate and expand our market reach. “

“Working in partnership with government to create a better climate for the industry to flourish will be critical to the improvement of literacy and the growth of a reading culture in South Africa.”

“Both PASA and the SA Booksellers Association should continue to re-energise their relationship with customers and key stakeholders in order to ensure their sustainability. To this end, the two Associations may need to negotiate new challenges brought about by changing customer needs; these needs that may necessitate a re-orientation of the ways in which the two bodies do business,” he added.

“My message to Booksellers in South Africa is that I hope the relationship between them and Publishers remains positive.”
“Although many European territories are still struggling, the London Book Fair was reportedly one of the busiest in recent years and optimism was back.”

Many enthused about digital discussions taking place. Michael Bhaskar, digital publishing director at Profile, said: “There’s been lots of good talk about where e-books are moving, especially in terms of library and business-to-business models. The whole mood is upbeat.”

www.thebookseller.com

Books are my Bag
Launched at the London Book Fair, the Books Are My Bag promotion has received a lot of coverage. M & C Saatchi founding partner James Lowther said the scheme was intended to be “a movement rather than a campaign”, adding that it would utilise people on the street to “express their love of bookshops”. The bags with their slogans are meant to be “hundreds of thousands of small posters on the street”.

Patrick Neale, president of the Booksellers Association, said the campaign was a perfect example of a conversation between publishers and booksellers. He said he hoped bookshops would be part of a high street renaissance, adding that the industry had in recent years “concentrated too much on cold transactions and … forgotten about relationships”.

www.thebookseller.com

Times Media Group seals deal to buy Pearson’s BDFM stake
TIMES Media Group (TMG) has reached an agreement with Pearson Overseas Holdings to acquire Pearson’s 50% shareholding in BDFM Publishers. The deal was struck through its subsidiary Avusa Publishing Proprietary Limited. Business Day reported that the deal puts Business Day, the Financial Mail and the African Broadcasting Channel, which owns Summit Television, 100% under the control of TMG.

The full acquisition of BDFM by TMG will allow for economies of scale, an integrated operations platform and operational synergies, and will permit BDFM, under unified ownership, to accelerate its digital transformation.

“Importantly, the acquisition agreement supports editorial independence through an independent editorial committee …. In addition, TMG believes it can further develop and enhance the current BDFM television offering, which it believes could be a growth area,” TMG said.

“Times Media Group is doing some serious restructuring and has also labelled Gallo Records, Nu Metro and its book retailers, Exclusive Books and Van Schaik, as noncore assets that will be disposed of at the right price.”

TMG is doing some serious restructuring and has also labelled Gallo Records, Nu Metro and its book retailers, Exclusive Books and Van Schaik, as noncore assets that will be disposed of at the right price.

Rand Merchant Bank has been asked to advise on the sale of Exclusive Books and Van Schaik. It is understood that the books division would be sold through an auction process, probably to the highest bidder.

As yet no offers have been made on either of the book retail chains, though Stephan Erasmus of Van Schaik said he didn’t think that a change in ownership would effect the running of the business too much as Van Schaik is still experiencing growth and there is little or no room for retrenchments.

www.bdlive.co.za
Progress in e-lending
A welcome turn of the tide

For many people working in public libraries, March and April of this year brought welcome changes to the e-lending debate and it seems as if finally, some progress is being made.

The UK Government published its recommendations about e-lending in March. Named the Sieghart review, the report has effectively altered the tone of the conversation around e-lending and already we are seeing changes. E-books in libraries are still a very new development worldwide. OverDrive’s first entry into libraries was in 2003, in America. In the UK, public libraries only started lending e-books five years ago with OverDrive followed by Bloomsbury and Askeys. Today, according to an article by Helen Leech on futurebook.net, two-thirds of UK public library services offer e-books and the third that don’t give three reasons for non-participation: “the poor range of stock available, the volatility of the technology and the market, and the set-up costs.”

“But things are looking up”, says Helen. “Shortly before Christmas, Random House released its backstock to OverDrive, which provided welcome content just in time for those people who were given e-readers for Christmas. And now the Sieghart Review has recognised the importance of the public library service in the reading chain and the need for services to keep pace with people’s reading habits, recommending that e-lending is free and that downloading be possible remotely, which is something that most public librarians feel passionately about.”

The IFLA released their background paper on e-lending on the 1st April. The document defines a set of principles to guide library professionals as they grapple with the complicated process of negotiating e-book licenses with publishers and resellers. The paper was created to help all library professionals seek to provide downloadable e-book content to their users, and is broadly drafted to maintain relevance across IFLA’s 150 member countries.

The preamble to the review published on the IFLA website, notes that commercial dissemination of written content in digital form has imposed a new and challenging reality for libraries, publishers, authors and readers.

“Libraries are confronting the new reality where in many instances they are constrained from acquiring commercially available e-books for their collections under acceptable terms and conditions due to the rights holders’ belief that they can control subsequent uses of digital works which are sold or licensed.”

It goes on to say that “should publishers/authors persist in withholding the licensing or sale of e-books to libraries, IFLA believes that publishers/authors should be required in legislation to make available e-books to libraries under reasonable terms and conditions. In jurisdictions where there is government financial support for publishers and authors, there is an especially strong argument to be made that societal access to published works through libraries should be mandated by government.”

The report sets out the following principles:

- Public libraries should be able to offer a remote e-lending service to their readers, free at the point of use;
- The interests of publishers and booksellers must be protected through ‘frictions’ that limit the supply of e-books in the same way that physical book loans are controlled;
- Pilot projects later in the year should test business models and help gather evidence of best practice; and
- The Public Lending Right should be extended to on-site e-loans, with consideration further ahead to including remote e-loans.

A series of pilot projects between publishers and libraries this year, using established literary events, will test business models and user behaviours to help provide a solid evidence base for going forward.

No country as yet has a settled policy on e-lending. The Sieghart Review is the first of its kind. Other governments are waiting for publishers to set their terms. In America, where around three-quarters of public libraries lend e-books, each of the “big six” publishers has a different policy. Simon & Schuster only signed a deal with 3M and the NYPL to distribute e-books into libraries in mid April, after the Sieghart Review was published. Hachette Book Group also announced in April that, beginning May 8, it will make its full e-book catalog, including new releases, available to nonprofit public and school libraries across the US. HarperCollins’s e-books expire after they have been lent 26 times. At the 80 libraries where Penguin is offering a pilot e-lending programme, licences for its e-books expire after a year. Other publishers want to apply the limitations of printed books to digital ones. For example, some want public libraries to replace e-books periodically, just as they have to do with real books that get dirty and torn.

In South Africa, e-lending is in its early days. So far there are two public library networks that subscribe to OverDrive. “One of the major advantages of OverDrive is their very strong digital rights department which manages all copyright and licensing issues,” says Kirston Hoets of Booktalk the official reseller of OverDrive in SA.

“Currently, OverDrive works with over 1500 publishers, a number that continues to increase. OverDrive carries a million plus digital titles (and growing) in their Content Reserve (online catalogue) in America. In the South African Content Reserve context there are over 300 000 titles with thousands of new titles added monthly. As subscription support grows in a territory OverDrive works and negotiates with local publishers to include their digital titles in the relevant OverDrive Content Reserve,” she adds, explaining their business model and services.

The Nelson Mandela Bay Municipality has been working with OverDrive for 18 months now and is proud to advertise that e-books and audiobooks are available 24/7 from their library website and all the library member needs is an internet connection and a reading device to access the e-media library from anywhere.”
service went live to the public in July 2012, and is keen to promote itself as a portal to information in any format,” says Karlien de Klerk, Head Libraries: Technical Services of the Nelson Mandela Metropolitan Municipal Libraries.

“New titles are added to the site every month, and with the number of smart phones owned by scholars and students increasing, the service is now adding young adult books to its offering. The number of regular users is now at 495 and growing as the selection of books for loan increases. The main advantage to the user is access 24 hours a day, no fines for late returns, and saving fuel by not having to drive to the library,” she adds.

The Free State Provincial Library Services joined up with OverDrive in November last year and has made the service available to all registered library users in the province.

“Users can access the service from the comfort of their homes and we have also started with a programme to provide e-readers that users can use in libraries to access the online titles,” says Jacomien Schimper, director of the Freestate Library Services.

In May, OverDrive and Sourcebooks launched an innovative and ambitious pilot program whose goal is to clearly demonstrate the impact library e-book lending has on book sales and author recognition.

OverDrive sent a letter in early May to about 35,000 librarians worldwide and invited them to opt in to a program that was set to run May 15 through June 1 and allow all participating libraries to feature simultaneously on their OverDrive home page, at no cost, a single title from Sourcebooks. The book was Four Corners of the Sky by Michael Malone.

“We want to demonstrate once and for all the enormous influence of the library demographic, and that when libraries put an e-book in their catalog it serves a valuable role in increasing exposure and engagement with an author’s work,” said Steve Potash, OverDrive’s CEO.

During the 18-day program, data associated with the title was set to be closely tracked. Sourcebooks, which has worldwide rights to the book, planned to chronicle the impact on sales not only for this particular title but also the effect on the other seven books that Malone has published with Sourcebooks. The Amazon rankings were also set to be monitored. Michael Kelly on lj.libraryjournal.com reported on the 3rd May that Four Corners of the Sky had an Amazon Best Sellers Rank of 149,512.

OverDrive and Sourcebooks were set to present early results at BookExpo America (BEA) which was underway at the time of going to print.

In a press release issued by the Department for Culture, Media & Sport in the UK, Minister Ed Vaizey MP, said that the lending of e-books by public libraries will enhance library services for users, but the interests of booksellers and publishers must be protected too.

“The public library service is changing. And e-lending represents one of many technological developments that can help it meet the increasingly high expectations of their membership. I welcome William Sieghart’s review, and hope that all those engaged in the sector can play their part in moving forward the proposed developments.”

The Author Willaim Sieghart, said “The UK publishing industry is undergoing a digital revolution, the full impact of which will transform the structure of publishing, bookselling and book borrowing, whether we like it or not. What this means for each participant, whether they are a writer, agent, publisher, wholesaler, retailer, librarian or reader, is as yet unclear.”

“What is certain is that the industry is changing very quickly and each one of these stakeholders has a right to feel anxious. It is easy to focus on the challenges posed by digital developments, rather than on the opportunities offered. This review, published today, does not try to predict the future for the industry as a whole. It is more narrowly focused on the issue of the lending of digital versions of books by public libraries, offering practical and realistic suggestions for how to manage this ‘revolution’ in a way that makes sense for all.”

NEWS ON LIBRARIES

IET’s digital library
The Institution of Engineering and Technology (IET) launched their next generation IET Digital Library with Publishing Technology early this year.

Launched on Publishing Technology’s pub2web platform with intrinsic semantic web technology, the fully redeveloped online hub is one of the IET’s key digital resources and is designed to improve the speed and ease with which academic and corporate users and the Institution’s 150,000-plus international members access its wealth of digital content.

“The Institution of Engineering and Technology (IET) launched their next generation IET Digital Library with Publishing Technology early this year.”

The IET Digital Library houses all of the IET’s engineering research and information, which includes content from 128 journal and magazine titles, 300 e-books and 1,300 conference publications, comprising 255,000 articles ranging back to 1872, 5,000 e-book chapters, and 36,300 conference papers. The IET’s recently announced open access journal, The Journal of Engineering was added to the site in April.

www.ietdl.org

Library app with South African books now available on iTunes and Google Play

“Digital publishing in South Africa is in something of a no-man’s land at the moment,” explains Tim Richman, managing director of Burnet Media. “There is a steadily increasing market, but it appears to be more interested in buying international titles rather than local. We believe AfriBooks offers a great opportunity to take easily accessible, well-priced content to a wider audience, both within South Africa and abroad.”
The AfriBooks library container app is free to download via iStore or Google Play. Launch prices for e-books within AfriBooks vary from R45 to R80. New titles will be added to the AfriBooks container each month, varying from recent bestsellers to niche titles to novels that have gone out-of-print.

www.berg-bach.com,
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SOURCE: UNIVERSITY OF PRETORIA’S DEPARTMENT OF LIBRARY SERVICES 2010 ANNUAL REPORT
Open-Access publishing
Implications for the future of academic publishing

“Open Access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions. In an Academic context, it refers to the practice of providing unrestricted access via the Internet to peer-reviewed scholarly journal articles.”

Open Access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions. In an Academic context, it refers to the practice of providing unrestricted access via the Internet to peer-reviewed scholarly journal articles. It is a worldwide movement that is gaining a serious groundswell of support. It has direct and widespread implications for academia, medicine, science, industry, and for society as a whole, as well as (and this is the more worrying part) serious implications for the publishing and bookselling industries, as yet another of their revenue streams comes under threat.

The business model of academic journals is unique in that academic publishers have always been blessed with a constant market, as every university needs to subscribe to a multitude of journals to keep up to date with their research. Additionally, the academics writing the articles aren’t paid by the publishers – after all, the university already pays them to do research. Other scientists who are asked to review and edit the article also provide their services for free. Overly simplified; academics write and edit the material for the publishers, who then sell it back to them at a steep price. But that is all changing, writes Julie Blusse on the Radio Netherlands website. “Last year (2012) witnessed governments – perhaps the largest funders of scientific research – joining the ranks. The UK and the European Commission now force government-funded researchers to publish in open access journals, which are freely accessible to all or, at least, to self-archive research in open access university repositories.”

In Africa, classified as a developing country, open access to research is even more important as the financial barriers to many of the best international journals are extreme, going into the tens of thousands of dollars, which is basically the full budget of an African university library. When one thinks of how it could influence local research and effectively level the playing ground, it is a movement that makes a lot of sense. But how will it affect academic publishing?

Firstly, it is important to understand some key concepts of Open Access.

**Key concepts in Open Access**
- **Green OA Self Archiving**, in which authors publish in any journal and then self archive a version of the article in their institutional repository for free public use. **Gold OA Publishing** is when Authors publish in an open access journal that provides immediate OA to all of its articles on the publisher’s website.
- **Open content** is OA but includes the right to modify the work. This has been used for textbooks, where lecturers are given the right to modify the text for their courses. Or it is used to encourage creative collaboration or research development.
- **Open Education Resources (OER)** are electronic supporting materials and resources that are OA. This term could include textbooks. They can be downloaded and printed and modified (In South Africa they are referred to in the DHET Green Paper.)

Conventional non-OA journals cover publishing costs through access tolls such as subscriptions, site licenses, pay-per-view or only provide OA after a 6-12 month embargo period. Active debate over the economics and reliability of various ways of providing OA continues among researchers, academics, librarians, university administrators, funding agencies, government officials, commercial publishers, editorial staff and society publishers.

According to the OA Discussion Document prepared by the PASA Legal
“In the last few months Open Access (OA), in various manifestations, has been gaining ground and exposure. It is commonly held that exponential growth in research output and toll-access (TA) journal prices, amid diminishing university library budgets, necessitate OA.”

 Affairs committee, “In the last few months Open Access (OA), in various manifestations, has been gaining ground and exposure. It is commonly held that exponential growth in research output and toll-access (TA) journal prices, amid diminishing university library budgets, necessitate OA. Calls are increasingly made for removing price barriers as well as relaxing licensing and copyright restrictions on scholarly journal articles and for further OA experimentation with scholarly monographs and edited works. OA activism is not limited to scholarly material but extends to OA teaching and learning materials (‘open education resources’ and ‘open courseware’).”

 The Registry of Open Access Mandatory Archiving Policies (ROARMAP) lists four South African universities that have documented their OA archiving policies: University of Johannesburg, University of Pretoria, Unisa and University of Stellenbosch. The University of KwaZulu-Natal gives their policy on the website for UKZN Research Space. All require, to varying degrees, all publications or research papers or theses to be self-archived on the institution’s repository.

 Open Access Textbooks and Open Education Resources (OER)
 Open access textbooks are created using free content and (usually) free software. They are being created as part of the broader OER movement, which includes open courses, course material, modules, textbooks, videos, tests, software, etc (see www.arl.org/spare/oer). There is a view that hard copy textbooks should shrink and be supported by more resources online. The Cape Town Open Education Declaration (Shuttle worth Foundation and Open Society Foundation) calls for educators and learners to create resources and to release their learning resources for open and free use. The DHET Green Paper (www.dhet.gov.za/portals/0/Documents/GreenPaper.pdf) indicates in sections 8.1 and 8.3 that the DHET would like to support the development and co-ordination of a network of online providers to develop ‘well researched, high-quality, national learning resources’ to be made available as OER.

 “The reasons for the resistance by teaching institutions to using open textbooks include that they are not as comprehensive, reliable or authoritative as traditional textbooks, for which publishers do the screening, and that they are not necessarily course- or curriculum-appropriate for particular educators or lecturers.”

 The reasons for the resistance by teaching institutions to using open textbooks include that they are not as comprehensive, reliable or authoritative as traditional textbooks, for which publishers do the screening, and that they are not necessarily course- or curriculum-appropriate for particular educators or lecturers.

 New business model options
 Open access needs to be funded, somehow. Below is a list of a variety of business models that represent some of the options being followed by other publishers or suggested by writers on the subject.

 1. The author, the author’s institution or the research funder pays a publishing fee. This would help particularly if the publisher published only open access material.

 2. The website or portal on which the OA material is archived charges a site licence or subscription or pay-per-view fee to the institution using it (but the user working or studying at the institution gets free access).

 3. The publisher is subsidised by the institution whose research it publishes.

 4. The publisher sells the product first, before it is made OA. And there is an embargo period before it is released.

 5. Advertising revenue, on the website from which the product is accessed.

 6. The digital book is made free online and a print copy can be purchased POD from the publisher at cost plus a mark-up.

 7. The print textbook is free but users pay for the dynamic e-textbook with resources embedded in it.

 8. Time-restricted access to e-textbooks from a single computer.

 9. Authors of open access textbooks are paid a grant by the institution using them so that there is no copyright or royalty; or the author gets a percentage of the sale of print copies and study aids.

 Some of these models imply restricted open access. It would be interesting to know what PASA as an organisation believes would be workable in the industry, but it seems that time, and specific circumstances surrounding each publisher and author will determine exactly what the implications of the Open Access movement will be.

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Department allocates R30m to reward schools
The Western Cape Education Department is allocating R30 million of its 2013/14 budget to reward schools for good performance in numeracy and literacy tests scheduled to be written in October.

The department has also increased its allocation to special needs education by R43m, compared with last year.

In his budget speech last week, MEC Donald Grant said the Western Cape already led the country in the provision of special needs education and had allocated 5.7 percent of the budget to this sector or R894.7m.

Casey said more than R10m would be used for infrastructure improvement, including the construction of additional workshops at skills schools.

More than R9m would be spent on learning and teaching material as well as teacher training at inclusive education institutions while R3.2m has been allocated for machinery and equipment. A total of R8.9m would be spent on pupil transport.

www.iol.co.za

Rights body probes delivery of learning materials
The South African Human Rights Commission has stepped into the continuing furore around the state of textbook delivery to public schools, embarking on an investigation into the state of children's access to learning materials.

National and provincial education officials were summoned to provide written and oral responses to the commission in early April, as the human rights body seeks to produce a comprehensive report on the state of the delivery of learning materials to schools across South Africa. The commission is also tasked with determining a future strategy for monitoring delivery of learning materials, as well as establishing appropriate redress for all affected schools.

Basic Education Minister Angie Motshekga has promised that come 2014, sharing textbooks would be “a thing of the past” as the department implemented its “one-textbook-one-pupil” policy.

In a formal submission to Parliament last month, the Department of Basic Education maintained provinces had delivered more than 96% of textbooks and stationery to schools for the 2013 year, with Limpopo reporting 99% delivery – although the systems used for verifying delivery were questioned by MPs.

www.bdlive.co.za

The latest indictment on SA’s education system
South Africa’s maths and science education is second last in the world, ahead of Yemen, according to a World Economic Forum report 2013, which also pointed out that South Africa’s costly access to information and communication technologies (ICT) is hampering its competitiveness.

“Going up two positions, South Africa is in 70th place. Despite a sharp improvement in the development of its ICT infrastructure (59th) – notably in terms of international Internet bandwidth capacity (66th) – and a strong uptake by the business community (33rd), the ICT impacts (92nd), particularly the social ones (112th), remain limited.

“The perception of a lack of clear government vision (105th) to orchestrate and implement a holistic ICT strategy for the country, coupled with deficiencies in the educational system for some segments of the population (102nd), play negatively in this process and outweigh a rather positive political and regulatory framework for ICT development (21st) and pro-business environment (55th),” the report read.

http://mg.co.za

E-learning in 2013: Open knowledge
The use of video and “lecture capture” and the possibility of completely lecture-free university degrees have the potential to make tertiary education more affordable and accessible than ever before.

Lecture capture is a hot topic in tertiary education in the US and the UK right now. It simply means shooting video of lectures and broadcasting them free over the internet. Harvard University, now one of the edX universities, which include Berkeley, the Massachusetts Institute of Technology (MIT) and the University of Toronto, pioneered lecture capture and has been offering free broadcasts of popular lectures online for as long as five years now.

“EdX is a not-for-profit enterprise founded by Harvard and MIT that offers a number of free online courses while using the platform to research how students learn and how technology can transform learning on campuses around the world.”

EdX is a not-for-profit enterprise founded by Harvard and MIT that offers a number of free online courses while using the platform to research how students learn and how technology can transform learning on campuses around the world.

Students who complete edX courses receive “certificates of mastery” but don’t qualify with degrees or diplomas. This doesn’t mean that you can’t get a valid university degree online, however. The University of Wisconsin offers a legitimate degree that requires no classroom time unless the programme has clinical or practical components that must be completed.

Universities have offered free “massive open online courses”, or MOOCs, for some time, but the University of Wisconsin is the first to organise them into a bachelor's degree.

Introducing similar initiatives into the South African learning landscape could open up tertiary education to a far wider audience. Open knowledge is definitely a space to watch in the digital learning realm.

www.bizcommunity.com
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