Publishing is undergoing a disruptive transition...
... with increased demand and shifting consumer habits

Making content more DISCOVERABLE

- The rise of self-publishing
- Agile and modular - multiple formats and platforms
- Big data fuelling consumer intelligence
- Interactive content and individualized feedback
- Open access and mega journals
- Bundling and subscription models
- Social media and special interest communities
- Online search and discoverability
This transition is reflected in the industry landscape...
...movers and shakers are no longer traditional publishers
Technology is disrupting the industry but it’s important to remember that the things our customers want to do are the same as they’ve always been.
How we connect people with information is changing...
... and this has some major implications in each sector

**STM**
Supporting the entire researcher workflow

**EDUCATION**
Enabling personalized learning

**TRADE**
Building brand presence and reach
In STM success comes from a deeper understanding...
...of our customers’ needs throughout their career lifecycle

e.g. Researcher lifecycle

- Build a career
  - Find collaborators
  - Obtain funds
  - Find a job
  - Build a reputation

- Discover new things
  - Learn about new ideas
  - Plan research
  - Conduct research
  - Share results
  - Evaluate results
  - Publish research
Providing end-to-end solutions for our customers... …combining content and technology to make lives easier

e.g. Researcher lifecycle
In Education we are building classroom of the future...
...enabling personalized learning and instant feedback

**e.g. Teaching and Learning lifecycle**

**Instructors** *(Teach Concept)*
- Assign Practice
- Engage Learners

**Students** *(Learn Concept)*
- Practice & Apply
- Test Understanding

**Address Learning Gaps**

**Study**

**Content Exchange**

**Get Help**
Offering high quality content in flexible formats... 
...with products aimed at instructors and students alike

**e.g. Teaching and Learning lifecycle**

- **Instructors** (Teach Concept)
  - Macmillan English Campus
  - LaunchPad
  - Map-Works
  - Mactrac
  - Palgrave Macmillan
  - i-Clicker

- **Students** (Learn Concept)
  - Cramlr
  - Easy Aula
  - Macmillan Practice Online
  - English Up
  - PrepU
  - Learning Curve
  - Mathsdot Doctor
  - Tutoria
In Trade the focus is on cutting through the clutter... 
... achieving consumer attention and recognition in new ways
Business model experimentation is now the norm...
...focused on the customer, collaboration and innovation

### Science and Scholarly
- nature publishing group
- palgrave macmillan
- SCIENTIFIC AMERICAN
- frontiers
- nature communications
- INVESTIGACIÓN Y CIENCIA
- nature jobs
- Spektrum der Wissenschaft
- MACMILLAN SCIENCE COMMUNICATION
- nature REVIEWS
- nature EDUCATION

### Education
- MACMILLAN EDUCATION
- W.H. FREEMAN
- Bedford ST. MARTIN'S
- WORTH PUBLISHERS
- onestopenglish.com
- Macmillan English Campus

### Software and Technology
- Digital science
- Symplectic
- Altmetric
- figshare
- über RESEARCH
- BIORAFT
- readcube
- labguru
- Projects
- Digital education
- Tutoria
- educa
- English Up
- Easy Acad
- HEY TUTOR
- maths@doctor
- Crumlr
- macmillan new ventures
- PrepU
- dynamicbooks
- Late Nite LABS
- i-clicker
- sapling learning
Centralizing global operations is key to success...  
...enabling the business to focus on relationship building

More than the sum of our parts

Rights and permissions

Production and supply chain

Data analytics/metrics

Customer fulfilment and servicing

Central functions

Inventory planning
In order to pursue global business interests...

... we need a set of shared taxonomies
There are a number of traditional standards in place... 
...with a measurable impact on our industry

**ONIX** for books for metadata

**Thema** for subject codes

**ISBN** and **ISNI** as identifiers

**EPUB** for packaging and distributing global content across the open web
Many trade groups serve market verticals...
... only BISG and IDPF represent the whole industry
IDPF develops and maintains the EPUB standard...
...and turned to BISG for help with promoting EPUB3
Creating standards requires the tireless efforts of volunteers. BISG, IDPF and other organizations need your expertise and energies...
AMBITI0N

COLLABORATION

INVoLvEMENT
Thank you

For more information please contact

KEN MICHAELS
Global Chief Operating Officer

ken.michaels@macmillan.com