

YOUR BOOK ONLINE

The book industry is undergoing some major upheavals, particularly with new technological developments. At The Federation Press, we see this as an exciting time that is presenting us with challenges but also new opportunities. This leaflet explains where we are heading and how this affects you and your book.

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YOUR RIGHTS & YOUR CONTRACT

Your contract will usually grant us the rights to publish electronic versions of your work. We need these rights to enable us to participate fully in the developments outlined on this leaflet. Rest assured we will at all times respect the integrity of your work. To discuss any aspect of electronic rights and associated royalties, please contact the Publisher.



OUR WEBSITES

We have been selling print books via our website www.federationpress.com.au for many years now, and will continue to do so. Many book pages now feature a Preview icon, which allows potential purchasers to preview the contents of your book online. (This feature is enabled by Google Books – see separate item overleaf.)

We are also developing a new web platform to sell digital versions of selected publications, as part of bundled packages, as stand-alone publications or, where appropriate, just chapters.



CHANGES TO OUR PRODUCTION PROCESSES

We have introduced a new editorial production system for our print books that will enable concurrent ebook production. The changes won't necessarily be obvious to you, but represent our investment in maintaining the high standards of our print books while preparing for new methods of content delivery and distribution.

PRINT ON DEMAND

Print on demand (PoD) is the technology that enables short runs and even single copies of a book to be printed from digital files. Benefits of PoD include:

- » books need never go out of print,
- » reduced shipping costs, particularly internationally, and
- » less impact on the environment.

Our new production system will enable us to create a “digital warehouse” of the print files for our books that we can put into a PoD delivery system. We are currently investigating possible arrangements with potential PoD suppliers.

RETAIL WEBSITES

Many Australian and international booksellers already list your book on their websites. Some of these will also be using the Preview function enabled by Google.

EBOOK RETAILERS & LIBRARY SUPPLIERS

There is a lot of hype surrounding new ebook readers: the Sony eReader, Amazon's Kindle, Stanza on the iPhone and the iPad, and many more. Exciting times!

At present, we have only licensed a handful of books to MyiLibrary for inclusion in the ALPSP eBook Collection, but we plan to extend ebook licences to other retailers in the near future to make your book available as widely as possible in both print and ebook formats.



THE FEDERATION PRESS





Dealing

GOOGLE BOOKS PARTNER PROJECT

In 2008 we became a Google Publisher Partner, and submitted many of our books to Google for scanning so that they could be fully indexed online and found in everyday Google searches. The ways that these books can be used are limited.

What you can do:

- » Search the full text (this is why it *appears* that the entire book can be accessed online).
- » View up to 20% of the pages in the book (including contents and title pages).
- » Find out who sells the book (our own website is the first link), and which libraries hold a copy.
- » Find citations for the book in other publications (as long as those books are also in Google Books).

What you can't do:

- » View every page (some pages are blocked, especially if they include images). The current limit is 20% overall.
- » Select, copy and paste text.
- » Download or print pages.

This functionality allows for browsing the book (in the same way you can browse in a bookshop), but in a contextualised environment.

In late 2010, Google will extend this program to *selling* online access to these titles as ebooks, directly and via retailers. We have not yet decided whether we will participate in the extended arrangement.

OPEN ACCESS

Open Access (OA) is the placing of publicly funded research on the Internet with no access restrictions. Although designed to counter high subscription fees charged by large journal publishers, OA is being extended to all academic publishing and being mandated by some universities.

As a small independent publisher we need the revenue earned from sales of your book to stay in business. Unless your arrangement with us explicitly states otherwise, your book is a commercial publication and the full text may not be put online for free access.

GOOGLE BOOKS LIBRARY PROJECT & SETTLEMENT

The Google Books Library Project was an arrangement between Google and several prominent libraries around the world to digitise their collections. While some libraries such as the Bodleian only submitted public domain materials, others included their entire collections. This angered publishers and authors in the US who still owned copyright in some of the materials being digitised and they very publicly sued Google. Late last year, the parties settled out of court and announced the Google Books Settlement.

The details of the Settlement are widely available online: <http://books.google.com/googlebooks/agreement>. It is still under legal challenge and opinions are widely divided.

We have decided not to opt out of the Settlement, pending legal outcomes in the US. However, we have not made further decisions about the status of our books affected by the Settlement, which are mainly out of print titles and old editions. We will likely contact affected authors on an individual basis for their input.

WHAT NEXT?

Not all books will be made available electronically, and those that are will not necessarily be available in all of the above schemes. If you are keen to see your book online in particular ways, please let us know. And if you have *any* concerns about electronic marketing and electronic publishing for your book, it is important you tell us – you can always opt out. But we hope that you are as excited as we are about the possibilities of having more people in more countries reading your book in more ways than ever before.

Enquiries

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