

Digital Printing Programs and Experience

Overview

- Highlights of White Paper
- CDDC Program
 - Operations
 - Statistics
- Survey of CDC Presses

Digital Printing Concepts

- SRDP - printing to create inventory
- POD - printing to fill order(s) with no inventory created

*Digital Production Strategies for
Scholarly Publishers (2005)*

- Author: Denise Nitterhouse
- Supported by Chicago staff and AAUP and vendor community
- Available at
http://www.cddc.uchicago.edu/digital_prod_strategies.pdf

Conclusions

- Digital printing permits smaller print runs without risk of lost sales.
- A title need never be OP or OSI.
- Presses invest less in inventory and may reduce warehousing expense.
- Digital printing programs can reduce staff time spent managing production.

Conclusions

- Keeping print-ready PDF files in vendor-neutral repository increases publisher's printing flexibility and ability to bargain on price and to realize speed in a print run.
- Effective SRDP programs require preset pricing, print runs, and order triggers.

Conclusions

- Digital printing enables books with low sales to remain in print.
- Publishers face marketing challenges for such titles.

Note: Increasing number of vendors seek to offer POD. Presses need to determine the value of keeping titles in print and working with each vendor.

Chicago Digital Distribution Center (CDDC)

- November 2001 debut
- Edwards Brothers' printing center
 - Strategic use of EB's other centers
- Jeanne Weinkle manages CDDC: EB relationship and client services
- Integration of CDDC and CDC IT systems

CDDC Processes

- Press activates title and sets:
 - Print-run (76% at 24 units)
 - Price (often increased)
 - Discount (82% short discount)
- BiblioVault maintains files
- Order exceeding inventory triggers printing

~2,000 Titles Activated in CDDC

- 1/3 of active titles first printed in FY 2005 and 2006
- 1/9 of activated titles haven't printed yet
- Net annual sales (avg FY05 & 06):

-50-50 units	64%
51-100 units	17%
101-300 units	17%
Median	28 units

CDC Respondents to Survey on Digital Printing Strategy

Active ISBNs:

200 - 400	5
1,000 - 3,000	4
>3,000	1

Activated Titles, CDDC

0-41	7
100-150	2
>500	1

Use of CDDC Is Evolving

- As the CDDC matures, it is able to print fewer units at a time effectively.
- Presses have begun to set both smaller and larger print runs.

	<u>Pre-2006</u>	<u>2006</u>
10 units	6%	20%
50+ units	13%	20%

Sales & Digital Printing Strategy

Min. Sales & Keep in Print:

All	4
25	4
50	2

Max. Sales & Move to Digital Printing

All	1
100	3
200-250	4
500	1
NA	1

Strategies for SRDP Use

- Low sales
- Out of Print being brought back
- First paperback printing, testing demand
- Filling orders until offset printing arrives - saving class adoptions
- Galleys

Digital Printing Strategy: Last Two Years

- 30% for initial hardcover (2-15 times)
- 40% for offset backup (2-3 times)
- 80% to bring books back into print (up to 12 titles)
- 80% no titles in POD (others 50, 200)

Digital Printing Strategy: Pricing & Discount

- Pricing formulas range widely, with some increase typical, but concern about what market will bear
- Discount class is typically short or specialist (6), with some not changing it usually (3)

Digital Strategy Challenges

- Economics of SRDP - what titles will yield meaningful gross margin, e.g., >\$500/yr?
- How to measure results for SRDP/POD titles and decide which program to use?
- Quality of results—improving.
- Working with editors to change perceptions of digital results.