



**FRANKFURTER
BUCHMESSE**



Financial support:



Auswärtiges Amt

NEW CHALLENGES IN “E”

23 May 2014, Warsaw Book Fair

Speaker: Jonathan Beck, Verlag C.H.Beck

Organiser: Frankfurt Book Fair, in cooperation with PIK Polska Izba Książki

Sponsored by: German Federal Foreign Office

About C.H.Beck

- established 1763 in Nördlingen
- since 1889 in Munich
- since 1993 in Warsaw
- managed in 6th generation by Dr. Hans-Dieter and Dr. h.c. Wolfgang Beck
- ~550 employees in Munich

Recht – Steuern – Wirtschaft (professional legal publishing)

- ~1.000 book titles p.a.
- ~80 journals
- leading database *beck-online*
- Business/Econ imprint *Vahlen*

Literatur – Sachbuch – Wissenschaft (trade publishing)

- ~200 non-fiction titles p.a.
- ~20 fiction titles p.a.
- 4 academic journals

About me

- economist by training, Beck family member
- since 2008 at C.H.Beck (mostly at trade publishing unit)
- first projects:

- online edition of three History journals

**eChallenge #1
Language**

- procurement of Digital Warehouse supplier

**eChallenge #2
New Technology**

- negotiation of eBook distribution agreements

**eChallenge #4
New Competition**

**eChallenge #3
New Players**

- since 2012 editorial director for Business/Econ at *Vahlen* (professional publishing unit)

eBooks focus at C.H.Beck: non-legal content, 1:1 of print

Retain control

- over eBook content selection:
 - Professional legal content remains exclusive on database *beck-online*
- over eBook production (conversion):
 - work with more than one conversion service
 - maintain eBooks files and metadata in own Media Asset Management System
- over eBook delivery to sales platforms:
 - Work with professional Digital Warehouse or DIY (incl. „Remote Warehouse“ option)
 - Keep direct contact with all relevant sales platforms (Amazon, iTunes, Google, Nook and important German players)

eChallenge #2
Technology

eChallenge #2
Technology

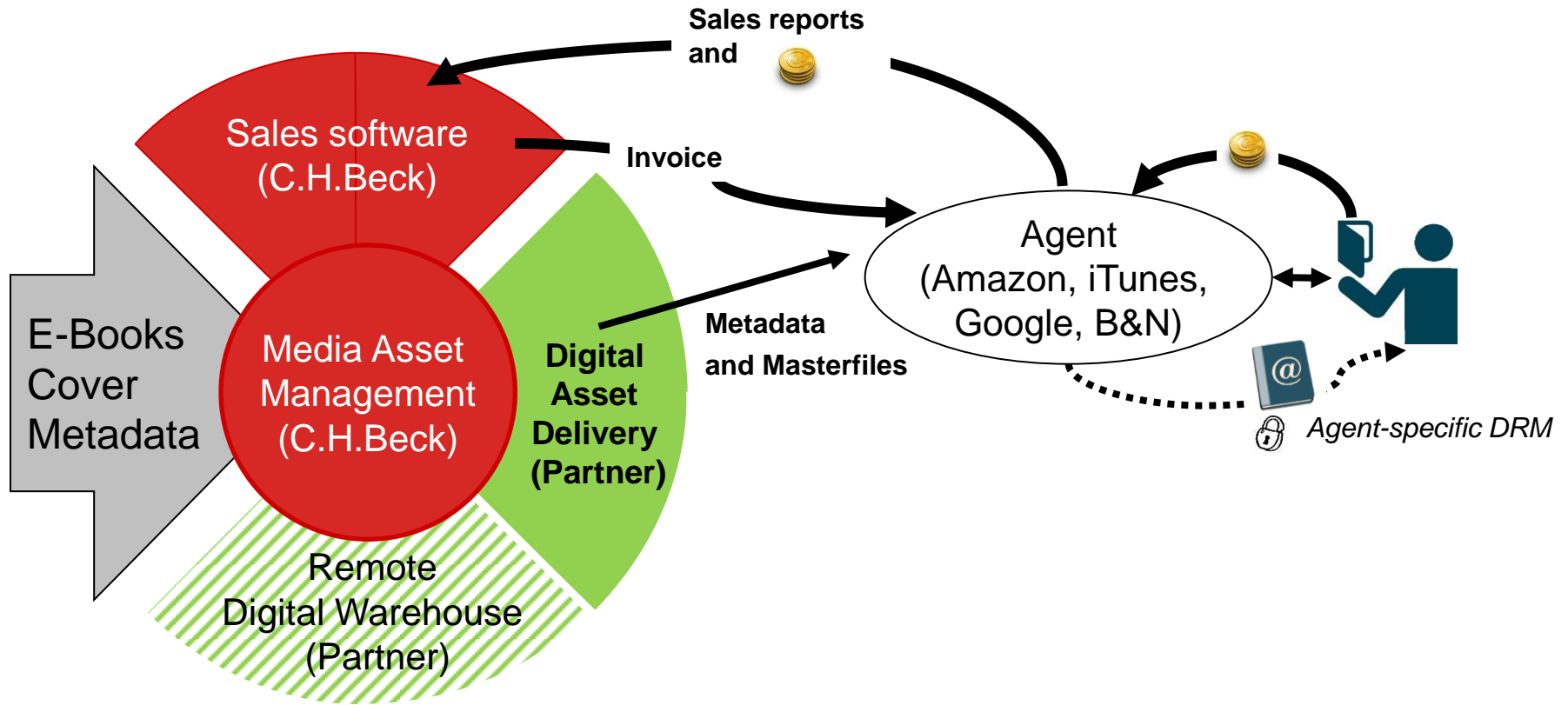
eChallenge #1:
New Players

eChallenge #1:
Language

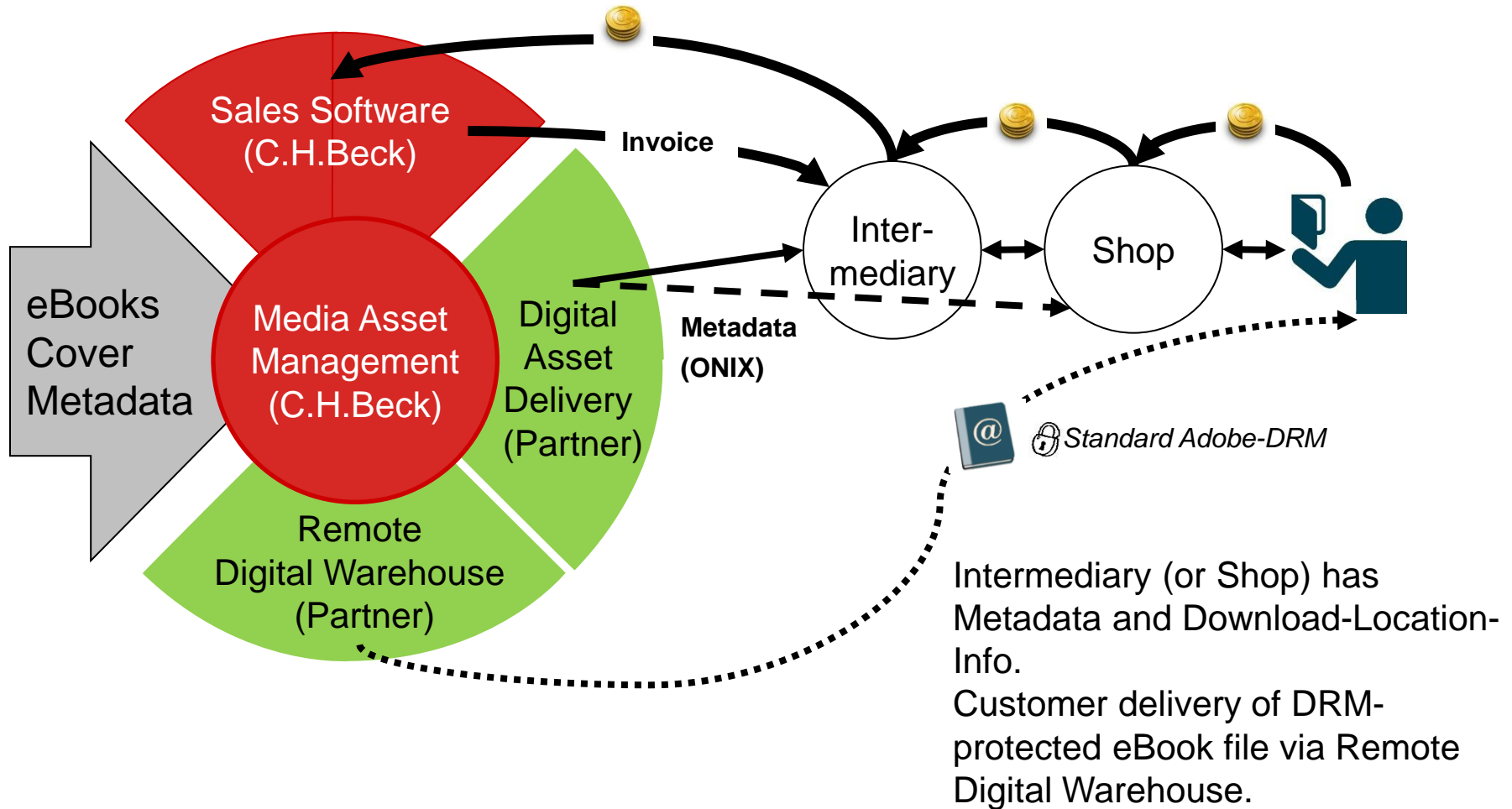
Stay cost-effective

- No additional staff ☹

Background on e-delivery (1): delivery of masterfiles to major sales platforms (agency model)



Background on e-delivery (2): delivery by remote warehouse (sales model)



eBooks success at C.H.Beck: OK so far

- over 1,000 eBooks available
 - solid backlist sales
 - slightly profitable
 - Some highlights:
- revenue share 2013: about 3-4 % of print (industry average for high-brow fiction and non-fiction)

Title	eBook price	eBook sales level	eBook/print share compared to avg.
Fried, Karl der Große	24,99 €	<1,000	-
Borasio, Über das Sterben (HC)	8,99 €	<10,000	∅
Flasch, Warum ich kein Christ bin	15,99 €	<5,000	+
Wolf, Die Nonnen von SantAmbrogio	19,99 €	<5,000	++
Fletcher, Wie man Deutscher wird	4,99 €	<5,000	++
Fletcher, How to be German	4,99 €	<5,000	++

More challenges

Content

- Self-publishing by authors and other media players
- Textbook/Education: Interactivity and Gamification
- Granular content \neq Print

eChallenge #4
New Competition

eChallenge #2
Technology

Business models

- Flatrates, renting
- Public libraries
- DRM and piracy

eChallenge #3
New Players