



**PUBLISHING
TECHNOLOGY**

Move your content forward



Building Communities

How online reader networks are shaping the future

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Defining Online Communities

- **What is an online community?**

“A publisher-owned website/platform that offers a common interest around which the community is themed, with interactive communication between the organisation and community members and between the members themselves.”

- **Trade publishing**

- **Academic and professional publishing**



What does research address?

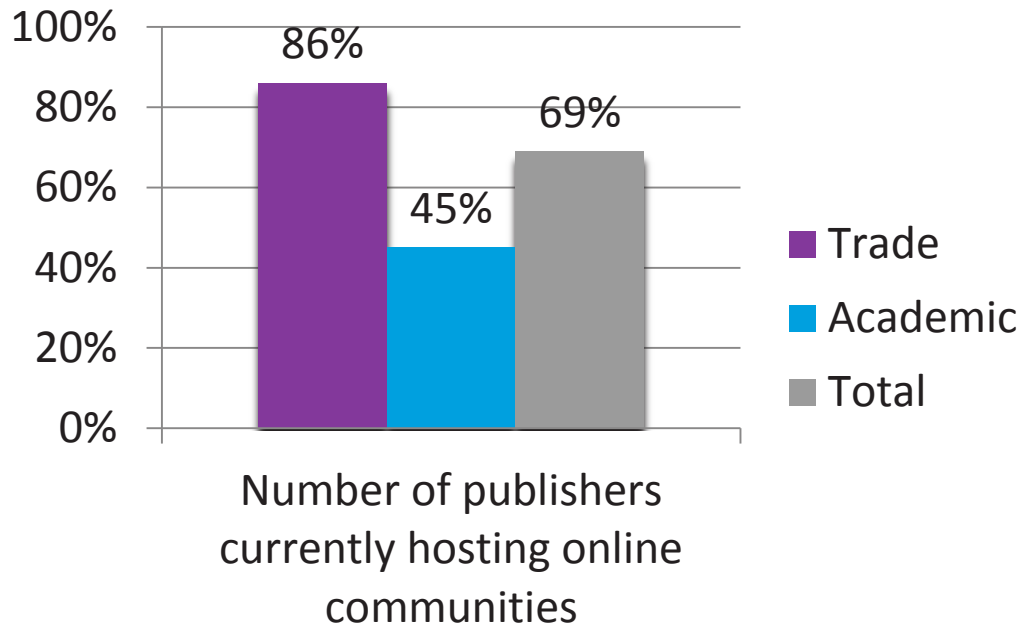
Questions the research is looking to answer:

- How many publishers currently have online communities?
Academic? Trade?
- Anecdotal evidence of growth, but what are the stats?
- What might the market look like in 2 years time?



Key Findings – Current Market

- Currently **2/3** of all publishers host at least one online community
- Trade publishers are more advanced in this field



Key Findings – The Benefits

- **73%** of publishers feel that online communities help them to engage better with their audiences
- **72%** of trade publishers think they help to build direct relationships with consumers
- **45%** say they provide good marketing support
- **40%** of academic publishers say they help them to increase their knowledge of customers
- **40%** think they help boost content usage
- Just **16%** of all publishers viewed them as viable direct sales channels



Key Findings – Future Growth by 2015

- Overall, **94%** of all publishers expect to own at least one online community by 2015
- Publishers' online communities are set to **double**
- **1/4** of publishers think they will have seven or more up and running
- The average number of online communities hosted by publishers is set to rise from **2.1** to **5.0**, per company



Key Findings – Future Investment

- **84%** of all publisher respondents think their investment in online communities will increase over the next two years
- **64%** of publishers feel their investment in online communities is already paying off
- **24%** believe it will do so in the short term



Summary

- Online communities are on the up
- Trade publishing is ahead of the game
- Huge increase in investment and number of online communities predicted by 2015



Conclusions

- **Publishers see online communities as:**
 - a way of getting closer to their readers
 - a way of becoming more customer/consumer focused
 - a way to gain understanding of what audiences want (access to metrics)
 - a way to make to their content go further
 - a way to support marketing efforts, not generating direct sales



Further Information

To view the full research findings, please visit:
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