

## **Evolving the Business of E-Publishing**

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Once upon a time, e-publishing began and ended with the simple novelty of making information that would normally be published in print available instead over a computer network. This reflected a combination of: (a) the limitations of the formats of CD ROM and early Internet, and; (b) the relatively difficulty, lack of expertise, high cost and other perceived obstacles to publishing electronically.

Now of course, all that has changed. The internet is now an accepted, indeed *expected*, part of our personal, business and scholarly lives. Through it we no longer simply read static text, but communicate and access a range of media. There are also greater opportunities to publish, the act of publishing online has become easier and there are a far greater number of players active in the field. Furthermore, the internet has thrown up new business models to accompany new ways of generating revenue from (or around) content.

This presentation will look at some of the ways in which electronic publishers are adapting to these events, at how they are responding to changes in user and customer expectation and at how they are exploiting new possibilities. Examples will be drawn from ProQuest/Chadwyck-Healey's long experience of working in the field and will include:

- Early English Books Online and its collaboration with the Text Creation Partnership
- Literature Online's work to deliver the best possible access to texts and to include copyrighted material
- Periodicals Index and Archive Online and the evolution of the former-PCI e-publishing programme over 15 years

Stephen Brooks is part of the Chadwyck-Healey group of ProQuest Information and Learning, and is based in Cambridge, UK, where he is the Publisher for History and Historical Periodicals. Stephen has worked at Chadwyck-Healey for more than ten years and has been involved in the company's early CD ROM databases, as well as their first online resources. He is currently responsible for such products as Periodicals Index Online, Periodicals Archive Online, British Periodicals and History Study Centre. Prior to joining Chadwyck-Healey, Stephen studied historical English and literary and linguistic computing at the University of Glasgow.