Growth of E-Publishing Industry

India serves as a hub to number of outsourcing businesses which include business process outsourcing, knowledge process outsourcing and IT enabled services.

A plethora of services are offered by Indian companies to their overseas clients to cater their needs with the essence of timeliness, quality and accuracy. The increased rate of growth in outsourcing business processes and knowledge based companies warrants the wide scope of outsourcing business in India. E-publishing sector has even wider wings in India wherein more opportunities flourish for new entrepreneurs to emerge and make a mark. Digitisation and modern devices have transformed the ways of learning and readers who crave for knowledge identify ebooks to be a vital resource of knowledge. E-publishing companies in India offer services to book publishing giants such as McGraw Hill, Pearson and Prentice Hall, to mention a few. Even a small percentage of e-publishing jobs outsourced to Indian companies would generate great revenue. In this white paper, Guires will explicate the current trend of e-publishing sector in India and what necessitates such a tremendous worldwide growth in the field.
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Overview of the industry

E-publishing is an ever-growing sector satisfying the requirements of its users through digitalisation. In this digitised world, everything susceptible for the purpose of learning is converted into digital formats and are utilised with the aid of modern technological equipment such as smartphones, tablets and electronic readers. Learning and education is in close relation with the e-publishing sector wherein there is always a need for students to learn and more books to get published. The traditional ways of learning and perceiving academic as well as professional values have changed from hard-copied books to soft-touch gadgets. With new ways of learning emerge new formats for books to be compatible with gadgets such as tablets, smartphones etc.

E-publishing combines the overall publishing patterns such as the e-books, print on demand, email publishing and web publishing. Such publishing methods have intrigued many users on its significance and even strike a question whether in the near future the entire hard-copied learning with the aid of books would be replaced by e-books. Some of the significant advantages pertaining to e-publishing are low cost of production, low cost of investment, and reaching global audience cost effectively through internet.

Global report on e-publishing

A report on the global statistics with regard to the growth of e-publishing sector in different countries shows a substantial inclination. This shows an increasing trend in the number of e-publishing companies which are increasing every year in countries such as the United States, Europe, Asia-pacific countries, middle-east and even some Saharan nations.

Source: Adopted from Valades (2016)
A global eBook report by Wischenbart delivered the fact that bookstores have suffered a decline in their sales much after the advent of the e-publishing industry. Since readers accept change in the form of digitisation, they embrace new technologies to ease their learning in the form of e-learning experience (3). In addition, the STM report (2015) also inferred to the use of modern day technologies and the critical situation to adapt e-based publishing strategies to deliver science, technology and medicine related articles through smartphones, tablets and so on. The user experience is enriched with the aid of e-based learning tools wherein the reader can store their e-books in cloud storage and utilise when needed. This is a facility that helps readers to gain information on the go (4).

E-publishing- will it incline or decline?

This is a common question identified by many researchers who think that any sector that shows a drastic increase in its growth is susceptible to a sudden fall. The e-publishing industry expands into new landscapes and in the forthcoming years with the advancement of new technologies, the e-book market will flourish (5). However, a recent report showed that the e-book industry, especially the big five publishers suffered from drop in their sales for the first time in the year 2015. Following is the statistics:
Though a number of critics stated that the sales of e-books are declining, e-publishers are happy with the implication that rest of digital content are growing in numbers (7).

E-publishing in India

India has witnessed growth in the electronic publishing sector since the country’s population is highly evolving to utilise smart gadgets especially Apple Iphones, Amazon kindle and lot more. Native Indian authors such as Chetan Bagat and Amish Tripati have been the talk of young readers, states Amrita Chowdhury, country head and publishing director of Harlequin India. Though their books were sold in physical formats, many publishers have started utilising the electronic mode to sell digital books of the same sort.

The future of e-publishing in India- from hardcopies to soft touch screens

Though publishing e-books and digital content is in its infancy in India, the sector will boom in the near future (8). A recent report by the press trust of India (2015) elaborated the same accounting that 70 % of publishers have already embraced digitisation of their books that are compatible with smartphones and e-readers. In addition, it was reported that e-book sales in the overall e-commerce segment account for 15 % which is just blocks away from electronics (34 %) and fashion accessories (30 %) (9). Revising the view, a report by ‘asianage.com’ also supported the fact of increased e-book sales in India, and is susceptible to incline and may constitute 25 % of the overall book sales within 3 years from 2016 (10).

However, an assessment of the output of global publications during the years 2005-14 revealed 68 % of the global share by most productive countries (including India) in terms of e-publishing. From the observations of the previous research, it was evident that India and other countries which are contributing a particular level of e-productivity worldwide should focus more on the e-publishing sector in order to prove distinctness (11). On the contrary, the projections much related to the e-publishing sector with the sales of e-books in India to rise every year and may show drastic inclination by 2020. Following is the projection of e-books and other digital content.
In addition to the digitisation of content, e-publishing includes other typesetting activities such as pagination, copy-editing, proof-reading, graphics and design, and so on. These activities were outsourced by international publishers to companies in India since Indian workforce is capable to deliver productivity coupled with quality 24x7, at a very low cost and low attrition rates (13). Some of the typesetting companies in India that cater the needs of foreign publisher clients include (14):

**Summary**

On a global perspective, the e-publishing sector is flourishing. Though in certain periods, the sale of e-books would have declined, it does not affect the growth of the e-publishing sectors. The market for e-publishing sector is wide open for India since the need for digitisation persists among technologically evolved readers. Many exclusive publishers rely on Indian workforce to get their job done in spite of time and delivery factors. However, the e-publishing sector does not restrict its limits to e-pub conversion but other domains include typesetting for books and international journals, both hard-copied and online versions. With a broad perspective, if any kind of a process related to e-publishing could be accomplished then the company will be deemed to support international clientele with varied requirements.

Source: Adopted from Statista (12)
References


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Established in 2011, Guires offers multiple solutions which includes; research assistance, management-consulting, technology, outsourcing, analytics, 3D animation, marketing and sales solutions across industries. As a third party strategic service provider, we are multidisciplinary in our approach and we adopt a highly industrialized process that is underpinned by a robust SLA that conforms to industry best practices. Outsourcing solutions that we offer are not only flexible but also cost effective. With more than 100+ clients, Guires serves healthcare and life sciences, retail, travel and transportation, insurance, mortgage, logistics and telecom industries. We offer value added services to organizations across the globe especially in the UK, US, Europe and UAE. The company is headquartered in Chennai with sales offices in London, New York, Canada and UAE. We are passionate and committed to the industries we serve and are renowned for our process excellence, domain expertise, global delivery and technology.

To learn more about how Guires services and solutions help solve your business and IT challenges Contact a Guires representative or visit us at

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