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[1] Throughout history, publishing has adjusted to market requirements, aiming for cheaper production and book prices in order to attract a larger number of readers. Today, in the majority of developed publishing markets, e-books have become part of the publishing business. However, every new technology can represent a factor of "creative destruction": transistors put an end to the cathode tube industry, and photocopying to the indigo paper industry.

So, can the digitized book be considered a milestone in the history of publishing and what are the consequences? This study presents new trends and attempts to predict their potential impact on publishing,

with a special focus on small linguistic distribution markets such as the Croatian book market.

[2] While on the one hand, some experts predict the collapse of major publishers and booksellers due to their failure to focus on the future needs of readers in the digital environment, on the other, poor sales of e-publications and high prices of e-readers have led publishers to question the future success of the e-publishing business.

Claims that e-publishing needs to be promoted through conferences in order to become lucrative support this skepticism. However, the most likely outcome is a balance between continuity and discontinuity. While it is true that people do not reject their old habits and activities whenever a new technology emerges, it is commonly believed that the advancement of technology and the emergence of a simpler and cheaper process of digitization, will probably lead to an increased market for content published in digital form.

[3] Seen from the perspective of aspiring authors, expert Miha Kovac affirms that digital technology has turned book publishing into one of the most democratic media industries. Today, online bookstores

offer titles published by the authors themselves, without official publishers. Apple has launched the iBooks Author programme which allows the author to shape his work graphically and forward it directly to the bookstore. Technology has cheapened and simplified the book publishing process, and opened the door to new players.

Enriched e-books with added video and audio content offer new dimensions to the reading experience. As for the traditional role of the publisher, the rapid development of self-publishing inevitably leads to content overproduction of varying quality. Consequently, a publisher is needed to help the readers select the best content available. The book chain is changing, the publisher's role is adjusting to the new system, but it is still considered very necessary.

[4] So what does the future hold? On the one hand, information and communication technology is developing at such a rapid rate that future products and services cannot be easily predicted. Leading companies in this field keep their future products and services secret until market placement in order to protect themselves from competition. However, meeting the individual needs of each user is essential. With this in mind, the publishing industry has announced the emergence of the "pay as you read" business model allowing partial payment of content, unlike the previous practice of paying for the whole unit. This is particularly useful in the field of academic and scientific publications allowing, for example, each user to purchase a single article rather than an entire journal or one chapter instead of the whole book. Users can create the book they need by combining different articles or chapters.

[5] There can be no doubt, therefore, that e-publishing is here to stay. However, when it comes to small markets, like Croatia, the two factors affecting the development of e-publishing are market size and language coverage. According to Digital Agenda for Europe indicators, Croatian society does not yet possess the necessary prerequisites for successful e-publishing, but it is slowly moving towards that goal. Consequently, e-book publishing development strategies should be aimed towards ensuring a long-term cultural development in terms of digital infrastructure and internet use, whereas the concrete implementation of this new development should be left to the market in question.