



Roger Horton

CEO

Taylor & Francis

# Academic Information Division



Overview of the AI division – books and journals

Characteristics of the AI Book Business

Profile of the Book Business

Digital and e-Books

Summary

Questions

# Academic Information Division



Revenues of £324m in 2011 (£153m books), Adj OP margin of 36%

Formed in 1798, floated 1998, merged with Informa in 2004

Employ over 1,400 people

Centres in UK, USA, Singapore, India, China, Australia and Europe

Built through organic growth and fully integrated acquisitions

Focused on resilient and growing niches



# Specialist Academic Information



Target markets - university libraries, under/post graduate students, researchers and professionals

Shift from print to electronic delivery

100% journals online, e-book revenues 12% from zero in 10 years

Digital excellence, geographic expansion and high value/margin specialism

Quality specialist content provider

Books and journal businesses thrive on co-existence

Top Humanities and Social Science Academic publisher with STM strengths

Global focus, global reach

# Academic Information

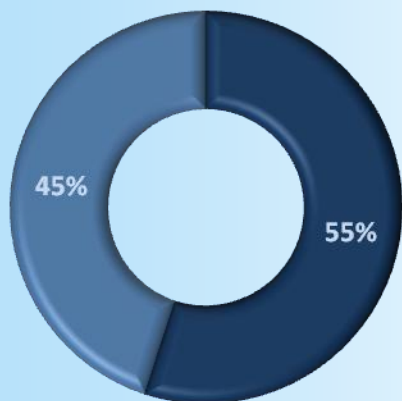


1,600+ subscription based journals

3,500+ new book titles p.a.

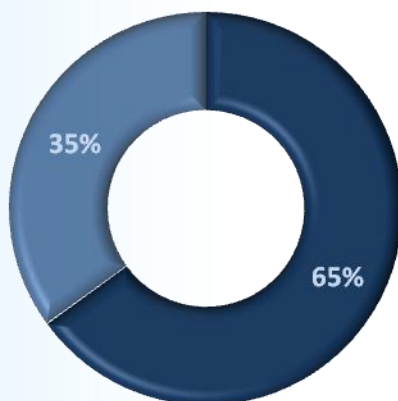
60,000+ titles in books back list

## Revenues by Type



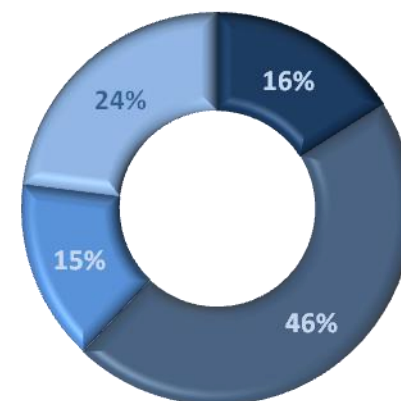
■ Copy sales    ■ Subscriptions

## Revenues by Sector



■ Humanities & Social Sciences  
■ Science & Technical

## Revenues by Geography

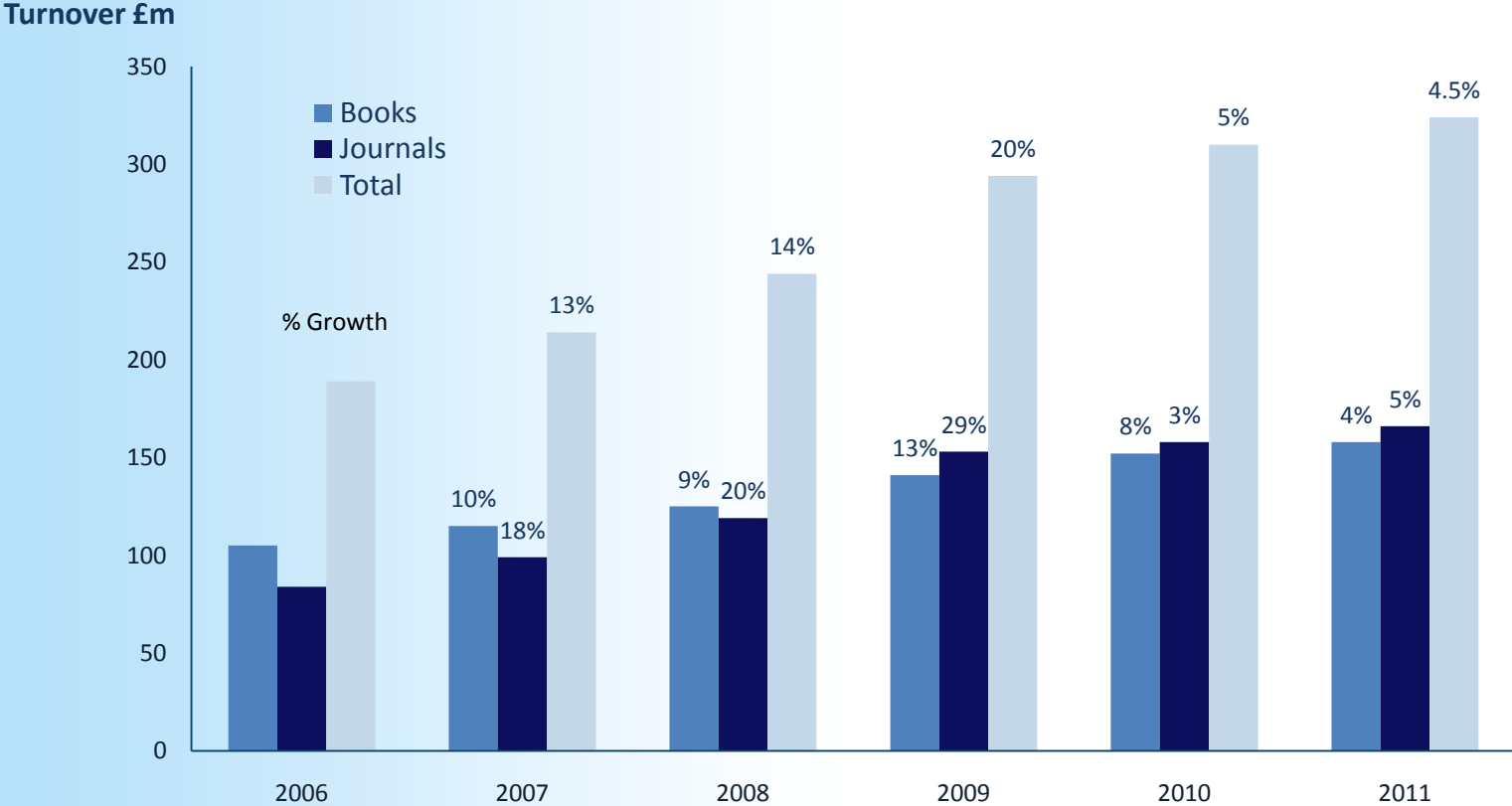


■ UK                    ■ North America  
■ Europe              ■ RoW

# The Global AI Business




### Turnover £m and growth



# Senior Management Team



**Roger Horton**  
*CEO*




**Emmett Dages**  
*President  
US  
Books*




**Jeremy North**  
*Managing  
Director  
HSS Books*



**Ian Bannerman**  
*Managing  
Director UK  
Journals*



**Kevin Bradley**  
*President  
US  
Journals*



**Christoph Chesher**  
*Group  
Sales  
Director*



**Stuart Dawson**  
*COO*

# Competing Publishers



Publisher	Student Learning	Research & Ref	Professional Crossover	HSS	STM	Books	Journals
Taylor & Francis (AI)	✓	✓	✓	✓	✓	✓	✓
Wiley/Blackwell	✓	✓	✓	✓	✓	✓	✓
Springer	?	✓	✓		✓	✓	✓
OUP	✓	✓		✓	✓	✓	✓
Sage	✓	✓	✓	✓		✓	✓
Elsevier		✓	✓		✓	?	✓
McGraw-Hill	✓		✓	✓	✓	✓	
Pearson	✓			✓	✓	✓	
Cengage	✓	✓		✓	✓	✓	

AI - wide reach across fragmented market

AI - balanced, specialist, content levels

AI - quality books and journal content by subject, format and delivery



# The Books Business



Sean McEvoy  
Shakespeare  
the basics

# AI Books - Resilient



Publish through the knowledge chain

Content quality is king – print, e-books, online are merely the delivery tools

Depth, scale and price setting

Education resilient through the cycle - seasonal not cyclical

Renewable and repeatable revenue streams

Global not local



# Books – Core Strengths

Market leading brands in humanities, social science, science and technology

Global reach and infrastructure

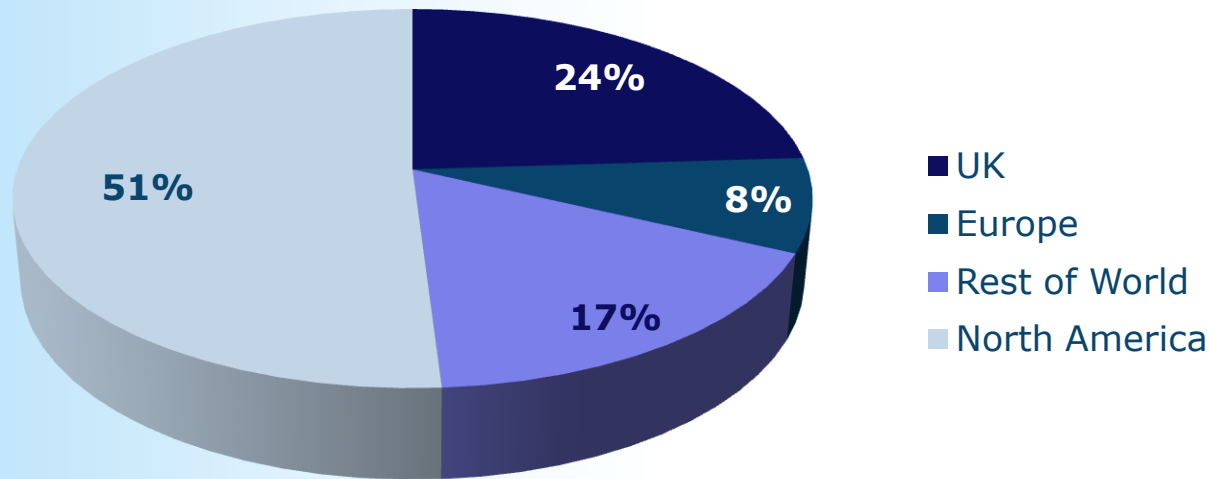
Digital strategy and production innovation

Deep back catalogue consistently providing 70% of annual book revenue

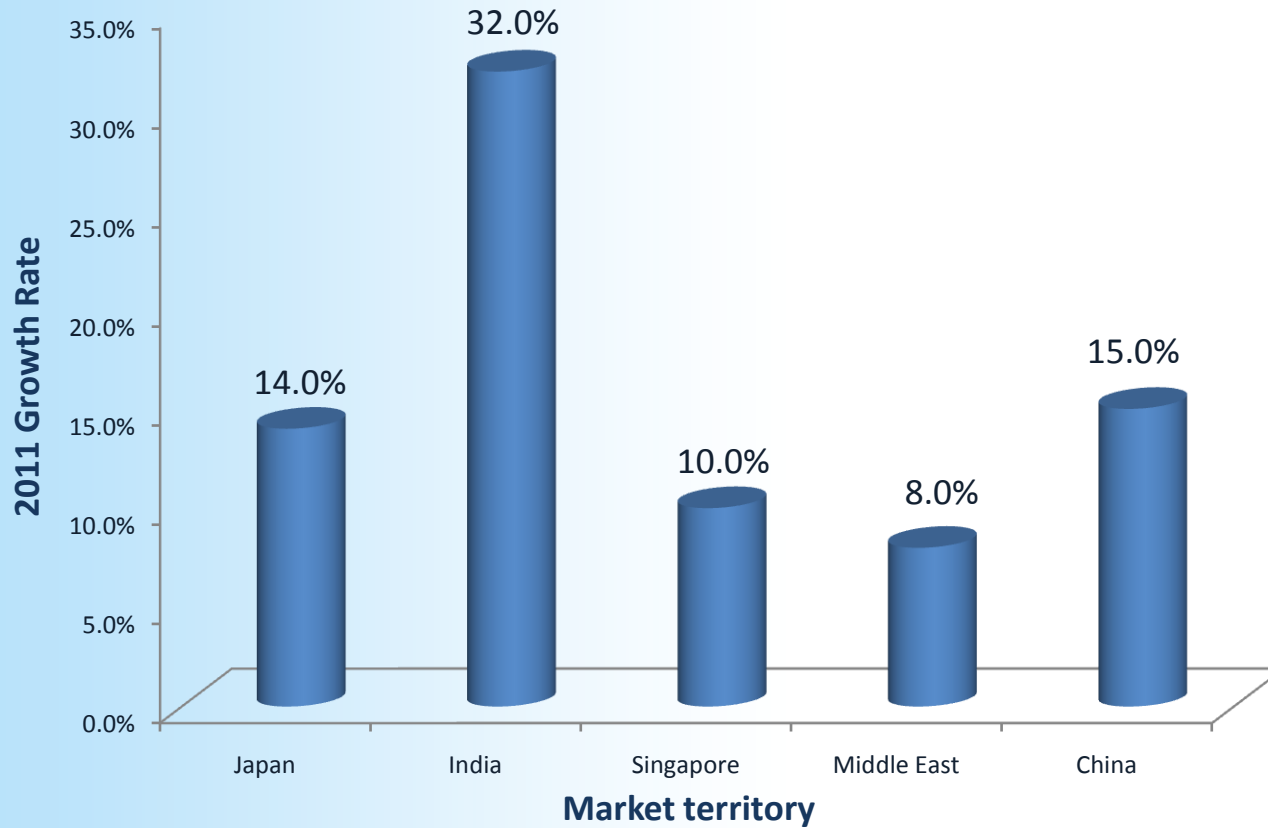
Strong control of copyright, margins and pricing

Long standing, strong management team

# Books Revenue by Geography



# Book Revenue Growth by Key ROW Territory





# Acquisition Strategy

## **Bolt-on**

Effective way of commissioning new publishing

For example:

- Kogan Page Education (2003)
- David Fulton (2006)
- Productivity Press (2007)
- Architecture Press (2011)
- Earthscan (2011)

## **Strategic**

Strengthening of position in key subjects or levels

Including:

- Routledge (1998)
- CRC Press (2003)
- Garland Science (1997)

Value created by full integration, creation of scale and close management