E-Publishing Trends in India

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Abstract: - *The publishing industry has changed very fast in the digital era. E-publishing industry publishes different types of e-resources but e-books and e-journals are still the most preferable e-resources. E-publishers of India are still not in an advanced state like developed countries and for that, more publishers should come together to solve problems. This paper briefly explains challenges, the future opportunities of e-publishing and highlights some issues and problems of e-publishing and impact of e-publishing. The scenario of Indian e-publishing industry is evaluated and it was found that there are still no rules and regulations for e-publishing in India and authors are insecure about publishing their work online. It is interesting to know how e-publishing is affecting the library in dissemination and collection of information.*

Keywords: E-Publishing, Online Publishing, Digital Publishing, Web Publishing, India.

Introduction

E-publishing deals with collection, modification, and dissemination of books and other material in machine-readable format rather than print. E-publications are born digital as well as digitized, and disseminate information through electronic media in all its various stages. E-journals and e-books are major fields of e-publishing. There are almost more than 15,000 registered publishers in India.

E-publishing is providing great momentum to the publishing industry. Most of the publishers are moving towards e-publishing. E-Publishers make their e-resources compatible according to various e-reading platforms. They have to adopt new technologies as and when it gets changes. It has become much easier for publishers to reach out and attract more readers. It would be interesting to know about the impact and scenario of electronic publishing. What are the problems publishers faces while processing the e-resources? What

opportunities are open to publisher? Also finding the issues and challenges while publishing e-resources will be interesting.

Many studies have been done on e-publishing and there are different findings and conclusions.

Challenges of e-publishing:

Lin, Chiou, & Huang (2013) in their study on Taiwan Digital Publishing Forum found that readers of e-books wanted the price of e-books less than 50% of print books. It was observed that reading devices were too expensive so readers cannot afford to buy it. Availability of plentiful e-books was the most critical challenge. Authors found out that foreign publishers did not allow local publishers to sell translated books. Authors concluded that more publishers should be involved in digital publishing to address these challenges.

Future of e-publishing

Ramaiah (2006) evaluated future of e-publishing in India. The author said the key factors that should help the e-publishing business in India in future were skilled manpower, awareness among users and publishers, free accessibility, wider acceptability, quality products and marketability. This study indicated that only a small percentage of e-publications would provide wireless devices because of the high cost of hardware devices in India. Also the price of e-books were 2-25% less than print books so author concluded that e-reader would increase day by day.

Impact of e-Publishing:

Curno (2016) studied and reviewed COPE cases and found out Impact of electronic publications. Author identified that because of internet and easy retrieval of information, copy-paste became easy and plagiarism had increased but the author discussed about iThenticate for antiplagarism. Author concluded that digitization has allowed publishing to enter a new phase of innovation, with rapid dissemination and internationalization taking place. The review was aimed to show how new media and technology continued to shape publishing.

On similar line with the impact of e-publishing Maceviciute, Šuminas, & Gudinavičius (2015) studied Lithuanian publishing industry. Authors studied the impact of e-publishing on printed book publishing. 12.55% publishers said e-book publishing has not affected their print book publishing but 10.45% publishers said production of e-books influenced printed books. The most important impacts were that 92% readers demanded for portable and convenient format and implementation of information technologies in education

Alvi (2004) studied the impact of e-publishing on electronic Scholarly Publishing and libraries. Scholarly journals are placed under three categories first was print journal second was print journal in electronic versions, third was electronic journals. Information explosion increased due to cyber media therefore information anxiety increased in patrons. Covi claimed that hat e-

journals publish articles of a lesser intellectual quality However, lack of adequate quality control because of lack of or poor peer-review feature in e-journals which had given rise to these apprehensions is now improving. Author also discussed about impact of e-publishing on management, standards, services, archives and maintenance of quality of library and library professionals and how they had to gear up themselves with new technology. Author concluded that libraries, professionals and users have to change themselves according to time.

Indian Scenario of E-Publishing

Electronic publishing trends in India evaluated by Ramaiah (2006) showed that 35% of Indian publishers were engaged in e-publishing and 20% Indian publishers expected to start e-publishing in the next three years. The e-book publishing (75%) was higher than any other e-publishing format in India. Indian e-publications are exported mostly to USA/Canada (50%). Learned and professional societies 13% and about 35% of NGOs in India also had publishing houses. Indian e-publishers generated more revenue by subscription. The author concluded that majority of Indian publishers were not professionally trained and belonged to the business community. Raising awareness about new technologies related to e-publishing and e-publications among publishers and users, producing quality content, moderately priced products, and carefully protecting the intellectual property rights of the authors and publishers, would change the present scenario of

e-publishing in India and the whole Asian continent.

Current trends in Indian scenario were discussed by Faizul (2012). The author explained that Indian e-publishing industry offers several types of e-publications. Usage and revenue generated by e-publishing is less than print publishing. The e-publishers focused on academic, finance, government, engineering, and research sectors. Increased mobile phone usage had governed e-publishing industry in India. Also 3G services would act as a booster in e-publishing. 3D publishing would develop in the next 4 to 5 years to touch almost 200 million end users. The author found that government institutions and organizations had already started e-publishing and not only publishing but also preserving back issues. He also concluded that e-publishing is the future of publishing and it opened up a new world for improving and extending access of information.

As per Premlet & Azeez (2004) e-books and e-journals played an important role in the changing scenario of library and information science. e-Publishing would play a great role in making the libraries and information centers digital. e-journals and e-books would be the main media of dissemination of information. Because of e-readers it would be easy for users to carry a number of books at a time. Authors have also mentioned important e-publishing initiatives.

Issues of E-Publishing

There is a lot of research data available but the data was scattered over the internet and the retrieval of this information was difficult - this was the first issue examined by Green (2009). According to ALPSP only 45% publishers provided access to datasets associated with the journal articles they published. The author found that many researchers used OECD data and gave citations in different styles because there were no standards for authors and their publishers about how to publish, present, cite, and catalogue datasets. e-journal and e-book publishers found out that this was the right time to propose a bibliographic standard for datasets. OECD launched e-publishing platform and proposed standards for citations and bibliographic management of datasets and data tables

E-publishing had gain momentum in scholarly publishing said Kumar & Parameshwarappa (2015). Majority of web sources had vanished from their original web location. In the present study authors found that 48.53 per cent of URL citations were not accessible and the remaining 51.47 per cent of URL citations were still accessible. Authors suggested that authors of scholarly publication might give parallel citation of their work and minimum standards must be maintained. Authors said it was recommended to authors of scholarly e-publishing to maintained lower path depth in the URL address because several studies identified that lower the path depth lesser the missing citations. Also DOI and PURL would be a solution to disappearing act of web pages.

James (2003) found that e-publishing got protection under the Indian copyright Act. For addressing e-publishing issues WIPO came with Copyright Treaty and the WIPO phonograms and performances Treaty in 1996. The author evaluated some issues of e-publishing and also mentioned sections on those issues. The first issue was whether e-publishing comes under publishing or not because the definitions of publishing were different in India. Second major issue was coverage of e-publications by the definition of rights of reproduction and distribution. Next issue was multi-media products, criteria for originality of product, coverage. Also the issues between publisher and author/users and internet. Author concluded that while passing legislations government should take care to protect the interest of the public and suggested that industries and government should come together to solve these issues.

Maceviciute, Šuminas, & Gudinavičius (2015) studied state of e-publishing in Lithuania in 2014 compared with other countries like UK, US, Canada, Italy, France, etc. The biggest barrier was small size of market and lack of demand for this particular type of reading matter, the user preference for traditional printed book and cost of devices for reading e-books. The survey data showed that 25 % of publishing houses have one or more employees dedicated to e-publishing and

50 % have employees at least one partly dedicated to e-publishing. Most publishers are not easily convinced for e-publishing because of the impact of the DRM systems and did not see strong influence from the technology producers. The most popular improvement was video, live internet links, audio. Authors concluded that publishers did not expected rapid and significant growth of e-book market in Lithuania in the near future.

Opportunities of e-publishing

Ramaiah (2006) conducted a study of e-publishers in India and Singapore and asked e-publishers about their opinion of future direction of e-publishing. The publishers said opportunities for Online/Internet publishing would be high by 2010 than DVD, VCD, CD-ROM and other. Both countries e-publishers felt that VCD might have future but not well as DVD. Because of less storage capacity, easy pirating, and low quality publishers choose DVD over VCD.

Problems of e-publishing

The problems encountered by the publishers in India were similar to those in Singapore, this was concluded by Ramaiah (2006) as author studied e-publishing trends in India and compared with Singapore e-publishing studies. Poor knowledge about e-publication among e-publishers and users was the main problem of Indian e-publishing. Indian users and libraries had problems in purchasing e-publications and reading devices because of high rates and lack of availability.

Other problems were shortage of the highly skilled manpower, less quality content, ignorance of government about policies and subsidies affecting e-publishing. Author gave the suggestion that government should arrange awareness programs, should provide funding for R&D, should provide rules and policies conducive to the e-publishing market regarding export, and so on.

Bhatia, Sharma & Pandey (2014) studied the whole process of e-book publishing at Harper Collins Publishers, India. The authors analyzed that most common format were epubs. Data collection was done for a total of 240 tiles. Within 10 days only 110 titles were converted. 91 and 98 titles were converted within11-20 and above 20 days respectively. For checking QA it took 1-20 days for 44 titles, 21-40 days for 42 titles and it took above 42 days for 151 titles. This shows that time taken for e-publishing process is long and this was because of problems raised during publishing process. The problems were DRM, Standards Issues, Font Issues, Publisher Issues, Rights preservation, Copyright issues. Authors concluded that every step of e-publishing takes more or less time according to nature of work.

Lin, Chiou, & Huang (2013) identified the problem of proliferation of pirated e-books. Authors were getting less royalty for e-books compared to print books. Also there was no regulation of e-book authorization for e-book

royalties. Some publishers were insecure to publish e-books because they have doubt about copyright protection.

Conclusion

This paper presented a literature review of e-publishing trends of India. It is observed that slowly publishing industries developing in India but still it is in first phase of development. More challenges and issues are there for e-publishers of India. Government also comes up with new copyright rules for securing and encouraging e-publishers for e-publishing. It is observed that e-publishing is future of publishing industries. It is concluded most e-publishers prefer e-books for publication. e-publishers also trying their best for more outputs.

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