

Publisher's Report

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Publisher

8 June 1999

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Today

- Staff Reorganization
- Pubs Highlights
- Transactions Production and 3B2
- Reporting Research
 - Transactions Research
 - Initial report on internal market share
 - COMPUTER Research

Staff Reorganization

- **Dick Price, Group Managing Editor**
 - Supervises staff of 9
 - *Software, Concurrency, Intelligent Systems, and CiSE*
- **Nancy Hays, Group Managing Editor**
 - Supervises staff of 6
 - *CG&A, Multimedia, Micro, D&T, and Annals*

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Pubs Highlights

- **Computer Society e-News**
- ***Internet Computing* joint issue on Internet Telephony with ComSoc**
- **Advertising sales down 13%**
- **Pubs, TAB, Conferences @SIGGRAPH**
- **Pages and Prices**
 - *Software* trading pages for web development

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Transactions and 3B2

- Transition to 3B2 production system is complete for transactions titles
- SGML available prior to publication
- Alicia Barrett and Kathy Santa Maria developed and facilitated staff training
- Productivity increase of 40% possible
- Cost savings of over \$250,000/yr
- Evaluating implementation for select magazines

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Survey of Transactions Subscribers

June 1999

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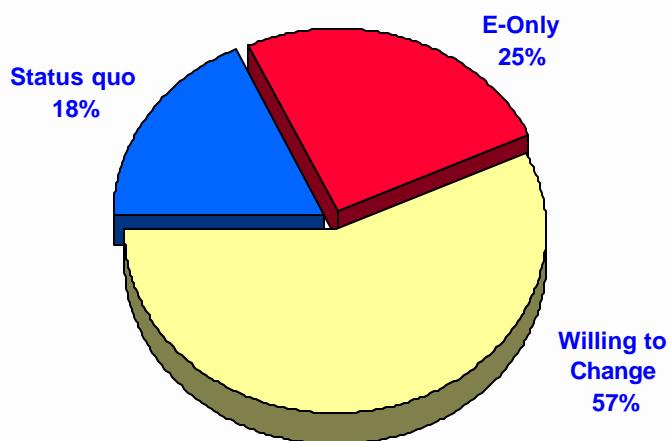
100 Survey Participants

- TC
- TSE
- TPAMI
- TKDE
- TPDS
- TVCG

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Paper and Electronic Access Tradeoffs

(Percentage of transaction subscribers)



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Go All Electronic

- **Do not need the print since all the information is available electronically**

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Arguments for Status Quo

- **Archival value of paper issue**
- **Constant reminder that you subscribe**
- **Paper format easier to read -- look and feel of paper**
- **Reading habits formed years ago**
- **Concern about slow Web access speeds**

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Willing to Change

- Keep the paper coming but...
- Know it's a matter of time until the paper frequency decreases
- Better off with more frequent issues rather than fewer issues
- Frequency is important, so they don't forget they subscribe
- Don't make the issues too thick
- Portability, transportable and ease of carrying are important

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Conclusions

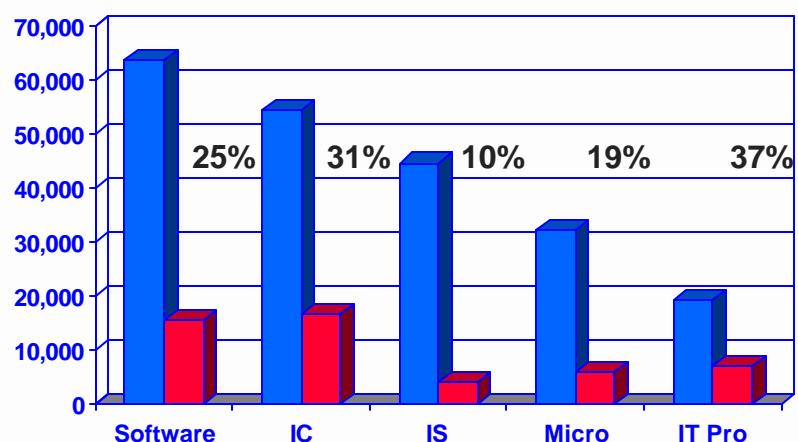
- Go with "post as you go"
 - With notification of new research available
 - Remind them they subscribe
- Indifference on frequency but...
- Keep the paper coming and don't make the issues too thick

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Internal Market Share: Captured Market Within the IEEE



Market Share of IEEE TIPS

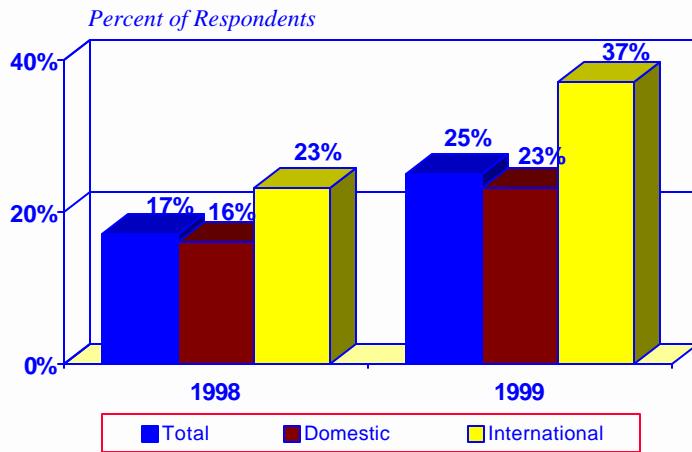




Topics of Concern

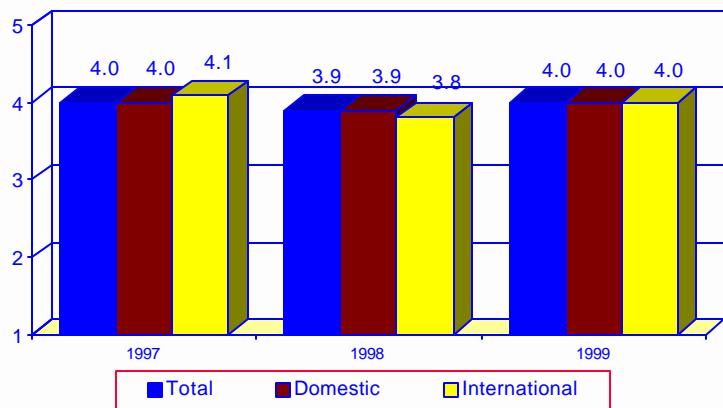
- **Telecommunications and Networking (74%)**
- **Application Development (66%)**
- **Information Technology (66%)**
- **Distributed Computing (59%)**
- **Professional/Career Issues (58%)**

**“Willing to give up Depth of Coverage
for Shorter Articles or Nuggets of Information”
(Agree to Strongly Agree)**



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**Trends in Overall Satisfaction
Mean Score Analysis**



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Improvement in Reader Satisfaction

- 1999
 - 91% “good, very good, or excellent”
 - 3% “fair”
- 1996
 - 85% “satisfied or very satisfied”
 - 13% “dissatisfied or very dissatisfied”

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“It seems that five or six years ago it was very technically oriented. It has changed quite a bit and is much more useful to me now.”

“Keep up the good work, this is a very well-developed magazine. It’s nice to see how concerned Computer is with keeping its readership happy and informed and constantly improving the magazine.”

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