

# Publisher's Report

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***Publisher***

**8 June 1999**



## 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

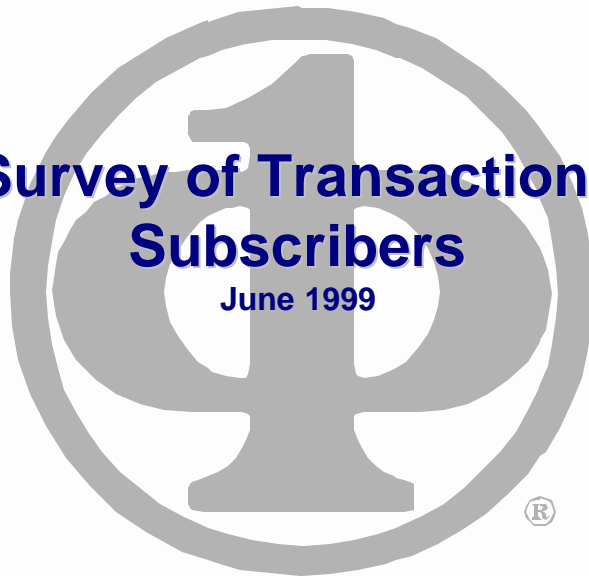
- Transition to 3B2 production system is complete for transactions titles
- SGML available prior to publication
- Alicia Barrett and Kathy Santa Maria developed and facilitated staff training
- Productivity increase of 40% possible
- Cost savings of over \$250,000/yr
- Evaluating implementation for select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

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## Survey of Transactions Subscribers

June 1999

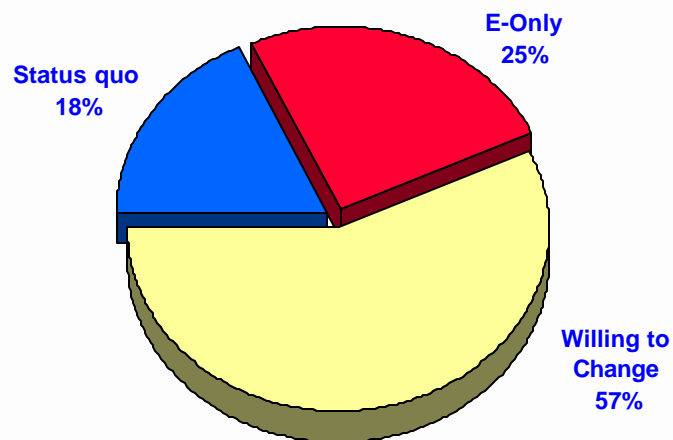


## 100 Survey Participants

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

## Paper and Electronic Access Tradeoffs

(Percentage of transaction subscribers)



## Go All Electronic

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

## 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**

## 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

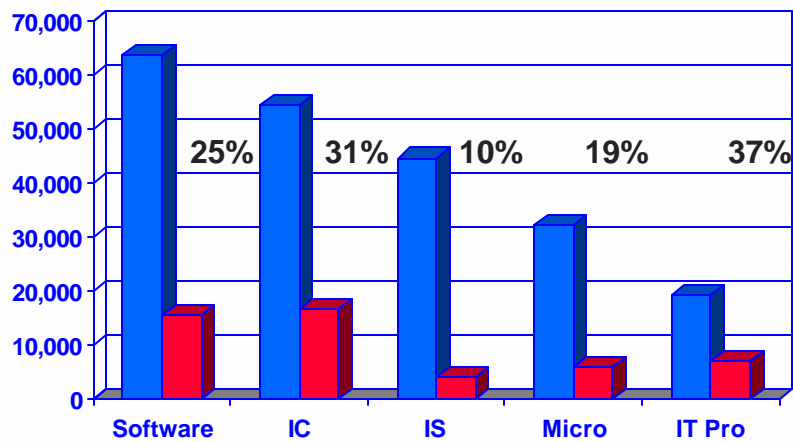
## Conclusions

- 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

## Internal Market Share: Captured Market Within the IEEE



### Market Share of IEEE TIPS



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**NEXT STEP: Determine external market universe**



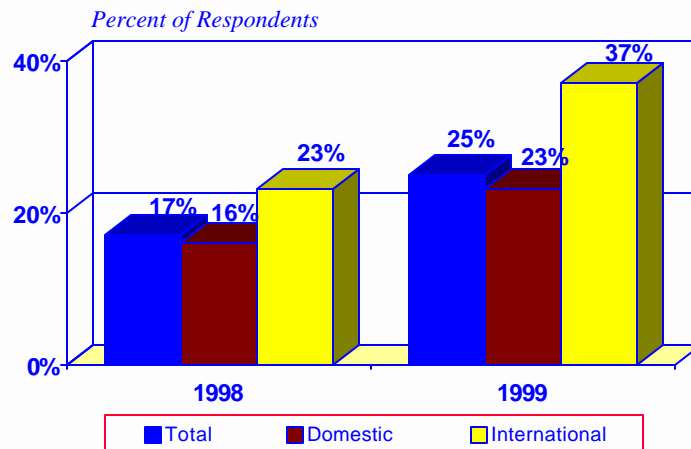
# **COMPUTER Research**

## **Topics of Concern**

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

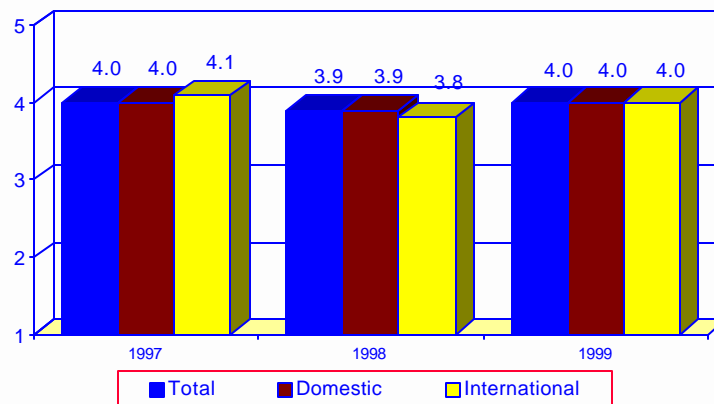


### “Willing to give up Depth of Coverage for Shorter Articles or Nuggets of Information” (Agree to Strongly Agree)



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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”

**“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.”**



## **Bottom Line**

**94-96% Plan to Renew**

*retention is as important as  
attracting new members*

**MEMBERSHIP IS EVERYBODY'S<sup>®</sup>  
BUSINESS...**