

Global Medical Publishing 2013-2014

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Abstracts

This report provides an overview and financial outlook for the global medical publishing market based on specific research and analysis of the leading competitors' performance through 2012 with projections through 2016. Simba has used the information it gathered through primary and secondary research to estimate company, market, geographic and individual delivery channel performance for 2012. This research was conducted in conjunction with a larger study of the overall market for professional publishing.

The overall market and each market segment are divided into five content delivery channels: books, journals, online services (including abstracting and indexing), newsletters/looseleafs/directories and other activities.

This study contains separate chapters covering the market, key competitors, and trends and forecast that include:

- Simba's exclusive analysis of market size and structure

- Perspective on which medical publishing products and services customers want most

- Revenue and market share rankings of 15 leading global publishers

- Geographic market sizing for the four major regional markets: North America, Europe, Asia-Pacific and Rest of World

- Simba's exclusive market projections to 2016 by publishing activity and more

Whether your focus is books, journals, online content or newsletters, you can trust Global Medical Publishing 2013-2014 to provide the inside intelligence you need to evaluate growth potential, understand trends affecting the industry, and size up the competition in the dynamic markets for STM content worldwide. Examples of some of the trends covered include:

The demand for full-text resources

The transition of e-publishing

Library cost pressures

The outlook for pharmaceutical advertising

Impact of new Information Technology initiatives in health care

Emerging markets in China, Brazil, South Korea and India

Disruption to traditional business models

Mobile device adoption and social media in health fields

Simba's Professional Publishing market figures are global in scope. It's a global market. If you're competing in one or all of these segments, the competition does not conform to lines on a map. This report, and the others in the series, is produced to help executives make decisions in this environment.

Simba has a knowledge base from almost 20 years worth of perspective on these markets. This is not a static industry. It's one that's affected by rapid changes in technology, the economy, mergers, partnerships and public policy and library budgets. Simba's experienced analysts and daily on the ball coverage is the bedrock for these reports.

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New Scientific Powers Emerge, Changing the Global Medical Landscape
Print Book Sales Are Falling, Replaced by E-books and Digital Collections
Online is Now the Predominant Mode of Journal Delivery
Publishing Business Models are Being Disrupted Worldwide
Print Advertising Has Declined for Several Years Worldwide
Mobile and Tablet Usage by Physicians is Growing, Changing Habits
ICD-10 Will Grow Directory Category, Lead to IT Investments
Impending Meaningful Use Deadline Lifts CDS Adoption, Faces Hurdles
Social Media Is Now in the Medical Publishing Mainstream
More Digital Content Is Being Made Accessible in Multiple Languages
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About

Newsletters/Looseleafs/Directories

This category has been in steady decline for several years as it is one better served by online services: looseleafs and directories shared some of the capabilities better done by a medical database reference like Wolters Kluwers' UpToDate, frequent updates to a large corpus of content. Newsletters were brief, high-value bulletins, an area now served by tweets or e-mail alerts.

Further depressing the category in 2012 is the looming change to ICD-10. Coding titles are a significant piece of the U.S. directory business and one largely frozen until late 2013 when the new code takes effect. The impact of the market for these coding books is the major driver for Simba's estimate of an overall xxxx of xx% in 2012.

Medical Publishing by Geography

Key Regions:

- **USA/NA:** Consists of the U.S., Canada and Mexico.
- **Europe:** Includes the U.K., W. Europe and E. Europe, including Russia.
- **Asia-Pacific:** Includes Japan, China, Taiwan, Korea, ASEAN, Indian subcontinent, Australia and NZ.
- **ROW:** Rest of World includes Middle East, Africa and Latin America with Israel, Saudi Arabia, Egypt, Turkey, South Africa and Brazil as major markets.

Language Splits and Major Publishing Hubs

In a world dominated by the English language, it is easy to overlook the importance of non-English publishing. STM publishing is produced primarily in the developed world. North America, the United Kingdom, India and Australasia are unsurprisingly important English-language consumers as well as producers; however the character of non-English speaking countries follows a different pattern.

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