

**From: Scholarly Communications Report, Vol 8 no 2, February 2004**

### **Macmillan to offer services for publishers**

Macmillan has set up a new company, Macmillan Publisher Services (MPS) which will work closely with Macmillan India, one of its offshore operations, to offer technology and business services to publishers. Talks are currently being held with a number of publishers to formulate more precisely the range of services to be offered.

David Sommer, recently appointed Commercial Director at MPS and who was with Blackwell Publishing until 2002 stated: "At this stage, we are actively engaged in discussions with a range of publishers and societies in order to better understand their needs. Although a fairly broad range of products and services have been identified as areas of potential interest, there are two specific areas which potential clients have expressed interest in. Firstly, publishers looking for online delivery platforms seem to be faced with a choice between either low functionality/low cost services that offer few customisation or branding opportunities for the publisher, or premium-priced services offering more features, but at a high price. We believe that there is demand for a highly-functionality online delivery service which provides the customisation and branding for the publisher, while at the same time offering better value for money than the premium-priced services".

The second service area where the company feels there is a strong demand is in the provision of COUNTER compliant usage data. According to Sommer "The COUNTER project has been very successful at setting out agreed standards for the collection and reporting of usage data, but many publishers are finding it very expensive and resource-intensive to process the web logs to generate COUNTER reports every month".

A growing number of companies now offer technology services to research and scholarly publishers, including Ingenta, HighWire Press, Atypon, EBSCO's MetaPress and Swets & Zeitlinger's Extenza, most of whom are active in hosting online content for publishers. David Sommer highlights MPS's particularly strong position through its 30 years experience in India in providing publishers with services such as typesetting, data capture, web design and other technology solutions, combined with UK based project management and account management.

See: [www.macmillanpublisherservices.com](http://www.macmillanpublisherservices.com)

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