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**A *Google Books* Update from
Chris Palma, Strategic Partner Development Manager for Google
July 2009**

KENNEALLY: We're keeping up with the changing world of online information today. Welcome to *Beyond the Book*. By name is Chris Kenneally, your host. We're joined today by Chris Palma, strategic partner, development manager for Google. Welcome, Chris.

PALMA: Hey, Chris. Great to be here.

KENNEALLY: In fact, you're kind of a regular with us, as we've had you on *Beyond the Book* several times previously, but you're here today to update us on a number of things going on in the Google Books program, which is the new name for something we've known for a little bit of time as Google Book Search.

This is all coming about because here at copyright.com, we are very proud to have as part of our online catalogue experience the Google Preview icon so that wherever a Google Book program partner has books in our catalogue and also with Google, a Preview button appears and the online user can see into the book, actually see up to the entire contents of the book, but at least about 20 percent of it, and check out and be sure they've got the right book, the right edition, the right pages and so forth.

But let me ask you, Chris, if I can first, to tell us a bit about that Preview button, and it was introduced just last fall, correct?

PALMA: That's right, that's right. So this is really part of our effort to move Google Books beyond kind of our 1.0 version, which is basically up to now close to two million books from publishing partners and author partners, rights holders, in Book Search, and now gleaning enormous amount of traffic as we blend book results into google.com. So people searching the Web itself on google.com can now encounter books that they want to buy.

Regardless of the fact that Google enjoys an enormous amount of traffic on the Web and hundreds of millions of queries every day, we're deeply cognizant of the fact that the Web is much bigger than that. So the preview – API, as we call it – was basically intended to diversify and syndicate Book Search in many places on the Web where book lovers and book buyers may be coming to purchase books or to talk about books.

KENNEALLY: Right. And that syndication is just what Copyright Clearance Center has taken advantage of by incorporating that Preview button into our online catalogue and we're very excited about doing it because we think it's going to help people with the process of



ordering permissions. And as you say though, for the most part, people will be familiar with seeing this in a number of retail installations.

PALMA: That's right. We've now enabled this with 55 or so retailers all over the world, actually. We're adding about 10 to 12 new retailers every quarter or so, and today, we've enabled this with some familiar partners in the U.S. like borders.com and Powell's. In the U.K., folks like blackwell.com and many, many others around the world.

KENNEALLY: Some nice company then for us to be a part of.

We're going to be going into a full-length presentation that we recorded together about a year and half ago, Chris, for those just sort of coming into all of this. We should emphasize that Google Books is a partner program where authors and publishers provide you with the content of their books to be scanned and then included within the Google Books results. So they do have control over how much can be previewed.

PALMA: That's right. And whether the book is being previewed on Google or being previewed on a syndication site or on Copyright Clearance Center, the rules are still in place that have been set by the rights holder and enforced by Google. So all we're doing is in fact enabling a window to open on another website, though we continue to control the content and the content continues to reside on Google.

KENNEALLY: Right. And as part of some of the updates that Google has made in the Books program recently, there's one that particularly caught my eye and you might just tell us about briefly. That's the ability now to embed a Google Books result within a website or a blog, I suppose, just in the same way that we're all very familiar with embedding of YouTube text.

PALMA: That's right. So today, if you are viewing a book in our new interface, which we brought online about oh, just three or four weeks ago, you'll see an Embed button or a Paste Link button up on the top right-hand corner of the screen and you'll be able to copy/paste that string, that HTML string, right into your blog or right into an e-mail and enable, in essence, some of the social networking functions of the Web.

If an author or a blogger wanted to get a bit fancier, they could go to our wizard, which is a preview wizard that you could download onto your site and actually show a jacket and a click-through from that jacket would also enable that preview from the blog or author site as well, just as we do on a retail site.

KENNEALLY: Well, it's all very exciting because it's bringing the world of books into the online world and the more that books are there, it's my belief as an author and a book lover, the better the Web is going to become. It just really seems to me that that's where the premium content lies.



In any case, we've got another aspect of what Google is doing with books that you might just tell us about briefly, Chris, and that is something called Google Edition. What's that all about?

PALMA: Right. So you might have read in the *New York Times* and other places, *Wall Street Journal*, about Google's plans to in fact become an e-book distributor along the lines of perhaps Amazon or Barnes and Noble, but we think that we're approaching this in a unique fashion.

Historically – and I say historically meaning over the past 10 years – we've had growth of the e-book market in fits and starts, and basically, the fits and starts were a result of I think the market being driven by device manufacturers like Sony and Gemstar and others who really weren't book sellers and really intended to create kind of a walled garden approach whereby they lock up the market by creating a device that all people might read their books on and enabling file formats that were unique to that device.

You see that today with music, with iTunes to some extent as well, and we don't think that's a great idea for rights holders, certainly, and for the market in general.

So our approach is actually to create sort of an open platform for purchasing and reading books that you could find on Google Books today. The books would be available to buy not only from Google through our Google Books interface, but also via any number of those syndication partners that we just talked about earlier.

KENNEALLY: Right, right. Well, that's a program that is going to be coming online – according to the *Times* at least – later this year, so we'll keep an eye out for that. So it's a preview of coming attractions, if you will.

But for right now, the kinds of things we're talking about with Google Books, ability to preview content and to embed and all of that, that's all applicable right at this very moment.

PALMA: That's right.

KENNEALLY: All right. Well, Chris, it's been great to catch up with you on all of this. Quite a lot more ahead for listeners as we are going to be rerunning a program that you and I recorded together over a year and a half ago that looks at the Google Book Search – what was then the Google Book Search program, now Google Books – from a perspective of publishers and authors and how they can benefit from participating in it.

But for the moment, Chris Palma, strategic partner, development manager from Google, I want to thank you for joining us once again.



PALMA: My pleasure.

KENNEALLY: And we'll go then straight to a program recorded in January 2008 taking a look at the Google Book program. Thanks for listening.

GOOGLE BOOK SEARCH: ONLINE OPPORTUNITIES

(Originally recorded on January 24th, 2008)

KENNEALLY: Welcome everyone for another in our continuing series of programs that we call Beyond the Book. Beyond the Book is sponsored by Copyright Clearance Center. My name is Christopher Kenneally. I'm the director of author relations for Copyright Clearance Center and very happy to be your host today for a program that's going to take a look at an interesting aspect of one of the most important online companies today. That of course is Google, and for publishers and authors, a very important program they offer is Google Book Search.

We call the program Opportunities for Publishers and Authors in the Online Channel, which is a mouthful, but I think after you've had a chance to hear from Google's Chris Palma about how the program works, you'll be persuaded as well that this really does present a very important opportunity for you to increase exposure and increase revenue. It's all part of a digital strategy – a continuum of strategies, I should say. We also will be welcoming to the program Lars Reilly from Seven Stories, which is a very successful, well-respected independent publisher which participates in Google Book Search, and he's going to tell us a bit about his experiences.

First of all, a couple of rules of the road here. The program we will keep to an hour. We respect everybody's schedules and we know how busy you are all. We'll spend about 20 minutes chatting with Chris, we'll have Lars on for about 10 minutes to tell his part of the story, and we're going to leave as much time as we can for your questions. We do urge you to do as the operator said and press star, one on your phone to raise your hand. You can also e-mail your question to me, and I've got my e-mail opened up here, and that e-mail address is beyondthebook@copyright.com. Beyond the Book, all one word, at Copyright – C-O-P-Y-R-I-G-H-T – .com.

Now I'm going to introduce to you Chris Palma. Welcome Chris.

PALMA: Hey. Thanks, thanks for having me.



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KENNEALLY: Chris is a strategic partner development manager for Google Books Search, and what this means is he's developing partnerships with books publishers and authors of all types in the United States, Australia, New Zealand, and Singapore. So not surprisingly for a company like Google and the Worldwide Web, this is a global effort. Chris understands where we're all coming from because in fact he's lived where we live today. He spent 15 years in scholarly publishing, working with Yale University Press and Harvard University Press. He has also worked in the tech space with a startup called Content Guard, and then as well with ebrary, which many of you may be familiar with. It's the leading provider of ebooks to institutional libraries. He is – he was their vice president of content and business development. He's also worked as a member of the American Association of Publishers' ebook steering committee, and has been a speaker at many events for the industry, including PSP and AAUP annual meetings.

Well, Chris, I think we should get started right away. Google is a household word, and I don't think there's anybody online right now with us that doesn't need to be told about the sort of public front of Google. But why don't you just give us a very quick overview of the Google business right now?

PALMA: Sure, I'd love to. I like to start by giving sort of a 30,000-foot view of Google. And then we can drill down into Google Books Search and what we call our content businesses to try to get people a sense of where our content itself, and not just books, but also scholarly journals, maps, photographs, all kinds of content is pouring into Google as we speak, and that's not part of our core business.

So Google today as a search engine, our core business, we're basically 16,000 people worldwide in 40 different offices. We're one of the fastest growing companies in the world, as you might guess. Google is currently available in 112 different languages worldwide. And basically our audience for search is basically the one billion plus people that are online everyday. And of those people, across the board, throughout the world, 65% of them use Google and Google products every day. So we're a key part of people's everyday experience on the Web. 65% is sort of the across the board number that we use. In the United States, it hovers somewhere between 47% of the search market and 50% of the search market. In other countries like China, for instance, we're a distant second, representing only about 20% of the search market in China. But across the board, looking at those one billion people, we're 65% of the search market.



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And for those who don't have a sense of what marketplace we're in, we are not a content creator by any stretch of imagination. We are a technology company and we monetize our technology, our search technology, through advertising. So we are firmly ensconced in the \$290 billion advertising business in the United States alone, which is undergoing a monumental shift right now from traditional media to the Web, and we're firmly ensconced in that transition.

KENNEALLY: So just to underscore that, because with a company as prominent as Google, there's a lot of confusion out there, and your point is that you're not in the content creator marketplace, you're in the advertising marketplace. And it's something that authors and publishers should find important for them, because they have their work, and you have yours. But you are attracting an audience with the variety of, as you say, IT solutions that you provide in search, that you then leverage to attract the advertising.

PALMA: That's correct. We like to think of ourselves as a giant switchboard. So we have users of the Web who need to find valuable information and we have advertisers that also want to reach those same eyeballs, so in the process of pointing people to rich sources of information, we monetize that activity through advertising. But we ourselves don't create the content. They're created by publishers of all stripes, bloggers, website hosting folks as well.

Our mission, and we're firmly fixed on this mission statement and have been since Google was three people working out of a garage in Menlo Park, California, but basically our mission is to organize the world's information and make it universally accessible and useful. And I would point out that universally accessible does not mean free. It simply means we can surface information of all types.

KENNEALLY: Right, and before we get into the way that you're surfacing information through Google Book Search, I think again it's important to help people understand what Google Book Search is not. And just to underscore this, we've been conducting a survey of people who are coming into this program and others in Beyond the Book – and if you haven't already participated in that survey, we do invite you to do so. But there is confusion that we can see in the survey, whether or not people feel they're participating in Google Book Search, or Google Library, people don't get the name straight. And perhaps you can clear that up for us. What Google Book Search is not, first.

PALMA: Sure, well, Google Book Search is an index of book-length content, some of which is in the public domain, some of which is in copyright but not in print, and others are in print and in copyright. So right now Google Book Search represents well over a million titles from over 10,000 publishers. But it also represents a whole lot of content that we scan and index from library partners around the world. So we have a 20 or so library partners, including the likes of Harvard, University of Michigan, and many other very, very high level institutional libraries and public institutions as well.



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So the Library program surfaces titles in different ways based on this copyright status of the book. So let's say that we take in a book from the University of Michigan Library, and it's in the public domain. The user will have complete access to every page of that book and can even download it. If the book that we scan from that library is in copyright, we'll only point to the book – we'll fully index it so people can find it, based on perhaps something that was on page 165. But when they land on the book itself, they'll be given metadata on that book, and a couple of snippets, a couple of lines to show that that search term is included in that book, but in fact the preview experience is well, well shy of even a fair use experience. So that's the Library program. That's not really the area that I work with at all and work in. I'm firmly in the camp of the partner program, which is the program through which we contract with publishers and authors.

KENNEALLY: Right, and that's the program we're talking about today where it's the opt-in program where people provide – the copyright holders – provide you with their content because they want it to be found.

PALMA: Correct.

KENNEALLY: Let's talk about how that all happens, and how people can participate. And the kind of control that they have over that content, because again I think there's a concern with the Internet at large that content creators have, which is if I put it out there I somehow lose control of it. Working with Google and Book Search, you have many options with how you can control it. But first, how do they get the work to you if they decide to participate?

PALMA: So once they're in the program, there are several ways they can get the books to us. The simplest way of course is to ship us a print version, a physical version of the book which we would take into our scanning facilities, which are Google-owned and Google-run. And we would fully scan and OCR the pages of those books and apply metadata to those books and get those in the program that way.

The publisher can also submit through a partner center, a extranet site through which they'll have an account. A password-protected account. They can actually upload pdfs, and through that same partner account, they would control access to any books at the ISBN level. So the baseline for preview of those books is 20%. Many publishers are actually showing quite a bit more than 20%, because what we're offering is the equivalent of a browse experience, and the more people browse, the more people will purchase the book, or have the proclivity anyway to purchase the book. But at all times, in the Google Book Search preview screen, the user never has the ability to print or copy or paste, or anything other than get a low resolution preview experience of a portion of the book online.



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KENNEALLY: Right, so it's similar to the experience many of us have with pdfs under similar kind of locks, if you will, where you can't print it and can't copy it and that sort of thing?

PALMA: Correct, only it would be – it would be online only, and it would probably be a lower resolution than –

KENNEALLY: Than even that, OK. You can control the amount of content that is seen online. You can also control where it's seen online.

PALMA: That's right. So let's say that you have purchased a book – purchased North American rights from a British publisher. That book can go into Google Book Search under your imprint, but you can restrict the preview experience and the search experience to North American users of Google only. In other words, someone searching for someone in that book will find that book in search results only in North America. So if they were to search in Google UK, the book would not even appear. So you can control actually the territorial rights experience within Google Book Search, again, through the partner program. Through the partner center.

KENNEALLY: And how much does it cost for a publisher to participate? Because I'll tell you honestly, here at Copyright Clearance Center, we work with publishers large and small, major and independent houses, and we have heard from people who tell us that someone has called them up and wants to get their books into Google Book Search, and they'll charge them only a small fee for this.

PALMA: Carpetbaggers, basically. The Google Book Search program is free. Basically it fulfills our mission to bring the world's information and surface them in our search engine with the intent that the higher value our search experience is, the more users we'll have worldwide, and the more eyeballs will be pointed to our advertisers' ads, and that's kind of how we monetize that activity. But the actual program itself is free and always will be free.

KENNEALLY: And with that free participation, though, there are a number of services that Google provides to help the publisher, or the author for that matter, understand how the programs working for them. Talk about that please.

PALMA: Sure, so the main value of the program today for publishers is the intense marketing value. The idea that you can reach potential buyers of your book in over 80 domains today, right? In almost any language under the sun. And we always list either the publisher's site or a number of retailers, depending on the region of the world we're in. And the idea is that after a preview experience, a person is likely to click through to buy the book. So what we want to share with publishers is the traffic data based on just raw pages viewed, on an ISBN level, month by month, even week by week, you'll be able to see, how many pages have been viewed, how many unique book views you've had, and how many buy-the-book clicks you had based on those views. So just to throw out a number, the overall percentage



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of click-throughs to a – through the buy the book link based on books viewed is 2%, which is actually quite a bit higher than direct mail, and in fact it's traffic you're not paying to generate to begin with.

KENNEALLY: Right, and a point we're stressing, is that in that buy the book area, the publisher or the copyright holder will always be the first listed. So if the company or the individual has the website and is selling the book or books on that website, that will always be the first option the user has.

PALMA: Absolutely, and it's completely up to the publisher whether they want to link people through. Some small publishers don't want to try to fulfill a Web order or fulfill that kind of traffic, so they're happy to have Amazon pick it up. But if in fact you do sell, and you have a unique webpage for any particular ISBN, you're always the first link, and we click directly through from the preview experience to your product page.

KENNEALLY: And how much is Google making off of that buy the book?

PALMA: Again, there's no referral fee for any of these links. Basically if someone clicks through the website of the publisher or Amazon, Barnes & Noble, or the online retailer, we enjoy no referral fees for that activity. Basically our intent here is to drive a user to the best place where they would have the highest chance of actually being able to buy the book.

KENNEALLY: Now, are there as well any categories – I mean, it's still a relatively – on the one hand, it's not so new. I think, what, it was announced to the world in 2004, do I have that right?

PALMA: That's right, fall of 2004.

KENNEALLY: Fall of 2004, so we're now more than three years into the program. You said you have a million titles plus and about 10,000 publishers and authors involved. But are you able at this point to tell which category of works are enjoying better success than others?

PALMA: Well, one of the unfortunate things is that while we can track the buy-the-book clicks themselves, both to the publisher sites and to places like Amazon, the one piece of data we cannot get is the conversion data. So we don't know necessarily if that click-through presented the opportunity to a sale, but we do know anecdotally from publishers like Springer and Elsevier and some of the larger publishers who have done studies that the qualified traffic coming from Book Search converts at an astronomically high rate compared to traffic that just happens upon the website.

Having said that, some of the categories that are particularly successful are, not surprisingly, computer science, scientific, technical, medical, some of the academic and scholarly areas, etc. But we've seen increases – massive increases in traffic over the last



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four years from all – pretty much all categories. I would say if there's one category that full text search doesn't necessarily advantage, it's probably fiction.

KENNEALLY: Right, but for the Web in any case, people are searching – I mean, if they're looking for fiction, I would imagine they already know the book they want or the author they're after and they're going to go to a retailer for that. I mean, Web is still about research. Search is just another way of saying research, I think, and that obviously leads you to the non-fiction side of the house.

PALMA: Exactly. And I think Lars may be able to underscore some of the specifics here, but most publishers see on a month to month basis well over 90% of the books that they have in the program are looked at at least once, and that includes publishers like Taylor & Francis (sp?) who have over 20,000 titles. Every single month, every single book is discovered by someone somewhere, or close to it.

KENNEALLY: That's really operating a powerful little bookstore there. I think there is a obviously a real sort of opportunity for Lars to jump in here. I don't want to do that just yet though because I want to ask the question that still remains on people's minds. So it's free to get the work into the program. Google doesn't make any money, and doesn't charge you if you actually do make a sale of the book. So what are you people up to exactly?

PALMA: In other words, what's the catch?

KENNEALLY: Right.

PALMA: Which I'm asked very, very frequently. So circling back to the core of Google's business, which is to monetize search through advertising. The key to that – to being successful in that market is obviously to create a very, very large audience, a diversified audience, an international audience. And at the same time, search as a technology, does not have very high barriers to entry. There are probably a dozen search engines out there in the world. The most prominent behind us, nipping at our heels, are places like Yahoo and Microsoft. So in order to maintain our market position, we need to find a way to bring them the highest quality content into the search experience. And the highest quality content isn't necessarily webpages, right? So it's offline content that goes through an editorial process that's vetted – in short, it's book content. So we know if we can bring book content into – and there are about 8 million titles in print worldwide, by many estimates, and our intention is to index every one of them. So if we can succeed in that, we only bring a higher quality to the search service and we know we'll maintain our position in the market.

KENNEALLY: And as you say that, it strikes me as interesting, and in a way reassuring. I've committed the sin of authoring myself, been a part of publishing for many years, as have you. And lots of us in this business worry about the future of books, the future of publishing, and what we're talking about here is the kind of reinforcement of the message



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that books have a very high value. And we think of the Web as the place where all the activity's going on, all the excitement's going on. But what you just said is that's true, but it's not about webpages that you really are interested in hearing Google Book Search. It's that content that's being created offline still.

PALMA: That's right. In fact, the growth of the Web only underscores the importance of editorially driven content. So people say once information moves over to the Web and becomes free, where's the role of the publisher? Well, that's an even more important role now, because with blogs, and wikis and the ease of putting up webpages themselves, there are literally millions of new webpages coming online every day. In that morass of information, people need to make decisions about what quality means. And to have a book under imprint with any viable and decent publisher is a signal of quality.

KENNEALLY: Right. And why don't we then bring in a publisher who has been recognized for the quality of their works. And I want to thank you first of all Chris, for helping us understand better Google Book Search. Please stay there, as I'm sure there are going to be some questions. I remind the audience that you are with us today for a special program in the Beyond the Book series, from Copyright Clearance Center. My name is Chris Kenneally. We're very happy to have you here. We will have an opportunity for your questions in just a few moments. If you would like to e-mail your question to us, you can do so at [beyondthebook@copyright – C-O-P-Y-R-I-G-H-T – .com](mailto:beyondthebook@copyright-C-O-P-Y-R-I-G-H-T-.com).

Joining me now is Lars Reilly. Welcome Lars.

REILLY: Hi.

KENNEALLY: Hi Lars. You are the business manager, assistance manager, and editor at Seven Stories Press –

REILLY: An editor, yes.

KENNEALLY: And – sorry, an editor, right, there are others. But Seven Stories is earning a very enviable reputation as a very important voice in independent publishing. You publish books on progressive politics as well as poetry and fiction. You've been honored with National Book Awards. You've been honored by *Publisher's Weekly* as one of the fastest growing independent publishers. Let's see, I'm looking at some of this here. You have on your list Noam Chomsky, Kurt Vonnegut, many names that are quite recognizable, in the progressive political world, and therefore a lot of work that's controversial and of great interest to people. And you began participating in Google Book Search a couple of years ago in 2005. And I suppose we could start by asking what were your expectations at Seven Stories when you decided to participate in Google Book Search?



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REILLY: I think our expectations were wide open. I think our – philosophically, we wanted to be involved in the process as early as possible, because we didn't want to be playing catch-up. And I think we well-recognized and had past experience with e-books and things like that, were just that the more – the earlier you have a foot in the door of what's going to happen next, the better chance you have of having some control over it and understanding it. But I don't think that – I think we had – we wanted to see what it was. That was our expectation, is that we would – something would happen.

KENNEALLY: Nothing ventured, nothing gained, and since it is free – and can you confirm that Chris isn't pulling our leg?

REILLY: No, no, they pay us. Not a lot, because we're a smaller – but we get a share of the ad revenue.

KENNEALLY: Oh, that's right, and that's something else that a book partner with Google Book Search can do, but let's just stick right now to the Google Book Search piece of it. So you decided to put your full catalogue in it. In this stage of the game, are all books published by Seven Stories automatically part of the program?

REILLY: Almost all of them. There are some exceptions to do with format and things – we have a couple of books – we have a book of photography that we've uploaded, but I don't know what's going to happen with it because it's – it's not – some strange format. But in general yes. Basically everything, everything that we had in print we shipped and initially by sending the books to be de-spined and scanned and now we upload them.

KENNEALLY: And so it's become just part of the workflow, if you will, of when you're publishing a work?

REILLY: Yeah, we – I think I finally literally integrated it into the production and pre-press process. So as soon as – when the pdfs are ready to go to our printers, they also go and get uploaded, hopefully. And if not, we play catch-up and upload them in chunks. But that's the goal, is to do it with every book as it goes through the printer.

KENNEALLY: Right, that seems to make sense. And what about the results so far. How have things worked out for you? And can you point to any specific examples where you've really seen the presence through Book Search online of a content resulting in some sales?

REILLY: Yes, our – I'd say that – I'll preface this by saying we're a trade publisher. We're not a science publisher, we're not a – we do have a lot of course adoptions, but it's not in reference-heavy fields. So we haven't seen the results that a science textbook publisher or a medical textbook – or any of those things, any of those companies would see, but it's simply not – we didn't expect to see them. That having been said, I have fairly consistent record going back to when we started the program in early March of '05 of some of our



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books – especially books that are deep back list – really sort of living to the extent that they live and sell, and it looks to me like mostly because of this program and similar things, similar programs.

The one book we have is called *Dark Alliance*, and is written by a journalist, and it's about the history of crack cocaine coming into America and how it might have been channeled in certain cases by the CIA, and this is what he's written of course. And it's always been a popular book, and I'd say where, I don't even know how many times we've reprinted it. But we get a huge amount of traffic, clicks through, on that book, because it's a book that sort of has these topics that are passed around on the Internet. People talk about, that really somehow has lived – has it's own life now, because of that. And so we consistently sell it, and I would say that – we do direct sales from our own website. And it's very important, part of – all of our direct sales are a very important part of our business. And so anything we can do to increase those sales without much effort is something we're going to pursue.

KENNEALLY: And a book like that and many others that you publish are not typically available in bookstores, so this is making it available when it's not otherwise, and at a cost to you that's approaching zero, really.

REILLY: Approaching zero, yeah.

KENNEALLY: And what about the reporting that Google does to you as part of the program that Chris referred to. Has that been helpful in thinking about what books you need to go back to the printer for and all that sort of thing?

REILLY: Absolutely. I mean, I would say that I'm able to make recommendations to our publisher Dan Simon, and our production department, much quicker on books like – and we're going back to print on *Dark Alliance* – and if our distributor doesn't have the sales to back that up, I can then go into things like this and say, look, we've sold direct this many books. This is how many hits we get from the, how many click-throughs are on the Google reports, and things like that. And so it – I've actually used very recently this report to make this case.

KENNEALLY: Well, that's great. And I appreciate your joining us Lars. I know that you may have a meeting you have to go into, but if you could stick around for a little while, and if there's a question that's asked from the audience, and if you have some insight based on your personal experience, I'd be delighted to hear from you on that. And operator, Corey are you there?

OPERATOR: Yes.

KENNEALLY: Can you remind us again how people can ask a question?



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OPERATOR: To ask a question please press star, one.

KENNEALLY: So we'll see if we get some questions there. We do have some people writing us questions. We have something here from a publications manager in Virginia. Chris, I'm just going to read this to you live here. It says, when you hyperlink from Preview to Publisher's website, did I understand you to say that each title must have its own page? So I guess what that person is asking, would the link have to go to a page on the website for the individual book, or could it go to a broader catalogue page listing many books. Does it matter?

PALMA: Well, in terms of the individual book linking to a product page, we want to insure that the user can actually place the book into a shopping cart and make a purchase, so they can actually get hold of the book itself. If the website does not have a specific product page per book, there is a place that's further down on the right side of the right frame where the buy-the-book links are, that links directly to the homepage of the publisher. That's kind of the fall back.

KENNEALLY: OK, I hope that answers that question. We have another question here from a professional publisher asking about this 20% preview and how all of that works for professional publishers, and whether 20% sounds like a lot to this questioner. Lars, how did you – how do you feel about it at this point? Allowing people to see that 20% of a work? Has that been successful, does it bother you, does it bother any authors, just talk about that for a second.

REILLY: As I mentioned previously, it bothered one author who couldn't bridge the gap between what 20% represented and sort of what it looked like. Because he wasn't thumbing through a book, he was – he kind of scanned through the pages. But other than that, everyone seems comfortable with it. I am comfortable with it. I would even debate going a little higher. The minimum is a baseline because that way we didn't have to go and secure individual permission from each author beyond the fact that they were willing to participate.

KENNEALLY: And Chris, what about that, when you tell people that that's the minimum preview that they need to allow to participate? Are there concerns? And then in what way do you respond to those?

PALMA: Yeah, there are always concerns because this is the Web, it's brand new to people. I point out that this is analogous to somebody thumbing through a book in a bookstore, and to limit an experience of someone browsing in a bookstore is not going to win you too many customers. That said, we also build in some added messaging that really points to the fact that this is a browse experience and not a read experience. So there are, among those 20% pages that someone will land on, there are pages that are blacked out. They're blacklisted books, and the user will just simply see a blank page saying this is intentionally



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left blank. And that 20% is not a per session. So the user can't come back, close their browser and see another 20%. That's the 20% that they can get at. So if you've got a 300-page book, that's not a great reading experience, and I'm not sure if someone happened to get lucky enough to land on the pages they wanted, I'm not sure that you would lose a sale, if they got enough.

KENNEALLY: Right, in fact, to that point, I'm looking at an e-mail here from someone who identifies themselves as a publisher of professional reference books in social sciences and law, and what he says here is that I don't upload my books in their entirety. Instead, I upload detailed tables of contents, indices and a sample chapter, altogether typically about 40-60 pages. And he says that while we're still a needle in a haystack, Google Book Search has acted as a magnet. So if we think about 20%, I mean that 20% can include things like content, indexes, the kinds of things that are valuable in search but that don't necessarily mean the end of the story.

PALMA: That's right.

KENNEALLY: OK, and this particular e-mail seems like someone very happy with the way Google Book Search has worked for them. Operator, do we have anybody asking questions?

OPERATOR: One moment. At this time, we show no questions. Again, if you'd like to ask a question, please press star, one. One moment.

KENNEALLY: Well, we know sometimes it's hard to be the first one to raise your hand, but we do urge you to do that. We have Chris Palma on the line here from Google. He's a strategic partner and development manager for Google Book Search. With us as well is Lars Reilly from Seven Stories, an independent publisher who is working with Google Book Search. And really, I think the point that is coming home to me again is not only does the book remain a very valuable deliverer of information, even in this online world, but that once you have made the investment in the book, you really need to think about the variety of ways that are now available to you to make that book accessible. And in the past, it would mean joining book – having the book in a book club listing perhaps, getting into bookstores with certain distributors and so forth, and online is just a new channel. Chris, your experience in university presses goes back a little ways, and you've seen the – everyone kind of sweat bullets over what's going to happen in this new world. How is it looking now then for publishers? Is things sort of settling into a more developed clearer picture of how they can use online opportunities?

PALMA: It sure is. I left Harvard University Press in 2000. But when I had started in publishing 15 years earlier, an average monograph sell in the humanities was about 1500 to 2000 copies. And when I left, it was about 300 to 400 copies. So what happened there is institutional libraries cut budgets, bought fewer books, individuals bought fewer books, and



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at the same time, there were fewer independent bookstores around, even to buy the midlist. So what the Web does is open up a whole new – what we call a long-tail channel. So we're actually exposing books to many, many more users than could possibly access those books or find them in the traditional bookstore institutional channels. And so therefore, books are – from smaller presses and university presses – are actually staying in print a lot longer.

KENNEALLY: Here's a question that seems to be worth asking you to clarify, and it regards the agreements that publishers have to make with Google. What kind of an agreement is it, and is there a requirement for a minimum number of books, or anything like that that have to be submitted for you to participate? So for example, if I'm a self-published author, and I've only published one or two books, can I wind up in Google Book Search?

PALMA: You sure can. You would go to Books.Google.com, and you would – there's a link for publishers and for authors, and that will walk you through the program and there will be a place to click through to our online agreement. We refer to this agreement not as a licensing agreement, because in fact we're not reselling content or using it for any other purpose than promotional use. So we refer to it as a content hosting services agreement. And really the core of what the publisher is committing to is in fact they have the right to submit this book to Google Book Search and allow it to be surfaced under their imprint. And that's the core of it. There's some other details to the agreement, but that's the most important thing for us.

KENNEALLY: It sounds fairly simple as these kinds of things go. Operator, I wonder if you could just check something. We have an e-mail that says that star, one to raise your hand is not working, and that may explain some of the silence here. So if you could just check that for us, Corey?

OPERATOR: Sure, and actually it is working, we have some questions in queue.

KENNEALLY: Wonderful, OK great. Well, again, let's just remind people that we're with Chris Palma from Google Book Search. My name is Chris Kenneally with Beyond the Book at Copyright Clearance Center for about the next 10 or 15 minutes or so, we'll have a chance to ask questions and learn a little bit more about how Google Book Search works. And so if you do have a question it's star, one on your phone. You can e-mail me at beyondthebook@copyright.com. And why don't we take one or two of those questions, operator.

OPERATOR: Sure, our first question does come from Tim McNeill. You may ask your question.

KENNEALLY: Hi Tim, welcome to Beyond the Book with Chris Palma.

MCNEILL: Hi, can you hear me?



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KENNEALLY: Absolutely. What's your question?

MCNEILL: Well, I actually e-mailed it, because it didn't seem like star, one was working, I got no response.

KENNEALLY: Oh, I see it here, sure. Well, then, ask away, you're got your chance.

MCNEILL: I was just curious if Google is going to be helping publishers enter the e-book selling market, providing fulfillment, electronic fulfillment of our books as e-books, and also then therefore providing a cash register for them? I could tell you that Wisdom has been very active from the beginning with Google Book Search. We were featured in one of their little videos that they played at BEA, and we've been very pleased with it.

KENNEALLY: Just tell us a bit about the kind of books that Wisdom does –

MCNEILL: We're a non-profit publisher that has about 250 books in print, and we specialize in Buddhism, Buddhist philosophy, texts and translation, etc.

KENNEALLY: So Chris, what about that? What role if any does Google Book Search play in e-books?

PALMA: I'll say first of all that Wisdom has been a wonderful small publishing partner for Google, and in fact if you go and look at the case studies on the site, you'll see that Wisdom has provided a really nice case study, and an interesting one given the nature of the publishing program. It's a good question. We have gone somewhat down the path of creating an environment whereby we could set – we could in essence do a timed access transaction right through the Google Book Search preview mode. Our biggest difficulties have not been technical ones. So Google has a shopping cart, doing the transaction on behalf of the publisher would be relatively easy. We obviously have done the hard part by scanning the books and having the books available. The hard part have really been – we don't have a critical mass of publishers out there who have done the necessary rights work in their contracts, in their author contracts, to be able to actually offer that service. Google is always really sensitive to the user experience. We would not want to have a user landing on books and sometimes being able to buy online access, and other times not being able to buy. So we're looking for a critical mass on the publishing side before we can actually launch that program.

MCNEILL: If you guys do see potential there, it would be helpful to even put out like templates that – because some of us smaller publishers don't have a legion of lawyers to call upon.

KENNEALLY: You mean contract templates, Tim?



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MCNEILL: Contract templates, or the kind of thing that they would like to see to feel comfortable, and would also help publishers in dealing with authors.

KENNEALLY: Well, that's a good suggestion Tim, and Lars are you still there?

REILLY: Yeah.

KENNEALLY: We have a question from somebody here which maybe you can both address, and that is about earning other revenue. Lars, you briefly alluded to it. So while it's free to get the books into the program, you actually get money from Google through their ad programs. How is all of that working for you, and what's its relationship to the Book Search program?

REILLY: It's just nice. I mean, for us once again, I'm more concerned with driving sales, but I think you can point out that, hey, even if it's a small amount of money, it's a net positive. It's certainly not costing us any.

KENNEALLY: So when the content from the book is surfaced, a related ad will appear alongside of that, and you see the stream of that just like anybody would and – that's the AdSense program, Chris?

PALMA: Correct, and I should point out, and Lars alluded to it, it's a very small amount of money today, mainly because ads against book content, those ads don't monetize nearly as well as the ads that you would see for instance on Google.com or on other websites through which we host ads. Because people looking at books generally want to find a book.

KENNEALLY: They want to buy the book rather than a hotel room or something.

PALMA: But we certainly did not want to cut out our publishing partners from a potential revenue stream and/or a learning experience for both ourselves and for them to see how ads might monetize against different types of books. And it's more a learning experience than the actual dollar amount.

KENNEALLY: Right. Operator, do we have any more questions?

MCNEILL: Can I have a follow-on?

KENNEALLY: Oh, I'm sorry. Please.

MCNEILL: That's all right. (inaudible) sort of very much related to e-book selling thing, but –

KENNEALLY: This is Tim.



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MCNEILL: Yes, Tim McNeill, from Wisdom. The providing libraries electronic access to entire texts for a cost, in the way that – what’s the company, eBook – apparently does. Is that something that Google is –

PALMA: Yeah, there’s a number of companies out there like NetLibrary and ebrary, a company that I worked for, that aggregate content for the institutional space. And that certainly has been part of our conversations as well. We have a pretty robust publishing board and we’re constantly – they’re constantly bouncing ideas off of us to say, hey, Google, now that you’ve indexed all of this content, and you’re pointing all this traffic, can you help us monetize our books? And we are continuing to try to find ways to help publishers do that because we’re cognizant of the fact, if we can help you make more money, you’re obviously going to continue to stay in the program and continue to feed new frontlist into the program on an ongoing basis. All of that has gone into the discussion process, although we’re not nearly there yet.

KENNEALLY: All right, thank you, Chris. Operator, Corey, do we have anyone else then from the audience with a question?

OPERATOR: Yes, Catherine O’Connelly (sp?), you may ask your question.

KENNEALLY: Hello, Catherine, how are you?

O’CONNELLY: I’m fine, thank you. And actually my question was answered via e-mail. I’m glad I got through with the star, one. And my question was about the additional revenue potential.

KENNEALLY: OK, does that sound like we’ve answered it for you completely? Do you have any other questions about your work?

O’CONNELLY: I guess my other question is, I’m an independent publisher, small publisher, and I would echo what one of the other folks said, is that for us small people, that the things that you could post that would be helpful for us to use your services more, and legal (inaudible), and that type of thing. There’s just a huge market out there. There are so many of us out there writing and generating I think really good content, but we could benefit from that. So I don’t know what other plans Google has for the small publisher.

KENNEALLY: Well, Chris, I noticed when – on the registration page for the program that there’s a box to check for an ongoing newsletter for the program.

PALMA: That’s right. We send out at least quarterly, we send out a newsletter that updates people on the program itself, and various changes to the program. And before you even sign on, there’s quite a bit of Q&A, frequently asked questions, and other help pages related to the program. How to get into the program, how to think about the program. As



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far as the earlier statement about the boiler plate, or the templates of – I’m not sure we want to get into the legal side, although your various publishing associations would certainly be a help there to determine how to craft those stipulations in your contracts. But I want to point out that for most publishers, the amount of content that we’re showing here and not monetizing is purely promotional use, and so you generally do not have to go back to an author and gain specific rights, although many publishers as a courtesy, do let their authors know that they’re in the program. And the final thing I’ll say is, I wanted to point out that this a permissions-based program, and if an author were to come to you and say, for whatever reason, we don’t want to be in the program, we don’t even need to have a reason. You can pull a title at any time for any reason, right out of the program.

KENNEALLY: Right, and Lars, you mentioned it, at least one author in your list that did do just that.

REILLY: Exactly one.

KENNEALLY: Right, operator Corey, do we have any other questions from our audience?

OPERATOR: Yes, Cheryl Razin, you may ask your question.

RAZIN: My question is for Chris Palma. Does Google digitize or scan an entire printed work, and if so, do you send that digitized content back to the publisher?

PALMA: Very good question. We in fact need to digitize the entire work because the user is going to determine by their search query where in the book they’re going to land. In other words, their search query could point them to something in the twelfth chapter of your book. It’s not necessarily a query that’s in the metadata, it’s not necessarily in the introduction, so we need to index the entire book. And no, unfortunately we do not, for a variety of reasons, turn the digital content back to the publisher. For one reason, don’t think of it as a pdf that’s sitting there one our servers. Think of it as a distributed process like webpages. They exist all over the world because we need to serve up those pages to a billion plus users around the world. So there’s not even a single thing that we could give you if we wanted to.

KENNEALLY: It’s a good questions then. And I appreciate that, thank you. Operator, do we have any other questions?

OPERATOR: Yes, Jim McGloughlin (sp?), you may ask your question.

KENNEALLY: Hi Jim.



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MCGLOUGHLIN: Hi, thanks –

KENNEALLY: Oh, it's Jen, I'm sorry.

MCGLOUGHLIN: That's all right, my question is for Chris Palma –

KENNEALLY: Jen, can you just tell us briefly – you don't have to say the name of the company if you'd rather not, but can you tell us what kind of a publisher or author you may be?

MCGLOUGHLIN: A small non-profit publisher as well.

KENNEALLY: Great, what's your question?

MCGLOUGHLIN: I am interested in two things. First of all, is Google Books limited to books, or do you also make available content from magazines or newspapers?

PALMA: Today, there's a completely separate program, called Google News, that does in fact digitize news content, the majority of which is online today. But increasingly, it's offline. So we're starting to do partnerships with newspapers all over the country to actually digitize the archives of those newspapers as well. Book Search today is limited to ISBN content.

MCGLOUGHLIN: OK, great, thank you.

KENNEALLY: Great, and we have just about a couple more minutes left in the program. It's been a pleasure talking with Chris Palma, and we appreciate the participation of Lars Reilly from Seven Stories. And as well, all of you on the line with us. And if we have one more question from the audience, operator, we can take that.

OPERATOR: Yes, Candace Mosely (sp?), you may ask your question.

KENNEALLY: Welcome Candace. How are you?

MOSELY: I'm doing very well, thank you.

KENNEALLY: Can you tell us briefly what kind of a publisher or author you may be?

MOSELY: I am actually an intern at a non-profit scholarly press.

KENNEALLY: OK, a non-profit scholarly press. Well, what's your question please?

MOSELY: My question was actually answered. I was wondering about the – I believe it was Lars who mentioned that the – Google will actually give them some money –



KENNEALLY: Right, that's the AdSense program that they participate in.

MOSELY: But that was already explained, so I'm good, thank you.

KENNEALLY: OK, good, well we hope you enjoyed the program –

MOSELY: I do have one other question though.

KENNEALLY: – (inaudible) maybe Corey for one more call.

MOSELY: Hello?

KENNEALLY: Yeah, I'm sorry did you have another question?

MOSELY: Yes, I did. Just really quickly.

KENNEALLY: I'm sorry. I apologize. Go right ahead then.

MOSELY: It's OK, no problem. I was just wondering what you were mentioning earlier that we can control the territorial right as far as where the books are being displayed, like restricting it to North American users only.

KENNEALLY: Correct.

MOSELY: Is that tracked at all if you made it available to anyone. Like where are books are being – are more popular, kind of?

PALMA: Yeah, as you were saying – today in part of the reporting package is not territorial traffic. But that's not to say that that won't be built in. It's pretty rich data today. In fact some of it we push out on a weekly basis, so you'll get a dashboard pushed out to you by e-mail on a weekly basis, and then there are custom reports that you can literally import. So far we do not track this by geographic region, but we will eventually.

MOSELY: Thank you.

KENNEALLY: Well, thank you for your question. And again, on behalf of everyone at Copyright Clearance Center, I want to thank Chris Palma, Chris Palma from Google, for joining us today. He's the strategic partner and development manager for Google Book Search. Thank you again Chris.

PALMA: My pleasure.



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KENNEALLY: Lars, it looks like you managed to beat out of that meeting and stay with us for the call. We really do appreciate your helping share with us your experience at Seven Stories, thank you for joining us.

REILLY: Thank you. I thank you for helping me miss that meeting as well.

KENNEALLY: (laughter) Well, anytime we can do that for you, we'd be happy to have you onboard. And to everyone on the call with us, my name again is Chris Kenneally, director of author relations. I want to tell you that you can hear this program again in our podcast series. It will be posted shortly. Keep an eye out for that, subscribe to our podcast series. All of that information you can get at BeyondtheBook.com. There's a subscribe button, plenty of information. We will make available the contents of this call that you can listen on your iPod, but you don't need an iPod, you can listen just right there at your computer. We'll have transcript and some other information about Google Book Search. You can get a link to more on the Google Book Search program at our marketplace page, where you'll find a whole listing of information on services that would be of use to publishers and authors, from transcripts to podcasting to Google Book Search itself. So go check out BeyondtheBook.com, our marketplace page, and all the other resources we have there on the business of writing and publishing.

And again, Chris Kenneally here, thanking you all for joining us. Had a very good day, and we look forward to having you back with another program for BeyondtheBook.com. Take care.

END OF PROGRAM