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a division of Publishing Technology

PCG unveils research into the evolution of renewals trends over the last four years

Report highlights increased migration from print to online and faculty influence in libraries' selection process

Publishers Communication Group (PCG), the leading provider of research, sales and marketing services to scholarly and professional publishers, has recently published its latest research report, an analysis of journal renewal trends in the scholarly information sector over the last four years.

Libraries in North and South America, Europe, Africa and Australia were surveyed to harvest data about cancellation decisions taken over the last four years. Over **22,000** lapsed subscriptions are included in these results, representing over **60** different publishers in the STM, Social Sciences, and Humanities. The results have been collated and analysed by PCG's publishing consultants to provide a comprehensive overview of current trends in renewals of journal subscriptions by academic, corporate and medical libraries. Such data is key to scholarly publishers' ability to develop successful sales, marketing, and editorial strategies; the findings of PCG's previous reports *Trends in Journal Subscription Renewal and Cancellation 2005-2006* have contributed to improved segmentation and targeting, different pricing models, and adjustments to sales cycles and editorial strategies.

Key findings of the telephone surveys include:

- The **shift to e-only subscriptions** continues to be a dominant trend for libraries around the world. This year, one in four print subscriptions was cancelled in favour of online access; it is critical for publishers to understand whether this access is via e-only subscription or through a third-party embargoed database.
- The increasing **importance of faculty recommendations** in librarians' decision to retain or cancel subscriptions: the rate of subscriptions cancelled following faculty input has grown from 5% four years ago to 10% this year. During the 2006-2007 cycle, it was the third most important factor provided to explain a cancellation.

- Better **usage statistics are contributing to more informed collection management**, with a steady 20% of librarians noting that most cancellations are based on usage data.
- **Renewals campaigns are increasingly essential**, with an increasing share of pending subscriptions: this year, 13% of librarians reported that they needed further assistance in order to process their renewal or that a final decision had not been reached yet. Incentives offered by publishers are key to retaining pending subscriptions.

“PCG’s reports are invaluable to us as we refine our sales strategies in this evolving and fiscally-pressured market. They are the recognised leaders in market research for the scholarly publishing community, and, for us, access to this kind of analysis is a key benefit of working with them,” notes Bart Decastro, VP of ProQuest-CSA’s Journal Division. “PCG was able to offer valuable insight into our renewal trends by comparing our results over the last several years. Their interpretation of our data has been essential to our strategic planning.”

About PCG

www.pcgplus.com

Publishers Communication Group, Inc., a division of Publishing Technology plc, is a full-service marketing and sales consulting firm with locations in Cambridge, Massachusetts, and Oxford, England. PCG was established in 1989 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers qualitative and quantitative marketing research, international multi-lingual telemarketing services, UK- and US-based customer services operations, sales representation, and strategic consulting.

The report is available to current PCG customers or by request. To request a copy of the report, or for further information about PCG’s related services, please contact Emilie Delquié, Head of Research, by email at edelquie@pcgplus.com or by phone on +1 617 395 4090. Alternatively, visit the PCG stand the Frankfurt Book Fair (Hall 4.2, D416) for more information.