

**13th International Association for Sport Information World  
Congress  
11-13 March, 2009 - Canberra, Australia**

**Challenges and Trends in Electronic and Traditional Sport  
Publishing - A Meyer & Meyer Sport perspective.**

**Mr. Hans-Juergen Meyer**  
CEO, Meyer & Meyer Sport  
Germany



Australian Government  
Australian Sports Commission



AUSTRALIAN  
INSTITUTE OF SPORT

# 13th IASI World Congress

11-13 March, 2009 Canberra, Australia

*Building and sustaining sport information communities -  
through connectivity, collaboration and sharing*



Routledge  
Taylor & Francis Group

EPSON  
EXCEED YOUR VISION



Wolters Kluwer | Ovid  
Health

Kayell  
australia  
Imaging • Graphics • Media





Australian Government  
Australian Sports Commission



AUSTRALIAN  
INSTITUTE OF SPORT

# 13th IASI World Congress

11-13 March, 2009 Canberra, Australia

*Building and sustaining sport information communities -  
through connectivity, collaboration and sharing*

**Mr. Hans-Juergen Meyer**

CEO, Meyer & Meyer Sport

13th International Association for Sport Information World Congress  
11-13 March, 2009 – Canberra, Australia

# **Challenges and trends in electronic and traditional sport publishing**

## **A Meyer & Meyer Sport perspective**

Hans Jürgen Meyer  
President of Meyer & Meyer Sport  
President of the World Sport  
Publishers' Organization

**MEYER  
& MEYER  
SPORT**

# Meyer & Meyer Sport

Founded in 1984

25 years of competence in sports

Largest sport book publisher in Europe

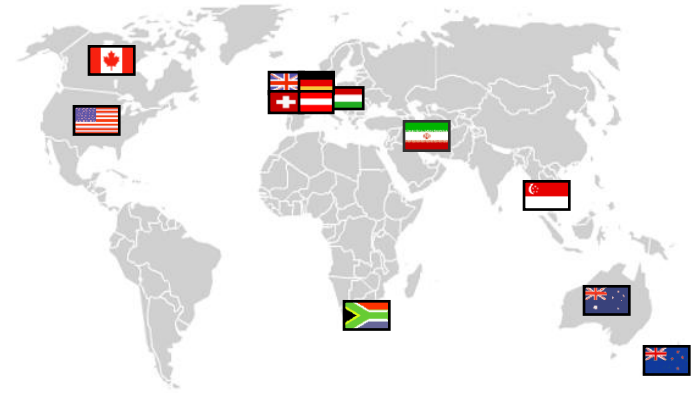
Second largest sport book publisher in the world

More than 1,500 books available worldwide

Distribution Centers in Germany, Austria and Switzerland for the German language and in Great Britain, USA, Canada, Australia, New Zealand, South-East Asia, South Africa, Iran

Contacts to partners in India and Middle East

More than 150 representatives around the world



MEYER  
& MEYER  
SPORT



# Meyer & Meyer Sport

Specialist for educational books, text books, how-to-do books, tips for beginners

More than 20 academic book series

Annual production of more than 100 titles  
30-40 new titles in the English language per year

13 sports journals w/a monthly readership of more than 500,000 worldwide

40-50 licenses for other language per year

Partners in Argentina, Brazil, China, Croatia, Egypt, Estonia, Finland, France, Greece, Italy, Japan, Korea, Mexico, The Netherlands, Poland, Portugal, Russia, Saudi Arabia, Slovenia, Spain, Sweden, Czech Republic, Turkey, Hungary



**MEYER  
& MEYER  
SPORT**



# Traditional Book Publishing

## Past Present Future

- 1984 Meyer & Meyer Sport started the publishing house and produced the first training books in black and white
- 1988 The first journal was added to the program
- 1994 Meyer & Meyer Sport produced the first academic journal
- 1998 The first two-color books are printed to better present the content of the books
- 2003 Consumer books are printed in full-color as the market demands for high quality layout
- 2007 All books are offered in printed and electronic version

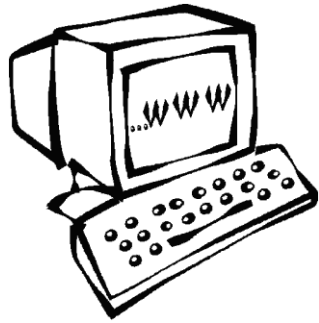


# Traditional Book Publishing

## Past Present Future

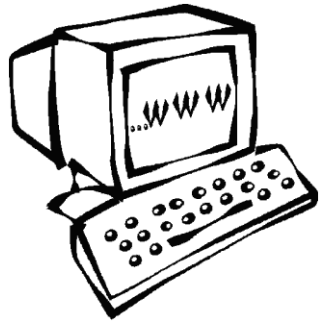
- 2008 Meyer & Meyer opens its own e-publishing department
- 2009 The first books with additional web-based content are on the market
- 2009 Meyer & Meyer will publish the first titles only as E-Books
- Future About 120 E-Books with soccer / football specific content will be published within the next 24 months  
E-Books will be sold through Amazon, Barnes & Noble, etc.  
The e-publishing department will grow constantly and four new staff members will be employed during the next 12 months  
Development of E-Books with external partner





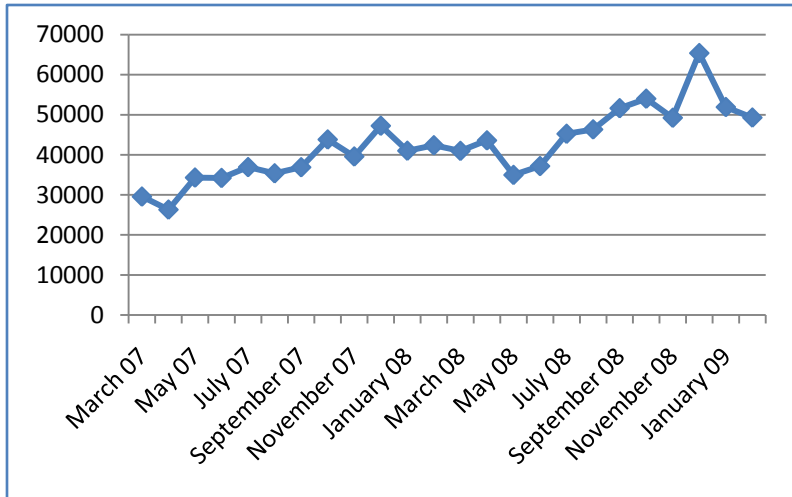
# Information through the World Wide Web

- 1996 Meyer & Meyer Sport started its first online presence [www.meyer-meyer-sports.com](http://www.meyer-meyer-sports.com)
- 2000 Orders through the internet are possible through the new web shop
- 2007 Web 2.0 – customers and readers can actively contribute to the online contents
- 2009 The first contents are only available in electronic format and Meyer & Meyer Sport extends its presence to six websites

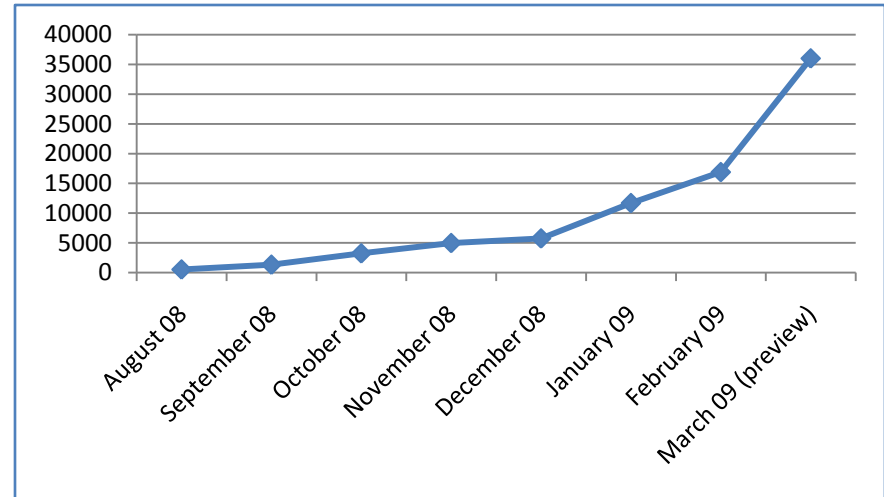


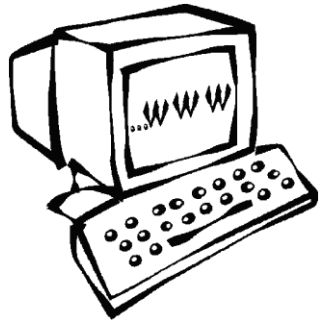
# Information through the World Wide Web

Sales by copies through Amazon



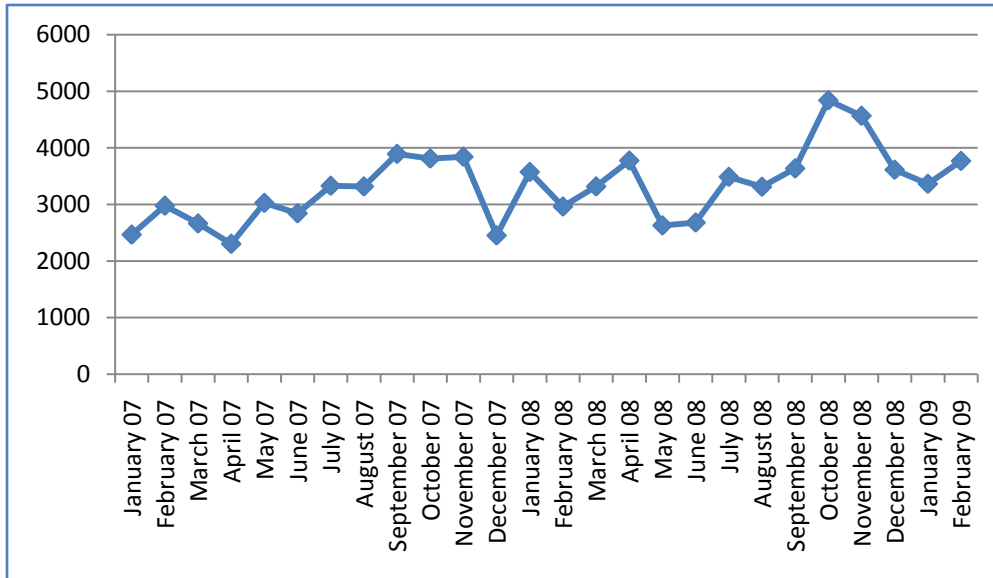
Hits on Google Book Search





# Information through the World Wide Web

Sales by copies through the Meyer & Meyer webshop





# Trends

## The new generation of books

- Amazon, Google, Sony and other companies create a growing demand for E-Books
- Kindle and other E-Book reader make it easy for customers to download and use the books everywhere – worldwide
- iTunes, Musicload and others have changed the consumer attitude to this kind of online offers

# Shop for Books

The screenshot shows the website for Meyer & Meyer Sport, a sports publisher. The header features the company logo, a '25 YEARS' anniversary badge, and navigation links for 'Novellies', 'Books/E-Books', 'CDs/Videos/DVDs', 'Journals', and 'Subscriptions'. The main content area displays the breadcrumb trail: 'Welcome Page > Books/E-Books > Academic Books > Kinesiology'. It indicates that there are 0 articles in the shopping cart and a subtotal of 0 €. A link is provided for 'German language books in this category'. The featured product is 'Science and Skiing IV', edited by Erich Müller, Stefan Lindinger, and Thomas Stöggli, published in 2009. It is available in English as a printed book for 49.95 € and as a digital version for 42.95 €. Single articles are available for 4.95 € to 24.95 €. The page also includes a navigation menu on the left with options like 'Program', 'News', 'Advanced Search', 'About us', 'Imprint', 'T & C', 'Contact', and 'Shopping cart'. A login section is present with an email address field, a password field, and a 'Login' button. The right sidebar contains promotional banners for Jeff Galloway, Ironman Official Books, The Body Coach, and the World Sport Publishers' Association.

The Meyer & Meyer Sport online shop offers

- Printed Books
- E-Books
- Digital Articles

MEYER  
& MEYER  
SPORT

# Shop for Journals

The screenshot displays the website for Meyer & Meyer Sport, a 25-year-old publisher. The header includes the company logo and navigation links for Novellies, Books/E-Books, CDs/Videos/DVDs, Journals, and Subscriptions. A user is logged in, and the page shows the 'Annual Subscription to International Journal of Physical Education' with a price of 45.00 € for both print and digital versions. Below this, the 'Students' Subscription of International Journal of Physical Education' is listed at 40.00 € for print and 45.00 € for digital. The right sidebar features promotional banners for Jeff Galloway, Ironman, and The Body Coach. A blue navigation menu on the left lists options like Program, News, and Shopping cart.

The Meyer & Meyer Sport online shop offers

- Printed Journals
- E-Journals

MEYER  
& MEYER  
SPORT

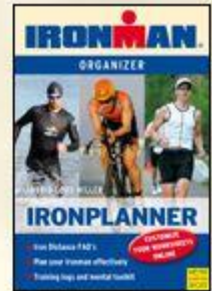


# Additional Content for Books

## Ironplanner

### Ironplanner

**Autor(en):** Ingrid Loos Miller  
**Untertitel:** Ironman Organizer  
**Verlag:** Meyer & Meyer Sport  
**Erscheinungsjahr:** 2009  
**ISBN/ISSN:** 978-1-84126-257-4  
**Reihe:** Ironman edition  
**Auflage:** 1st edition  
**Sprache:** Englisch  
**Seitenumfang:** 136 pages  
**Objektyp:** Bücher



Formatangaben: full-color print, 100 photos, Paperback, 6 1/2 x 9 1/4"

[Beschreibung](#) [Vorschau](#)

### **Digitaler Zusatzinhalt**

Bitte geben Sie das Zugriffskennwort ein, um die Datei "Ironplanner - Online.zip" (Dateigröße: 184.08 KB) zu laden:

Hinweis: Sie werden nach dem Download automatisch weitergeleitet!

The book Ironplanner offers

- printable worksheets
- personalized trainings sheets

**MEYER  
& MEYER  
SPORT**

# Additional Content for Journals

[www.ff-magazin.com](http://www.ff-magazin.com)

**FF** MAGAZIN  
MÄDCHEN- UND FRAUENFUSSBALL

MÄDCHEN- UND FRAUENFUSSBALL

+++ Ticker +++ Ticker +++ Ticker +++ Ticker +++ Ticker +++ Ticker +++ Ticker +++ Ticker +++ Ticker +++ Ticker +++ Ticker +++

**Hamburger SV - TSV Crailsheim**  
01.03.2009, 11 Uhr, Wolfgang-Meyer-Stadion: Für die Fußballfrauen des TSV Crailsheim wird es langsam Zeit, dass endlich der Ball wieder auf dem grünem ...

Ticker powered by [SteGaSoft](#)

**SC Frauen starten gegen Essen-Schönebeck ins Pflichtspieljahr**  
27. Februar 2009

Zum ersten Punktspiel des Jahres erwarten die SC Frauen am kommenden Sonntag die SO Essen-Schönebeck im Freiburger Möslestadion. Anpfiff der Partie gegen den Tabellennachbarn ist um 14 Uhr. Außerdem wird die zweifache Weltmeisterin Renate Lingor als WM-Botschafterin im Mösle erwartet. Mädchenmannschaften im Trikot oder Trainingsanzug ihres Heimatvereins erhalten zu diesem Spiel freien Eintritt.

[Mehr lesen ->](#)

Kategorien: [1. Bundesliga](#) · [FF>>Aktuell](#) · [FF>>Liga & Vereine](#) — [Keine Kommentare](#)

**FCR 2001 Duisburg: Vorbereitung auf Sonntag**  
27. Februar 2009

Sehr übersichtlich ging es in dieser Woche beim Training des FCR 2001 Duisburg zu – gleich vier Spielerinnen waren beim Länderspiel in Bielefeld gegen China und sogar 5 Kickerinnen aus dem Kader des Tabellenzweiten der Frauen-Fußball-Bundesliga waren zum Sichtungslerngang der U19 nach Henfen eingeladen.

[Mehr lesen ->](#)

Kategorien: [1. Bundesliga](#) · [FF>>Aktuell](#) · [FF>>Liga & Vereine](#) — [Keine Kommentare](#)

**FCR 2001 Duisburg – FF USV Jena**  
27. Februar 2009

**FF>> MAGAZIN**

**Ihre Bestellmöglichkeiten:**

- Aktuelle Ausgabe
- Abbestellung
- Vereinsangebote
- Einzelhefte
- Leserservice

**Im FF>> Magazin finden Sie:**

- Wer sind die Chefinnen der Bundesliga?
- Frauenfußball in der Türkei.
- Spannende Reportagen und Interviews.
- Neue Rubrik: Das FF>>Magazin auf Reisen.
- Viele Praxis-Tipps.

**SUCHEN**

**NUR NOCH ...**

- ... 97 Tage bis zur EM 2009
- ... 850 Tage bis zur WM 2011

**ANZEIGE**

**LiteraTOR!**  
Lesenswertes aus unserem Shop

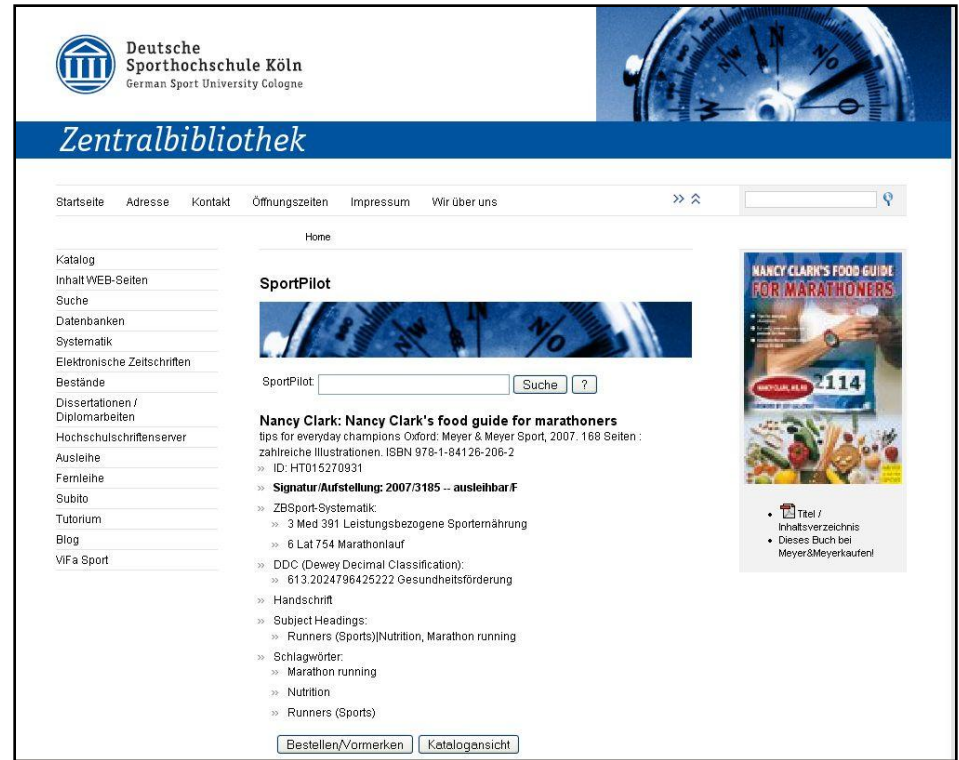
Fußballtaktik  
SOCCER  
MAY  
Fußballwart  
Koordination

FF-Magazin – A Journal for Women's Soccer offers

- daily news
- results of the leagues and other games
- a forum, special features and much more

**MEYER  
& MEYER  
SPORT**

# Campus Solution

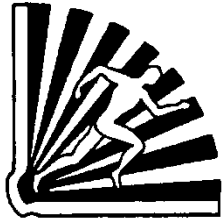


The screenshot shows the website of the Zentralbibliothek at the Deutsche Sporthochschule Köln. The page features a navigation menu at the top with links for Startseite, Adresse, Kontakt, Öffnungszeiten, Impressum, and Wir über uns. A search bar is located in the top right corner. The main content area displays search results for the book "Nancy Clark: Nancy Clark's food guide for marathoners". The results include the book title, author, and a list of metadata such as ID, Signatur/Aufstellung, ZBSport-Systematik, DDC, Subject Headings, and Schlagwörter. A "SportPilot" search bar is also visible. On the right side, there is a promotional banner for the book, featuring the cover image and a call to action to view the table of contents or purchase the book.

Meyer & Meyer Sport will offer to universities

- free access to book contents
- only within the university campus

MEYER  
& MEYER  
SPORT



# World Sport Publishers' Association

- Founding Member
- Organization of sports publishing houses worldwide
- More than 50 members from all kind of publishing branches mostly from Europe, Asia, North-America, and Oceania, not yet from Africa
- Common interest in co-operations with international sports federations, organizations and multinational companies – speak as one voice
- License exchange between members



# World Sport Publishers' Association

- Huge interest in E-Books in English speaking countries  
Electronic publishing has a high standing in industrial countries  
Publishing houses convert their program to adapt the new needs  
Example: Human Kinetics publishes all academic books also electronically and has numerous e-learning programs  
Only two publishing houses act worldwide and have already adapted their program: Human Kinetics and Meyer & Meyer Sport  
Other publishing houses seek for this change of producing their books  
Through WSPA, most publishing houses follow Meyer & Meyer Sport – a non-English native speaking company  
English speaking countries benefit from the mostly English speaking online world which makes it harder for other countries to participate.
- Few interest in E-Books in Spanish speaking Countries as well as in South-East Asia

MEYER  
& MEYER  
SPORT



# World Sport Publishers' Association

Adverbum (France)  
AFN Publishers (Australia)  
AMI Publishers (USA)  
Arcadia S.R.L (Italy)  
Arko Sports Media (The Netherlands)  
Arteplural Edicoes (Portugal)  
Birdiemaker Verlags- und Marketing GmbH (Germany)  
Body & Breath Inc. (USA)  
Cardinal Publishers Group (USA)  
Cethial & Bossche Publishers (Canada)  
CeWe Förlaget (Sweden)  
Dragon Door Publications (USA)  
Editions à la Carte (Schwitzerland)  
EditVALLARDI (Italy)  
Elika Srl (Italy)  
Guy Saint-Jean Editeurs (Canada)  
Hawk Systems (USA)  
Editorial Hispano Europea, S.A. (Spain)  
Hofmann Verlag (Germany)  
Hungarian Coaching Association (Hungary)  
Hungarian Society of Sport Science (Hungary)  
John Midgley International Foreign Rights (Great Britain)  
Libreria dello Sport (Italy)  
The Lyons Press (USA)  
Sports Lawyer Vinit Kathardekar (USA)

Sports Lawyer Dr. Christian Krähe (Germany)  
Megaform AG (Belgium)  
Meyer & Meyer Fachverlag und Buchhandel GmbH (Germany)  
Multimedia International Consultancy Limited (Ireland)  
Philippka Sportverlag (Germany)  
Reedswain Inc. (USA)  
Rodale, Inc. (USA)  
Sagamore Publishing (USA)  
Salto Publications Inc. (Greece)  
Sportverlag Schmidt & Dreisilker GmbH (Germany)  
SISU Idrottsböcker (Sweden)  
SK-sport (Russia)  
spomedis GmbH (Germany)  
SportAcadamPress (Russia)  
SportsWorkout.com (USA)  
Strömberg Bokförlag (Sweden)  
Publishing House Terra.Sport (Russia)  
Toooor24 (Germany)  
Ediciones Tutor, S.A. (Spain)  
Windsor Books (Great Britain)  
WISH Publishing (USA)  
World Sports Library (Norway)  
Wydawnictwo BK S.C. (Poland)

MEYER  
& MEYER  
SPORT





# Trends

## The future of sports publishing

- Publishing houses profit from the electronic publishing
  - Books will not longer be printed
  - No Warehousing
  - No Transportation costs
  - Faster Modification of the book content
- E-Books offer a great number of possibilities for additional content
  - Animations & Videos
  - Enlarged presentation of photos, illustration and tables
  - Direct web links
  - Search Functions
  - Voice output
  - And much more ...



# Trends

## The future of sports publishing

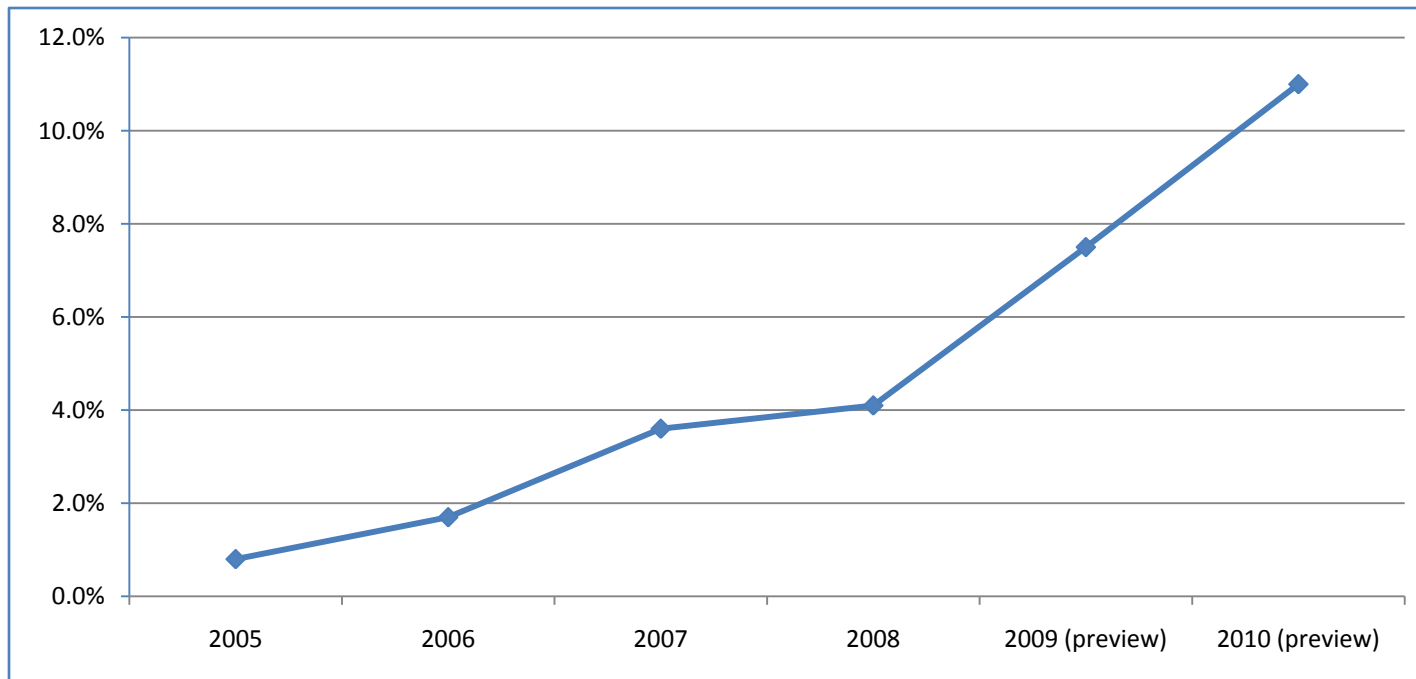
- Unfortunately only academic publishing houses have recognized the chance of electronic publishing and have a lead over other companies in this field
- The publishing houses still work on concepts and are forced to find solutions through the introduction of the e-readers
- Academic publishing houses publish a big part of their program on an electronic basis
- Furthermore, academic reference books as well as high priced essays and monographs are more and more published electronically.
- Sports has only a minor role in academic book publishing at the moment



# Trends

## The future of sports publishing

- The development of e-publication in the publishing industry.





# Trends & Challenges

## The effects for the sport documentation

- The standing of university libraries as well as other distribution forms will grow enormously in the electronic field.
- Databases like SIRC, Spolit and others have good prospects in their development.
- Due to the structure of sports publishing, the changes for books and journals are still in the beginning.
- Sport organizations and their boards are looking for the practical use of their teaching material. Step by step they discover the importance of electronic publishing.
- This development is forced by the education of coaches as well as the increase of results in the sport science.



# Challenges

## What sports publishing houses need to do

- The challenge of sports publishing houses is to transfer the knowledge of the academic world to the coaches and organizations
- This opens also an interesting challenges for the sport documentation
  - IASI, its documentation as well as the results of the member federations have to cooperate with publishing houses and its organizations (WSPA)
  - Then the organized sport as well as the sport for all can profit from this new power.
- E-Books will gain in importance in the field of sports.
- The change of learning behavior of students will displace the paper form in favor of the E-Book.

# Conclusion



The printed book will keep its importance in publishing.

The printed book and printed journals will become exclusive and more expensive products.

The mass production of books and journals will be done electronically.

Print-runs will be smaller and the price per copy will be higher.



**Thank you for your attention and  
see you on [www.m-m-sports.com](http://www.m-m-sports.com)**



**MEYER  
& MEYER  
SPORT**



Australian Government  
Australian Sports Commission



AUSTRALIAN  
INSTITUTE OF SPORT

# 13th IASI World Congress

11-13 March, 2009 Canberra, Australia

*Building and sustaining sport information communities -  
through connectivity, collaboration and sharing*



ROUTLEDGE



Routledge  
Taylor & Francis Group

EPSON  
EXCEED YOUR VISION



Wolters Kluwer | Ovid  
Health

Kayell  
australia  
Imaging · Graphics · Media

