



School Library Market Report 2008-2009

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- Gareth Stevens
- Greenwood Publishing Group
- H.W. Wilson
- Ingram Library Services
- Lerner Publishing Group
- Marshall Cavendish
- Overdrive
- ProQuest
- Recorded Books
- Rosen Publishing
- Scholastic Classroom & Library Group
- World Book

Abstract

School Library Market Report 2008-2009 is a new report from Simba Information, the trusted source for publishing market intelligence.

This report offers an up-close analysis of the K-12 school library market, providing publishing decision-makers the most up-to-the-minute business information on market trends, opportunities and growth potential.

Use this report to analyze overall growth potential and assess niche opportunities, evaluate trends affecting the market and benchmark performance of the industry leaders to position yourself effectively for short- and long-term growth.

Topics include:

- Buying power of school libraries
- Funding outlook
- School library demand for materials
- Effective marketing and distribution channels
- The impact of emergent technologies
- Leading materials providers

This report is an essential market intelligence tool for publishers, editors, marketing, business development and investment professionals who need to understand the business strategies currently driving this segment of the educational publishing industry.





Table 3.1:
Total School Library Expenditures, by Category
(\$ in millions; expenditures at school site level)

	Sales 2007-2008	Market Share 2007-2008	Sales 2008-2009	Market Share 2008-2009	% Chg. ¹
Books	\$111,000	21.1%	\$111,000	21.1%	0%
Nonfiction	\$55,500	10.6%	\$55,500	10.6%	0%
Fiction	\$55,500	10.6%	\$55,500	10.6%	0%
Reference	\$11,100	2.1%	\$11,100	2.1%	0%
Print periodicals	\$11,100	2.1%	\$11,100	2.1%	0%
Electronic	\$11,100	2.1%	\$11,100	2.1%	0%
Databases	\$11,100	2.1%	\$11,100	2.1%	0%
E-books/digital audio	\$11,100	2.1%	\$11,100	2.1%	0%
Other electronic	\$11,100	2.1%	\$11,100	2.1%	0%
Software (CD-ROM, etc.)	\$11,100	2.1%	\$11,100	2.1%	0%
Audiovisual	\$11,100	2.1%	\$11,100	2.1%	0%
Total	\$525,000	100%	\$525,000	100%	0%

¹Percent change is change in sales
Source: Simba Information

An overall slight decrease of 1% in the 11.5% decline in print reference, and, expected to be down, declining 3.0% of

The pattern of purchasing declines is a competition from electronic distributed

The biggest cost in the print category year-over-year, largely due to the non-particular, they are focusing on expert struggling readers and students learning that programs that are now part of a

Refurbish, struggling and non-English fiction and nonfiction, but, given the more outside of class, for fun, as a not important part.

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Table 1.1:
Percentage of Media Specialists Who Train Teachers and Students in Technology

<u>Train Teachers</u>	2005	2006
in locating e-resources	83%	83%
in evaluating e-resources	75%	75%
in using e-resources	75%	75%
<u>Train Students</u>		
in locating e-resources	83%	83%
in evaluating e-resources	75%	75%
in using e-resources	75%	75%

Source: School Library Journal, 2006

Technology has created both opportunity and challenge for library media specialists. On the one hand, the rapid proliferation of new digital content and new technology formats has heightened time pressures and added to budget constraints. Conversely, technology can be a tool to make the media specialist's job easier and instruction more effective. Once a student is familiar with searching for information online, students can spend less time on the low-level skill of finding the information, and more time learning high-level skills such as analysis, synthesis and evaluation.

Direct Instruction

generating a majority of its sales through its K-12 publishing business, while its trade division remains small by comparison, publishing about 400 books annually, including adult trade books, Harcourt trade paperbacks, the American Heritage

Synergy Between Media Centers and Classroom Instruction

Houghton Mifflin's trade and reference revenue has been a steady rise for years as the publisher has relied more on faculty strength and more to us than a clear growth strategy, though it landed more titles on the bestseller lists from July 2007 to June 2008 than the previous three periods thanks in part to Harcourt's contribution. The high point for the publisher came in 2004 when Houghton Mifflin had the most titles for the classic Chris van Allsburg title The Polar Express (and, on the adult side, the Oprah Book Club pick The Heart Is a Lonely Hunter by Carson McCullers).

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About Simba Information

Since 1989, Simba Information has been widely recognized as the leading authority for market intelligence and forecasts in the media industry.

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In addition to our syndicated newsletters and research reports, we offer custom research solutions tailor-made to fit your specific needs.

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