Growth in publishers' online communities reviewed among US and UK industry insiders

London/New York, 20 March 2013 - **Publishing Technology**, a leading provider of content solutions for publishers, has commissioned **Bowker Market Research** (BMR) to undertake a study into the growth of publishers' online communities and how they are used to connect with readers and raise brand awareness.

Key findings will be made available at the joint Book Marketing Society (BMS)/Publishers Publicity Circle (PPC) London Book Fair panel on *THE CAMPAIGN REVOLUTION:* Reshaping the way publishers are reaching readers, Tuesday, 16th April, 5.30-6.30, Cromwell Room.

 Jo Henry, Director, Bowker Market Research, commented:
"The growth of online channels and digital publishing has meant greater access and range for consumers – but has also made it harder for book lovers to find what they want. Publishers are increasingly looking to target their marketing at a well-defined audience; alongside increasing use of consumer insight data, online communities offer an ideal opportunity to do this."

Jane Tappuni, EVP of Business Development at Publishing Technology said:
"As publishers step up direct-to-consumer activity, online communities are becoming an increasingly popular weapon in the sales and marketing arsenal. But, while they grow in interest, there isn't any substantive research in the area so we hope this study from BMR will will provide valuable context around the publishing industry's attitude to online communities."

Trade and academic publishers in the UK and US will be invited to contribute to the survey and will receive a report on the full findings. In addition to the top line results being revealed at the London Book Fair, the full results will be made available on publishingtechnology.com/blog

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Notes to editors:

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Publishing Technology plc:

Publishing Technology is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with content systems, audience development and content delivery software and services. Combining our unmatched publishing knowledge, global operations and perpetual support model with our *advance* operations system, *ingentaconnect* scholarly portal, *pub2web* custom hosting platform and PCG (Publishers Communication Group) sales and marketing consultancy, we offer the industry's only full spectrum of solutions to help publishers move their content forward. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India, China and Australia. Assisting 400 trade and scholarly publishers for over thirty years, Publishing Technology solves the fundamental issues content providers face.

BMR:

Bowker Market Research, the leading provider of market research information and business intelligence for the book industry, was formed in March 2012 by combining BML (Book Marketing Ltd), originally established in the UK in 1990, and RR Bowker's consumer research business in the US. Bowker Market Research monitors the US and UK book markets through *Books & Consumers*, the premier resource for understanding consumer book buying behaviour, as well as undertaking adhoc research for a wide range of clients.