



Ingenta agrees landmark collaboration with CEPIEC in China

Oxford, 15th February 2017 – Ingenta has signed an agreement with China Educational Publications Import & Export Corporation Ltd (CEPIEC), which will enable publishers on Ingenta Connect to market and sell their content to Chinese researchers and institutions.

The two year deal with China's largest academic digital resource importer will provide international publishers who host their content on Ingenta Connect with access to the burgeoning Chinese scholarly market via a new scholarly pay-per-view platform, launched by CEPIEC and major Chinese search engine Baidu.

Academic institutions and individual researchers in China will be able to use Baidu Scholar's search facilities to browse and locate the content they need using the metadata Ingenta Connect publishers have supplied. The content can then be acquired via the new pay-per-view platform and downloaded as a PDF through a link which is valid for 72 hours.

Byron Russell, Head of Ingenta Connect, stated:

"China is a real land of opportunity when it comes to the scholarly market, with over 25 million students and academics, not to mention a wealth of institutions and libraries which serve and support a growing thirst for knowledge. However, until now publishers have had limited success when it comes to marketing and selling their content in this territory. This new collaboration with CEPIEC will give our publishers on Ingenta Connect a fantastic opportunity to have their content featured on Baidu Scholar and to expand their reach into this lucrative marketplace."

Xie Zegui, Director of Journals & E-content from CEPIEC, said:

"We are delighted to sign this agreement with Ingenta and to bring this unique opportunity to Ingenta Connect publishers. We look forward to delivering a wealth of reputable academic resources to Chinese academics and institutions through this arrangement, and we are confident the new pay-per-view platform will prove a success to all parties involved."

-Ends-

Notes to Editors:

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About Ingenta:

Ingenta is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with our suite of commercial products, CMS and advertising solutions and content services packages. Combining our unmatched publishing knowledge, global operations and customer support with our extensive technology and service products, we offer the industry's only full spectrum of solutions to help publishers manage and monetise their content effectively. 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 and China. Assisting 450 trade and scholarly publishers for nearly 40 years, Ingenta solves the fundamental issues content providers face. Visit ingenta.com, follow @WeAreIngenta on Twitter, or connect on LinkedIn.