

# Academic world

Eio is now established as the main platform to publish and sell content on line academic. Foreign institutions are searching the Italian texts to be included in their catalogs. But not only ...

## Interview with Barbara Casalini

**How many texts are currently online in EIO? Who acquires these texts?**



The Editoria Italiana Online collection (eio.casalini.it), comprising works of academic importance, includes 5,200 e-books and 360 e-journals to date. The Casalini Digital Library (digital.casalini.it), from which individual users may purchase content directly, currently hosts 5,800 e-books and 420 e-journals, consisting of over 150,000 texts and articles, from more than 90 Italian and 20 Spanish publishers. The product of

10 years' experience in digital publishing, EIO has become a valuable platform for publishers to distribute and sell scholarly contents online, as well as the only electronic resource allowing academic institutions worldwide to consult Italian works and journals in electronic format. Editoria Italiana Online has been developed to meet the needs of University, National and research libraries wishing to provide access for their users to the electronic contents available. These institutions value the Casalini platform because it is a relevant tool offering an interface in 5 languages and specialised functions for scholarly use of the material. We have developed the site over the years according to suggestions received from the institutions that regu-

larly use our services for print titles. A new interface, of which the beta version for libraries is to be presented at the Frankfurt Book Fair, will be released shortly. The upgraded site uses web 2.0 technology to enhance existing tools, and provides new functions designed to improve the consultation of documents and increase the platform's value as a research tool. These include searches by subject and classification, creation of bibliographies, personal lists and tagging, among others.

## How are digital rights managed?

Each publisher is able to define specific conditions for the use of digital content. The flexible DRM management system, based on Adobe (Policy Server) technology, allows publishers to establish different conditions

The screenshot shows the website for Casalini libri. At the top, there are language options: English, Italiano, Deutsch, Français, Español. Below this are fields for E-Mail and Password, and buttons for Log on and Register. The main navigation bar includes: Casalini Libri, Services, Orders, E-Products, Bibliographies, and Other Links. A 'Network Casalini Libri (Caldine)' link is also present.

**Press Releases**

- Editoria Italiana Online: Collection contents exceed 150,000 e-Journal articles and e-Book texts
- Casalini Libri now supplies Greek imprints
- Casalini Libri supplier of European Publications

**Featured Book:** Dirección científica de Antonio Bonet  
**Laxeiro : catálogo universal**  
 Nova Galicia : Fundación Laxeiro, 2009  
 3 v. : col. ill. ; 33 cm + 1 DVD  
 978-84-92590-53-7  
 399,00 EUR

**Promotions**

- Edizioni di Storia e Letteratura in Editoria Italiana Online
- Fabrizio Serra E-journal Collections in Editoria Italiana Online
- New Periodicals - Special Promotion Fabrizio Serra Editore

**Core Titles:** Autumn 2009

**Announcements:** Just Published and Forthcoming Publications, Works of Particular Significance, Special Promotions

**Full Text:** EIO Editoria Italiana Online, FrancoAngeli Online

**Quick Search:** Search by All fields, Author, Title, ISBN/ISSN. Options for i libri International and le riviste Database.

**Advanced Search:** i libri Database®, i libri International®, le riviste Database®

**Footer:** Guide to using www.casalini.it, © 1996-2008 Casalini Libri - VAT no. IT03106600483, WebTeam Privacy

and functions, according to their own digital rights policies and sales strategies. We periodically provide publishers with sales reports, describing the royalties due according to contract, while author royalties are managed by the publishers themselves. Publishers have access to a dedicated section of the site, from which they may view the permissions and functions assigned to their content.

## What are the main aspects of supplying Italian books and journals abroad and problems that can arise? Do you provide a cataloguing service and updates on new additions for your foreign customers?

Since beginning our activity as a family business in 1958, we have always worked in close contact with publishers and libraries to promote and support the presence of Italian publishing in libraries worldwide. Over the years we have created a wide network of contacts and developed strong relationships with over 2,000 Italian publishers and as many foreign publishing bodies, as well as libraries in around 40 countries.

We are extremely proud to have played an important part in the construction of the Italian collections of North American and European libraries such as Harvard, Yale, Columbia, Princeton, Stanford, Cambridge, Oxford, Bayerische Staatsbibliothek, Sorbonne, British Library and many others. It is also true that our work becomes ever more complex and delicate. With protocols for the automatic exchange of data, our services enter further into the internal processes of the libraries, and are therefore subject to close quality assurance monitoring by libraries.

The Casalini name is well known within and outside Italy for a number of services: research and proposal of new titles, the selection of Approval Plan titles, cataloguing and the physical processing of books with barcodes, labels, security strips, etc., to allow books to arrive at the library ready for the shelf.

We have a department exclusively dedicated to obtaining new titles and creating bibliographical records that libraries (both foreign and Italian) use to generate orders. Once a title has been ordered, our on-site cataloguing department produces a definitive record in compliance with the AACR2 rules, thus making the title visible immediately it arrives in the library.

According to sales data and your own experience, do you believe that a well-



## known author and respected publishing house are necessary for an Italian publication to be important and visible abroad? Do any particular cases contradict this theory?

The author and publisher certainly do have some influence on sales, although determining factors for the purchase of works do vary as our customers, predominantly of a scholarly/research background, are more receptive to specialist and niche works than the general public. Some institutions base their orders on our bibliographic proposals, while others, taking advantage of our knowledge of different markets and cultural and scholarly environments, choose to entrust us with the management of their orders according to a precise "selection profile" which defines collection development policies. The continued satisfaction of libraries in our comprehensive and continuous coverage of the library's field of excellence makes the Approval Plan one of our most outstanding services.

## In addition to Italian books, you supply European publications to libraries all around the world. How did this service come to be?

On the basis of our experience in dealing with Italian books, we have now, for a number of years, been supplying libraries with any title requested, regardless of its country of origin and of the format of the material. For titles from Spain, France, Portugal, Belgium, Greece and French and Italian-speaking areas of Switzerland, we provide all the same added value services as for Italian publications. The service offers libraries that manage their Italian language orders in combination with titles from other countries the possibility to consolidate their foreign language purchases, while opening new markets for the supply of each individual language. Guaranteeing a wide range of quality services for published material from a number of countries is ever more important in a library world that is constantly reducing the number of suppliers in order to reduce costs and optimise workflows.

We are still dedicated to the supply of Italian titles and to maintaining our past and present mission to promote and diffuse academic and culturally-relevant publishing throughout the world. (Interview edited by D. Nannini)

