

European Publishing SMEs in the Digital Era: Technological and Business Innovation

Dear respondent,

Thank you very much in advance for the completion of the following questionnaire. It will take approximately 20 minutes to answer all the questions.

The European Commission pays particular attention to SMEs in the publishing sector. DG INFSO's Media Task Force has launched the initiative, "European publishing SMEs in the digital era: technological and business innovation ", in order to carry out a thorough investigation of the current state of publishing SMEs, in particular the obstacles they face and future development possibilities.

This questionnaire is only aimed at SMEs in the field of publishing; therefore please consider the relevancy of the questionnaire to your company. "The category of micro, small and medium-sized enterprises is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding 50 million euro, and/or an annual balance sheet total not exceeding 43 million euro." (extract from Article 2 of the Annex of Recommendation 2003/361/EC).

The current financial crisis and the likelihood of an economic recession are moreover hardening the economic environment for publishing sector SMEs also and the European Commission intends to continuously observe the main developments in the sector and its business environment.

The information gathered may reveal business solutions, so-called best practices, which could serve as examples for the whole sector and contribute to its sustainability during difficult times.

It is important to emphasise that EU data protection rules will apply to all responses to this questionnaire. Both individual data and business information will be kept confidential; no names or information that might permit identification of respondents will be published without prior permission.

The new definition takes into account possible relationships with other enterprises. If these relationships create significant financial links they may imply that an enterprise is not an SME.

The definition of SME includes three categories:

- a) autonomous/independent,
- b) partner,
- c) linked/subsidiary.

The explanation can be found in point 2.3 of the [SME User Guide](#) explaining the new SME definition.

Profile of the reporting SME

Company name (compulsory)

Company Address (compulsory)

Country (compulsory)

Telephone (compulsory)

e-mail address (compulsory)

Website (optional)

Your (respondent's) position in the company (optional)

Which sector does your company belong to? (you can choose more than one option) (compulsory)

- Newspapers
- Magazines
- Specialized Magazines

- Books
- STM Publishing (Scientific, Technical, Medical)
- Pure Internet Player

What is the type of your company? (compulsory)

- autonomous/ independent
- partner
- linked/ subsidiary

 Please indicate the name of the partner (compulsory)

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Share of revenue from printed newspapers sales (compulsory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share of revenue from printed magazines sales (compulsory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share of revenue from printed books sales (compulsory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share of revenue from electronic publications sales (compulsory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share of revenue from audiobooks sales (compulsory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share of revenue from subscription packages (print and online) (compulsory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How many people does your company employ? (compulsory)

- fewer than 10
- between 10 and 24
- between 25 and 49
- between 50 and 99

between 100 and 249

What is the approximate percentage of women and men in your company? (optional)

What is the value of the turnover of your company? (compulsory)

- up to 1 million €
- 1-2 million €
- 2-5 million €
- 5-10 million €
- 10-25 million €
- 25-50 million €

What is the annual balance sheet of your company? (compulsory)

- up to 1 million €
- 1-2 million €
- 2-5 million €
- 5-10 million €
- 10-25 million €
- 25-43 million €

Is your company... (compulsory)

- a start-up company (less than 3 years old)
- a newly established company (within 3-15 years)
- more than 15 years old

Access to finance

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Share of overall revenue from advertising (compulsory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share of overall revenue from sales (compulsory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (merchandising, rights, ...) (compulsory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have you ever applied for specific grants for publishing sector SMEs at national level (including state aids and specific financing programmes)? (compulsory)

- no, there are no such grants in our country
- no, although there are such grants in our country
- yes

 If yes, for what purpose? (you can choose more than one option) (compulsory)

- for developing our company (e.g. for acquiring new technology or for developing a business model)
- for solving solvency/ liquidity problem
- for translation
- other

Did you have problems in obtaining specific grants for publishing sector SMEs at national level (state aids and specific financing programmes)? (compulsory)

- yes
- no
- we did not apply for any grants

 If yes, what kind of problems? (you can choose more than one option) (compulsory)

- administrative burden
- problems of staff resources
- other reasons

Have you ever applied for an EU grant? (such as the Structural Funds, including the JEREMIE initiative, the Competitiveness and Innovation Framework Programme (CIP) or the 7th Framework Programme for Research and Development). (compulsory)

- yes
- no

 If not, why? (you can choose more than one option) (optional)

- we were not aware of such grants
- EU grant procedures are too complex
- EU grant schemes are not adapted to the requirements of the publishing sector

Have you ever applied for financing other than grants (loans, private capital financing, micro credit, public tender)? (compulsory)

- yes
- no

 If yes, ... (you can choose more than one option) (compulsory)

- for developing our company (e.g. for acquiring new technology or for developing a business model)
- for solving solvency/liquidity problem
- for translation
- other

Which kind of financing have you already applied for? (you can choose more than one option) (compulsory)

- loan
- private capital

- micro credit
- public tender
- none of them

 What are the main obstacles to accessing micro-credit (less than 25.000 euros)? (you can choose more than one option) (compulsory)

- administrative problems
- problems of staff resources
- problems related to general financial situation of the SMEs
- problems related to the economical specificities of publishing sector
- problems related to the current financial crisis
- other

How could public policies and instruments to facilitate access to finance be improved? (you can choose more than one option) (compulsory)

- awareness
- procedures
- reduction of costs
- improve the terms and conditions of the financial support mechanisms available
- other

Is the current financial crisis affecting your company? (compulsory)

- yes
- no

 If yes, how? (you can choose more than one option) (optional)

- no credit available for SMEs
- no credit available for publishers
- shorter payment date imposed by suppliers

- payment defaults by clients
- decline of general demand
- decline of demand for cultural products
- staff reduction or no recruitment
- no investment in new technology or new business model
- restricted budget for marketing
- decrease in the quality of the content our company is able to provide


Has your company received any kind of assistance to avoid or reduce the adverse effects of the current financial crisis? (compulsory)

- yes
- no

 If yes, in which form? (optional)

Have you heard of the Small Business Act (SBA)? (compulsory)



- yes
- no

 Do you think you can benefit from it? (compulsory)

- yes
- no
- don't know

Innovation

Which of the following descriptions best characterises the adoption of e-commerce in your company? "Our company... (compulsory)

- is forced to move to e-commerce by its principal customers 
- is slowly becoming active in e-commerce 
- is fully involved in e-commerce
- is not involved in e-commerce

Do you have sufficient and adequate capacity (e.g. finance, skilled staff) to digitise your publications or to develop e-commerce solutions? (compulsory)

- yes
- no



If not, what are the main obstacles? (you can choose more than one option) (compulsory)

- lack of finance
- lack of skilled staff
- insufficient market
- no access to the required technologies, including software
- other

Do you experience problems in access to new technologies? (compulsory)

- yes
- no



If yes, because of ... (you can choose more than one option) (compulsory)

- lack of interoperability of platform
- lack of interoperability of content

- cost
- lack of information
- capture of key technologies by big IT companies and not available on the free market
- capture of key technologies by big book retailing companies means that technologies are not available on the free market

What kind of new developments related to technological and business innovation do you envisage for your company within 5 years? (optional)

Market-related issues

Have you had difficulties gaining access to market? (compulsory)

- yes
- no

 If yes, they were due to... (you can choose more than one option) (compulsory)

- the effects of high concentration in the publishing sector
- the effects of high concentration in the distribution sector of printed works
- the lack of distribution channels for printed works
- lack of distribution channels for online works
- the ineffectiveness of the competition law (merger, anti-trust, state aids)

- lack of appropriate technology
- lack of interoperability of online platforms or devices
- the lack of finance
- other (please specify)

In your view, is competition law in your country being applied to promote market access to distribution? (compulsory)

- yes
- no

Impact of the regulatory framework (at EU and national level)

Does your company face specific problems linked to the national or EU regulatory framework in the following fields? (you can choose more than one option) (compulsory)

- no problem linked to regulatory framework
- VAT applied to online publications
- competition law
- company law
- copyright
- advertising
- new technology
- other

Do you think that the specificities of publishing sector SMEs are sufficiently covered by existing national instruments in favour of all SMEs (tax cuts, reductions of public charges, etc.)? (compulsory)

- yes
- no

Does a law exist in your country which is clearly intended to foster pluralism in the publishing sector? (compulsory)

- yes
 no

 If yes, please give us more detail on this law and assess whether it is effective (compulsory)

Do you have problems with copyright legislation? (compulsory)

- yes
 no

 If yes, what are the most significant copyright problems you face? (you can choose more than one option) (compulsory)

- lack of appropriate information on national copyright law
 lack of appropriate information on European copyright law
 lack of in-house skill
 piracy
 contractual relationship with authors/ journalists
 contractual relationship with other media
 lack of resources for protection of contents
 other

Skill and quality of labour force

Is the staff of your company sufficiently trained in digital skills? (compulsory)

- yes
 no

 If not, why? (you can choose more than one option) (optional)

- high cost of training
 remote location of existing training courses
 training is time consuming
 no relevant training available

Platforms and other mechanisms for co-operation

Is your company part of a mechanism for co-operation (online platforms, mediators, clusters)?  (compulsory)

- yes
 no
 doesn't exist in our country

Language-related issues

Which of the following statements best describes the situation of your company concerning multi-lingual environment (you can choose more than one option)? (compulsory)

- we do not publish in more than one language because of the absence of demand
 we do not publish in more than one language because of lack of resources (skilled staff, finance, technology, etc.)
 we do not publish in more than one language, but we intend to do so in the future

- we publish in more than one language and the multilingual environment creates business opportunities
- we publish in more than one language, but it is a barrier for our business
- we publish in more than one language because our publications cover a crossborder region
- we publish in more than one language because of the presence of a linguistic minority

Best Practices

Do you have any practices in terms of business or technological innovation that you could describe here for future dissemination? (compulsory)

- yes
- no



If yes, please describe the practice(s): (compulsory)

Do you accept that your practice(s) as described above is/are made public with attribution to your company in a future Commission document? (compulsory)

- Yes
- No
- Doesn't apply

Which bodies are the most appropriate for dissemination of "best practices" in business and technological innovation? (you can choose more than one)

option) (compulsory)

- professional associations (media, journalists, writers or SMEs, chamber of commerce, etc.)
- national public bodies
- EU Institutions
- other

Do you think that the EU level is relevant for an initiative towards publishing SMEs? (compulsory)

- yes
- no



If yes, what initiative should be envisaged? (you can choose more than one option) (compulsory)

- exchange of best practices
- networking
- support for dissemination of new technologies
- support on IPR issues (including copyright)
- legal instrument
- consultation
- other

Do you have any comments on the questionnaire? Would you like to add any more information? (optional)

SUBMIT