

**REQUEST FOR USE OF FUNDS FROM THE GOVERNING COUNCIL SPECIAL FUND:  
A. PUBLICATIONS**

## **Introduction**

1. This document relates to the Report on Publication activities (Document GC/54/13), in the sense that it covers the dissemination and commercial aspects of publication development, and second, it presents a request from the Governing Council Special Fund, as per Resolution GC/51/R10.

## **Distribution agreement**

2. This report looks back at the first two years of implementation of the new IARC-WHO Press agreement for the dissemination of IARC publications. The improved scheme (with a built-in incentive clause, increasing the percentage return to IARC for lower sales, and increasing the WHO Press percentage above sales of 10 000 copies of new volumes of the WHO Classification of Tumours) proved efficient in that the revenue generated for IARC increased in relative terms, while sales of individual volumes were declining in absolute numbers.

## **Sales**

3. The two Tables below present the sales of books (Table 1) and revenue from those sales (Table 2).

Table 1: Volume of sales of IARC publications 2006–2011

<b>Year</b>	<b>Total sales</b>	<b>Sales of 'Blue Books'</b>
2006	15 252	13 192
2007	18 964 (+24%) <sup>1</sup>	17 395 (+32%)
2008	21 310 (+12%)	19 365 (+11%)
2009	30 943 (+45%)	28 869 (+49%)
2010	15 544 (-50%)	14 872 <sup>2</sup> (-48%)
2011	13 582 (-13%)	12 641 <sup>3</sup> (-15%)

<sup>1</sup> In parentheses are the percent changes from the previous year

<sup>2</sup> This is 95% of total sales

<sup>3</sup> This is 93% of total sales

Table 2: Revenue from sales of IARC publications 2006–2011 (in Swiss francs)

Year	(a) Revenue from sales of all publications	(b) Revenue and percent from 'Blue Books'	(c) Revenue from sales paid to IARC <sup>a</sup>
2006	511 825	481 380 (94% of (a))	389 433 (76% of (a))
2007	777 795	744 768 (96% of (a))	520 850 (+34%) (67% of (a))
2008	877 604	839 388 (96% of (a))	737 362 (+42%) (84% of (a))
2009	1 300 050	1 258 925 (97% of (a))	1 030 054 (+40%) (79% of (a))
2010	848 448	824 448 (97% of (a))	796 896 (-23%) (93% of (a))
2011	710 348	690 416 (97% of (a))	640 938 (-20%) (90% of (a))

<sup>a</sup> After charges were deducted from overall figure

4. The first trend evident from the figures is a decline since 2009, both in sales and in revenue. While this was expected, after an exceptional year in 2009 following publication of one of the best-selling title(s) in the series ([WHO Classification of Tumours of Haematopoietic and Lymphoid Tissues, Fourth Edition](#)), the decline was expected to be less in the second year (i.e. 2011) in anticipation of publication of [WHO Classification of Tumours of the Digestive System, Fourth Edition](#), and above all, by the next volume in the series, Classification of Tumours of the Breast. The latter title did not appear in 2011, and it is expected to be published later this year, offsetting some of the shortfall in receipts.

5. Noting that the total proceeds of sales of IARC publications in 2010–2011 was 1 437 834 Swiss francs, or approximately €1 160 671, the draft resolution hereby presented to the Governing Council, requests approval to draw from the Governing Council Special Fund 75% of the above proceeds (i.e. € 870 503), in order to fund the IARC 2012–2013 publications Programme, subject to there being sufficient cash balances in the Fund.

6. The above request recognizes the required resources in the Section of Molecular Pathology (MPA) to maintain the production schedule of the Blue Books, in addition to the requirements in the Communications Group (COM) to provide cross-Agency support. An additional landmark publication project, namely the five-year update of the World Cancer Report (2013 edition) has just started being prepared, which responds to popular demand (over 16 000 downloads of the 2008 edition recorded between June and December 2011 make this the most popular IARC Publication download). The aim is to finish this collaborative effort by end of 2013.

7. Specifically, the allocation requested from the Council will continue allowing for the staff costs of two junior Professionals and two General Service staff in the Blue Books team, in addition to the regular budget allocation within MPA: Dr Ohgaki (30%), her secretary (35%) and a technical clerk (50%). Further, this provides for staff costs in the general publications area (in COM, to help with the preparation of *Monographs*, *Scientific Publications* and *Handbooks*), for a General Service Web assistant and a Publications assistant, in the total projected amount of €750 000 for 2012–2013.

8. In terms of non-staff costs, for the 2012–2013 biennium, € 170 000 will be used towards other costs for the preparation of two volumes of the Blue Books series (chiefly meetings, editing and printing costs).

9. The whole projected budget for the publications area would therefore be established at €920 000, with the €870 503 requested from the Governing Council Special Fund being complemented from the Regular Budget.

10. In view of the transition in publishing trends away from printed books towards web-based access and the potential impact of these trends on revenue to the Governing Council Special Fund from publications, there is a need to consider in the near future the principle of pay-per-view access to Agency outputs as the Communication Strategy for the coming years is developed.

### **Summary**

11. The Governing Council is requested to authorize the Director to draw supplementary funding for the Publications programme by returning 75% of the total proceeds from the sale of IARC publications from the Governing Council Special Fund to the Publications programme, subject to there being sufficient case balances available in the Fund. Noting that the proceeds from the sale of publications in 2010–2011 was 1 437 834 Swiss francs (corresponding to €1 160 671) the Governing Council approval is for the use of €870 503 from the Governing Council Special Fund, during the biennium 2012–2013.