



## REPORT ON PUBLICATION ACTIVITIES, INCLUDING REPORT ON FUNDING ALLOCATION

1. As per Governing Council Resolution GC/51/R10, the Director is requested to report on publication activities on an annual basis.

### Knowledge Management as part of the Communications Group

2. Publications are the responsibility of the Communications Group (COM), and more specifically the Knowledge Management Centre. Currently, two other Sections also manage publication series, i.e. the Section of IARC Monographs (IMO), in charge of the production of *IARC Monographs*, and the Section of Molecular Pathology (MPA), which prepares the WHO Classification of Tumours series (*Blue Books*).

3. The structure of the Communications Group was changed in 2013, following a thorough review of processes and of the distribution of tasks within the Group. The new Knowledge Management Centre, integrating both the documentation aspects and the publication development aspects of the knowledge management cycle at the Agency, forms a coherent set of information workflows and brings together staff members with complementary skill sets. The new Knowledge Management team will support and enable streamlined production processes, leading to a more efficient workflow, ensuring adherence to standards of best practice, and making best use of limited resources, as regards to all IARC publications.

### Review of processes and procedures

4. Recognizing the changing global media landscape, which includes a shift from print publications to digital editions, and the potential benefits of taking advantage of emerging technologies, IARC is exploring various options for a move to a cross- or multi-platform communication system and production workflow that can create and disseminate in-house publications and other types of information directed to a defined audience segment with specific attention to penetration into low- and middle-income countries with medium-speed internet and smart phone connections. A consultancy is on-going to provide actionable options for implementation of this new direction for IARC.

## **Review of distribution channels and business model**

5. In parallel, the agreement with WHO Press, heretofore the exclusive distributor of IARC print and electronic publications, has been reviewed in light of revenue generated to sustain the publication capacity of the Agency. The review has focused on diversifying sources of income, which at present rely almost completely on the *Blue Books*, constituting up to 99% of the publication-related income of the Agency. This exercise is being completed at the time of writing this document, with two main areas of findings.

6. On the one hand, the publications programme is shifting to an on-line focus, after two trials on e-Publications, one conducted with a free publication offered on the web ([Air Pollution and Cancer](#)) in October 2013, the other being the very successful [World Cancer Report 2014](#), launched in early 2014, which also served as a test-run for the dissemination of e-Publications by WHO Press. Electronic resources will become ever more significant in the Agency's knowledge output portfolio.

7. On the other hand, as announced in document GC/55/13 ("Report on publication activities – 2013"), the dissemination policy is being revisited by COM and the Section of Support to Research (SSR), in light of both a strong Scientific Council recommendation for speeding up the turnover of the Blue Book production – and hence the generation of revenue which makes the former sustainable – and the observation that the return from WHO Press is financially suboptimal. Thus the favored option currently is for IARC to manage the dissemination of electronic products (e-Publications, PDF documents, databases), while leaving the dissemination of print books to WHO Press, until the 4<sup>th</sup> Edition of the WHO Classification of Tumours is complete in print, which is expected in about three years.

## **Revenue from the sale of IARC publications by WHO Press**

8. The revenue from the sale of IARC publications amounted to 936 307 Swiss Francs in 2013, a 28% increase from 2012, thanks to the publication of the Soft Tissue and Bone volume of the WHO Classification of Tumours series, and to the sustained sales of the Tumours of the Breast volume.

9. The WHO Classification of Tumours series on its own (print) generated 99% of the overall publication sales revenue for IARC in 2013, with 96% of the overall sales.

## **Publications in 2013**

10. The overall production of publications in 2013 was as follows:

### *Non-serials*

[World Cancer Report 2014](#) (print)

[World Cancer Report 2014](#) (ePub)

Biennial Report 2012-2013 (print, to be announced on WHO Press platform)

[Biennial Report 2012-2013](#) (web-based PDF)

### *Scientific Publications*

[Air Pollution and Cancer, IARC Scientific Publication 161](#) (ePub only)

*WHO Classification of Tumours*, 4<sup>th</sup> Edition

[WHO Classification of Tumours of Soft Tissue and Bone](#) (print)

*IARC Monographs on the Evaluation of Carcinogenic Risks to Humans* (PDFs and print)

- Volume 101 (2012) Some Chemicals Present in Industrial and Consumer Products, Food and Drinking-water ([print](#))
- Volume 102, Non-Ionizing Radiation, Part 2: Radiofrequency Electromagnetic Fields ([PDF](#); [print](#))
- Volume 103, Bitumens and Bitumen Emissions, and Some *N*- and *S*-Heterocyclic Polycyclic Aromatic Hydrocarbons ([PDF](#); [print](#))
- Volume 104, Malaria and Some Polyomaviruses (SV40, BK, JC, and Merkel Cell Viruses) ([PDF](#))
- Volume 105, Diesel and Gasoline Engine Exhausts and Some Nitroarenes ([PDF](#))
- Volume 106, Trichloroethylene, Tetrachloroethylene and Some Other Chlorinated Agents ([PDF](#))

### *CancerBases*

[GLOBOCAN 2012 v1.0](#), Cancer Incidence and Mortality Worldwide: IARC CancerBase No. 11 [Web resource only].

11. In addition, work continues on the development of the new online resource PubCan, a database building on the interconnectivity of the *WHO Classification of Tumours*, the ICD-O coding scheme, and the Monographs evaluations, enabling cross-searches and allowing possible extensions to other, even possibly external, databases. This was discussed at a meeting of the *Blue Books* Series Editors in January 2013 and was considered as a resource of choice for publication of the *WHO Classification of Tumours* when the fourth edition is complete in print form; it will also be used to publish updates of the ICD-O codes.

12. The resource will also serve as a pilot for a possible model for pay-per-view, paid subscription or licensed access to online cancer information resources in the envisaged new cost recovery business model for the publications programme.

### **Report on funding allocation and request to the Governing Council**

13. With the plan to increase production to two volumes of the *WHO Classification of Tumours* per year, we anticipate an increase in both the yearly running costs and the revenues generated. In this context the 75% income return to the publication programme and the anticipated budget requirements are expected to exceed the €525 000 ceiling agreed in Resolution GC/55/R15, starting from the 2015 revenue (which will be allocated in 2016). The projection can be found below.

	2014	2015	2016	2017
Revenue	€614 676	€859 775	€1 064 082	€1 212 705
Budget allocation (i.e. 75% of previous year revenue)	€525 000	€461 007	€644 831	€798 062

14. Accordingly, the Director requests the Governing Council to lift the €525 000 ceiling (Resolution GC/55/R15) – while keeping the 75% return framework. The rationale for this request lies with the up-scaling of the production of the WHO *Blue Books*, and the added costs of IT infrastructure and human resources for production, troubleshooting and maintenance that will be required for transition to digital publishing. The information document GC/56/Inf.Doc. No.2 (“Projection of Governing Council Special Fund (GCSF) Account for 2014–2017”) includes the estimates on increased revenue displayed in the table above, and shows on line 5.3 the amounts that are being requested above the €525 000 ceiling. The increased revenues also generated for the GCSF under this scenario form an integral part of the Secretariat's efforts towards ensuring continued stability for this important fund.