



CAMBRIDGE
UNIVERSITY PRESS

Performance Summary

for the year ended 30 April 2010

Cambridge University Press was formed in 1534 and is the publishing business of the University of Cambridge. Our extensive peer-reviewed publishing lists comprise 36,000 titles covering academic research, professional development, school-level education, English language teaching and bible publishing.

Our Mission

To further through publication the University's objective of advancing learning, knowledge and research worldwide.

Our Objective

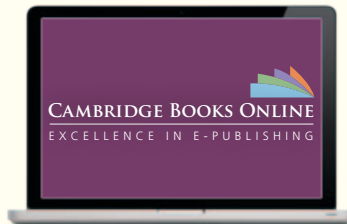
To operate sustainably for the public benefit a publishing programme that upholds the integrity of the Cambridge name.

Highlights



Global educational publishing

Fast growth from schools publishing in international markets.



Cambridge Books Online

We launched our own eBook platform in 2010. Over 6,000 eBooks are available.



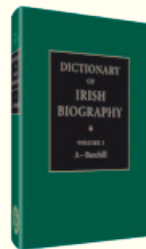
The Press goes mobile

We developed and launched our first mobile applications.



Award winner

Race to Learn won the 2010 BETT Award for Primary Digital Content.



Academic and Professional publishing going strong

Overall sales, including Journals, up 13%.



Cambridge Journals

New partnerships established with leading societies.

Chief Executive's overview

During a year of global economic turmoil, we delivered a strong performance

Cambridge Learning grew by 12% to exceed £100 million in turnover and our Academic and Professional Books publishing grew by 9% to almost £64 million, against a challenging backdrop in terms of public funding in major markets. The Journals business grew by 19% to £31 million, retaining all existing partnerships with learned societies, acquiring new ones, and achieving increased levels of impact and indexing.

These successes could not have been achieved without the dedication of the nearly 2,000 members of staff who work for Cambridge all over the world. It is thanks to them that we have achieved all that we have during a challenging year.

We've produced this Performance Summary to tell you about some of our highlights over the past year, but it can only give you an overview of all the successes and challenges we have encountered. To read the Annual Report in full, go to www.cambridge.org/annualreport.



Stephen R. R. Bourne Chief Executive



Total sales

£213.3m +3.3%

Publishing sales

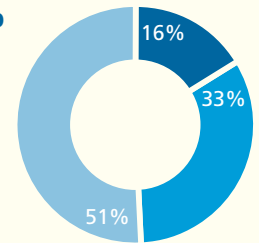
£201.1m +11.5%

Operating surplus

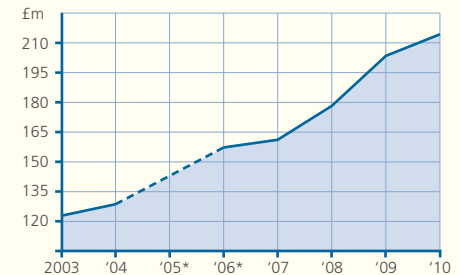
£5.1m +50%

Sales by group

- Journals
£31m
- Academic
£64m
- Learning
£100m



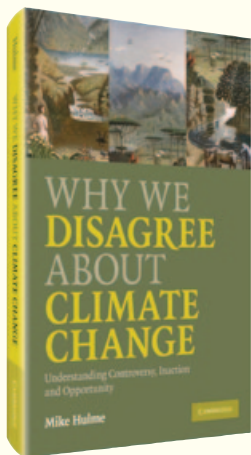
Sales growth



* Financial year end changed from December to April in 2006.



This textbook and its online materials form a strong teaching package. It has already sold 1,750 copies.



One of two Cambridge books selected by *The Economist* among its 'Books of the Year'.

Academic and Professional Books

Global sales up by 9% to £63.75 million

Much of this strong sales performance was driven by a record level of productivity. Overall, 1,720 new titles were published, an increase of 23% on the previous year, and a further 852 out-of-print titles were reissued.

Humanities and Social Sciences publishing

Global sales of Humanities and Social Sciences books rose by 10% to £40 million. There was double-digit growth in music, language and linguistics, politics, economics and management and law.

Two titles were selected by *The Economist* among its 'Books of the Year': Mike Hulme's *Why We Disagree About Climate Change* and Robert C. Allen's *The British Industrial Revolution in Global Perspective*.

The *Dictionary of Irish Biography*, a joint venture with the Royal Irish Academy, was launched by Ireland's Taoiseach and over 700 sets were sold within six months of publication. The *Dictionary* is also available online.

Science, Technology and Medical publishing

Global sales of Science, Technology and Medical books rose by 8% to £22.7 million, with publishing output increasing by 21% to 544 new titles.

There was significant growth in computer science, physics, which had its best year ever, earth sciences, engineering and medicine.

This growth was underpinned by several new textbooks, including *The Stability of Quantum Mechanics* by Elliott H. Lieb and Robert Seiringer, *Global Climate Change Impacts in the United States* by Thomas R. Karl et al., and *The Prescriber's Guide* by Stephen Stahl.

Other academic and professional highlights

We published our first Bibles in the New Living Translation and a fresh setting of the New Testament & Psalms in the New Revised Standard Version.

Financial year 2010 also saw the launch of a new publishing venture, the *Cambridge Library Collection*, a collaboration with the Cambridge University Library to re-issue out-of-copyright books. 931 titles were published in this programme, generating sales of £140,000.

Cambridge Journals

Revenue from sales of Cambridge Journals increased by 19%, totalling £31 million from 250 journals

Winning new business, expanding consortia sales and making further income from licensing, as well as the development of the Cambridge Journals Digital Archive, all contributed towards this increase in sales. We have retained all the key journals that came up for renewal over the last three years.

Humanities and Social Sciences

This group had a productive year, with agreements for 13 additional titles for 2011. The leading journal on African ethnography and anthropology, *Africa*, along with an online bibliography of African Studies, will be published on behalf of the International African Institute.

Cambridge Journals has also expanded in business and management, with the addition of *Business History Review*, published on behalf of the Harvard Business School. A new partnership has also been forged with the Actuarial Profession, whose publications include *The British Actuarial Journal* and the *Annals of Actuarial Science*.

Science, Technology and Medicine

Cambridge Journals formed a partnership with the Materials Research Society which includes the publication of its flagship publications – *MRS Bulletin*, *Journal of Materials Research*, *MRS Online Proceedings Library* and *Materials360*[®].

From 2011, we will also publish *Pre-Hospital and Disaster Medicine* for the World Association for Disaster and Emergency Medicine.

The 2009 Journal Citation Reports, a widely used tool for assessing the world's leading journals, ranked *Behavioural and Brain Sciences* number one for the tenth year running.



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New courses have helped increase our presence in schools markets.

English Language Teaching

Fast business growth; intellectual leadership through research collaborations

We continue to strengthen our position as intellectual leader through our corpus, our Applied Linguistics publishing, and contributions to the *English Profile* programme.

ELT retained its leading position in courses for adults with the launch in April 2010 of the new international course *English Unlimited*.

Globally, ELT sales grew by 14%, with outstanding performances in Spain and the rest of Europe, India and Brazil.

A key objective has been to increase ELT's presence in schools markets. For the fourth year running, revenue from primary and secondary courses expanded significantly, driven by new courses.

Examination preparation and English for Academic Purposes are also now showing sustained high levels of growth.

Responding to the impact of technology

Our ELT list now includes innovative digital solutions. An online assessment programme is being developed in Asia. *English Grammar in Use* has seen the launch of two new applications for the iPhone and iPod Touch. Other digital initiatives included an improved website with video on-demand software.

ELT has also signed an agreement with Discovery Education to license its video assets for use in a variety of English language teaching products.

Another milestone was the launch of the *Touchstone* blended course, at first limited to a small number of university campuses but set to increase in the coming year.



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Education and Educational Technology

Growth in Asia–Pacific; services to educators

Education

India and Australia drove strong growth from Asia–Pacific, including the acquisition of 50% of *HOTmaths*, an online mathematics tool for upper primary and secondary students.

In Europe, the *Cambridge School Shakespeare* series and *IGCSE English as a Second Language* gained further market share. For North America, an e-learning resource was added to the market-leading *Cambridge Latin Course* (fourth edition) for North America.

Despite a difficult year in South Africa, our consistent provision of high-quality publications and customer care helped the African Branch to achieve the Sefika Award for South Africa's best large educational publisher, awarded by the South African Booksellers' Association.

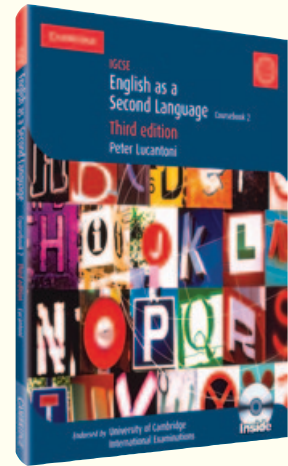
An outstanding 18% revenue growth was achieved from the Cambridge International Examinations list (published from both Europe and India), and 15% growth from the International Baccalaureate list.

Educational Technology

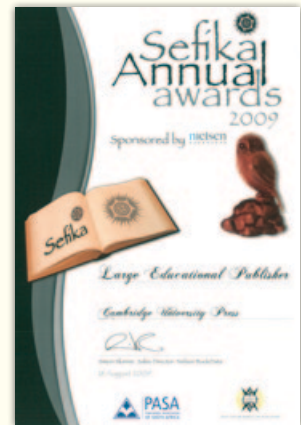
Our in-house educational technology unit, 'New Directions', delivered for use in Press products a bespoke Content Authority platform, ATLAS, which drives down development costs for rich media and interactive learning materials, and a Learning Management System.

Services made available to the teaching community include *English360*, with over 9,000 quality-assured activities from 35 Press titles, and *GGfL On Demand* (part of *Global Grid for Learning*), a web service designed to store and deliver digital content.

Cambridge–Hitachi's *Race to Learn*, a cross-curricular teaching resource developed with Williams F1 to promote group learning, won the 2010 BETT Award for Primary Digital Content.



Sales of *IGCSE English as a Second Language* grew by 31% this year.



Our Africa Branch won the Sefika Award for the best large international publisher.

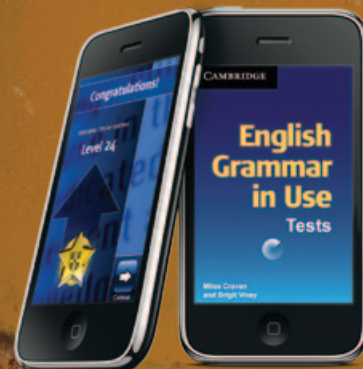
Playing a leading role in today's global market place, Cambridge University Press has 53 offices in 39 countries, and we distribute our products to nearly every country in the world. We publish titles in 70 different languages drawn from authors in 120 different countries.



With Cambridge's commitment to the cause of learning and with offices all over the world, we are well-placed to make a difference to the communities in which we work.

A recent initiative to bring high quality English learning materials to the poorest children has been launched by an organization called Make A Difference (MAD), partnering with Cambridge University Press India. MAD, a youth volunteer network providing quality education to children living in orphanages and street shelters, is an 800-strong teacher network of college students and young professionals. The project currently covers 10 cities, reaching out to 2,500 children.

A pioneer in academic and educational publishing, Cambridge University Press is committed to supporting innovation in learning and teaching. Cambridge publishes without boundaries, ensuring our resources are accessible across the globe, in print, digital and online formats.



Cover artwork: *Farewell my City of Joy* by Issam Kourbaj.

www.issamkourbaj.co.uk



Printed in the UK. 2010.



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