Perpetual Access – A publisher’s perspective

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1996

• **Formation of CSIRO PUBLISHING**
  • A commercial expectation by CSIRO
  • A national interest caveat – whatever that means!

• **The good old days!**
  • Online content was in its infancy
  • Nobody really knew what was happening or exactly where scholarly communication was heading
  • In our case, we published 14 journals, 20–30 books a year, etc
  • Hard copy output
  • Preservation & access issues were not in our vocabulary
  • But digital content / online delivery became a priority
  • Our first web site!
We were so proud!
1996 – 2000

• **How does one do the digital bit anyway?**
  • We travelled, listened & learned
  • Considered HighWire – built our own platform
  • Joined the DOI Foundation & CrossRef very early
  • Luck – good people, no fear
  • Pressure to keep up was extreme & exhilarating!

• **Moved to online content**
  • First journal content offered in mid 1997
  • And it was open access – what were we thinking!?
  • Subscription options for print / digital / both offered to the market
  • Subscription barrier put in place from 1 January 1998
  • The response was depressing
  • Website 2.0 followed in 1999 and very quickly by 3.0 in 2000
The CD-ROM age – it didn’t last long
Remember Netscape?
Circa 2000
Content control & perpetual access issues

• Digital content had some serious traction in the market
• Multiple print subscriptions were being cancelled
• CSIRO PUBLISHING the home of the content
  • For a small business this was a daunting proposition
  • Metadata to Swets, Ebsco / CABI, ChemPort etc
  • Full text PDF content withdrawn from OCLC and Ingenta
• ASIG Brisbane October 2000
  • Collected view came as a real shock – “the publisher is responsible”
  • Hang on just a minute!
  • We were not at all comfortable with this situation
• Our policy response
  • Content access would be guaranteed on cancellation of a digital subscription
  • But how? CD-ROM an obvious answer but already in decline . . .
  • Nobody actually asked!
• **Added additional content**
  • Started or won the right to publish new journals – 14 now 24
  • Expanded the number of issues to accommodate more research
  • Digitised back files – 1948 for our original journals
  • *Emu* now online to 1901

• **Added full text XML / HTML**
  • A very challenging step
  • Functionality of CrossRef *et al.* now on offer

• **Continued to learn from the market place**
  • Joined ALPSP & STM in particular
  • Continued to travel, listen & partner

• **Continuous investment**
  • From desktops to server capacity – seems like a black hole at times!
  • Upgrade to a 1 GB fibre optic cable next month
  • A major web upgrade 31 July 2003 – it really hurt!
We are still proud!
A very different business model in 2008

• Did CSIRO PUBLISHING set out to control / serve scholarly IP?
  • In hindsight – yes, but not for the reasons that you may think!
• Is controlling scholarly IP good business for a publisher?
  • Absolutely yes!!
• We talk directly to the end user like never before
• Authors & referees now officially customers
  • OSPREY to make the publishing process more efficient & faster
  • Worked hard to retain loyalty to both function & published outputs
• Email contents alerts highly valued
• COUNTER stats showing excellent, continuous growth
  • PDF still preferred even after all that pain of XML workflows
  • HTML content limited – 2004
• Book sales direct to the end user from the web
  • Hard copy by the way – eBooks are for another day!
• Do readers care about the older material?
Journal Usage

PDF & HTML Full Text 1 January to 31 December 2007

Downloads

Perpetual access 2001 – 2008

• National interest or just good business?
  • We take our responsibility very seriously
  • Technology solution for lapsed digital subs – not a CD!
  • Back up & storage of digital content critical
  • CSIRO does have metadata & PDF content – Science Server
  • No enough as the size & importance of the archive grew

• Pricing policy
  • Reasonable price increases . . . US dollar has made this very hard
  • Deep archive included with renewal of a subscription
  • Bundling provided some assurance on prices & our revenue stream

• National Library pilot 2003 – 2004
• PORTICO agreement in 2007
• CLOCKSS in 2008?
1. Cooperate or compete?

- The German National Library of Science and Technology, on behalf of the German Research Foundation, has completed a three-year nationwide licensing agreement for journals and databases from RSC Publishing.

- Cooperation makes a lot of sense – are we doing enough?
  - Canadian National Site Licensing Project
  - Open access to NRC journals to .CA URLs
  - CrossRef
  - PORTICO & CLOCKSS?
  - A national content archive & server?
2. Google does it again!

• Google is reportedly set to offer an online storage facility to scientists . . . home for terabytes of open source scientific datasets

• . . . annotating and commenting features along the line of YouTube . . . to fill a major need for scientists to openly share their data and allow citizen scientists access to an unprecedented amount of data to explore

• . . . algorithms for the probing and examination of data in an easily accessible, graphic format and a user-friendly manner

• A “wow” to Google yet again – how do we compete?
3. Invest wisely!

• UK universities to launch Internet search engine *rivalling Google* at the end of January 2008
• The free service will add *thousands* of documents
• Students need to be taught to *challenge the facts* taken from Google or Wikipedia
• The £1.5 million per year collaboration between seven UK universities and partners
• A *team* of full-time specialists backed by an *army* of PhD students
• *Funded* by the Joint Information Systems Committee (JISC) and others

• *Reality check . . . where would you put your resources?*
4. Shift happens

- **Change is sweeping over all of us**
  - Google is shorthand for what is happening to society

- **Cooperation is really important**
  - CSIRO shorthand – partner or perish

- **Profit not a four-letter word!**
  - Return on investment

- **Look out – stay in tune with tomorrow**
  - *The Google Generation: Myth or Reality*
  - Commissioned by JISC & the British Library
  - Required reading!
Thank you
Links & Sources

• 1 Cooperate or compete?
  From Knowledge Speak e-newsletter 21 January 2008

• 2 Google does it again
  From Knowledge Speak e-newsletter 24 January 2008

• 3 Invest wisely!
  From Knowledge Speak e-newsletter 22 January 2008 with the actual press release at
  www.manchester.ac.uk/aboutus/news/display/?id=130085

• 4 Shift Happens
  The Google Generation: Myth or Reality
  For a Podcast of the paper
  www.jisc.ac.uk/Home/news/stories/2008/01/podcast26googlegeneration.aspx