

Perpetual Access – A publisher's perspective

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CSIRO PUBLISHING
4 February 2008

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!



CSIRO publishing

journals BOOKS
magazines
Multimedia



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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



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spotlight Ocean - Origins Of Life

This "superb exploration of the marine environment" has just been nominated by Mark Butler of "The Australian" newspaper as one of his 5 top multimedia CD-ROMs for 1998. [Click here](#) for more information on Ocean - Origins of Life and other multimedia products.

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Ecos

Science and environment magazine

SAGE

Bibliographic database on CD-ROM

Remember Netscape?

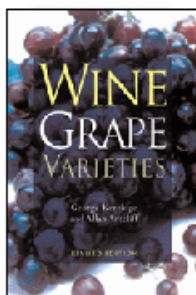
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Tools for identification and diagnosis.

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Farmers - try [Landlinks](#), [Books & CDs](#)

Students, Parents, Teachers - try [Ecos](#), [Sage](#), [CyberScience](#), [Science Image Online](#), [Australia Advances](#)

Media - try [Science Image Online](#), [Ecos](#), [Australia Advances](#)

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!

2001 – 2008

- **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!

CSIRO Publishing - Excellence in Science Publishing - Microsoft Internet Explorer

Address <http://web.archive.org/web/20030731172826/http://www.publish.csiro.au/>

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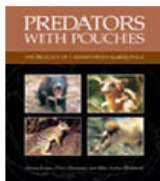
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Functional Plant Biology

Volume 30 (6)



Ecos Issue 115

The latest issue of CSIRO's science for the environment magazine includes a new [EcoFutures](#) section.

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Australia Advance
Science videos

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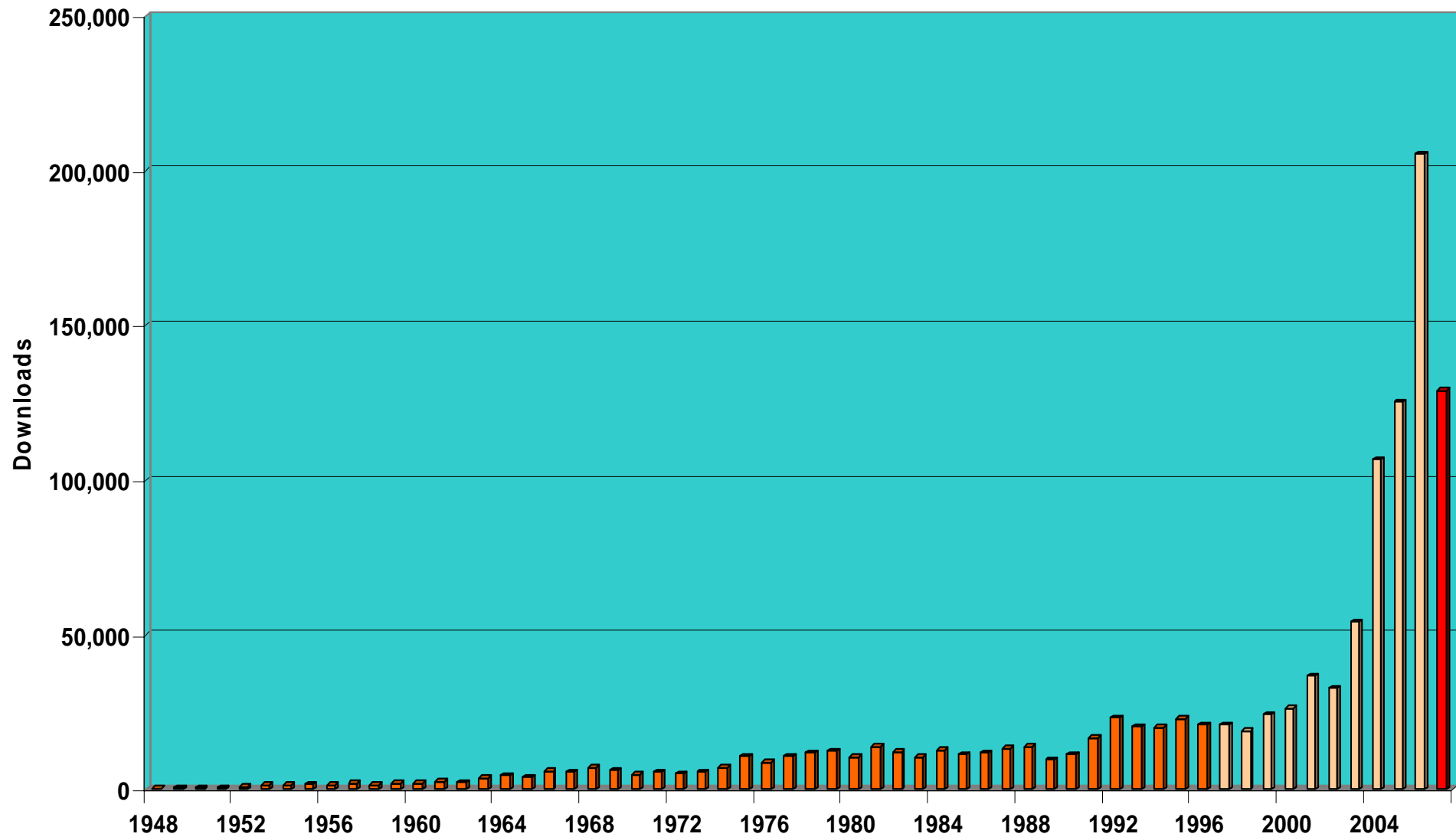
Science Image Online
Science image libra

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?**

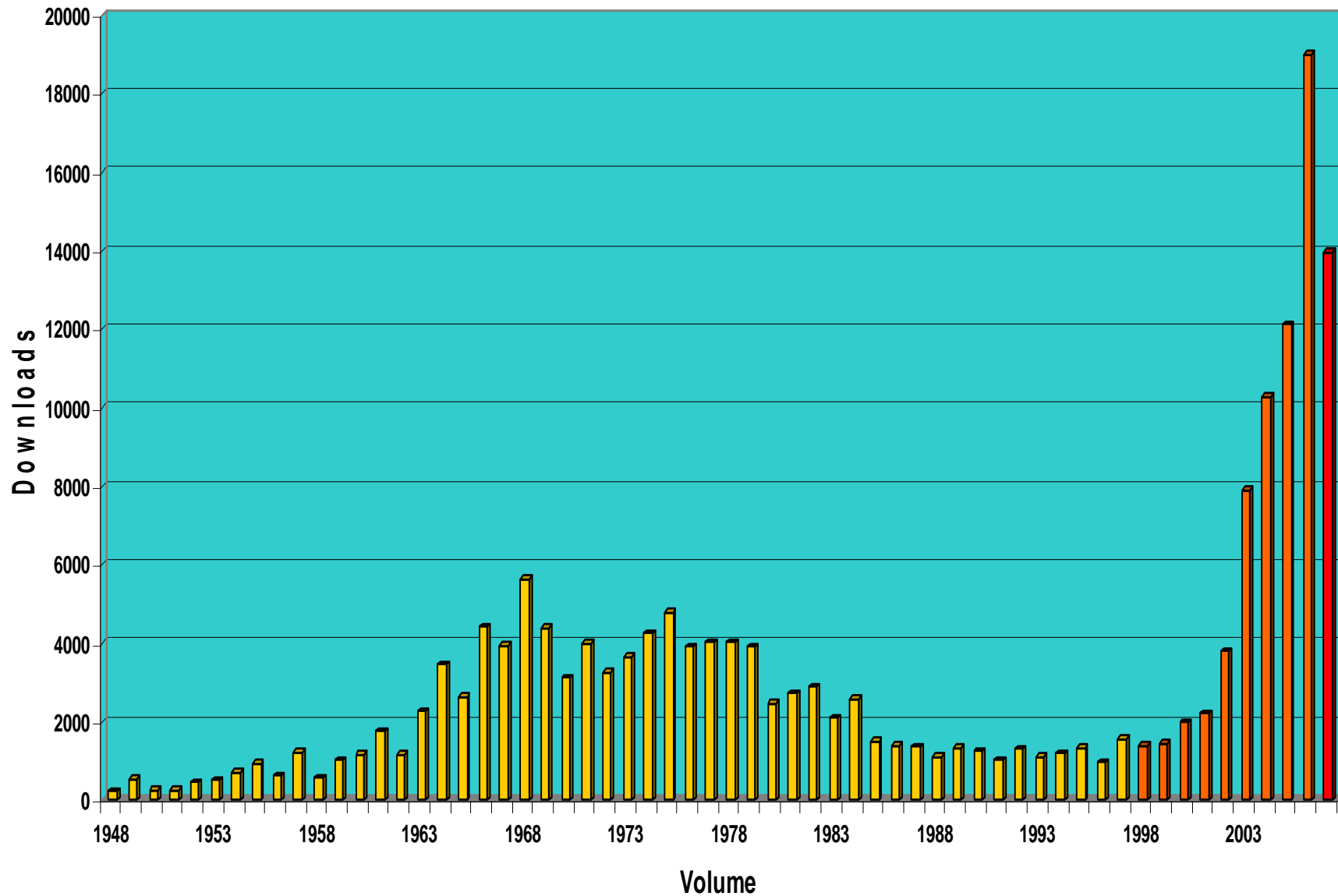
Journal Usage

PDF & HTML Full Text 1 January to 31 December 2007



AJ Chemistry

PDF & HTML Downloads / Volume January to December 2007



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!

CSIRO PUBLISHING

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Thank you



Links & Sources

- **1 Cooperate or compete?**

From Knowledge Speak e-newsletter 21 January 2008

www.knowledgespeak.com/newsArchiveviewdtl.asp?pickUpID=5431&pickUpBatch=820#5431

- **2 Google does it again**

From Knowledge Speak e-newsletter 24 January 2008

www.knowledgespeak.com/newsArchiveviewdtl.asp?pickUpID=5447&pickUpBatch=822#5447

- **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

PDF version www.bl.uk/news/pdf/googlegen.pdf

For a Podcast of the paper

www.jisc.ac.uk/Home/news/stories/2008/01/podcast26googlegeneration.aspx