

# CEIRC: Datasets Coordinators Meeting & DSC Forum

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# Agenda

- Project Transfer
- Publisher Packages

# TRANSFER Update

Nancy Buckley (Blackwell Publishing)

[www.projecttransfer.org](http://www.projecttransfer.org)

# Overview

- TRANSFER aims and objectives
- Why journals move between publishers
- Implications of these moves
  - Publisher
  - Agent
  - Library
- Transfer Future Direction
- Gaining Buy-in: Code of Practice

# TRANSFER Aims and Objectives

To improve the procedures and policies surrounding the transfer of journals so that the annual movement of journals causes the minimum disruption and adheres to an agreed Code of Practice.

# About Project TRANSFER

- Sponsored by United Kingdom Serials Group
- Begun in April 2006
- Working Group Members:
  - Nancy Buckley, Chair (Blackwell Publishing)
  - Louise Cole (University of Leeds)
  - Jo Connolly (Swets Information Services)
  - Helen Cooke (Sage Publications Ltd)
  - Nick Evans (Association of Learned and Professional Society Publishers)
  - Paul Harwood (Content Complete Ltd)
  - Helen Henderson (Ringgold e-Marketing Services)
  - Alison Mitchell (Nature Publishing Group)
  - Ed Pentz (CrossRef)
  - Jill Taylor-Roe (University of Newcastle upon Tyne)
  - Harry Verwayen (Springer Verlag)
  - Elizabeth Winters (Georgia Technical University)

# Why journals move

It's not the journals that move – it's the societies that move their publishing arrangements.

- Three quarters of top 200 ISI ranked titles are owned by Societies or other non-profits
- 25% of these are contracted out to another publisher

# Why Move Publisher?

- Stability and growth of revenues
- Retention of ownership and control of editorial policy and pricing
- Economies of scale
  - Electronic editorial office
  - Online delivery
  - Sales forces
  - Society websites

# Why Move Publisher?

- Expanding readership
  - Online delivery and search engines
  - Participation in The Big Deal
  - ‘Free’ Third World Access
  - CrossRef search and linking
  - Usage Data
  - Faster Publication

- What are the implications of journal transfers?
  - For Publishers?
  - For intermediaries?
  - For Librarians?

# Implications of the Move For Publishers

- Receiving/sending subscriber data in a timely manner
- Logging and merging data with existing systems
- Interpreting subscriber data for institutional, individual, member, society and consortia customers, including backfile access rights
- Receiving/sending content files and uploading into existing platforms – possible conflicting formats, digitization required
- Maintaining links to previous/new publisher platforms
- Maintaining old content on current platforms
- Ownership of backfiles
- Liaison with third parties

# Implications of the Move For Intermediaries

- Between 1st Jan - 25th Oct 2006 Ebsco have logged 5,121 unique titles that have moved from one publisher to another
- 5,121 titles moving between publishers required EBSCO to make just over 47,000 changes to their title file.
- To put this in context there are just over 300,000 titles in the database (about 16%)

# Implications of the Move For Librarians

- Being aware of timing and implications of transfer in time to effect appropriate changes to library data records.
- Retaining appropriate access to previously subscribed content
- Maintaining accurate and comparative usage data (preferably COUNTER compliant)
- Ensuring no negative impacts in terms of access for our customers
- Key factor – having reliable, timely and easily accessible source of data on transfers!

# Progress so far

- 5 meetings held
- Created an Advisory Panel of Librarians, publishers and agents
- Defined aims and scope
- Gained collaboration with STM Association and ALPSP
- Outlined two key activities:
  - Scoped a database to hold journal Transfer information
  - Drafted first set of Transfer guidelines

# First Guidelines – Transferring Publisher

- **Access to the title:** The transferring publisher will continue to provide access to its customer base for at least six months
- **Subscription list:** each transferring publisher will make the subscription list of the journal available to the receiving publisher immediately after the signing of the contract.
- **Journal URL:** each transferring publisher will transfer any title related journal URL to the receiving publisher or create a redirect for a minimum of 1 year.
- **Transfer Database:** each transferring publisher will add all relevant key data on the journal to the Transfer Database (when completed)
- **Communication:** each transferring publisher will clearly refer customers to receiving publisher by placing the following text on the journal homepage:  
*'This journal will no longer be published by <publisher name> as of <year>. Please go to <URL new journal homepage> as of that date.'*

# First Guidelines – Receiving Publisher

- **Access to the title:** will provide access to the title to the transferring publishers' customer base for at least six months after the official transfer.
- **DOI pointers:** each receiving publisher will ensure appropriate transfer of DOI pointers for archive content according to the DOI ownership transfer policies
- **Transfer database:** each receiving publisher will add all relevant key data on the journal to the Transfer database (when completed)

# Next Steps

- Refine and publicise first set of guidelines
  
- How to measure compliancy
  - Sherpa approach (red, amber, green)
  - COUNTER approach
  
- Scope an RFP for the Transfer Database

# Thank you

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# Publisher Packages

- Overview
- Advantages & Disadvantages
- Unbundling
- New titles

# Overview

- The big deal: all titles
- Cross access: sharing title lists
- Subject collections
- Pay-per-view: article pricing

On the whole: all offer extended access to previously unsubscribed content

# Advantages

## Publishers

- Increased readership
- Usage
- Global reach
- Economies of scale
- Direct customer contact
- Brand recognition
- Stabilises and Increases revenues

## Librarians

- Increased access
- Usage
- Reduced cost per download
- Economies of scale
- Raises library profile
- Publisher contact
- Multi-year deals

# Disadvantages

## Publishers

- Curbs subscription growth
- Limits 'upsell' opportunities
- Reduces prices – cheapens offering?
- Capped pricing
- Investments in sales teams
- Membership attrition
- New titles/transfer titles
- Complex business models
- Lack of automation/systems

## Librarians

- Locks in spend
- More eggs in fewer baskets
- Limited to larger publishers
- Cannot tailor, limits choice
- Pricing (often) based on historic print spend
- Non-cancellation clauses
- Issues with devolved budgets
- Investment in 'negotiation' roles
- Complex business models

# Unbundling

## Threat or Opportunity?

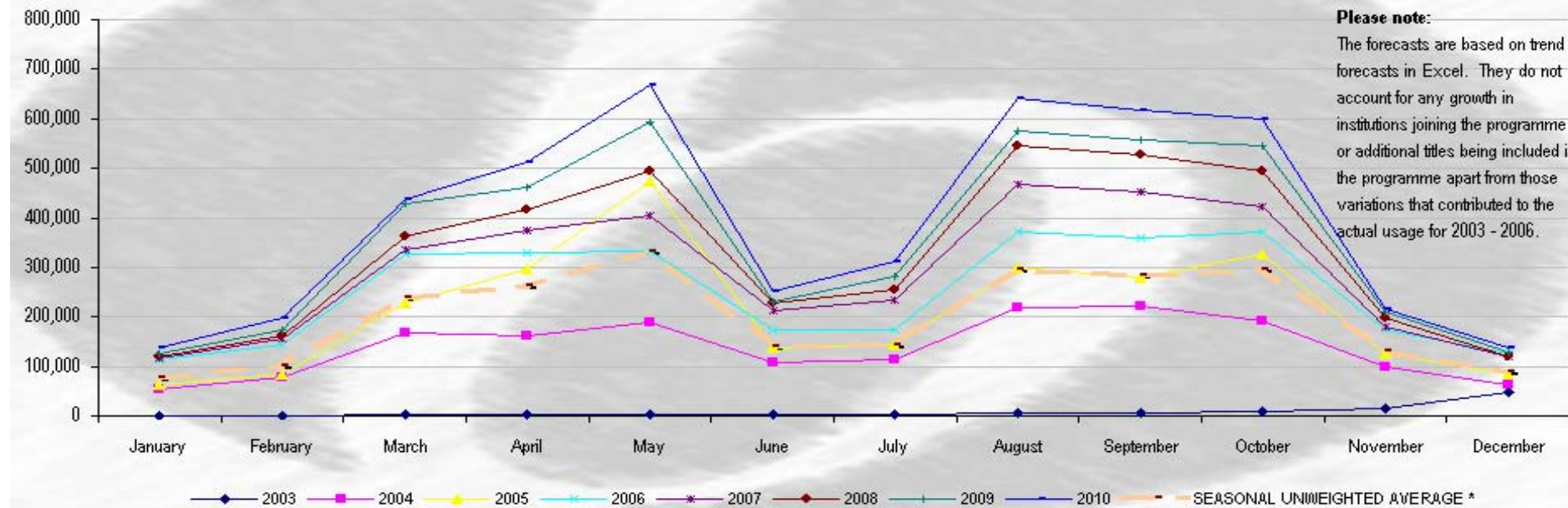
- Depends on selection criteria employed
  - Usage
  - Impact factor
  - Quality (authors/research)
- Weaker titles would die, stronger titles flourish
- Many libraries would have to pay more for a la carte selection.

# Usage is Increasing



**Please note:**  
The forecasts are based on trend forecasts in Excel. They do not account for any growth in institutions joining the programme or additional titles being included in the programme apart from those variations that contributed to the actual usage for 2003 - 2006.

Seasonal forecast for CAUL (AUS-NZL) Synergy usage



# New Titles

Publishing in new areas of research: demand for content  
BUT...

- Include them: Capped revenues, limited subscription numbers, build usage, increase citations, submissions
- Exclude them: Limit usage, citations, submissions, increased investment in sales & marketing, confuse customers

Usage based pricing or revenue allocation would resolve some issues

**Discussion.  
Questions?**

**Thank you!**