Introduction to e-resources: the publisher view

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A membership charity for scientists interested in microbes, their effects and their practical uses
Publishing in context

Publisher types
- Commercial
- University Press
- Society

Business models
- Subscription
- Pay-per-view
- OA

Quantities
- 33,000 journals
- 3 million articles
- 5% p.a. growth
The five key roles of a publisher

- Registration
- Certification
- Dissemination
- Preservation
- Navigation
Publishing in practice

- Editorial
- Operations
- Technology
- Commercial
Editorial

Development
- Content acquisition
- Researcher liaison
- Promotion

Ethics
- Authorship
- Fabrication
- Falsification
- Plagiarism
Operations

1. Article submitted
2. Ethics checks
3. Initial assessment
4. Reviewer selection
5. Compliance checks
6. Revision submitted
7. First decision
8. Peer review
9. Re-assessment
10. Final decision
11. Production
Technology

- Mark-up
- File formats
- Persistent identifiers
- Authentication
- Reporting
Commercial

What we sell
- Access
  - Reuse and republication

How we sell it
- Direct
  - Through agents
  - Through consortia

What we charge
- Initial pricing
  - Increases
## Business models in the Open era

<table>
<thead>
<tr>
<th>Subscription</th>
<th>Article Processing Charge</th>
<th>Transitional arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Annual or multi-year</td>
<td>• Prepay</td>
<td>• Publish &amp; Read</td>
</tr>
<tr>
<td>• Archival</td>
<td>• One-off</td>
<td>• Subscribe to open</td>
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<tr>
<td>• Perpetual access</td>
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Launching new journals

- Identify a need
  - Market research
  - Desk research

- Create a case
  - Scale
  - Finances

- Soft launch
  - Build a board
  - Marketing campaigns

- Hard launch
  - Start publishing
  - More marketing
Help us help you

• What would help you?
  – Collateral
  – On-site visits
  – Information about your institutional authors
  – Metadata feeds