Intermediaries and their services
Things to cover…

• Traditional Role of the Intermediary
• Specialist suppliers
• Electronic journals
• Publishers
• Aggregators
• Intermediary book suppliers
• Authentication
• Knowledge Bases
• Jisc Collections
• The future
• Summary
Traditional Role of the Intermediary

Subscription Agents - the original intermediaries

- Administrative services for publishers and libraries
- Consolidated orders, invoicing, payments (single currency) = economies of scale
- Business model based on commission from publishers and/or handling charges to institutions
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How has life changed for agents?

- “Consider the subscription agent, who in 2000 handled 98% of the STM publishers’ subscriptions revenue but by 2015 that percentage has dropped to near 40% for total subscription revenue.” Dan Tonkery
- Low margin business (increasingly): many institutions and consortia now expect discounts
- Managing the long tail of journal subscriptions from thousands of smaller publishers
- High overheads (mainly publisher and customer relations)
- Low interest rates
- Many publishers now deal directly with institutions
- Gradual decline in market size
Some subject areas have specialist suppliers

- Most common in Law, Accountancy and Business
- These often offer a full service
  - Books, Loose leafs, Law reports and Journal subscriptions
  - Notification services of new editions of books
  - Central London 2 hour delivery service
  - Often provide a service to libraries and others (in Law they might also offer a direct service to barristers)
  - There are still a lot of paper resources out there!
The role of intermediaries
• New services had to be developed when Electronic Journals first arrived, to provide
  • online purchasing or e-procurement
  • online access to subscribed-to journal content through a single interface
• Some agents struggled to deliver these new services
• At the same time a whole new breed of intermediary was born
As e-journals increased, some publishers built their own platform. Others looked to place their electronic journals on a shared platform:
- Highwire
- Ingenta
- Silverchair

These provided some advantages to the librarian – one place to go / interface to learn and one admin tool.
Clients

Since our founding in 1993, Silverchair has consistently worked with some of the most accomplished names in scientific, technical, and medical information, spanning the worlds of publishing, professional societies and associations, governmental agencies, and academic medical centers.

- American Academy of Pediatrics
- American Board of Surgery
- American College of Cardiology
- Association for Computing Machinery
- American College of Chest Physicians
- American College of Physicians
- American Medical Association
- American Occupational Therapy Association
- American Osteopathic Association
- American Pharmacists Association
- The Association for Research in Vision and Ophthalmology
- American Society of Anesthesiologists
- American Society of Mechanical Engineers
- American Speech-Language-Hearing Association
- ECRI Institute
- McGraw-Hill Education
- Royal College of Paediatrics and Child Health
- SPIE
- University of California, San Francisco
- U.S. Agency for Healthcare Research and Quality
- Wolters Kluwer Health
Publishers themselves

- Publishing on behalf of societies
- Prices tend to increase substantially
- Relieve societies of loss-making activity
- Increase visibility
- T&F, SAGE, Springer, Elsevier etc
- 36% of T&F’s journals are society titles

“I thought your marketing research and insight was above expectations, along with being super transparent, committed and helpful. Your technology edge also shone.”

KATHY LEWIS, HONORARY SECRETARY, INSTITUTE OF HEALTH PROMOTION AND EDUCATION

“The visibility of our journal outside Japan has substantially improved. This increased accessibility to papers is contributing to a rise in the number of citations the journal is receiving.”

TOYOHIKO YANO, JOURNAL OF NUCLEAR SCIENCE AND TECHNOLOGY
Aggregators

- ProQuest, EBSCO, Cengage / Gale
- Subject specialists like Ovid

What do they do? - Transform published e-content from various sources to create a new product / dataset available via a single platform

What are the attractions of using aggregators?
- Simplifies purchasing and access admin
- Provides added value
- A more affordable alternative to e-journals (but often with an embargo)
- Subject-focused
- Broadens the market
The role of intermediaries
Intermediary book suppliers

- Book suppliers (Dawson Books, Coutts, YBP, Amazon etc)
  - Offer online order systems
  - Book servicing
  - Marc records
  - Out of print books
  - E-book platforms

- E-textbook suppliers (Kortext, Vital Source, Bibliotech, Perlego, Lix)
The role of intermediaries

The eBook platform of choice

Dawson’s role as a traditional library supplier continues to evolve, driving innovation to provide libraries, information departments and, most recently, end users with the content they require in ebook and new media formats.

Steadily integrating with the existing Dawson services and library workflows indicates the long term commitment and investment made by Dawson Books.

Working with the world’s leading publishers, Dawson has ensured that rich and diverse content populates Dawsonera for the benefit of library users. Over 240,000 front list titles from more than 400 leading international publishers are available to purchase or rent in real-time on the platform.

"Over 430,000 front list titles and growing"

ebooks clearly provide new opportunities for improved learning and Dawson provides the total package, from acquisition to robust hosting; Dawsonera provides a flexible lending model that permits multiple concurrent access for users both on-site at the library and remotely.
Authentication

It all started out with giving out user names and passwords and then IP Access. Then various other options – all provided by intermediaries

• Eduserv Athens
• Federated Access Management (Shibboleth)
• OCLC’s Ezproxy
Other intermediary services

- Discovery
  - Summon, EDS, Primo etc..
- Usage statistics
- Link resolvers e.g. SFX, TD Net, OCLC
- Negotiation and licensing
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<tr>
<th>Research</th>
<th>Marketing</th>
<th>Sales</th>
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<td>Gap analysis</td>
<td>Promotional campaigns</td>
<td>Local representation</td>
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<td>Focus groups</td>
<td>Collateral materials</td>
<td>Multilingual outreach</td>
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<td>Surveys</td>
<td>Conference exhibits</td>
<td>Lead generation</td>
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<tr>
<td>Strategic planning</td>
<td>Library relations</td>
<td>Customer service</td>
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» Burgundy
» PCG
» Charlesworth
» Thompson Henry
» Various consultants
Hang on....!

- Aren’t intermediaries meant to make life easier?
- So many different places to go, resources to manage, links to be maintained, statistics to gather, access rights, how to access, costs, subscription dates
- Wouldn’t it be great to keep this all in one place (like a big digital filing cabinet)
Knowledge Bases

• Our friendly intermediaries thought so too – so they invented the Knowledge Base
• There are many versions of the Knowledge base, including the Jisc Collections version, KB+
• KB+ is more then just an online service. The data collected is made available to other vendors and librarians to populate their own systems
• Working in association with GOKb to provide a freely available knowledge base of data that describes electronic journals and books offered by academic publishers.
### Exports

The role of intermediaries

<table>
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<tr>
<th>Cuffs style index of subscriptions offered</th>
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<tbody>
<tr>
<td>Use the contents of this URI to drive a full crawl of the KB+ subscriptions offered data. Each row gives an identifier that can be used to construct individual subscription requests.</td>
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<thead>
<tr>
<th>Simple CSV</th>
<th>XML</th>
<th>JSON</th>
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</table>

#### A.P. Publications Limited: Master
- CSV With KB+ header
- CSV Without KB+ header (KBArt)
- JSON

#### ACCA: Master
- CSV With KB+ header
- CSV Without KB+ header (KBArt)
- JSON

#### AM Publishing: Master
- CSV With KB+ header
- CSV Without KB+ header (KBArt)
- JSON

#### ARLIS UK & Ireland: Master
- CSV With KB+ header
- CSV Without KB+ header (KBArt)
- JSON

#### AZX Publications: Master
- CSV With KB+ header
- CSV Without KB+ header (KBArt)
- JSON

#### Abertay University: Master
- CSV With KB+ header
- CSV Without KB+ header (KBArt)
- JSON

#### Academy of Management: Master
- CSV With KB+ header
- CSV Without KB+ header (KBArt)
- JSON

#### Acoustical Society of America: Master
- CSV With KB+ header
- CSV Without KB+ header (KBArt)
- JSON

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6 Oct 2016

The role of intermediaries
Is Jisc Collections an intermediary?

- Analytical tools and services (usage data etc.)
  - JUSP
  - KB+
- Negotiation and licensing
- Online ordering
- Subscriptions management
- Platforms for Historical Texts, JournalArchives and MediaPlus
How does it work?

- Authentication
- Title data/Knowledge Base
- Journal package order
- Access platform/Usage
- Subscription Agent
- Library System Vendor
What is the future?

- Swets went bust in September 2014, other intermediaries may follow

- ProQuest and EBSCO have both been very active in the acquisition of other companies (Netlibrary, EBL, ebrary, Dialog, YBP, Cinahl etc.)

- A major intermediary filed for Bankruptcy protection in the US in 2013

- Likely to be fewer but bigger intermediaries, always striving to innovate and diversify to stay afloat
• You may well be working with at least one of these intermediaries, if not several.
• It can be a big job to change intermediary – especially if they provide a lot of services; approach with caution!
• Remember: they are there to work for you – that is what you pay them for...
• But be careful how and where you tie up your money.
Questions?

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