



The business of e- resources and print serials publishing

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RSC Publishing

UKSG, London

7th June 2011

The first journals

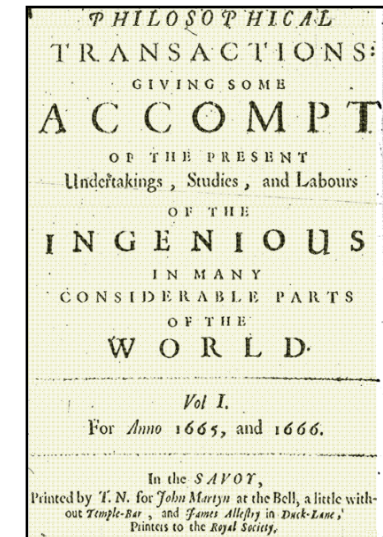


- *The Philosophical Transactions of the Royal Society* in March 1665.

The first commercial journals...

- *Nature*, launched 1869
- *Science*, founded as a commercial

journal 1880. Affiliated to the AAAS, American Associate for the Advancement of Science, in 1883



4 Pillars of STM Publishing



- **Registration**
- quality (peer review)
- **Certification**
- who did it (first)
- **Dissemination**
- others can read it
- **Archiving**
- in perpetuity
 - **Navigation**
- finding it

AUTHOR MODE



- To be seen to report an idea ***first***
- To feel ***secure*** in communicating that idea
- To persuade readers that their results are general and arise from ***accurate*** enactment of the scientific method
- To have their ***claim accepted*** by peers
- To report their idea to the right ***audience***
- To ***get recognition*** for their idea
- To have a ***permanent public record*** of their work

READER MODE

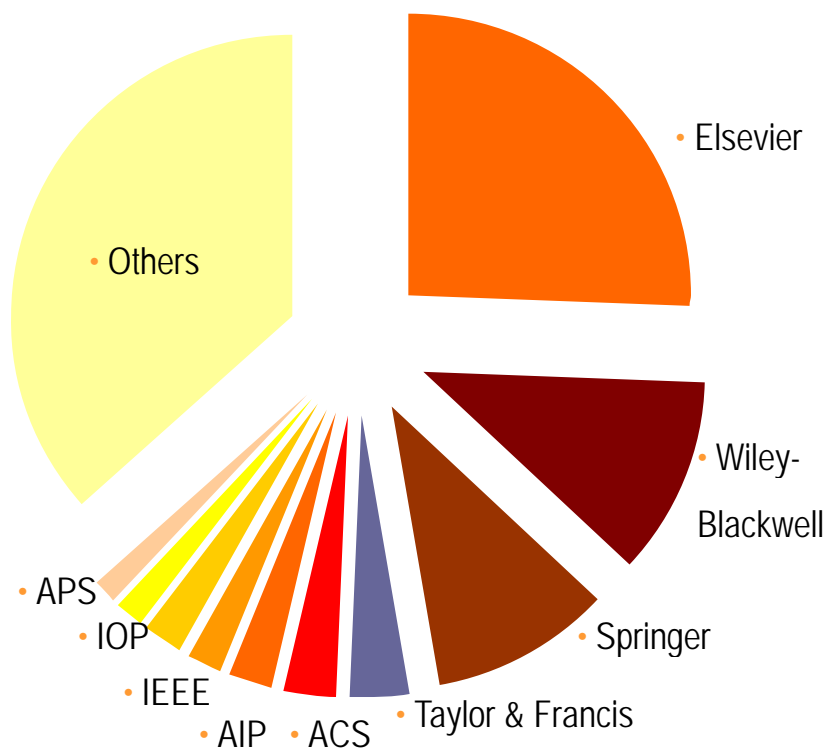


- To *identify* relevant content
- To *select* based on *trust* and *authority*
- To *locate* and *consume* it
- To *cite* it
- To be sure it is *final* and *permanent*

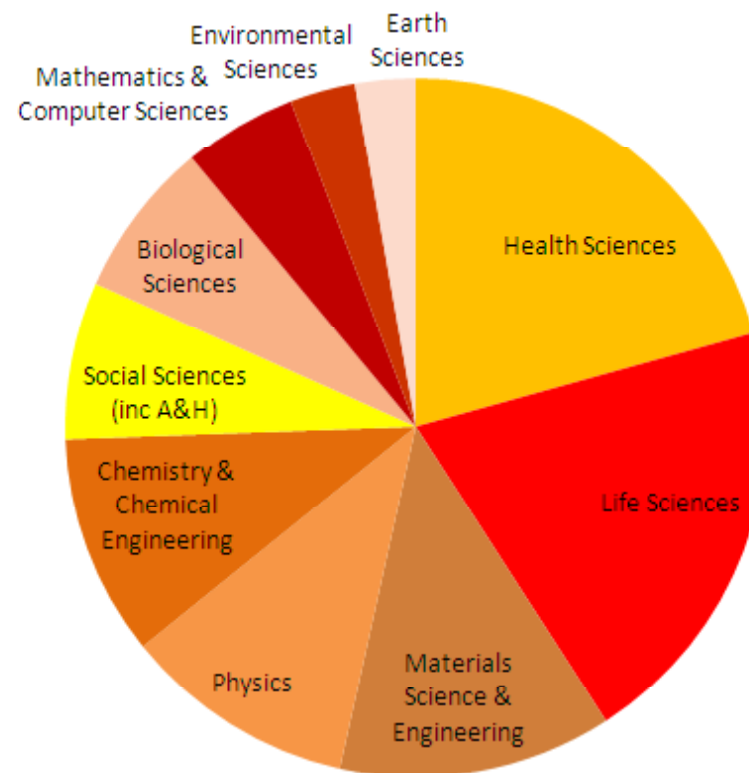
Publishing Landscape



•Share of Journal Articles Published



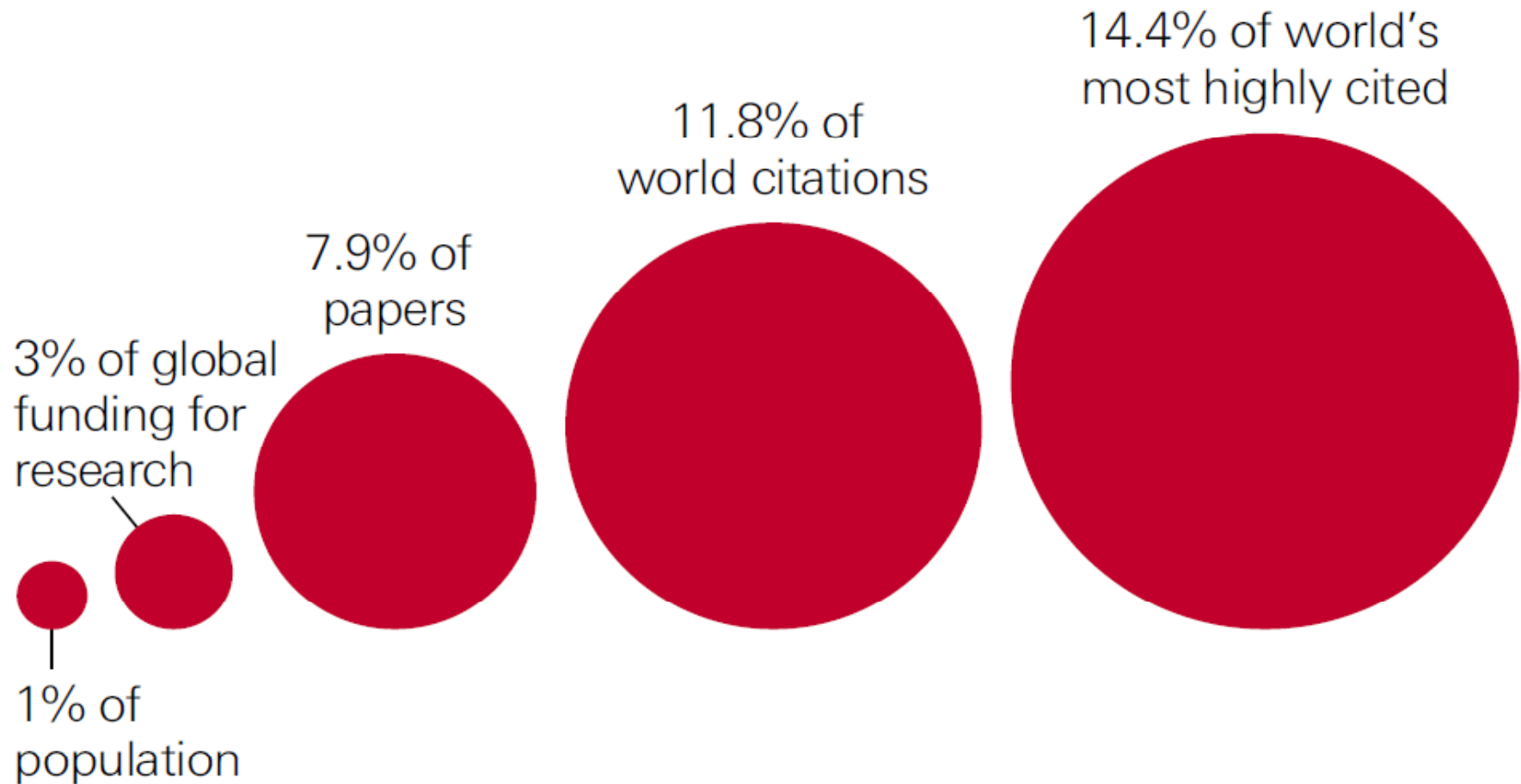
•Scientific Disciplines



- 2,000 publishers publish around 1.5 million peer reviewed articles per year in 25,400 journals
- STM industry employs (directly) 110,000 globally: 40,000+ in EU, 10,000 in UK
- UK universities spend around 0.5% of their annual income on STM journals (£116M in 2008)

RSCPublishing

UK share of global science



The Society Publisher



RSCPublishing

RSC – as an organisation



- Largest European organisation for advancing the chemical sciences
- RSC Publishing (c.250 staff)
 - Editorial (overseas offices)
 - Operations (Production, IT, Publishing Services, etc)
 - Sales & Marketing
- SEI (Science, Education & Industry) (c.70 staff)
 - Networks (inc. membership)
 - Education (inc. e-learning)
 - Policy (UK, EU, International)
- RSC Operations
 - Finance, HR, Facilities, etc

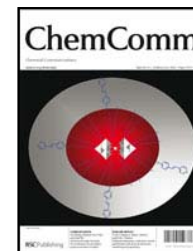
RSC Publishing



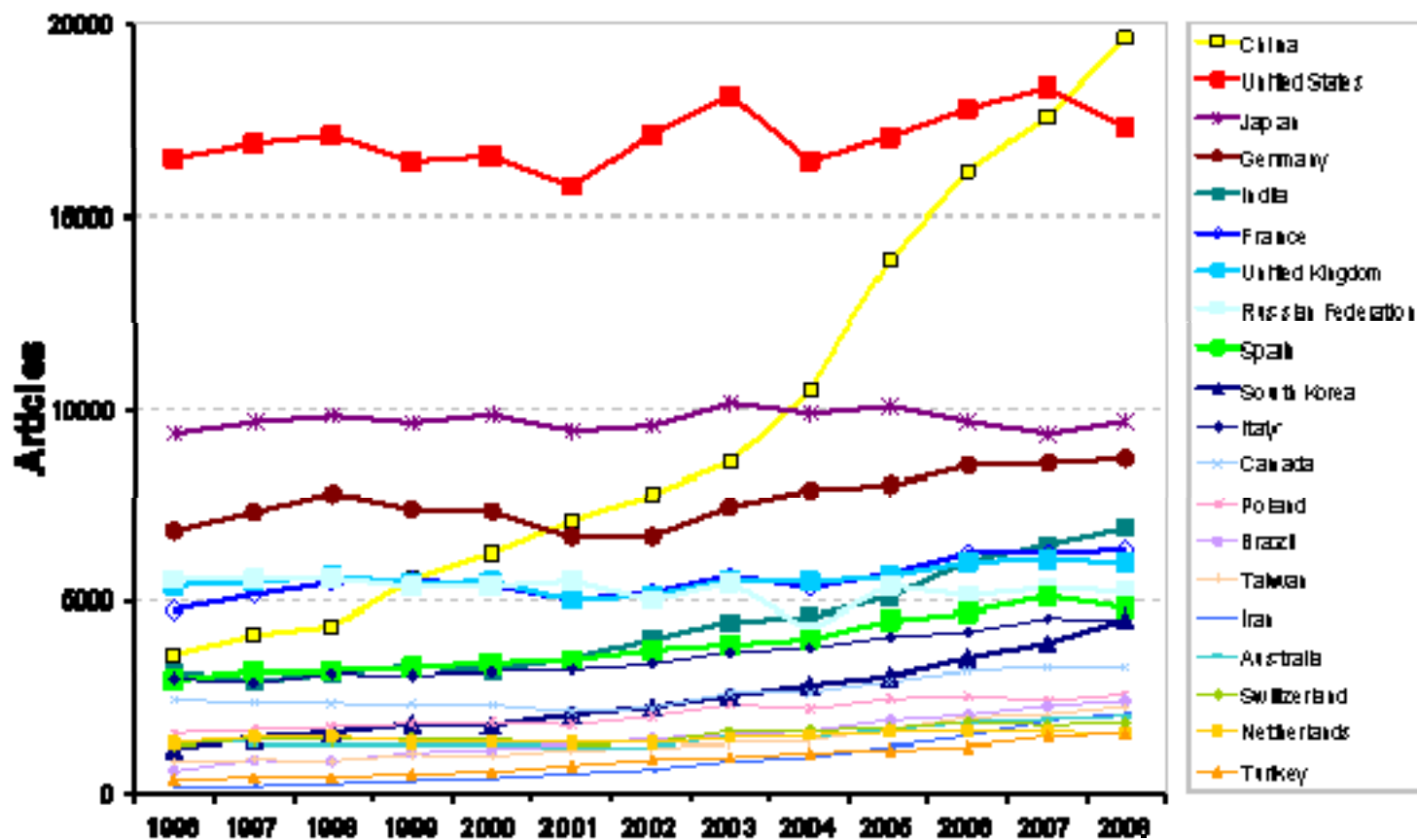
RSC Publishing – Portfolio



- RSC publishing activity dates back to 1841
- 32 Journals
 - Approx. 35,000 submissions (2010)
 - Approx. 13,500 articles published (2010)
 - Online journal archive (220,000 articles from 1841)
- 90+ Books/year, ca. 400 titles in print
 - 1,000 ebooks available
- Databases, including ChemSpider
- Magazines, including *Chemistry World*
- Plus: events, awards, publishing training, etc



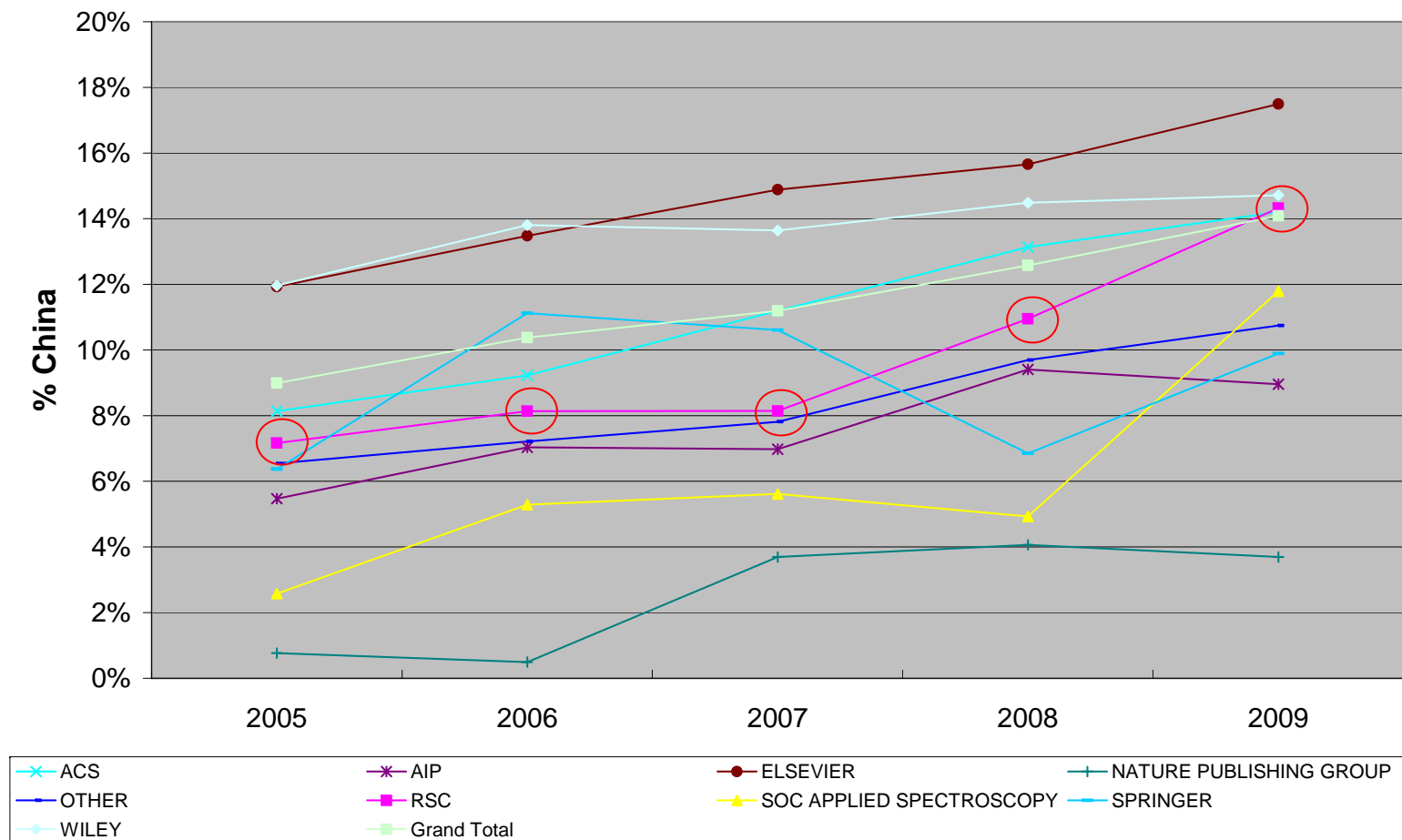
Published Content – all chemistry



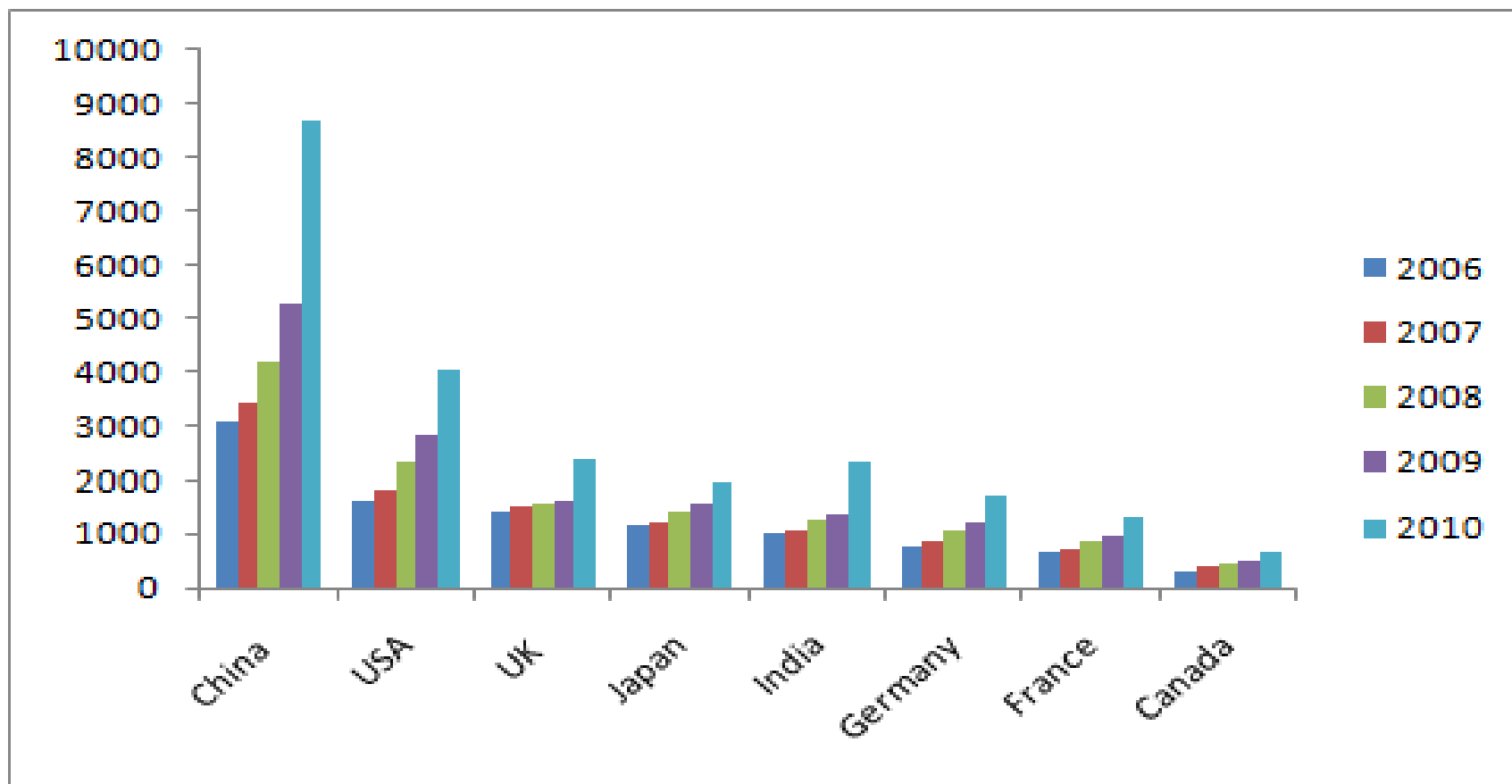
2010 Published Articles



Publisher content from China



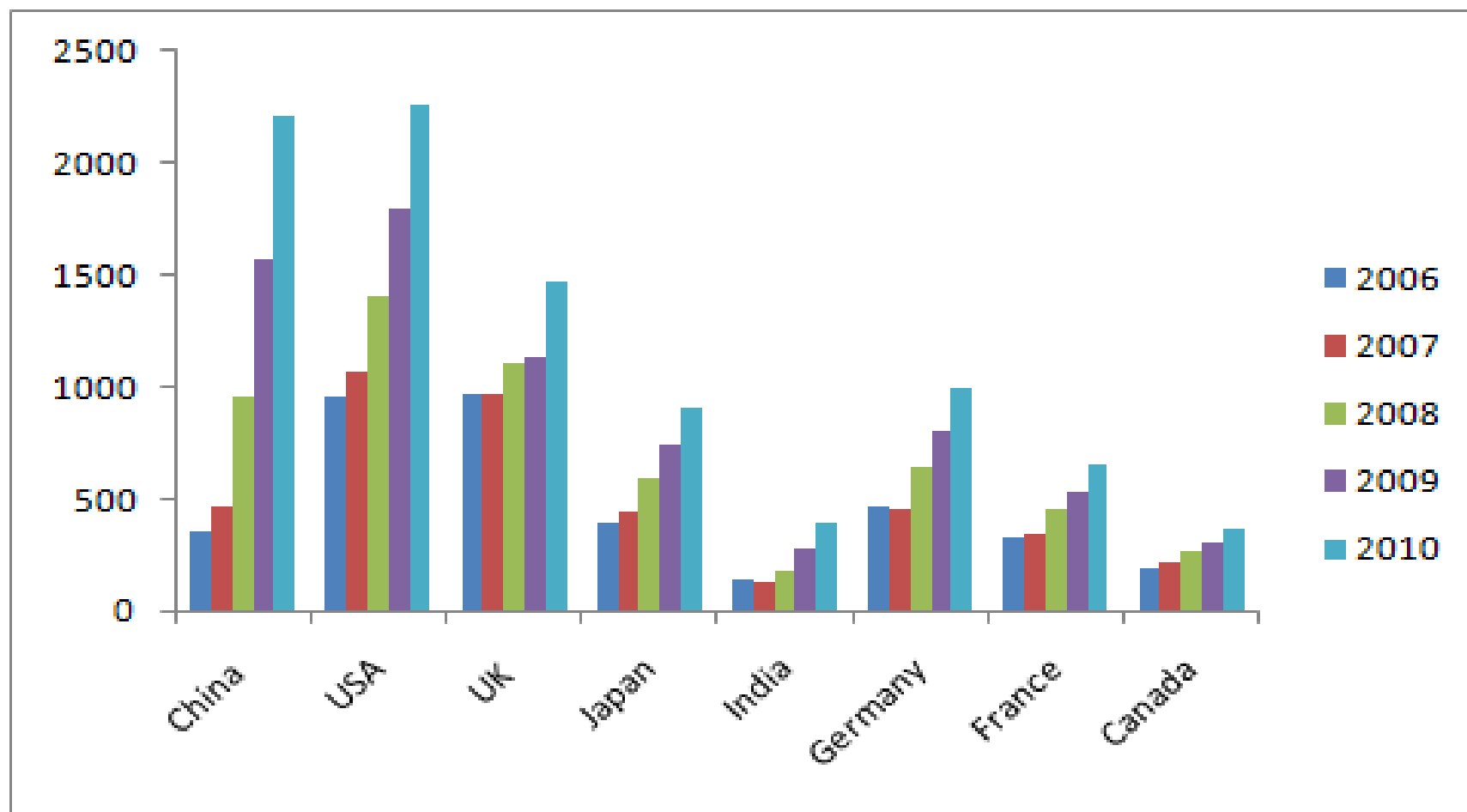
Submissions: International trends



RSCPublishing

•Submissions – by country

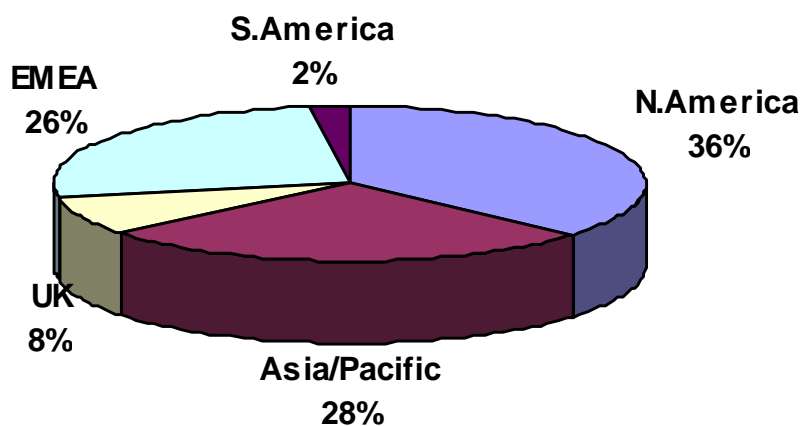
Prominence of research from China



RSC Publishing

• Lead authors, RSC journal articles

Where are our customers?

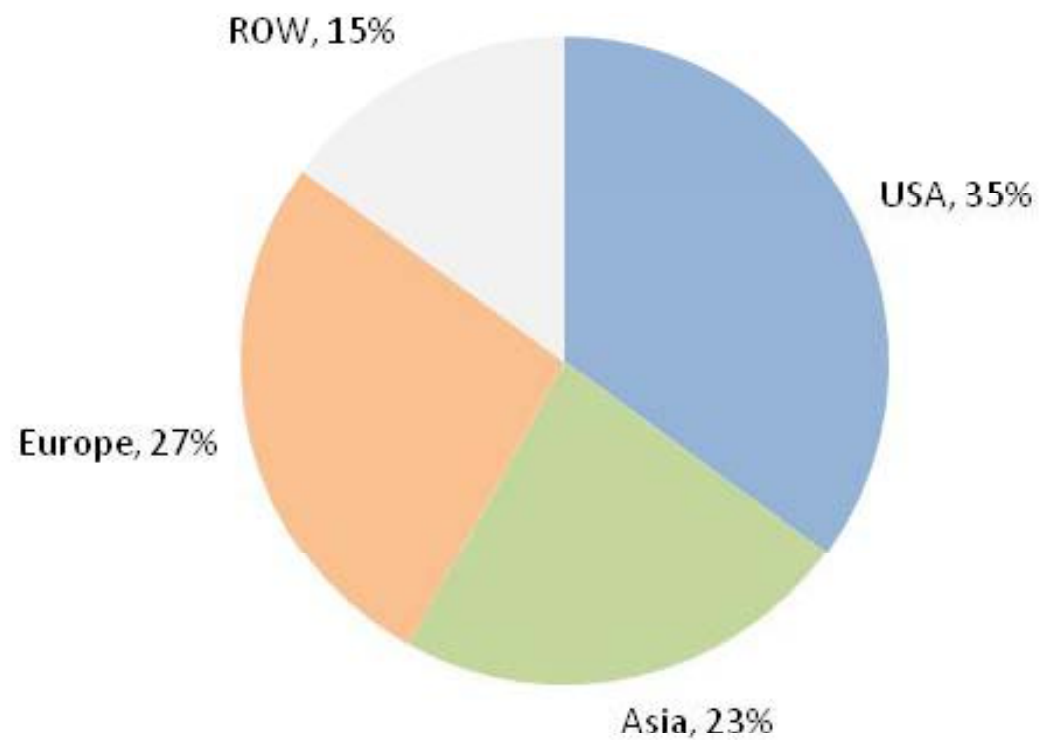


■ N.America ■ Asia/Pacific □ UK □ EMEA ■ S.America

Global usage



- Usage (downloads)



The publishing process



- Editors
- Peer Review
- Publication – e / p
- Linking
- Distribution
- Sales
- Marketing

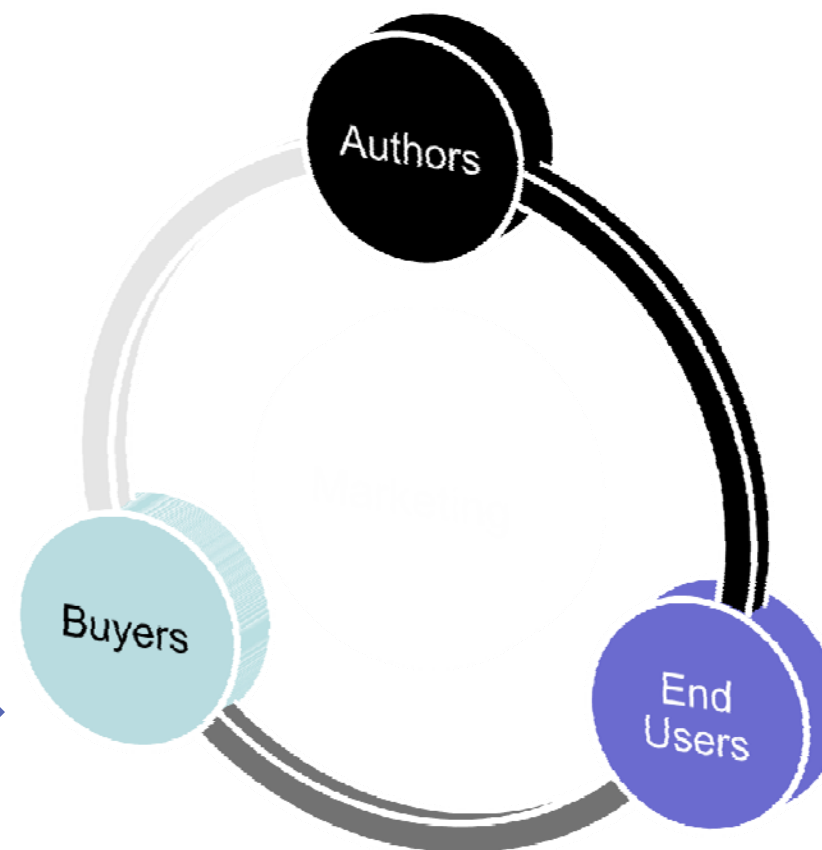
WHO DO WE TARGET MARKETING AT?



- International Scientists
- Academic Researchers
- Industry Researchers

- Academics Librarians
- Industry Information Specialists
- Head of Departments

- Librarians
- Information Specialists
- Scientists & Researchers
- Undergraduates
- Postgraduates
- Post-doctorate
- Faculty



Why do we publish new journals?



Feedback



- Scientific community request journal for specific area
- Increased article submissions

Market Intelligence Validates Journal Requirement



- Scope priorities highlighted to match community need
- Quantitative research qualifying market feedback

Approval Process



- Management / Publishing Board approval
- Editorial Board appointed

How is content sold?



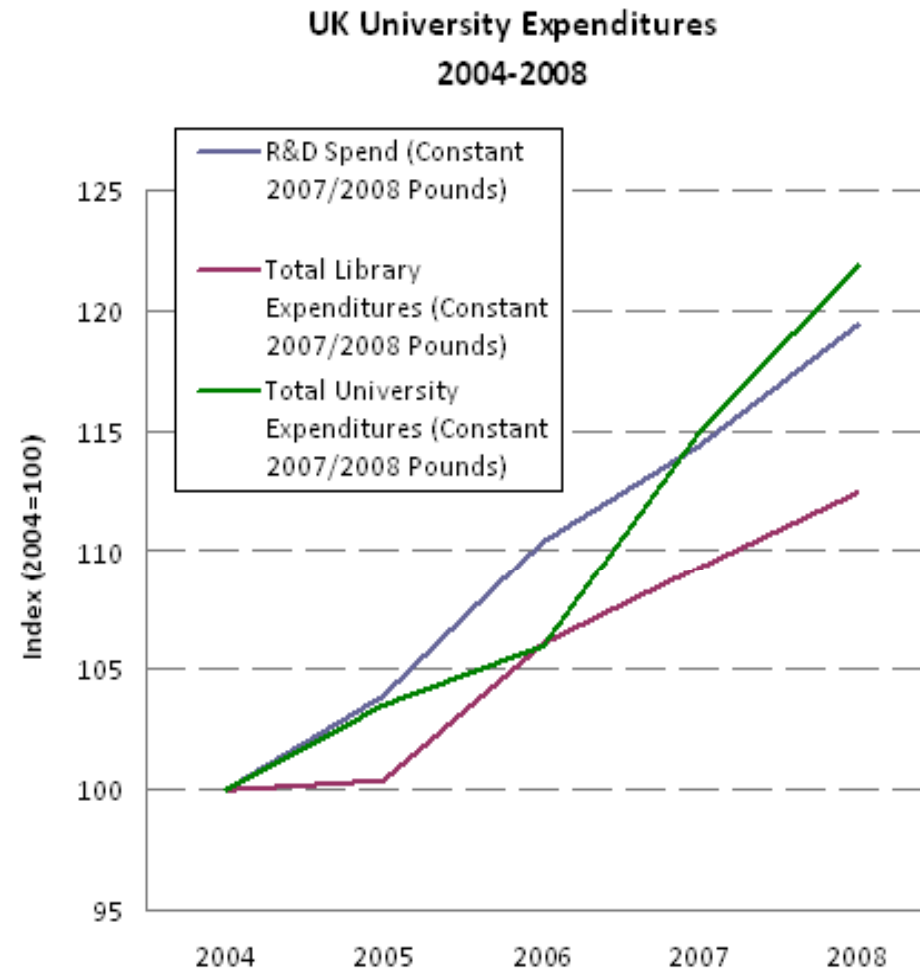
- Journals
 - By title / by package / PPV / download packs
 - Consortia
- Archives
 - Subscription / one-off / rolling / static
 - Generally from 1st issue to 1996/2000
 - Usage high

ebooks



- Outright purchase or subscription?
- User restrictions?
- MARC records / usage available?
- Content available through multiple vendors?
- Individual titles or packages?

University library funding outpaced by R&D outputs

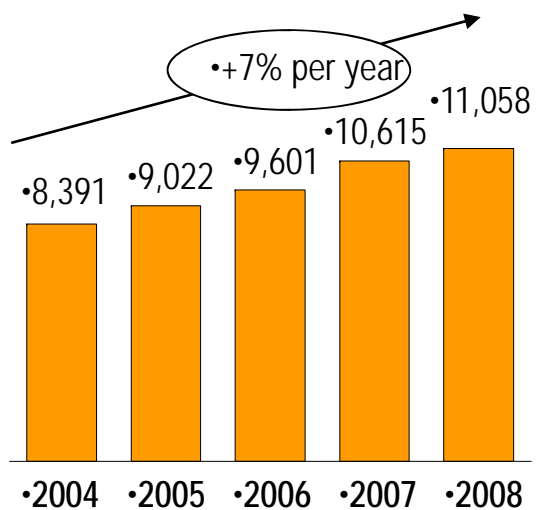


Cost of access



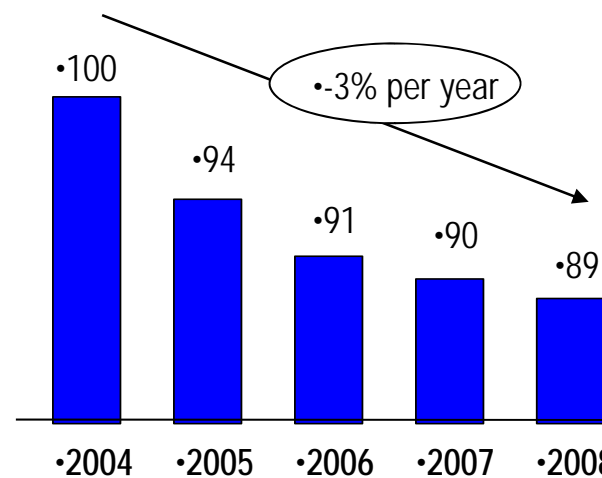
•What UK universities get

- Number of journals accessed
- Average journals per institute



•What UK universities pay

- Amount paid per journal accessed
- In constant 07/08 currencies (Index - 2004=100)



- UK universities now access 32% more journals than in 2004, and pay 11% less per journal accessed

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•Source: Based on SCONUL data (Ciber analysis of 113 UK Universities)

Developments in publishing



Big move from p > e

the end of print?

Future of the “Big deal”?

New pricing methods – no ‘one size fits all’

Authentication / Counter

Mobile technologies

The Journal Publisher



“Journals publishing is not just about producing and marketing a product – it’s also about serving a community and about helping develop a focus for a community.”

Peter Snowden & Pippa Smart

Any Questions?



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