



Welcome

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Traditional Subscriptions

- **What is the point in publishing?**
- **The partners in the publishing process**
- **Business models of “traditional publishing”**

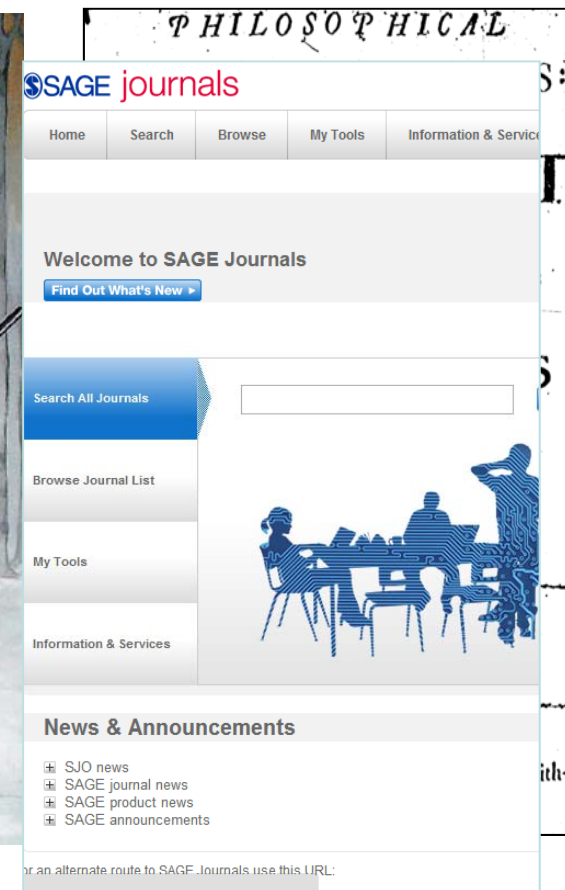
A quick history lesson



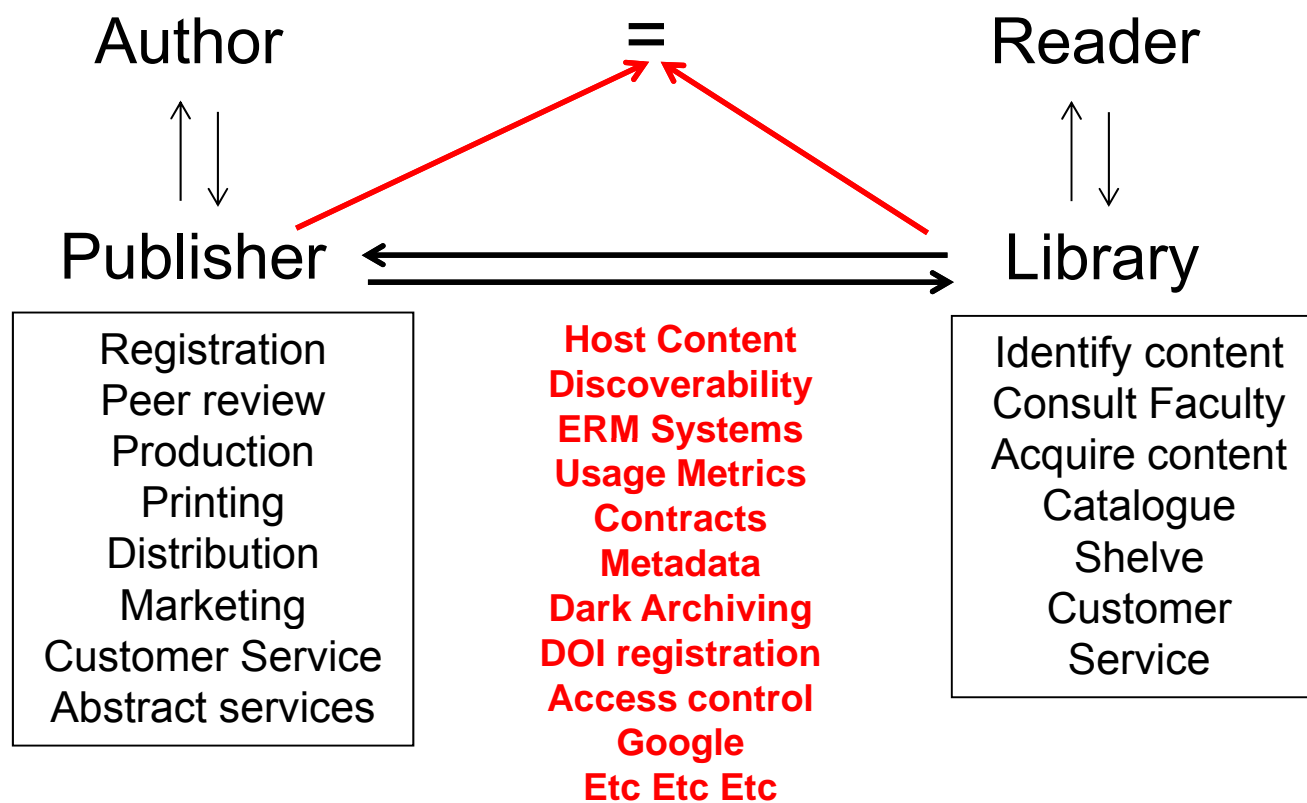
UKSG Open Access Seminar 23/05/12



Traditional Subscription Models



The Ecosystem



The Business: Costs

- **Editor and Ed. board: scope and Quality**
- **Editors launch new titles where there are under-served communities**
- **Publishers invest in platforms and discoverability tools**

The “subscription” model

- **Reader pays, but who are the readers?**
- **Print Vs Electronic**
- **Differences in terms of use**
- **Alternatives to traditional subscriptions**

Thank you!

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