Overview

The middle ground: how the players have evolved over time
Who are the intermediaries/commercial services now?
What is/are their role/s?
Why are they needed?
What benefits do they bring?
Overview continued

Traditional Subscription Agent
Content Hosting (Primary)
Content Aggregation
Authentication
Sales Representation
Services Enhancing (E)Resource
Discovery and Management
Negotiation
Subscription Agents

The original intermediaries
Originally all about managing institutional print subscriptions
Admin services for publishers and libraries
  Consolidated orders, invoicing, currency, payments
Business model based on commission from publisher and service charges to libraries relating to volume/value.
Administration for both parties built out of economies of scale
Promoted development of standards
World without agents
Traditional Role of Agent

Agent

Services
- Search Titles
- Order
- Claim
- Renew
- Invoicing
- Reporting
- Access Content
- Logistics
- Check-in
Subscription Agents

Impact of the introduction of electronic format and e-access

New services /technologies developed to provide online purchasing and reporting
New services/technologies developed to provide online access to subscribed-to journal content through a single interface
Developing new services involved considerable investment costs
Commercial impact of the rise of consortia and the Big Deal
Many agents left the arena through merger or acquisition
Articles on the Subject

Mark Howard: Agents for change: periodical supply and self-preservation
www.sconul.ac.uk/publications/newsletter/29/25.RTF

Marilyn Geller: The Faxon Aftermath: Come Together over Me
www.bluffton.edu/~phillipsc/lis580/geller_sl.pdf
The 1990’s

Print + Electronic Journal Publishers

Sub Agents:
EBSCO, RoweCom, Swets-Blackwell + NESLI
Everetts, Harrassowitz

Online Content hosts

UK Situation:
Institutional Libraries
Regional academic Purchasing Consortia

HEFCE/JISC: PSLI

Mimas (Manchester)
BIDS/Ingenta (Bath)
EDINA (Edinburgh)

UKSG
Online Content Hosts

What do they do and why needed?
For publishers who require a third party to provide the technical solution for the development of their web presence and the hosting of their content
Provide a single platform for publishers’ e-journals
Now include e-books and other content also
Ensures the publisher complies with standards
Allows administrators to manage their e-content more efficiently
Over 140 journal publishers: Many US Society plus BMJ, OUP, SAGE
@ Atypon
Solutions

News & Events
Conference Calendar

Our Clients
Resources

@ Atypon

Atypon is setting new standards for digital content delivery, discovery, and monetization.

Happy 15th Birthday Atypon

Atypon celebrates its fifteenth birthday in 2011

Our Clients
Atypon is delivering innovative solutions for leading publishing and media organizations

News & Events

> One of 100 companies that matter in the digital content industry
> Passport: your opportunity to tell us what you need from technology

Pearson
World Scientific
The New England Journal of Medicine

Passport
The World’s Largest Scholarly Content Host

MetaPress provides content management and end-user access websites for e-content from the world’s leading publishers.

For Researchers
You can access 50,272 scholarly publications from leading publishers at the MetaPress reader site. And, you can set up your own personalized account, customize your homepage, and receive email alerts when new content is published.

Find content by keyword

All Content (5,606,256)
Publications (50,272)
Journals (3,809)
Book Series (1,250)
Books (45,213)
Reference Works (189)

Over 100 publishers

For Publishers
We serve innovative publishers who want to make their content available online to a wide-ranging audience and who appreciate high-quality client service and competitive pricing options. We’re your silent partner, dedicated to supporting and enhancing your brand in the marketplace.

learn more...

For Librarians
MetaPress simplifies access management, linking and usage reporting with
By 1999 Authentication

Print + E Journal Publishers

Online Content hosts

Agents:
EBSCO, Blackwell, Dawson, Everetts, Swets Blackwell + NESLI

Inst Libraries
Regional academic Purchasing Consortia
UK - HEFCE: PSLI

Authentication services
Authentication Services

What are they?
A technical solution allowing single sign-on to a range of electronic resources
About access and identity management

Why do we need them?
A way of limiting access to certain people, groups, sites/locations
A way of ensuring that the people accessing the publisher’s e-content are Authorised Users
To meet licensing conditions of e-resource
To help with pricing for consortia & multi-sited orgs
Reduces administrative burden (userIDs/passwords)
Authentication Services

Who are they?
ISPs / IP addresses
Eduserv: Athens; OpenAthens
http://www.athensams.net/

Access Management Federation
(e.g. Shibboleth)
For UK: http://www.ukfederation.org.uk/
Current list of members:
http://www.ukfederation.org.uk/content/Documents/MemberList
By 1999 E-Content Aggregation

- Print + E Journal Publishers
- E-Content Aggregators
- Online Content hosts
- Authentication services
- Agents: EBSCO, Blackwell, Dawson, Everetts, Swets, Blackwell + NESLI

Inst Libraries
Regional academic Purchasing Consortia
UK - HEFCE: PSLI
E-Content Aggregators

What do they do?
- Re-package primary content from various sources to create a new product / dataset available via a single platform
- Add a specialist index to enhance search

Why are they needed?
- Simplifies access to content
- Additional revenue stream to the publisher
- An ‘affordable’ supplement to primary content (embargo)
- Multi publisher & subject focussed
E-Content Aggregators

Examples:
EBSCOhost
Proquest
Ovid
Cengage Learning/ Gale

The National Archives
Publishing Market Now

Publishers of Own Journals; Society Journals
Datasets, e-Books, e-Archives

E-Content Aggregators

E-book sellers

Online Content hosts

Subscription Agents

Authentication services

Inst Libraries
Regional academic Purchasing Consortia

UK National purchasing consortia –
JISC Collections: NESLi2, SHEDL, WHELF; NHS

Consortia in different countries
Global corporate organizations
Publisher Representatives

- Publishers of Own Journals; Society Journals
- Datasets, e-Books, e-Archives
- E-Content Aggregators
- Publishers' Reps
- Online Content hosts
- Subscription Agents
- Authentication services

Inst Libraries
- Regional academic Purchasing Consortia
- UK National purchasing consortia – JISC Collections: NESLi2, SHEDL, WHELF; NHS
- Consortia in different countries
- Global corporate organizations
Publishers Representatives

What are they?
Provide a front-line sales and/or marketing and/or customer service channel for publishers

Why are they needed?
Provide accessibility for publishers to new or unknown market sectors or geographic regions through local cultural knowledge and language
Publishers Representatives

David Charles e-licensing: particularly US Society publishers

EBSCO: EMpact Sales

Accucoms:  

Burgundy Information Services:  
http://www.burgundyservices.com/

E-book sellers
Subscription Agents Now

- Publishers of Journals, Datasets, e-Books
- E-Content Aggregators
- Publishers' Reps
- Online Content hosts
- E-book sellers
- Subscription Agents
- Authentication services
- Inst Libraries
- Regional academic Purchasing Consortia
- National purchasing consortia – JISC Collections: NESLi2, SHEDL, WELF; IReL; NHS
- Global corporate orgs
Welcome to the website of the Association of Subscription Agents and Intermediaries (ASA). The ASA is the international trade association serving subscriptions agents, sales agents and other intermediaries providing products and services within the professional and scholarly information supply chain.

The ASA exists to provide information to its members from all areas of the information industry, to create a forum for exchange amongst these groups and to represent members’ common interests to publishers, customers, representative and governmental organisations and associations.

ASA counters subscription fraud
Tuesday 15th September 2009

ASA Statement on Gracing
Monday 21st December 2009

2011 CONFERENCE – A Major Success!
This year's ASA Conference was a significant success. A range of thought-provoking, intelligent papers from 20 speakers plus an active (and record capacity) audience meant for a very lively, informative and engaging couple of days. Presentations from the conference are available now. Click here to view the 2011 programme and talks.

Library Choice Goes from Strength to Strength
Over 40 publishers have signed up to Library Choice. Whether you’re a librarian, a publisher or agent or information Librarian Choice
Subscription Agents in UK

4 main players in the UK:
EBSCO Information Services
  EBSCONET
  EBSCO A-Z
Swets
  SwetsWise
  Scholarly Stats
LM Information Delivery
  LibNet
  Serials Solutions Partnership
Prenax
  Prenax Online
Subscription Agents 2012

Recent developments
- Subscription and licence management
- Clearly defined services for libraries, procurement and publishers
- Technology provision
- Integration of E-books
Continuing the Role of the Facilitator

Provider of the basics for both print and e-journals

Single, consistent point of contact

Subscription and e-resources management platform

Centralised ordering, invoicing & payments

Personalised Customer support

Consolidated reports

Renewals

Handling of delivery problems – claiming

Unique source of Information - Title database

Support for the registration of e-journals

Print and e-Resources Management

Slide provided by EBSCO
Services that facilitate and increase access to e-resources

- Link resolvers to automatically link to the library content, no matter where a user starts a search
- Discovery Service to access all the library content with a single and intuitive search box
- A-to-Z list for organizing and providing links to all of the library’s e-resources
- Integrated Knowledge Base that encompasses more of the library collection details and automatically populates and updates the e-resource and subscription data

Slide provided by EBSCO
Facilitating E-Resource Access and Management

- Publishers of Journals, Datasets, e-Books
- Publishers' Reps
- E-Books sellers
- ERM systems
- Online Content hosts
- Subscription Agents
- E-Content Aggregators
- Authentication services

Inst Libraries
- Regional academic Purchasing Consortia
- National purchasing consortia – JISC Collections: NESLi2, SHEDL, WELF; IReL; NHS
- Global corporate orgs

UKSG
Knowledge Base Providers

What are they?
Offer a repository of metadata enabling libraries to manage numerous resources acquired from multiple vendors

Why do we need them?
- Manage electronic content effectively in the library or information service
- Track coverage
- Monitor changes
- Provide consistency
Vendors

Ex-Libris – SFX, Verde
Serials Solutions – 360 Core, Link, Resource Manager
EBSCO – AtoZ, LinkSource, ERM Essentials
SwetsWise eSource Manager
LM Information - LibERM
Innovative – WebBridge, E Resource Management
JISC – KB+
Web Scale Discovery Services

What are they?
Provide a Google style single search box including all library resources

Why do we need them?
Ensures library is central to the search experience
Exposes all library resources
Simplifies access to content
Vendors

Ex-Libris – Primo
Serials Solutions – Summon
EBSCO – EBSCO Discovery Service
OCLC – WorldCat Local
Innovative Interfaces – Encore
Evaluation Tools

What are they?

Service that enables libraries to measure usage and demonstrate the VFM of their collections

Why do we need them?

Facilitates negotiation
Evaluation Tools

Serials Solutions – 360 Counter
EBSCO – EBSCONet Usage
Consolidation
Ex Libris- UStat
JISC – KB+
Next Gen Intermediary: e agent & consultative partner

Traditional Subscription Management

Content Aggregation (databases, e-books)

Next Gen ‘Agent’

E-Resource Access & Management Services (ERM, A-to-Z, Link Resolver, Discovery services)

Services for Publishers (sales & marketing support, Content hosting)
Content Negotiation

- Publishers of Journals, Datasets, e-Books
- E-book sellers
- Online Content hosts
- Subscription Agents
- ERM systems
- Content Negotiators
- Authentication services
- E-Content Aggregators

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Global corporate orgs

UKSG
Content negotiators

What are they?
A third party that provides a front line negotiation service for library consortia and global organisations for agreeing terms to access publishers’ and providers’ e-content.

Why are they needed?
Represent groups with similar needs and are in a position to harness a collective interest
Can see the “bigger picture”
Incorporate the technical delivery questions into licence discussions
Save time and money
Provide staff with experience and no overhead costs
Content Negotiators

CHEST Eduserv
http://www.eduserv.org.uk/lns/agreements/search
Datasets, software (UK: HE, FE, RCs; Irish: Tertiary)
eIFL.net
Africa, E. Europe, Asia, Eurasia, Middle East
JISC Collections (The JISC Content Procurement Company Ltd)
http://www.jisc-collections.ac.uk/
Members: UK HE, FE, RCs and Schools - NESLi2 for journals, Datasets, E-archives, Moving sound and image
Other groups: consortia – NHS, Public, Academic; global corporations

Any more?
Future Developments?

Open Access?
Digitisation?
Preservation?
Article purchasing?
eBook loans & rentals?
Summary

A complex web of interconnecting services requiring technical dependencies and symbiosis between the different players. Understanding the different intermediaries and what they offer is important. Technical aspects are critical to the successful delivery and management of electronic content. Intermediaries add value and diversity.
Thank You!