This session will provide librarians with insight into the factors that impact electronic journal costs and how ‘You get what you pay for’ applies in the electronic journal space as elsewhere. It will review some of the cost components related to electronic publishing and examples of the differing costs, to the publisher, of different content delivery platforms. It should provide librarians with a deeper understanding of the electronic journal publishing world, using real-world examples.
Helping You Grow Your Business Online

Provide sophisticated and flexible e-publishing solutions for publishers.

- Widen readership
- Create new business models
- Grow revenue
- Take control of your content
- Interact with the reader more effectively
Some Recent Client Signings

The NEW ENGLAND JOURNAL of MEDICINE

SALEM PRESS

ACS PUBLICATIONS
HIGH QUALITY. HIGH IMPACT.

STOR

W de Gruyter
Berlin - New York

Edinburgh University Press
Publisher of Academic Books and Journals

www.atypon.com
Agenda

- The landscape
- The perils of prediction
- The need to invest
- What we do
The Landscape
The landscape: Information overload today

- The first learned societies and journals could encompass all disciplines

- Today:
  - ~90% of the scientists who have ever lived are alive today
  - c. 3% annual growth in articles
  - c. 1.5M articles published in 2007 (Mabe, 2007)

- Specialisation is inevitable
  - Even then, in most fields a researcher can’t cover it all

We have collectively created the equivalent of an academic monsoon over the past three decades, with no change in the forecast for the coming years. Without a major reconsideration of how we share and use information, how we keep up with the field, and how we recognize academic accomplishment, we will continue to add to the floodwaters, all the while spending less attention on whether or not anyone reads our work, listens to our presentations, or appreciates our professional contributions.
The landscape: data

- Data collection
  - Distributed/international
  - Previously unimaginable scale
  - E.g. Global Ocean Observing System (http://www.aoml.noaa.gov/phod/goos.php)

- Data sharing
  - E.g. Dataverse Project (http://thedata.org/)

- Data analysis
  - Previously unimaginable speed and complexity
  - E.g. SETI project (http://setiathome.berkeley.edu)
  - Data (and text) mining (e.g. BioText, http://biotext.berkeley.edu/)
Where do journals and articles fit in all of this?

- The individual article
- Should we insist on a single, fixed, ‘version of record’?

Slide courtesy of Sally Morris – Morris Associates
The individual article

- Should we insist on a single, fixed, ‘version of record’?
- …or should it be an evolving agglomeration of data, descriptive text, discussion, and other relevant media?

Where do journals and articles fit in all of this?

Slide courtesy of Sally Morris – Morris Associates
The Perils of Prediction
Electronic publishing

- Paper can be replaced as the storage and transport mechanism. We can move to electronic publishing and distribution of journals, newsletters, indexes, bibliographies, and so forth. This transition will increase the speed and lower the cost of dissemination.

- The journey from electronic publishing to multi-media publishing is short. Journal articles of the future could include audio and video clips when they are appropriate for the situation.
Capabilities and the need to invest

Management Information Science Quarterly

American Chemical Society
Two-Stage Offshoring: An Investigation of the Irish Bridge

Helena Holmström Olsson, Eoin Ó Conchúir, Pär J. Ågerfalk, and Brian Fitzgerald

Abstract

This paper investigates two-stage offshoring as experienced by the Irish sites of two large global companies, headquartered in the United States, with significant software development operations. As part of these companies, the Irish sites act as a bridge in their offshoring arrangements: While the United States sites offshore work to Ireland, the Irish sites offshore work further to India and, hence, have experience of being both customer and vendor in two-stage offshore sourcing relationships. Using a framework derived from relational exchange theory (RET), we conduct multiple case study research to investigate and develop an initial theoretical model of the implementation of this two-stage offshoring bridge model. Our study shows that while both companies act as bridges in two-stage offshoring arrangements, their approaches differ in relation to (1) team integration, (2) organizational level implementation, and (3) site hierarchy. Although, there are opportunities afforded by the bridge model at present, the extent to which these opportunities will be viable into the future is open to question. As revealed in our study, temporal location seems to favor a bridge location such as Ireland, certainly with United States-Asian partners. However, location alone will not be enough to maintain position in future two-stage offshoring arrangements. Furthermore, our research supports the view that offshoring tends to progress through a staged sequence of progressively lower cost destinations. Such a development suggests that two-stage offshoring, as described in this paper, will eventually become what we would term multi-stage offshoring.

Keywords: Offshore sourcing, offshoring, customer-vendor relationship, relational exchange theory
Directly editable areas

Different home page styles for different journals

XML encoding of figures allows for special figure handling

User centric design – building on rich XML
Different home page styles for different journals

All objects assigned separate DOI’s

Podcast’s can be directly loaded by the publisher

Putting the chemistry figures first, engages the chemist better
3 Results and Discussion

3.1 Capsule Preparation
The LBL encapsulation of the silica colloids was monitored by \( \zeta \)-potential measurements that displayed the expected alternation between negative and positive potentials (Figure 2).

Figure 2. \( \zeta \) potential measurements as a function of layer number.

After core dissolution, elemental analysis by TEM showed a large reduction in the Si peak accompanied by the appearance of a sulfur peak diagnostic of the capsules that are more easily imaged by SEM whereas the submicron-sized capsules upon drying, the micron-sized capsules remain more or less intact and dissolution to be visually detected by SEM (Figure 3).

Figure 3. (A) Schematic depiction of the supported multilayers and the capsules. (B) TEM images and elemental analysis of the supported multilayers and capsules, respectively, with the silica and sulfur peaks highlighted. (C) SEM images of a collapsed 4 \( \mu \)m capsule. (D) Spherical 100 nm capsules.

Low resolution figures for rapid delivery, linked to high resolution version for detailed viewing and PowerPoint download version
THE NEED TO INVEST
How Much?
“$400,000 U.S. is enough to purchase hosting and support services, using Open Journal Systems, for 785 journals!

$509 U.S. per year

Heather Morrison, The Imaginary Journal of Poetic Economics
Thursday, January 25, 2007
Stop fighting the inevitable - and free funds for OA!
International Consortium for the Advancement of Academic Publications

- Journal creation from $3,600 Cdn (about $3,000 US; ongoing journal hosting, maintenance and conversion from 1,840 Cdn per year (about $1,500 U.S)

The Aggregators

- MetaPress, Ingenta Connect, Atypon Link
- Probably in the area of $2,000-$5,000 per year per title
- May include a percentage of any ecommerce revenues
- Share a single platform
- Share functionality
- Share a template
- Limited bespoke capabilities at this price point.
The customised builders

- HighWire, Scitation (AIP), Atypon, Metapress
- Pricing more mysterious
- In the case of Atypon at least based on a combination of functional complexity and amount of content.
- Possible with any of these to spend $500k-$1m a year on a site and it might only have one title
  - [with enormous traffic and complex functionality]
So why the disparity: - $500 - $500k?

- Capabilities and scalability
  - Production costs and capabilities
- Site availability
  - 99.3% vs. 99.9% vs. 99.99%
- Features
  - More features more cost
- Support hours
  - Working day, extended working day, 24x5, 24x7x365
- The desktop management requirements
- How much content are we managing
- How much is it worth to the publisher
<table>
<thead>
<tr>
<th>Unscheduled downtime warranties</th>
<th>99.90%</th>
<th>99.93%</th>
<th>99.99%</th>
</tr>
</thead>
<tbody>
<tr>
<td>43.8 minutes per month</td>
<td>30.68 minutes per month</td>
<td>4.38 minutes per month</td>
<td></td>
</tr>
</tbody>
</table>
Sample requirements

- Create a new bundled product(s) by combining selected existing content.
- Ability to develop custom taxonomy for purposes of site browsing and relational linking.
- Identify related content based on taxonomical analysis of full-text, indices, or other means.
- Ability to publish multiple versions of the same chapter. Users who arrive at older chapters should be made aware that there is a more recent version available.
- Be able to create, edit and delete promotional marketing pages
- Ads should be able to be targeted to users based on country, state, or user profile…to be targeted against keywords or other pre-determined content.
- Sell temporary access (to individual users) to individual chapters or sections.
WHAT DO WE DO?
Content Production and loading

- No longer just journals include books reference works, encyclopaedias and databases
- Tools for loading content (and unloading)
- Tools for checking content
- Metadata extraction
- Indexing
- Reference identification and extraction
- Access for third party vendors
Books and Journals or both

Taxonomic browse

Unified/consolidated books and journals listing
<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Abstract</th>
<th>PDF</th>
<th>PDF with links</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Was ist 'Wahrheit' (2)? ein Vergleich französischer, keltischer, indischer, iranischer und griechischer Vorstellungen von der Wahrheit; eine kulturgeschichtliche und sprachwissenschaftliche Analyse.</td>
<td>Hans Hartmann</td>
<td>PDF (102 KB)</td>
<td>PDF with links (98 KB)</td>
</tr>
<tr>
<td>18</td>
<td>Celtic <em>námna</em></td>
<td>Fredrik Otto Lindeman</td>
<td>PDF (97 KB)</td>
<td>PDF with links (98 KB)</td>
</tr>
<tr>
<td>25</td>
<td>Late Brythonic <em>uohid</em> 'daughter-in-law'</td>
<td>Václav Bezek</td>
<td>PDF (80 KB)</td>
<td>PDF with links (81 KB)</td>
</tr>
<tr>
<td>29</td>
<td>Gallo-Brittonica (suite: 11–21)</td>
<td>Xavier Delamarre</td>
<td>PDF (104 KB)</td>
<td>PDF with links (105 KB)</td>
</tr>
<tr>
<td>50</td>
<td>Guailsh amboirc</td>
<td>Fredrik Otto Lindeman</td>
<td>PDF (101 KB)</td>
<td>PDF with links (101 KB)</td>
</tr>
<tr>
<td>56</td>
<td>Lycian/Galatian Ἀκραίδινος</td>
<td>Ph. Freeman</td>
<td>PDF (101 KB)</td>
<td>PDF with links (101 KB)</td>
</tr>
</tbody>
</table>
Discoverability

- Search engine optimization
- People who read this article also read.....
- Taxonomic browse
  - Aluka
- Third party distribution
  - A&I’s
  - FT Aggregators
  - CrossRef
  - PubMed
Discoverability
Discoverability Localisation
Discoverability – Taxonomies - http://www.aluka.org/
Discoverability – Recommended articles

Based on your current profile, we recommend the following Articles:

**BOLUMINESCENCE**
Theophile Wilson and J. Woodland Hastings
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**Genetics of Bacterial Bioluminescence**
E A Meighan
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**Bacterial Bioluminescence**
J W Hastings, and K H Nualson
First Page | PDF (2093 KB) | Add to Favorites | Related

**Enzymes and Genes from the lux Operons of Bioluminescent Bacteria**
E A Meighan
Atypon Premium

Stay informed
- Extensive and comprehensive reports
- COUNTER compliance
- Branding
- Dynamic site content
- E-commerce
- Advertising
- Video
- Audio
- Supplementary material

Marketing
- Publisher Website
- Business Models
- Additional Content

Syndication
- Notices to third parties e.g., Crossref, PubMed & other A&Es
- Email
- RSS

Search/Browse
- Indexing by search engines e.g., Google
- Taxonomies
- Recommendations

Editorial Production
- Typesetting
- XML
- PDF

Content Upload
- Journals
- Books
- Databases

Content Processing
- Metadata extraction
- Indexing
- Reference linking

Subscription Upload
- Linking
- Branding
- Compression
- Immediate access
- Direct upload for agents

Discoverability
- Marketing
- Reports

Marketing
- Syndication
- Discoverability

Atypon
- Dynamically control web site, different branding for different subject areas.
- Change the branding according to who is looking
- Support advertising
- And increasingly complex e-commerce –
  - Support complex business models
    - i.e. virtual issues
- Support additional content e.g. video
Marketing - Multimedia capabilities

University of Chicago press site
- [http://www.journals.uchicago.edu/doi/full/10.1086/343751](http://www.journals.uchicago.edu/doi/full/10.1086/343751)

Annual Reviews site
Marketing - Multimedia capabilities

Supplemental Material: Annu. Rev. Biochem. 2007. 76:593-627

Bruce Goode and Michael Eck—Mechanism and Function of Formins in Control of Actin Dynamics

Return to abstract text of article

Supplemental Resources

Download Supplemental Movie (7,151 KB)

You will need a copy of QuickTime to view this movie file. You can download a free copy here.

Description of Animation

The animation illustrates the tentative, working model of FH2-mediated processive capping
Clinical Infectious Diseases

Published for the Infectious Diseases Society of America

15 November 2002

ANSWER TO PHOTO QUIZ

A 33-Year-Old Woman from Nigeria with Eosinophilia

Nhat M. Doan,1 Paul B. Keiser,2 Ruth Ann Bates,1 Daniel P. Fedorko,3 Peter J. Weina,4 and Daniel R. Lucey1

1Washington Hospital Center, Infectious Diseases and Host Defense, Washington, D.C.; and 2Laboratory of Parasitic Diseases, National Institute of Allergy and Infectious Diseases, 3Microbiology Service, National Institutes of Health, Bethesda, and 4Walter Reed Army Institute of Research, Silver Spring, Maryland

(See page 1204 for Photo Quiz)

Reprints or correspondence: Dr. Nhat M. Doan, Washington Hospital Center, Infectious Diseases and Host Defense, Rm. 2A-56, Washington, DC 20010 (nhatdoan@hotmail.com).

Figure 1. Photomicrograph demonstrating the sheathed microfilaria (thick arrow) with terminal nuclei (thin arrow) of Loa loa (Wright-Giemsa stain; original magnification, ×500).
Management Tools

- On the desktop
- Real Time
- Control of
  - Business models; the matching of content bundles, and user and contracts
  - Look and feel
  - Content
    - Loading
  - Marketing
Administration Tool allows publishers to administer from the desktop:

- Institutional, individual and consortia identity and more...
- To create content bundles for sale that replicate the print equivalent and go beyond them
- To define the business rules governing access
- To load and validate content – both PDF and FT XML plus supplementary content
- To load and manage advertising and marketing campaigns
The end

cbeckett@atypon.com