



The good, the bad and the ugly: why elegant electronic publishing costs real money

UKSG 2009

Chris President – V.P Sales and Marketing

What it says on the tin.....

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

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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
- Ken Coates: Knowledge Overload,
<http://www.insidehighered.com/views/2009/03/23/coates#Comments>.

Ken Coates: Knowledge Overload

- 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'?



Where do journals and articles fit in all of this?

- 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?



The Perils of Prediction

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 multimedia 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

MIS Quarterly, Olsson et al. - Mozilla Firefox

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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 conducted 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

Done

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the positive weighting factors of a series of spectra could be obtained.

3 Results and Discussion

Jump to a section

3.1 Capsule Preparation

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

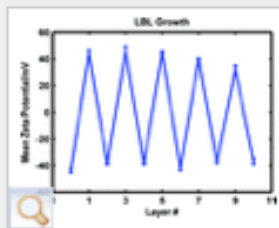


Figure 2. ζ potential measurements as a function of layer number.

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

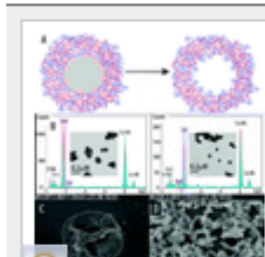


Figure 3. (A) Schematic depiction of the supported multilayers and the capsules. (B) TEM images and elemental analysis of the supported multilayers and capsules, respectively, with the silica and sulfur peaks highlighted. (C) SEM images of a collapsed 4 μ m capsule. (D) Spherical 100 nm capsules.

Low resolution figures for rapid delivery, linked to high resolution version for detailed viewing and PowerPoint download version

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THE NEED TO INVEST

How Much?

Open Journal Systems (OJS)

- “\$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)
- <http://www.irrodl.org/index.php/irrodl/issue/view/32>

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

Unscheduled downtime warranties

99.90%

99.93%

99.99%

43.8 minutes
per month

30.68 minutes
per month

4.38 minutes per
month

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

Production



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3 Firefox

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13:11

Production



de Gruyter Reference Global - Zeitschrift für celtische Philologie (ZcP) - Mozilla Firefox

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Lawrence E. Eson

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17:18





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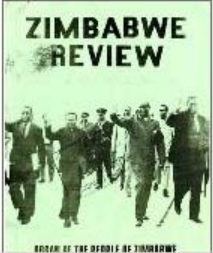
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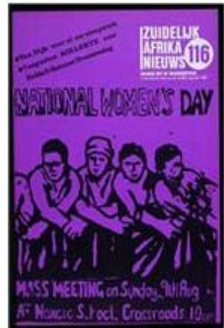
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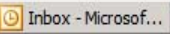
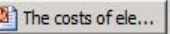
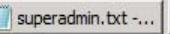
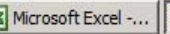
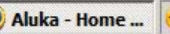
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[Article in the New York Times about the digitisation of manuscripts in Timbuktu](#)

15 May 2008
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[Artigo no The New York Times sobre a digitalização de manuscritos em Tombuctu](#)

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Discoverability – Taxonomies - <http://www.aluka.org/>

The screenshot shows a Mozilla Firefox browser window displaying the Aluka website. The address bar shows the URL: [http://www.aluka.org/action/doBrowse?t=145727&sa=1&sa=1&br=tax-epithets-derived%](http://www.aluka.org/action/doBrowse?t=145727&sa=1&sa=1&br=tax-epithets-derived%20). The page title is "Aluka - Results List - Mozilla Firefox".

The main content area is titled "Browse" and shows the path "HOME / Browse / African Plants". Below this, it displays "Scientific Names (Family) » ACANTHACEAE".

On the left side, there is a "Browse" section with a search box and a "Search" button. Below the search box, there is a "View Search History" link.

The main content area shows the "Family: ACANTHACEAE" and a description: "Limit the list of results by scientific name from all the names in Aluka, starting with Genus or Family. You can enter a text string, optionally with wildcards, to see just a part of the list." To the right of this description, it says "5,922 objects" and has a "View Results" button.

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9. [Anqkalanthus](#) (10 objects)
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13. [Anthocometes](#) (1 object)
14. [Ascotheca](#) (5 objects)
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19. [Blachum](#) (2 objects)

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The bottom of the browser window shows the Windows taskbar with the Start button and several open applications: "Inbox - Microsof...", "The costs of ele...", "superadmin.txt ~...", "Microsoft Excel ~...", and "Aluka - Result...". The system clock shows "17:51".

Discoverability – Recommended articles

The screenshot shows a Mozilla Firefox browser window displaying the Annual Reviews website. The address bar shows the URL: <http://arjournals.annualreviews.org/action/showPreferences?menuTab=RecommendedArti>. The page header includes the Annual Reviews logo and navigation links: Home, Order, Browse, Search, Profile, Help, and Contact Us. The main content area is titled "Profile" and contains a message: "Hello, Chris Beckett. We have [recommendations](#) for you." Below this, there is a section titled "Recommended Articles" with a list of four articles:

- BIOLUMINESCENCE**
Thérèse Wilson and , J. Woodland Hastings
Annual Review of Cell and Developmental Biology. Volume 14, Page 197-230, Nov 1998
[Abstract](#) | [Full Text](#) | [PDF \(271 KB\)](#) | [Add to Favorites](#) | [Related](#)
- Genetics of Bacterial Bioluminescence**
E A Meighen
Annual Review of Genetics. Volume 28, Page 117-139, Dec 1994
[First Page](#) | [PDF \(1362 KB\)](#) | [Add to Favorites](#) | [Related](#)
- Bacterial Bioluminescence**
J W Hastings, and , K H Nealson
Annual Review of Microbiology. Volume 31, Page 549-595, Oct 1977
[First Page](#) | [PDF \(2893 KB\)](#) | [Add to Favorites](#) | [Related](#)
- Enzymes and Genes from the lux Operons of Bioluminescent Bacteria**
E A Meighen

The browser window also shows various toolbars, including the Google search bar and a taskbar at the bottom with several open applications.





Marketing

- 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>

Annual Reviews site

- <http://arjournals.annualreviews.org/doi/suppl/10.1146/annurev.biochem.75.103004.142647>



Marketing - Multimedia capabilities

Chicago Journals - Clinical Infectious Diseases - Mozilla Firefox

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Access provided by Atypon Institution

All Journals > Clinical Infectious Diseases > 15 November 2002 > Answer to Photo Quiz

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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

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³Microbiology Service, National Institutes of Health, Bethesda, and ⁴Walter Reed Army Institute of Research, Silver Spring, Maryland

(See page 1204 for Photo Quiz)

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

Figure 1

Done

Start 3 Firefox 4 Microsoft... Skype™ - cjb... Microsoft Po... PowerPoint S... superadmin.t... 12:52

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 (Version lit-1023 05-29-2008) Login(cbeckett@atypon.com) - annualreviews

Worklist
Reports
Administration
Identity
Content
Contract
E-Commerce
Administrators
Metadata
Backstage
Alert
Access Token
Redirect
Advertisement
IP Blocking
Menu
File Upload
Email Log

Backstage
HISTORY Stop
Content Submissions Report Processing Queue
Journal CODE Vol Issue Page
Title Status Any
DOI

Audit New window About

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 manage advertising and marketing campaigns

To load and validate content – both PDF and FT XML plus supplementary content

Refresh View

Start 5 Mic... 3 Mic... Skype... Micros... Atvoo... 2 Fir... super... Pointe... 14:39

The end

cbeckett@atypon.com