

Epublishing and journals

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Outline

- Publishing has gone digital
- Advantages/disadvantages
- Value added
- Journals publishing

What is happening in the environment

- Broadband usage
- Web affecting other media
- Libraries moving over to electronic access
- Teenagers using Internet
- Government funding – impact on schools and libraries
- Wireless
- Handheld devices
- ipod

- Technology players – e.g. Google

What are the advantages for publishers?

- Save on print costs
- Reach global market
- Speed to market
- Offer something different from print
- Know their customers

What are disadvantages?

- Complexity
- Investment required
- Skills
- Archiving
- Access to technology varies round the world
- Business models

Should a publisher get involved in epublishing?

- B2C or B2B?
- Size of investment
- Is text in a shape to sell?
- Brand issues
- Difficult to sell direct to consumers
- Publishers have found institutional markets

What is different about e-publishing?

- Need to think about users
- How can publishers add value?

- Beyond print
- Beyond what is free on the Web
- Beyond what authors can do for themselves

Different sectors

- Reference publishing
- Trade publishing
- Educational publishing

- But will consumers pay for it?
 - Wikipedia

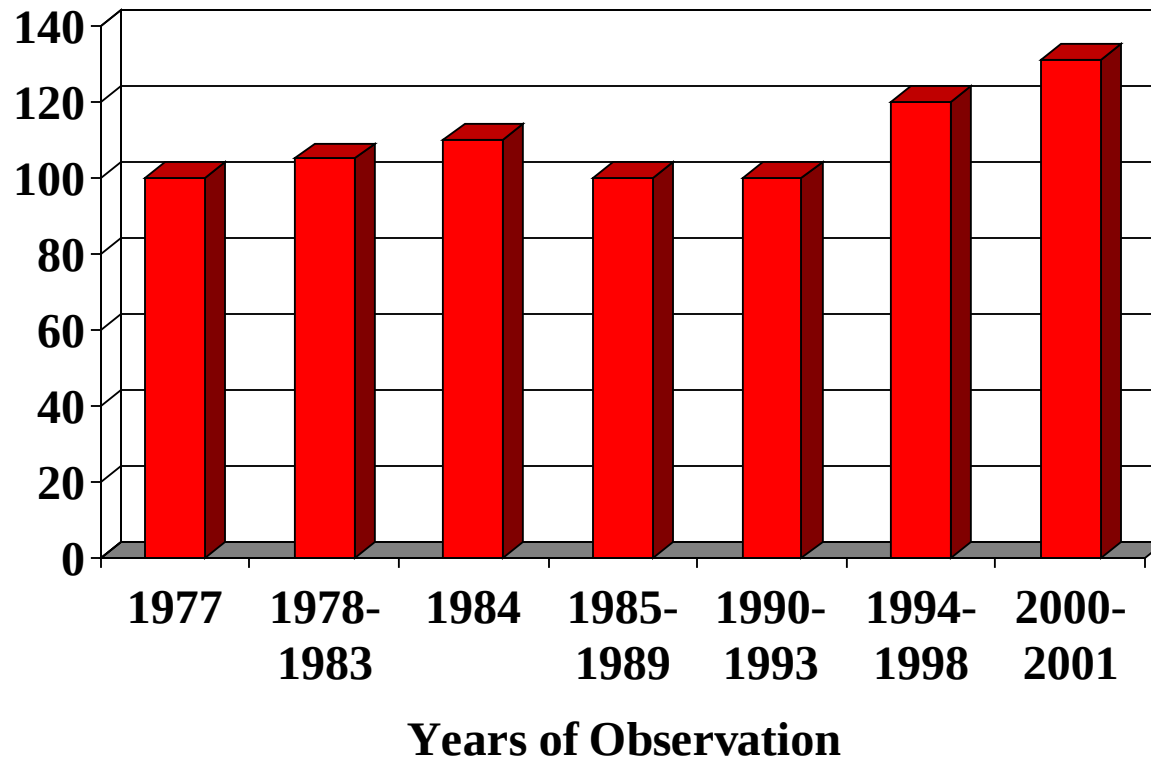


Journals

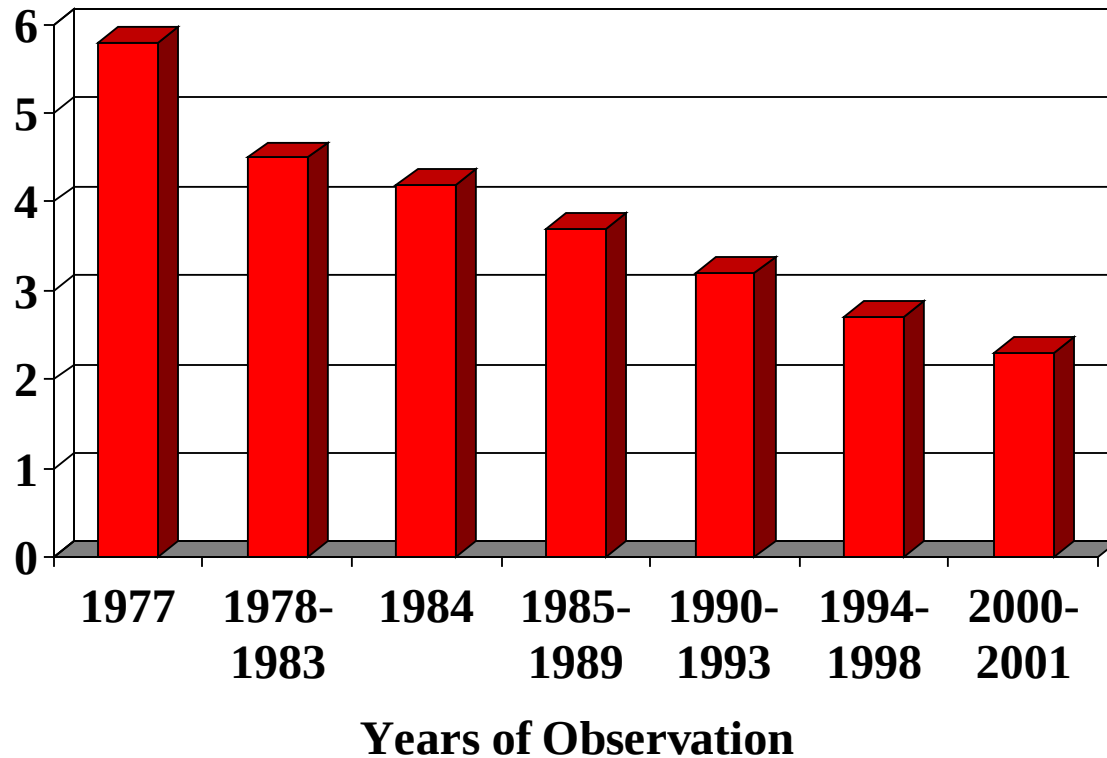
- Early adoption of Internet
- Speed of publication
- Good business model
- Profitable area of publishing



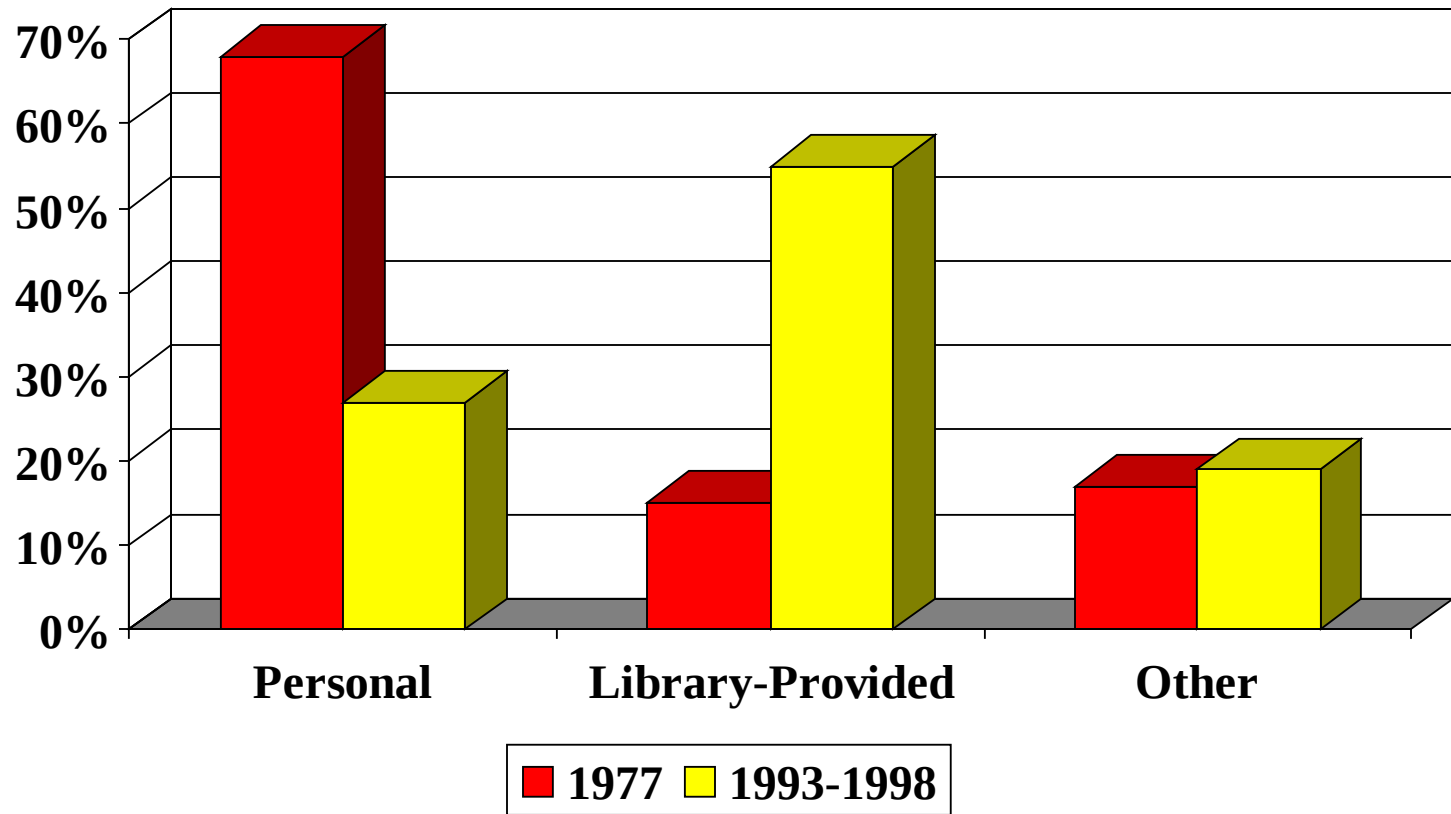
Increase in journals usage (Tenopir, 2002)



Personal subscriptions (Tenopir, 2002)



Reduction in personal subscriptions (Tenopir, 2002)



Publishers and journals market

Journals	Publishers
>100	7
51-100	5
21-50	18
5-20	95
1-4	1,649

Publishers in 2004 -

Publisher	Number journals 2004	Journals share 2004	Journal articles 2004	Article share 2004
Elsevier	1,351	18%	216,204	25%
Springer	675	9%	70,532	8%
Blackwell Publishing	436	6%	43,447	5%
Taylor and Francis	436	6%	25,768	3%
John Wiley	306	4%	39,611	5%
Sage	172	2%	6,178	<1%
Lippincott Williams & Wilkins	156	2%	23,513	3%
Oxford University Press	97	1%	10,820	1%
IEEE	88	1%	14,303	2%
Cambridge University Press	77	1%	3,993	<1%
Karger	75	1%	4,458	1%
Others	3,496	47%	>391,000	46%
Total	7,365		>850,000	

Aggregation

- Science Direct
 - 2000 titles
 - Reference works
 - Books



Service

- Speed (Mabe and Mulligan, 2006)
 - Preprint usage 25 per cent
 - Final article usage 80 per cent
- Updating
- Community – alerts
- Extras – jobs, content
- 24/7



Functionality

- Searching
- DOIs
- Images
- Linking

crossref.org

DOIs FOR RESEARCH CONTENT

Brand

- Content – contrast with free content
- Selection
- Does brand transfer from print?
- Brand of:
 - Service
 - Individual journal



Payment models

- Subscription
 - Steady income
 - Movement away from individual subscriptions with online sales
 - Libraries buying direct from publishers
 - License to institutions – site licences
 - Big Deal – sell to consortia
 - Subscription may depend on number of users, e.g. students in University
 - May be limits on number of PCs
- Pay per view
 - Pay to access item
 - Flexible pricing for consumer

Ingenta

- Maintains branding from publishers
- Uses both subscription and pay per view
- Offers publishers web solutions
- Pay per view 19 per cent of revenues

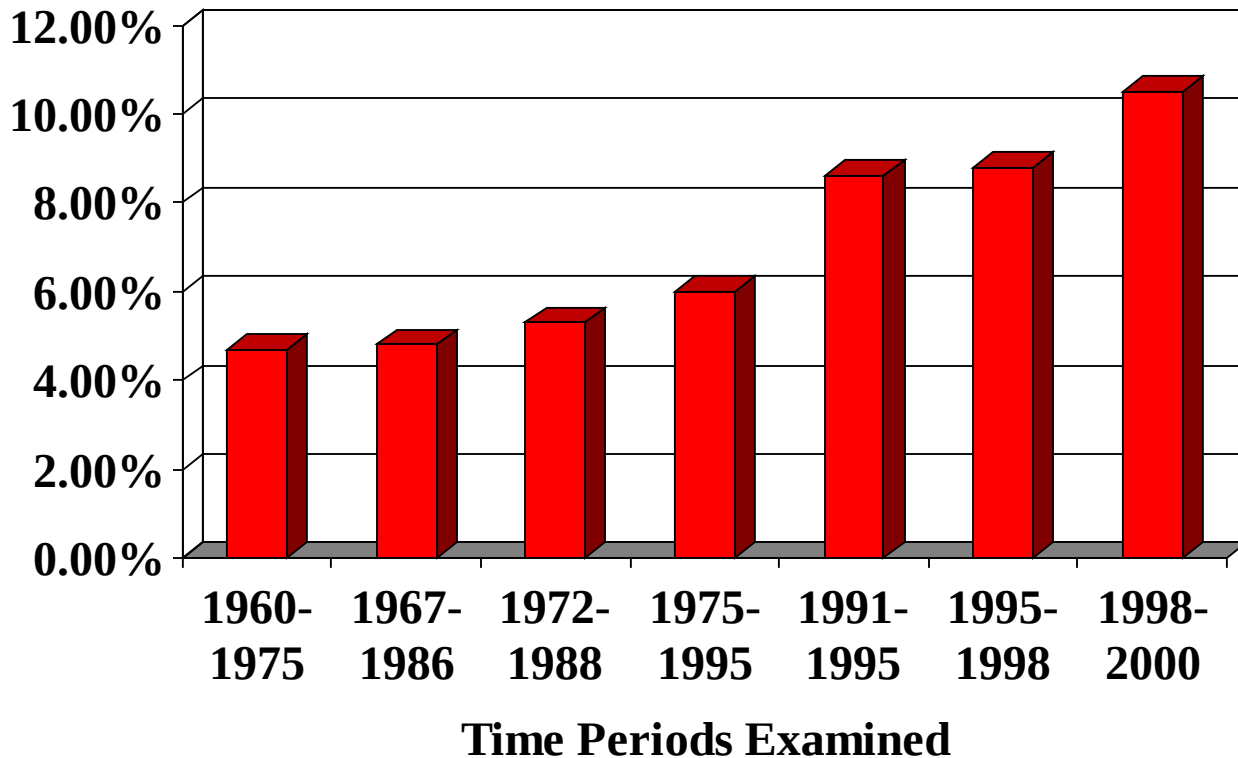
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Open access

- Prompted by concerns over price increases
- Increased profitability of online publication
- Research paid for twice?

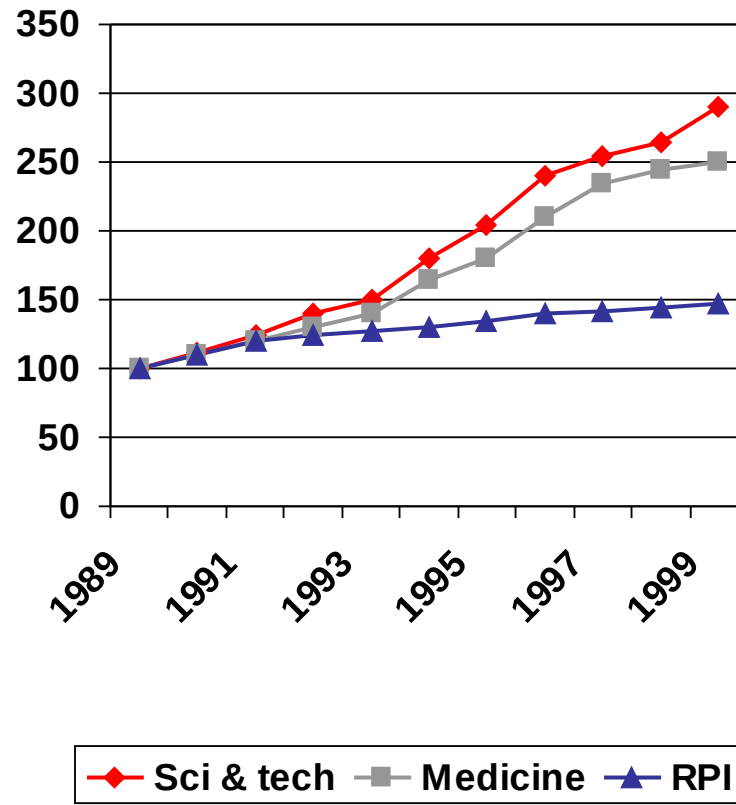
- Different models:
 - Free access
 - Self-archiving
 - repository
 - Author pays
 - pre or post publication

Journal price increases (Tenopir, 2002)



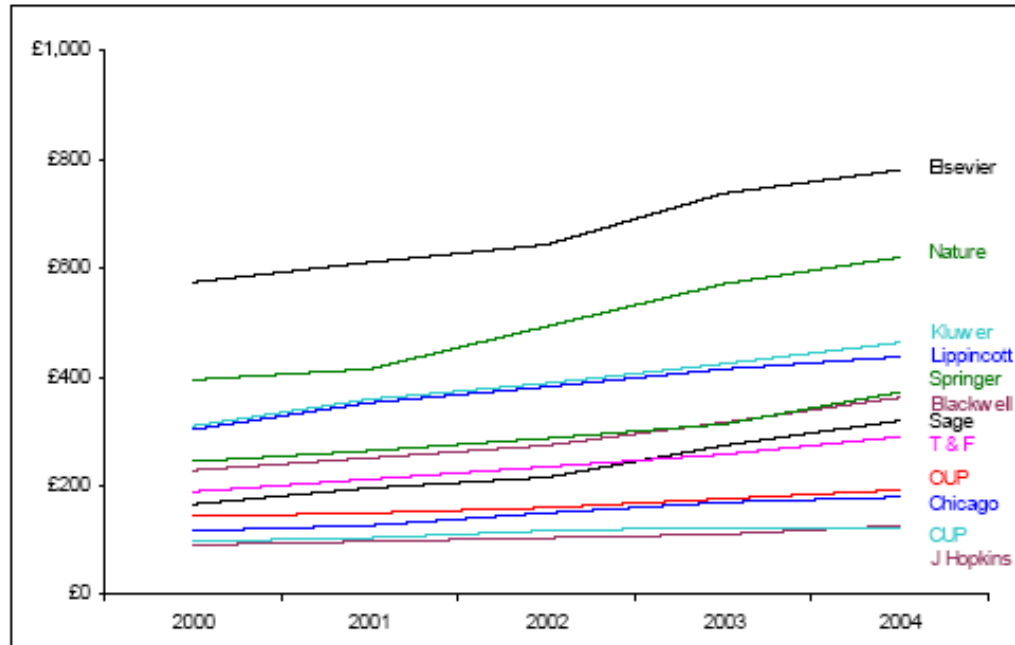
Price increases and inflation (OFT, 2002)

Journal price changes and inflation



Journal prices – 2000 to 2004 (LISU, 2004)

Fig 2.1 Median journal prices – all subjects



What value will users pay for?

- Aggregation
- Service
- Functionality
- Brand
 - Journals or service
 - Journals with high impact factor

References

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