

Electronic Publishing – Current Developments

Chris Beckett , Vice President Sales and Marketing
Tokyo Dec 16th 2008.

Leader in the Provision of E-publishing Solutions

www.atypon.com

Agenda

- Atypon – Who we are and what we do
- Measuring the digital footprint of scholarship
- Morphing content
- The benefits of XML
- Management tools for publishers
- Some typical sites

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Atypon – Helping Publishers Grow their Business Online



- Providing publishers with sophisticated and flexible e-publishing solutions since 1995
- Widen Readership
- Create new business models
- Grow revenue
- Take control of your content
- Interact with the reader more effectively

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The WWW started in 1991
In 1991 we did not know.....

Journals and articles

- How many journals exist and how their numbers change
- How many articles published, how often they were read
- Who was reading them and did they value them

In 1991 we did not know.....

Authors

- How many authors and co-authors
- Change in numbers over time
- Where authors come from geographically and institutionally

In 1991 we did not know.....

Publishers

- How many and of what type
- How many journals do they publish

Slide courtesy Mike Mabe CEO - STM

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In 1991 we did not know.....

Readers

- How many readers and from where
- How readership changes over time
- How much and how often did they read

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- Digital Revolution enabled the producers, users and the uses to be studied more effectively
 - Downloads
 - Citations
 - Linking
 - On site behaviour
- Electronic versions of secondary sources allowed journal numbers and distributions to be analysed

Slide courtesy Mike Mabe CEO - STM

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Digital - Making it possible to do completely new things

- To break up the content
- To recombine the content
- To have distributed data collection, sharing and analysis
- New forms of communication: blogs, wikis etc
- Developing ideas as a group/community
- To track user behaviour without registration
- To understand and market to the reader better.

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The content is no longer fixed

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



Slide courtesy of Sally Morris – Morris Associates

The article of the future is both a coherent narrative and an agglomeration of supporting material

- 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?



Slide courtesy of Sally Morris – Morris Associates

Understand and interact with the reader

- By behavioral tracking
- By marketing to groups defined by the publisher
- Based on the understanding of individual behavior
- Using tools under your control

Consequences

- The importance of XML
- The importance or real time control of your web site

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Chemical structure diagram

A Facile One-Pot Synthesis of meso-Aryl-Substituted [14]Triphyrin(2.1.1)

1 2 3 4 5

XML encoding of figures allows for special figure handling

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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).

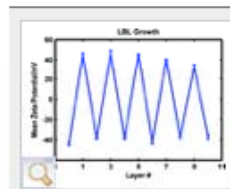


Figure 2. ζ potential measurements as a function of layer number.

After core dissolution, elemental analysis by TEM showed a large reduction in the Si peak accompanied by the appearance of a sulfur peak due to the dissolution of 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. The dissolution to be visually detected by SEM (Figure 3).

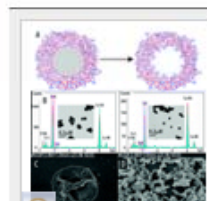
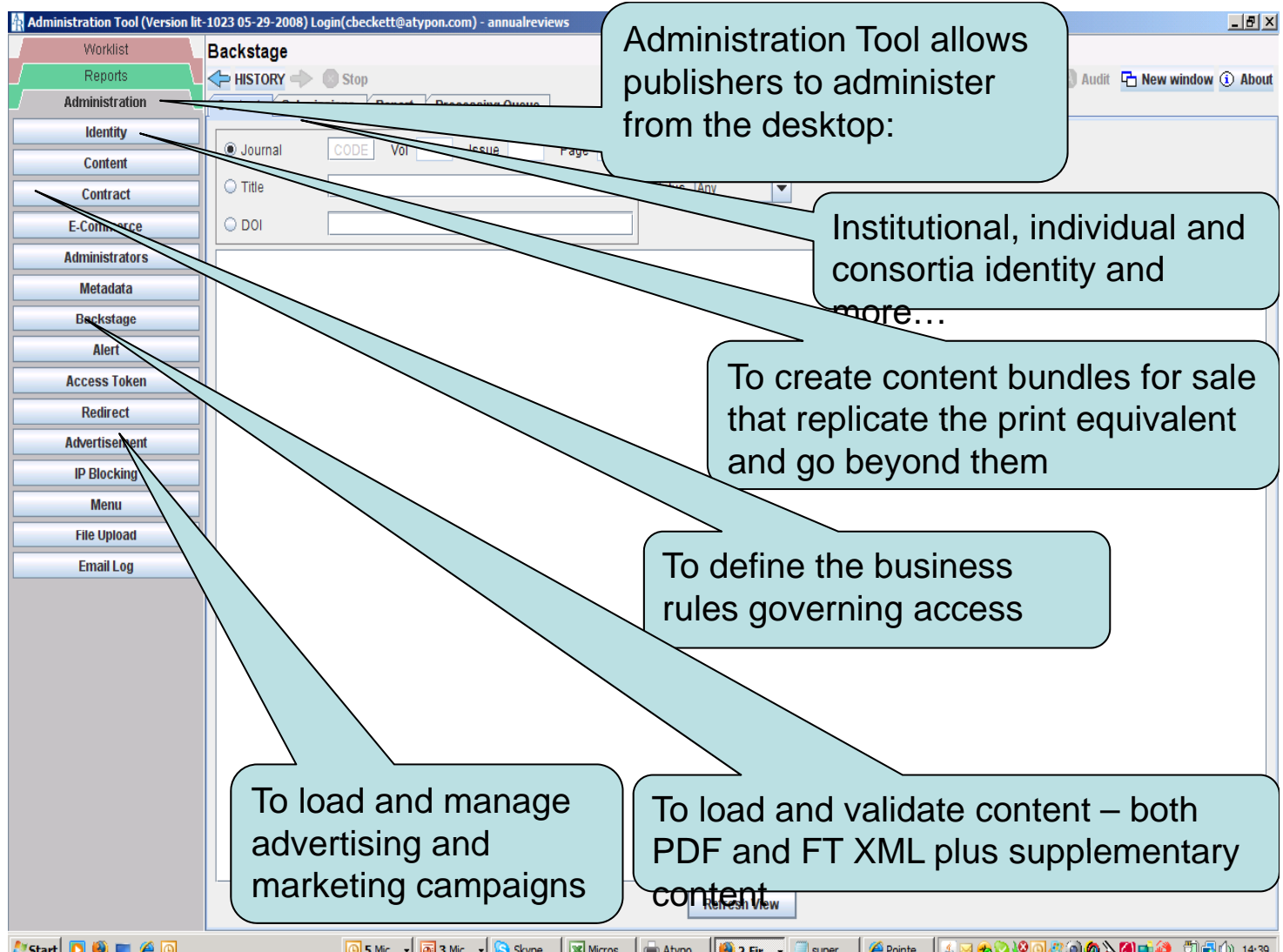


Figure 3. (A) Schematic depiction of the supported multilayers and the capsules. (B) TEM images and elemental analysis of the supported multilayers and capsules, respectively, with the silica and sulfur peaks highlighted. (C) SEM images of a collapsed 4 μ m capsule. (D) Spherical 100 nm capsules.

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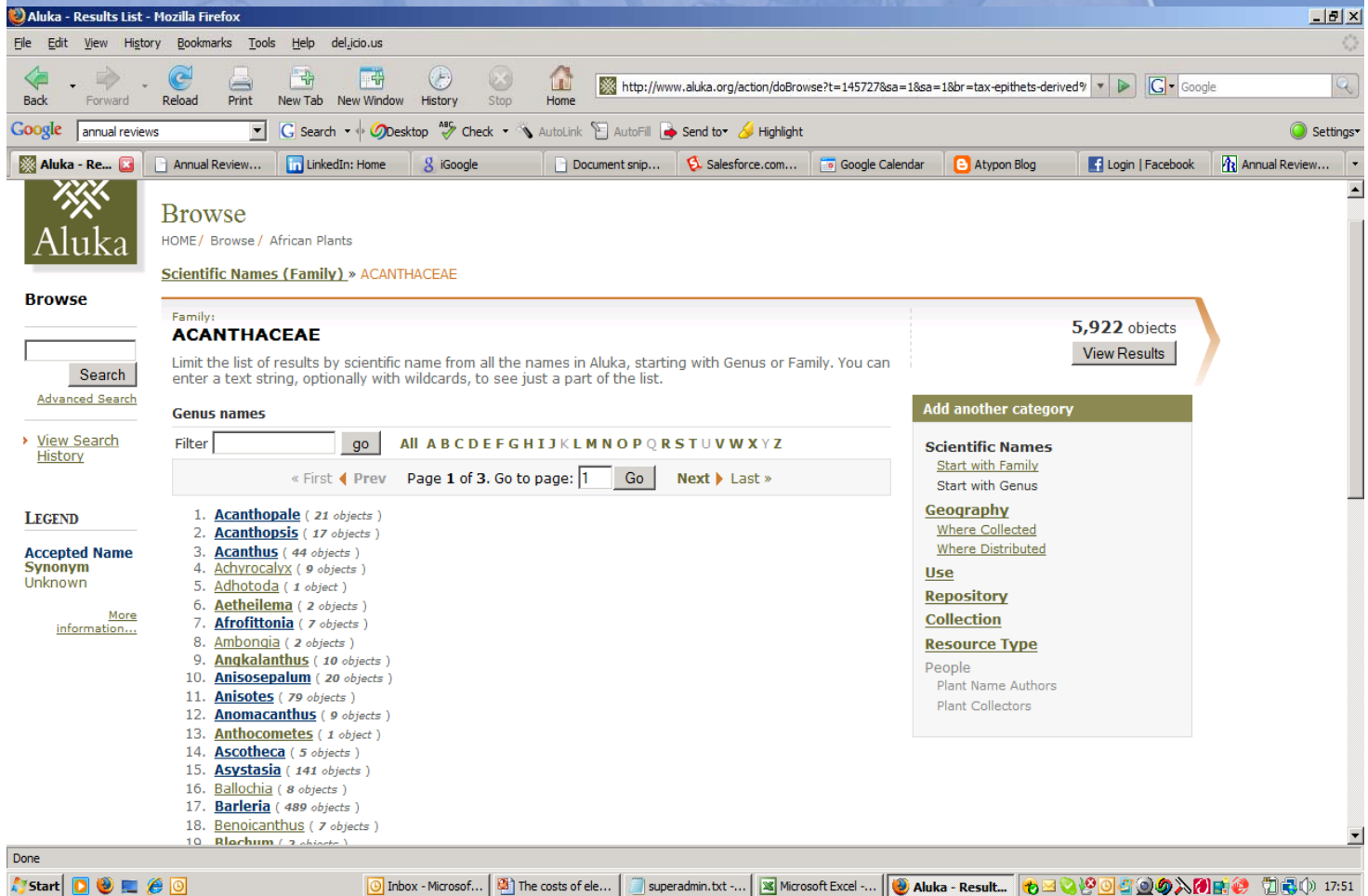
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- Allows the publisher to
- Load and quality assure content
- Define the packages to be sold
- Determine the business rules
- Define the users:
 - Individuals, organizations, and consortia
- Control the look and feel of the site
- Deploy web 2.0 tools
- Report on all activity
- From the desktop making changes in real time



The screenshot shows the Atypon Administration Tool interface. The top bar indicates the version (lit-1023 05-29-2008) and the user (Login(cbeckett@atypon.com) - annualreviews). The left sidebar contains a menu with items: Worklist, Reports, Administration, Identity, Content, Contract, E-Commerce, Administrators, Metadata, Backstage, Alert, Access Token, Redirect, Advertisement, IP Blocking, Menu, File Upload, and Email Log. The main area is titled 'Backstage' and shows a 'HISTORY' tab with a 'Stop' button. Below this, there are search filters for 'Journal', 'CODE', 'Vol', 'Issue', and 'Page'. The interface is annotated with several callouts:

- Administration Tool allows publishers to administer from the desktop:** Points to the top of the interface.
- Institutional, individual and consortia identity and more...** Points to the 'Identity' menu item.
- To create content bundles for sale that replicate the print equivalent and go beyond them** Points to the 'Content' menu item.
- To define the business rules governing access** Points to the 'Contract' menu item.
- To load and manage advertising and marketing campaigns** Points to the 'Advertisement' menu item.
- To load and validate content – both PDF and FT XML plus supplementary content** Points to the 'File Upload' menu item.



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Family:

ACANTHACEAE

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.

Genus names

Filter go All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

« First ◀ Prev Page 1 of 3. Go to page: 1 Go Next ▶ Last »

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7. [Afrofittonia](#) (7 objects)
8. [Ambongia](#) (2 objects)
9. [Angkalanthus](#) (10 objects)
10. [Anisosepalum](#) (20 objects)
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19. [Blachium](#) (2 objects)

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Use

Repository

Collection

Resource Type

People

Plant Name Authors

Plant Collectors

Done

Start Inbox - Microsof... The costs of ele... superadmin.txt ~... Microsoft Excel ~... Aluka - Result... 17:51

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

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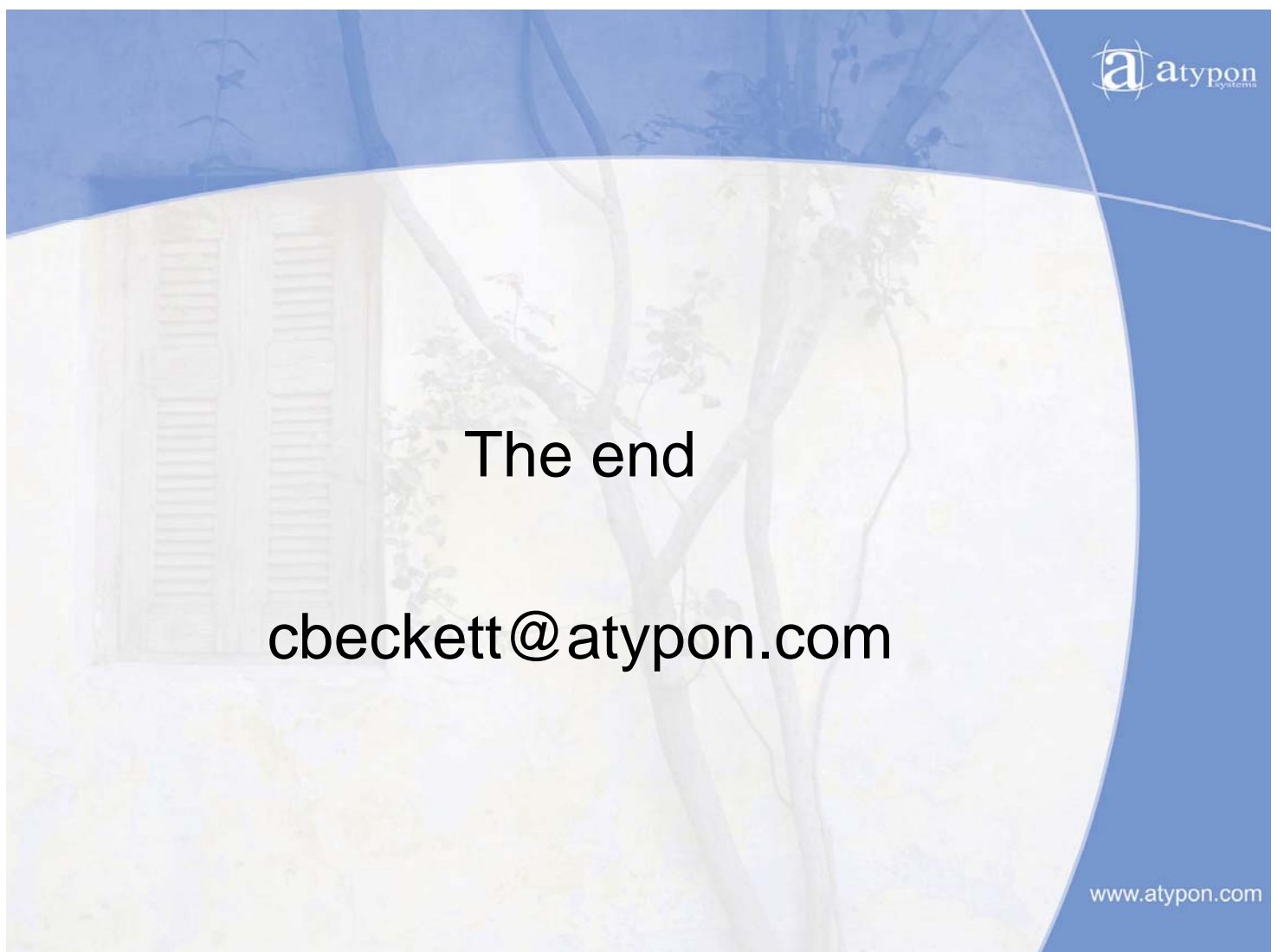
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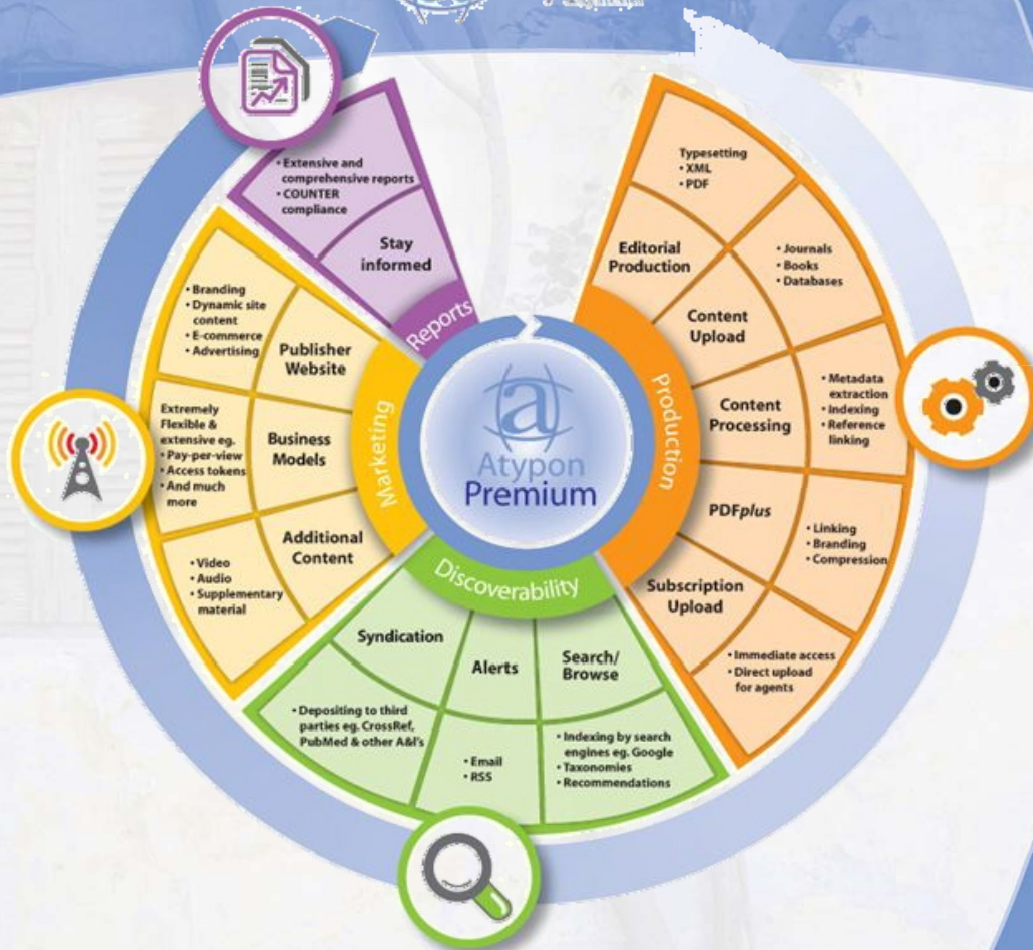
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- Beiträge zur Geschichte der deutschen Sprache und Literatur (PBB)
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- Communication & Medicine
- Communications
- Computational Linguistics 1
- Contact Linguistics 1
- Contact Linguistics 2

Done

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