



# Lifecycle Publishing

## Critique of a new model

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What conventional publishers do best

# Put content on paper

- Adding editorial, design, and production value to books and journals

# Focus on well-defined genres

- Textbooks, reference works, fiction
  - Linear in structure; unitary in nature; portable, stable and fixed

# Exploit well-established markets

- Libraries, bookshops, wholesalers
  - Utilizes a well-defined supply chain; outlets are discrete and distinct

## Utilize sophisticated & efficient revenue-driven business models

- New products are capitalized through sales of existing products and services

# Continue to support traditional definitions and expressions of copyright

- Copyright is a horizontal agreement among competing industries
- Copyright law is used by publishers to discipline other publishers
- Authors empower publishers by granting them all right, title, and interest in their work



Conventional publishers become  
e-publishers



# Advantages

- Understand the need for cost recovery and sustainability
- Modify and exploit existing production work-flow procedures
- Add significant value to on-line content

# Disadvantages

- Understands readers as *consumers* rather than *users*
- Are not prepared to address issues of archiving and preservation
- Exercise monopolistic control over the availability of content



# The case for libraries as electronic publishers

# Why libraries?

- Central to the mission and function of the academy
- Understands the culture of scholarship
- Focuses on service models to support content usage
- Have curatorial expertise to manage and control large, diverse collections
- Can offer complete lifecycle services



# A case study from Cornell

## **Project Euclid**

mathematics and statistics journals  
on-line

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# History

- Grant awarded by the Mellon Foundation in 2000
- Cornell's response to the serials crisis
- Exploited Cornell's strong academic standing in mathematics

# Mission

- Promote affordable scholarly communication
- Bootstrap independent and society publishers into cyberspace
- Build a service designed by librarians for libraries and users

# Profile

- A publisher-driven model
- 40 titles, 28,150 articles available as of February 2005
- Features designed to add value to math literature, e.g. linking to/from the major bibliographic databases [MathReviews + Zentralblatt + CrossRef]
- Support for, and encouragement of, backfile digitization
- Global sales through a network of agents, e.g. iGroup



# Systems features

- Full-text searching across the collection
- Linking to/from the major bibliographic databases
- Reference linking per article
- OAI compliant
- Long-term archiving and preservation

# Architecture

- DPubS (Digital Publishing System)
- Based on a digital library system developed at Cornell in the '90s
- Written in Perl
- Light, modular, cost-efficient to deploy and maintain

# Bridging the fault line

Digital *library* technology becomes digital *publishing* technology

- DPubS (Digital Publishing System)
  - Support from the Mellon Foundation to
    - Generalize the system
    - Support non-serial literature
    - Provide a supra-structure for open source IRs
    - Develop & support communities of common practice
    - To be released as under open source license in '06