

Business Models for eJournals

Judy Luther

National Institute of Informatics

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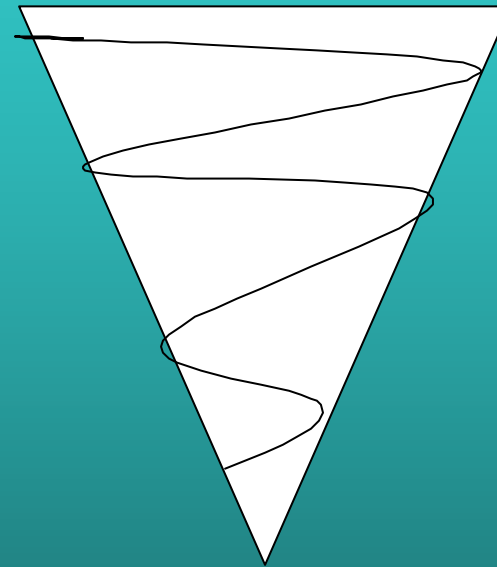
Concerns of Society Publishers

- ◆ Declining print subscription revenues
- ◆ Declining memberships
- ◆ Library cancellation due to aggregations in ProQuest & EBSCO
- ◆ Not enough profit for electronic development

The “Big Deal”



Expensive Journals
Fewer subscriptions
Declining use



More Content
Flat price
Increased use
Win/Win

Journals

◆ Print

- ❑ One price – all markets
- ❑ Access - print indexes

◆ Electronic

- ❑ Scaled – different price – different markets
 - To reach all users
 - Different levels of demand
- ❑ Access increases demand
 - Linked – DOI with CrossRef
 - Google Scholar
 - Traditional Index
 - Metadata

Pricing Models

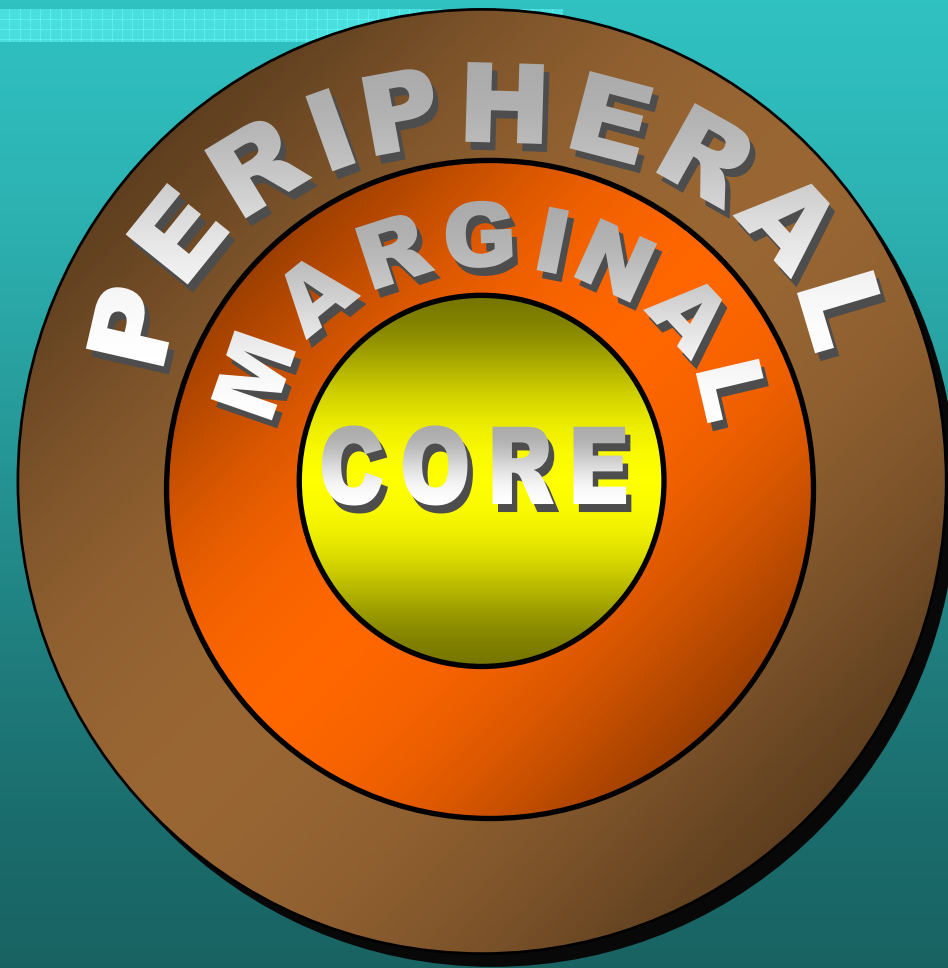
◆ Flip pricing

- Print + electronic
- Electronic + print
- Electronic only

◆ Backfile

- Larger one time + low annual fee
- Optional higher annual fee

Markets



Scaled Pricing for Growth

- ◆ **Consortia determines price per institution**
 - **Discount for more content**
 - 10% to members of consortia
 - 5% to consortia for selling it

- ◆ **Publisher determines price with tiered pricing**
 - **By type of academic institution**
 - By usage data
 - **By number of students**
 - Total number of students
 - Number of students in degree program

Open Access

- ◆ Open access assumes greater impact
- ◆ Ignores marketing plan
- ◆ Different business models
 - PLOS
 - NIH
- ◆ Lack of grants in arts & humanities

Metadata Affects Access

- ◆ Full text access – searchable
- ◆ Linked through CrossRef
- ◆ Indexed in Google Scholar
- ◆ Indexed in traditional abstract & indexes
- ◆ Highly cited in ISI

Market through Community

◆ Awareness

- Newsletters to libraries
- Presentations at conferences
- Promotion & exhibit at conferences
- Online via discussion listservs

Global Distribution

◆ North America

- AMIGOS
- Sister societies
- Cooperative agreements – Project Euclid

◆ Europe

- Direct to consortia – JISC, others
- Agents

◆ iGroup/Linksys

- Asia, South America, Europe

Sustainable Model

- ◆ Customers
- ◆ Pricing
- ◆ Metadata
- ◆ Marketing communication
- ◆ Distribution channels