

TRANSFER Update

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Overview

- Why journals move between publishers
- Implications of these moves
- TRANSFER aims and objectives
- Progress so far
- Next steps

Why journals move

It's not the journals that move – it's the societies that move their publishing arrangements.

- Three quarters of top 200 ISI ranked titles are owned by Societies or other non-profits
- 25% of these are contracted out to another publisher
- Average price per page is 20-40% of commercial equivalents

Why Contract Out?

- Societies look to publishers for:
 - Stability and growth of revenues
 - Retention of ownership and control of editorial policy and pricing
 - Economies of scale
 - Electronic editorial office
 - Online delivery
 - Sales forces
 - Society websites

Why Contract Out?

- Societies look to publishers for:
 - Expanding readership
 - Online delivery and search engines
 - Participation in The Big Deal
 - ‘Free’ Third World Access
 - CrossRef search and linking
 - Usage Data
 - Faster Publication

Why Contract Out?

- Societies look to publishers for:
 - Strategic Journal Development
 - Branding & PR
 - The Big Picture
 - Understanding the OA debate
 - Working with PMC, The Wellcome Trust etc.,
 - Innovation
 - New publishing models, products and strategies
 - Managing the move to online only

What's in it for publishers?

- Critical mass of content – especially in subject collections
- Economies of scale
- Ability to innovate in scaleable terms with value-added – leading to increased quality and usage
- Revenue growth
- A strong business platform

Case Study – Blackwell Publishing

- Specialists in society publishing – around 665 society partners with 805 journals in total
- 70% of journals published by Blackwell are society owned
- 59 new journals, and 39 new publishing partnerships in 2006. 6 journals moved elsewhere.
- 37 transferring journals so far confirmed for 2007.
- Since 1995 close to 400 journals have transferred to Blackwell – 165 of these were formerly self-published.
- 98% of Societies who choose Blackwell choose to stay for multiple contract terms.
- Of 19 ISI-ranked journals that transferred to Blackwell in 2001, average increase in impact factor between 2003 and 2004 reached 21%.
- 112 New journals launched in fast growing areas of research – more to come

Case Study – Blackwell Publishing

“We Chose to partner with Blackwell because of their excellent reputation for quality, their ties with professional societies and libraries, and their publishing and marketing expertise,”

Ellis Rubinstein, President of the New York Academy of Sciences

Implications of Journals Moving Between Publishers

For Librarians:

- Knowing what's moving when
- Maintaining seamless access to all content entitled to, including current and backfiles
- Keeping perpetual access rights
- Updating links on library OPACs and websites
- Major journal price changes
- Changes in package arrangements
- Understanding new publisher terms and conditions of big deals

For Researchers:

- Maintaining access to content
- Learning new platforms
- Lost links on personal/departmental websites

Implications of Journals Moving Between Publishers

For Publishers:

- Receiving/sending subscriber data in a timely manner
- Logging and merging data with existing systems
- Interpreting subscriber data for institutional, individual, member, society and consortia customers, including backfile access rights
- Receiving/sending content files and uploading into existing platforms – possible conflicting formats, digitization required
- Maintaining links to previous/new publisher platforms
- Maintaining old content on current platforms
- Ownership of backfiles
- Liaison with third parties

For Intermediaries:

- Receiving news of transferring journals in a timely manner
- Updating systems
- Informing customers

About Project TRANSFER

- Sponsored by United Kingdom Serials Group
- Begun in April 2006
- Working Group Members:
 - Nancy Buckley, Chair (Blackwell Publishing)
 - Louise Cole (University of Leeds)
 - Jo Connolly (Swets Information Services)
 - Helen Crook (Sage Publications Ltd)
 - Nick Evans (Association of Learned and Professional Society Publishers)
 - Paul Harwood (Content Complete Ltd)
 - Helen Henderson (Ringgold e-Marketing Services)
 - Alison Mitchell (Nature Publishing Group)
 - Ed Pentz (CrossRef)
 - Jill Taylor-Roe (University of Newcastle upon Tyne)

TRANSFER Aims and Objectives

To improve the procedures and policies surrounding the transfer of journals so that the annual movement of journals causes the minimum disruption and adheres to an agreed Code of Practice.

3 key themes identified:

- 1) **Communication:** who, what, where, when and how the information about a journal transfer can be communicated.
- 2) **Archive:** what volumes/issues are moving, perpetual rights issues and multiple links
- 3) **Packaging:** to look at all of the issues surrounding titles moving in and out of the big deal.

Progress so far

- 3 meetings held at Blackwell offices
- Created an Advisory Panel of Librarians, publishers and agents (many of whom in this room)
- Defined aims and scope
- Gained collaboration with STM Association and ALPSP
- Outlined two key activities:
 - Scoped a database to hold journal Transfer information
 - Drafted first set of Transfer guidelines

Challenges

1. Communicating the Code of Practice for journal transfers to the 'long tail' of smaller publishers and societies.
2. Seeking buy-in from all large publishing houses
3. Converting historical journal contracts which may conflict with the Code of Practice.

Next Steps

- Forward first draft of Transfer guidelines to Advisory Panel for feedback – (Oct 06)
- Refine and publicise first set of guidelines
- Create a traffic light system (Red, Amber, Green) to highlight which publishers comply with the Transfer Guidelines
- Scope an RFP for the Database
- Launch the Transfer Logo! – sneak preview...

Transfer Logo!

TRANSFER

Thank you

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