

# NAS E-journal summit July 20<sup>th</sup> 2004

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# Key questions

- Real costs to produce an article
- Cost-savings and/or additional costs of online publication
- Policies, experience, and problems with data mining and deposition
- Changes in financial models
- What kinds of financial models might your journals have in 5-10 years?
- What kind of innovation do you foresee to ensure that your journals survive the next 5-10 years?
- How can scientific publishing improve scientific communication?

**ELECTRONIC****PRINT****Revenue**

Electronic Subscription Sales	Print Subscription Sales
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**Content creation or "First Copy" costs****FIXED**

Content Creation -- Non-Channel Specific i.e. Print and Electronic	
Content Creation -- Electronic	Content Creation -- Print

**VARIABLE****Manufacturing and distribution****VARIABLE**

Electronic Manufacturing & Production	Print Manufacturing & Production
Electronic Distribution & Fulfillment	Print Distribution & Fulfillment

**Publishing support - SALES, GENERAL & ADMINISTRATIVE****FIXED**

SG&A - Non-Channel Specific	
SG&A - Electronic	SG&A - Print

**VARIABLE**

**NET MARGIN/SURPLUS = REVENUE - (Content creation+ Manf & dist + Pub Support)**

# Print will go away when:-

- Libraries stop buying/wanting it
- Authors cease to see print as the 'quality' standard
- There are archive standards
- There is a trusted archive
- The article – richly embedded in/linked to much broader information sources is only complete/functional online

# Open access and on..

- Concern over enforced OA –let the market decide
- How much does it cost? It matters
- Is it sustainable?
- Do authors care about OA?
- Long term is OA inevitable?

## **Note:**

- Dis-aggregation of publishing services – micro-payments- high admin load

# Journal policies of the 56 most highly cited life science research journals

<u>Type of Policy</u> <u>% of journals with a stated policy</u>	<u>All Journals</u> <u>(N= 56)</u>	<u>Society or Association Publishers</u> <u>(N=37)</u>	<u>Commercial Publishers</u> <u>(N=19)</u>	<u>Life Sciences Journals</u> <u>(N=38)</u>	<u>Clinical-Medicine Journals</u> <u>(N=18)</u>
Sharing materials	39	30	58	47	22
Sharing software	2	0	5	3	0
Depositing data	41	35	58	53	17
Statement of consequences	2	3	0	0	6
Whom to contact	4	3	5	3	6
No policy	45	49	42	32	72

# What do readers want?

- “Google”
- Varies by field
- Varies by journal brand

# What sort of publisher will you be in 10 yrs?

- Farmer – keep the price down or?
- Hunter-gatherer – adding value where the value can be returned