



Meeting Changing Demands on Information Provision – the Effect on the Supply Side

Dianne Man and Robert Jacobs, Swets

SWETS

Swets Simplifies

Outline

1. The scholarly publishing chain
 1. Demand vs supply
2. The changing view of collection development
 1. Print
 2. Electronic – much more complicated
3. The changing world of publishing
4. Changing publisher models
5. The changing world of subscription management
6. Open access publishing – concerns on both sides
7. The current global economic crisis – effect on supply and demand of information
 1. The law of supply and demand
 2. Where does publishing fit in
8. Scenario planning
 1. What changes will occur in the short, medium and long term in the information chain?

The Scholarly Publishing Chain

Funder

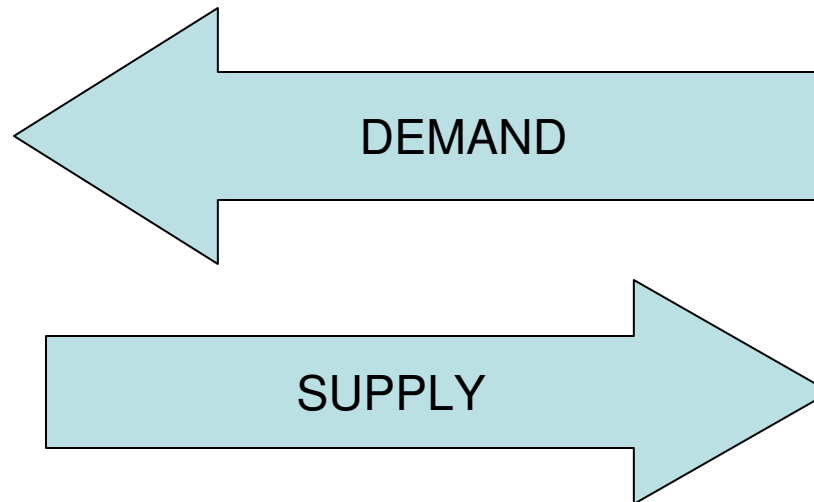
Author

Publisher

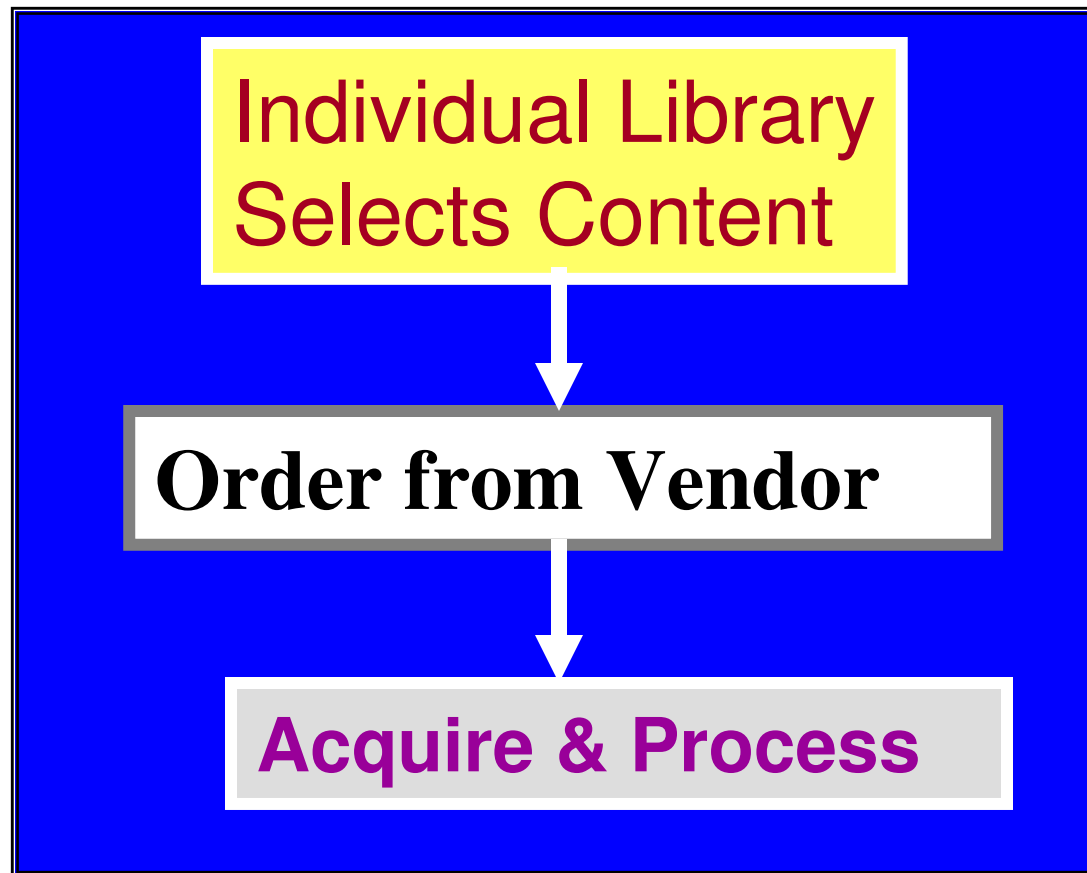
**Subscription
Agent**

Library

User



Collection Development in Print



Acknowledgment: Arnold Hirshon

Select Content

Access?

Own?

Choose Format

Print only?

E-only?

Print & Electronic?

Consortial Purchase?

Group Purchase?

One-by-One?

Coordinate
purchase
with vendor?

Order from Vendor

Acquire & Process

Changing Times:
Collection Development
in the Electronic Information Chain

Acknowledgment: Arnold Hirshon



The changing market:

SWETS

The Librarian -

Wants to choose what to buy, and have the ability to control its destiny

Defines value in other terms than (just) journal prices

- Usage, users, impact factor, timeliness, version, alternatives...
- Customer specific

Is willing to compromise, to trade-off "value" against budget

Is changing the selection criteria:

- From: financial/price and faculty ("must have") driven
- To (also): publisher packages (big deals with no cancellations
- To (also): other decision makers (consortium deals with no opt out)

The publisher -

Has to develop an electronic platform

Packages products in various ways

Mergers and acquisitions

The subscription agent -

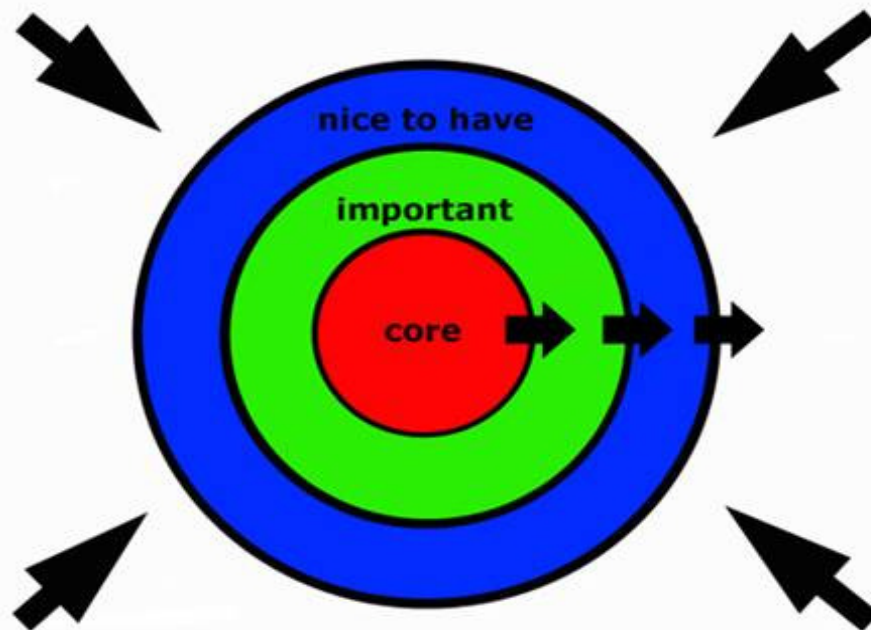
Has to cope with all the alternative packages

No longer deals with subscriptions only

Has to provide electronic explorative services and products

The changing market:

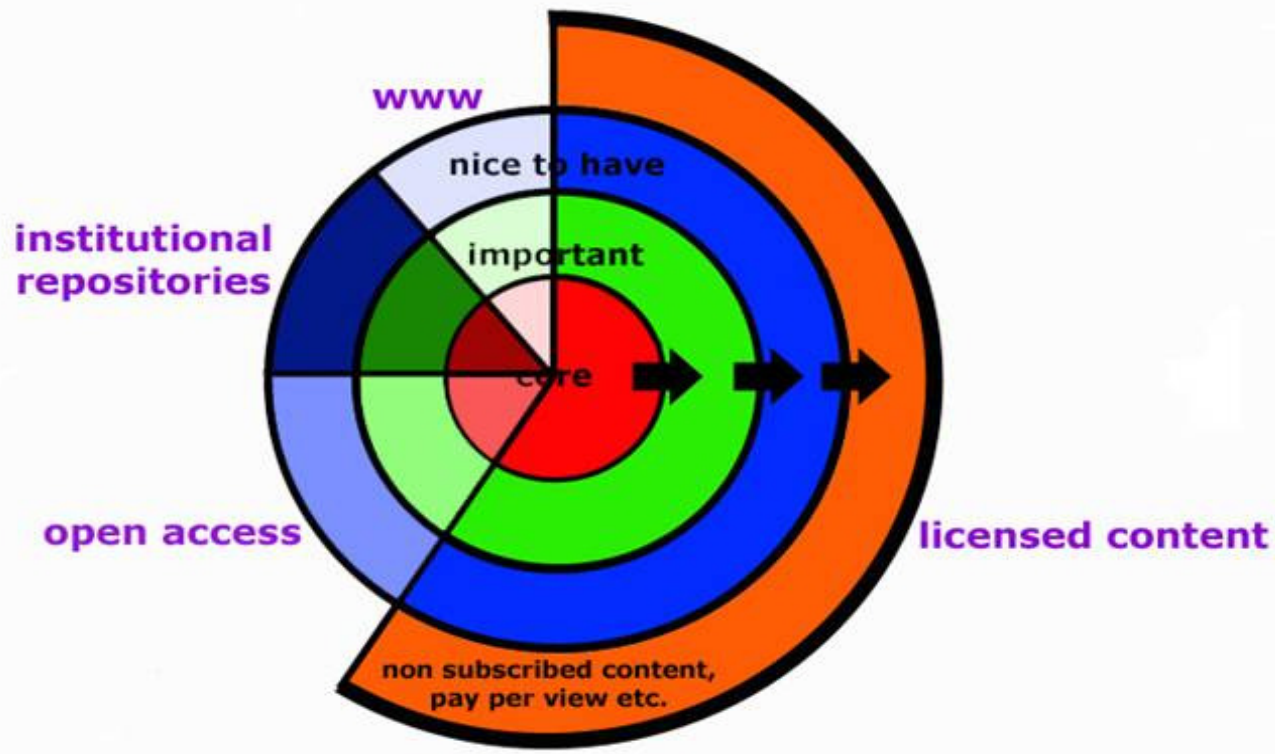
**For decades a focus on managing 'attrition'
gradual process within small budgetary margins**



traditional subscription based model

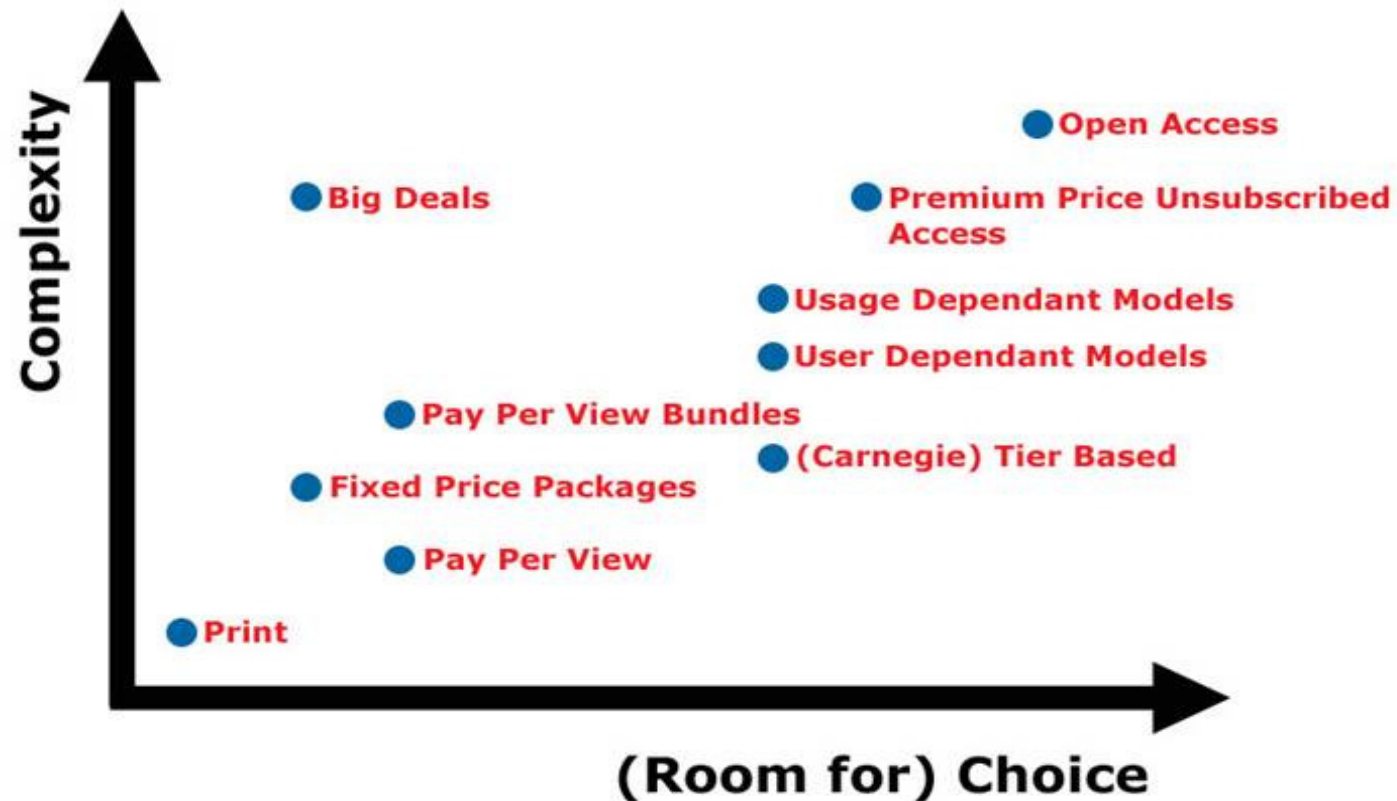
The changing market:

New publisher models have provided librarians with alternatives, allowing radical changes



The changing market:

Business models



The changing market:

Feedback on business models

Librarians actually want:

Price caps not to exceed 5%

eFees not to exceed 10%

Top-up fees not to exceed 10% (for non-subscribed content)

Fixed price subject bundles (in publisher packages, ALJC)

freedom to cancel

Freedom to shift programs

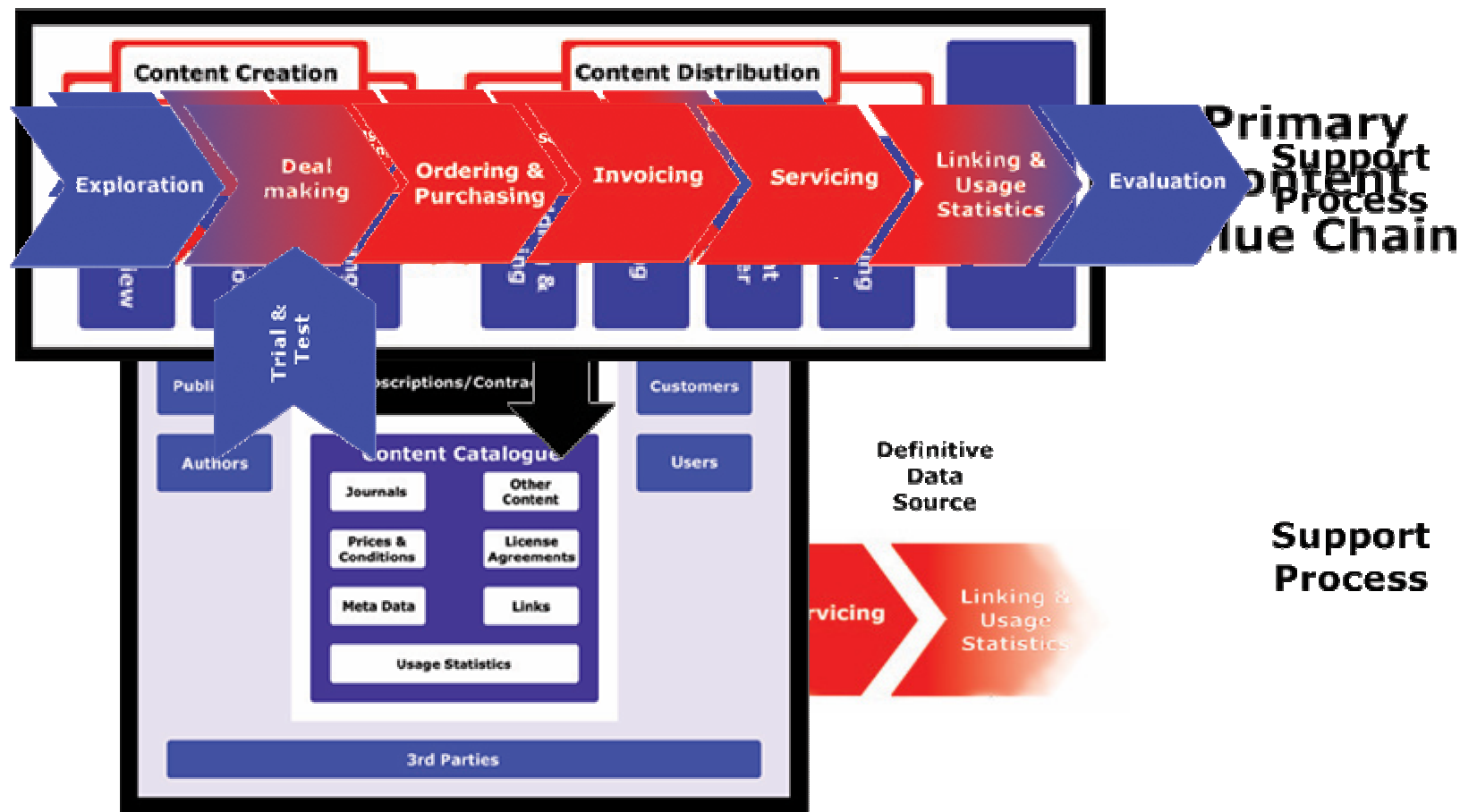
Archival rights irrespective origin content (Portico, LOCKSS)

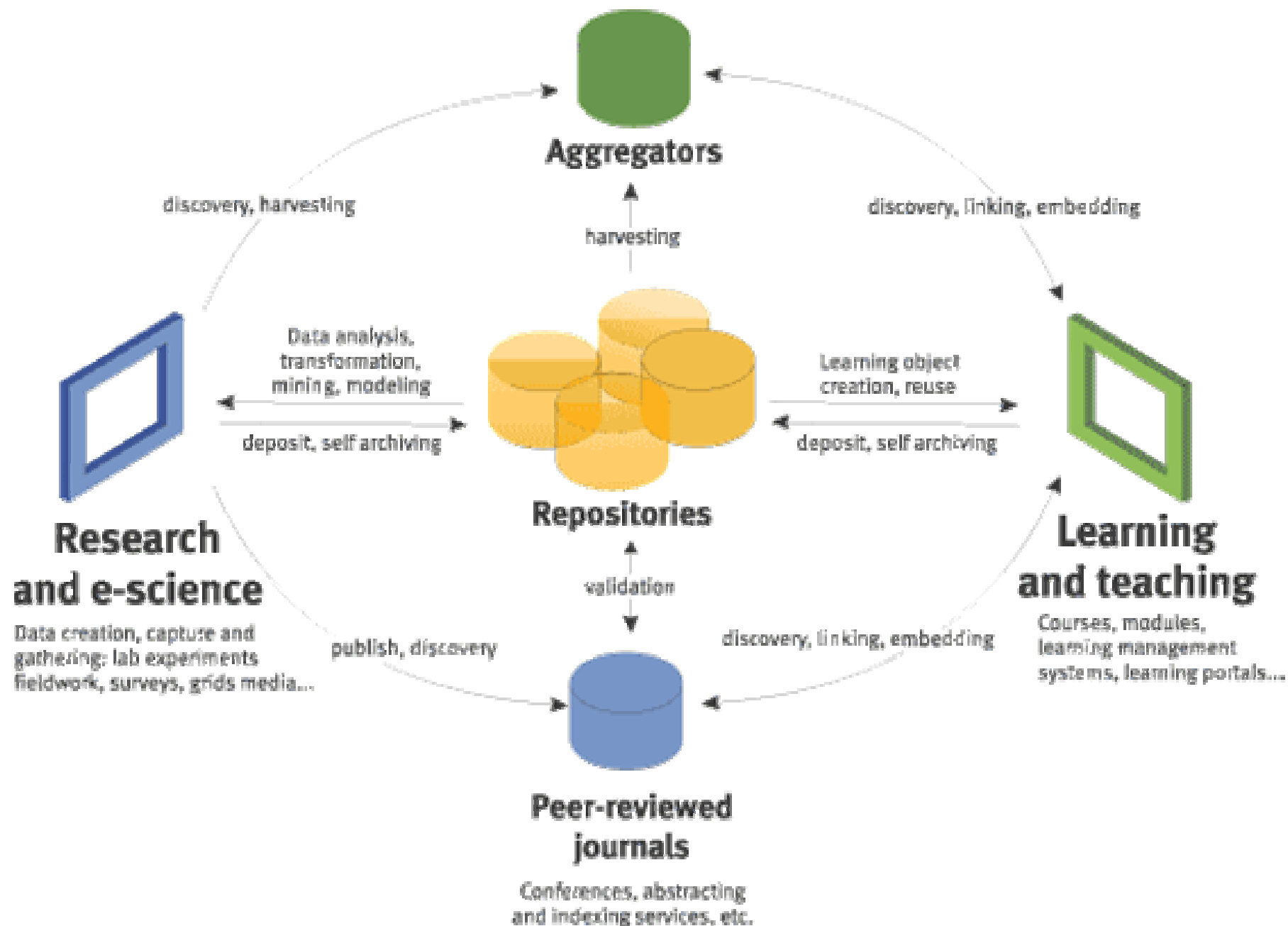
No (tier) surprises



Acknowledgment: Chris Beckett, Atypon

What does this all mean for the agent?





Open access

Debate is still ongoing

- Lots of studies, eg OUP

- JISC is releasing its study on 31 Oct

- generating more heat than light

- governments are getting involved, eg in EU

Paying for open access publications in journals, eg Springer's Open Choice system

- Will this come off the library's budget?

- At what stage will the library not only buy back its institution's research, but also fund it?

The current global economic crunch

How will the law of supply and demand be affected in the short, medium and long term for information resources?

If libraries buy less, will publishers reduce prices?

Will libraries shift to E "all the way"?

Will the print subscription based model still remain dominant? Or will publishers change this?

Will there be alternatives to the Big Deal?

Will Open Access take off during these lean times?

Will publishers ride out the storm based on their reputation, branding and perceived value? Or survival of the fittest only?

Food for thought ...

