

Consortial Networks and Publishers: Inside the Publisher Black Box

[one publisher's perspective]

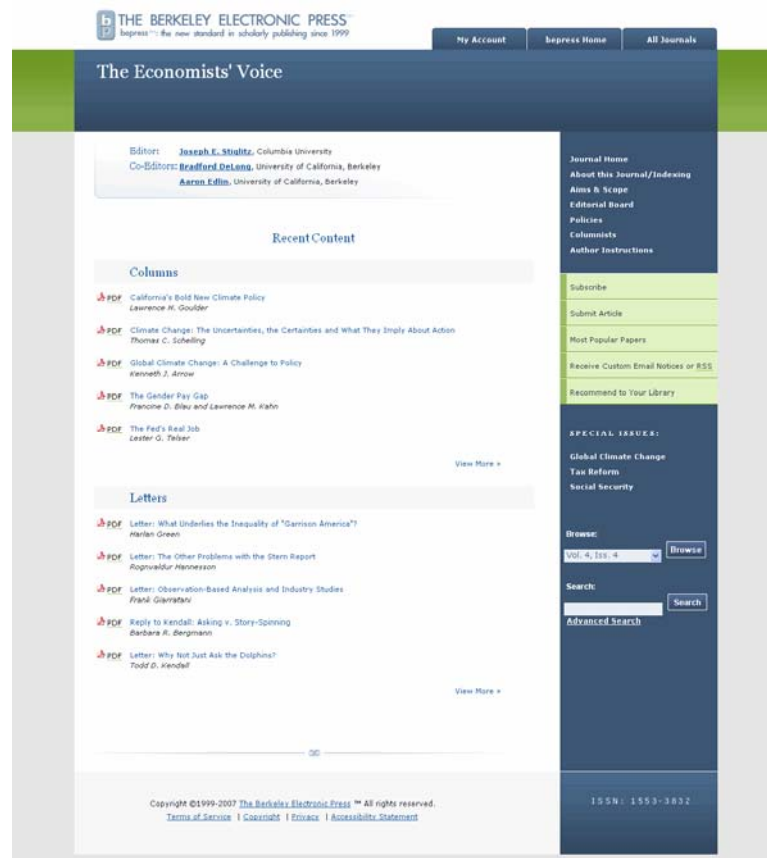
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- I. bepress journals
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An Improved publishing model

- Same signals of quality and credibility
 - Peer-review
 - Well-known editors from prestigious institutions, including two Nobel Prize winners in economics
 - Look and feel of traditional journals
- Technologically improved
 - Much faster turnaround: decisions in 10 weeks, publication soon after
 - Author & Reviewers' Bank
 - Much wider dissemination
 - Authors are allowed to post to IR without embargo



Innovative Guest Access

Unsubscribed readers can access the full text of all articles for free, after they fill out a short form that allows us to inform their library of their interest.

Benefits

- Free access for readers
- Wide audience for authors
- Valuable information for librarians

The screenshot displays the Berkeley Electronic Press (BEP) website interface. At the top, the logo for 'THE BERKELEY ELECTRONIC PRESS' is visible, along with navigation links for 'My Account', 'Ingress Home', and 'All Journals'. The main header identifies the journal as 'The Economist's Voice'. A yellow banner at the top of the article area reads: 'Be our guest and read this article for free, or [subscribe now.](#) Existing Subscriber? Log in at the bottom of this page.' Below this is a 'Guest?' section explaining the policy: 'Receive immediate guest access under bepress's innovative guest access policy by filling in the form below. We will then contact your institution's library about a subscription. Because faculty use of a journal is one of the most important factors in a library's decision to subscribe, we may tell them that you requested to read this article. We don't rent or sell your email address to any third parties.' The form contains several fields: 'First name' and 'Last name' (both required, marked with an asterisk), 'Email address' (required), 'Institution' (with a dropdown menu and a note 'Not on list? Please enter name in full...'), 'Position' (with a dropdown menu), 'Department', and a 'Comments' text area. A 'Go to article' button is located at the bottom of the form. On the right side of the page, there is a sidebar with a 'Journal Home' menu (including links for 'About this Journal/Indexing', 'Aims & Scope', 'Editorial Board', 'Policies', 'Columnsists', and 'Author Instructions'), a 'Subscribe' section (with 'Submit Article' and 'Most Popular Papers' links), and a 'SPECIAL ISSUES' section (listing 'Global Climate Change', 'Tax Reform', and 'Social Security'). At the bottom of the sidebar, there is a 'Browse' dropdown menu (set to 'VOL. 4, 2004-4') and a 'Search' field with a 'Search' button.

Reasonable prices

- Once librarians see documented interest on their campus, our prices make it easier for them to subscribe
 - No journal costs more than \$500
 - No annual price increases

Average cost per title: industry averages and bepress journals

	2007 Average Prices	Average % Price Increase 2003-2007
Social Science Journals	\$604.00	40.4%
Science Journals	\$1,570.50	34.7%
bepress Journals	\$277.00	2.0%

Source for industry averages: Table 5 in Lee C. Van Orsdel & Kathleen Bom "Serial Wars: Library Journal's Periodicals Price Survey 2007" *Library Journal*, 4/15/2007, <http://www.libraryjournal.com/article/CA6431958.html>.

Readership and impact

- Readers
 - Over one million readers worldwide
 - Over 1,000 full text downloads per day
 - Readership has grown 40% in the past year
- Authors
 - Over 40% annual growth in manuscript submissions
- Libraries
 - Over 1,000 libraries subscribe
 - Almost 400 major universities worldwide subscribe to *ResearchNow*, the package of all bepress journals, including a majority of ARL libraries
 - International growth

Financially sustainable

- Collection growth
 - We add new journals responsibly
 - Our collection currently has 39 journals in economics, law, political science, medicine, and engineering
 - We add and support new disciplines: most recently, history and sports

The Players

- Home Team [buyers]
 - Consortium representative
 - Executive Director (OhioLINK, COPPUL, ABM-utvikling, SCELIC)
 - Founder and Convener (Carolina Consortium)
 - Director of Licensed Content (CDL)
 - Director, E-resources Program (CARLI)
 - Program Officer for Resource Sharing (GWLA)
 - Projects Officer (OCUL)
 - Program Support Librarian (NERL)
 - Coordination EconBiz, ZBW - German National Library of Economics (DFG)
 - Library representative
 - Head of Collection Development
 - AUL for Scholarly Resources
 - Assistant/Associate Director for Library Collections
 - Head of Acquisitions and Licensing Services
- Visiting Team [sellers]
 - Publisher representative
 - Vice President, Journal Sales [bepress]
 - Director, consortium licensing [other publishers]
 - Intermediaries
 - Subscription Agents [Ebsco, Swets]
 - Distributors [Charlesworth [China], Green Data [Spain], DA Direct [Australia]

Consortium Model 1: System

- Single price for access by all members.
 - Consortium negotiates price and then allocates price per institution internally
 - Conducive to package buying [“big deal”]
 - Works well when there is strong leadership in consortium, and history of successful deals
 - Pricing is the most favorable of any model since cost is spread over large number of institutions.
- Bepress system customers:
 - CDL
 - U Maryland System
 - FCLA
 - OCUL
 - OhioLink
 - NSTL [Mainland China]

Consortium Model 2: Opt-in

- “Opt-in or Buying Club”
 - Consortium negotiates price per institution
 - Per institution price may be tiered (e.g. based on highest degree awarded, or FTE, or other)
 - Per institution price may decrease as number of institutions participating increases.
 - Greatest impact likely in first year of agreement (incremental growth in subsequent years)
 - Participation can be unpredictable since libraries make decisions individually.
- Bepress opt-in consortium customers:
 - NERL (Northeast Research Libraries)
 - GWLA (Greater Western Library Association)
 - Carolina Consortium
 - JISC NESTLi2 (U.K.)
 - Swiss Academic Library Consortium
 - UKB/SURFdiensten (The Netherlands)
 - COPPUL (Council of Prairie and Pacific University Libraries)
 - SCELIC (Southern California Electronic Library Consortium)

Inside the Publisher's Black Box

- Step 1 – Analysis
 - Analyze composition of consortium (mostly liberal arts colleges?, mostly ARL libraries?, publics and community colleges?, national consortium?) (and matching up with the natural market for bepress journals)
 - Compute value of existing business before making proposal
 - Forecast anticipated revenue for consortium given existing business conditions
 - We determine if potential new revenue exceeds existing revenue and likely future revenue (there are lots of reasons we may approach consortia that might not be revenue related)
- Step 2 - Pricing
 - Choose model [in collaboration with consortium]
 - System or opt-in
 - Tiered pricing
 - Increased discount based on participation
 - Determine policy on issuing credits [minimum/maximum credits]
 - Determine policy on institutional eligibility [e.g. existing subscriber with different consortium]
 - [etc.]

Inside the Publisher's Black Box II

- Step 3 – Negotiation with Consortium/Individual Libraries
 - Listen – the consortium's history with publishers [successes and failures] can provide insight on how to structure your deal
 - Be creative – be willing to change elements of your proposal to fit consortium's circumstances:
 - Tiers – degrees granted or FTE
 - Price caps
 - Extend deadline
 - Subscription period: annual or multiple year
- Step 4 – Contact each member library
 - Call decision-makers and decision-influencers at each library
 - Provide customized proposal showing their subscriptions and net new investment
 - Provide guest access report and usage statistics
 - Understand decision-making process and possible objections
 - Partner with Agent/Distributor [commission schedule, responsibility for followup, renewal, etc?]
 - Determine policy on issuing credits [minimum/maximum credits]
 - Determine policy on institutional eligibility [e.g. existing subscriber with different consortium]

Two commandments and an observation on the subject of consortia deals

- #1 Thou Shalt Not Lose Money on the Deal
- #2 Do not confuse the consortium with your company's marketing department
- #3 Chances of success of consortium proposal will be in direct proportion to the thoroughness of follow up.

Conclusions: What works

- Publishers, libraries and consortia all need to benefit
- Consortia represent primary buying method for libraries
- Consortia, working with publishers and libraries, can construct models of working to ensure mutual benefit

- **Keep talking!**
- **Keep doing!**

- Consortia with a history of success in offering deals are likely to be successful in offering your deal
- Consortia with strong and energetic leaders tend to make things happen (and the converse is true also)
- Timing is a key ingredient of success or failure [can be more important than pricing]

The key to success for consortia and publishers is
collaboration

- Questions?

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