Archiving in the Commercial Mainstream
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Motto: Keeping the content usable and the users content. An archive should be permanent, resilient, guaranteed, and assured. The advent of e-publishing has created uncertainty for librarians and library policy makers. Paper is "obsolete but resilient." It is easy to preserve, broadly understood, a stable medium, and generally does not require the involvement of publishers. This is not the case in the digital world which presents a new and volatile environment, issues of ownership, an unstable medium, changing formats, and perhaps most crucially, a library-publisher partnership. Past experience has shown that publishers are inadequate archivists.

Elsevier takes digital archiving seriously and makes every effort to respond to the needs and concerns of authors, publishes, and the library community. Elsevier has taken the lead in digital preservation and since 1999 has had a formal archiving policy (permanent archive, independent librarian-approved depositories, safeguard/retain archival rights). In the process of establishing its official archives, Elsevier carried out an investigative project with Yale University Library and signed a formal agreement with the Royal Dutch Library (the Koninklijke Bibliotheek) for an official archive, both in 2002.

Four types of archives and their characteristics: internal production (electronic warehouse), *de facto* (external – CISTI, CSIRO, OhioLINK), self-designated "national" archives (libraries that choose to maintain an archival copy locally as a national security measure), and the Official Elsevier archive (contractual relationship between Elsevier and trusted archival institution to provide permanent retention and access to digital files for posterity – Royal Dutch Library only current example of this but others in progress). Official archives *should*: emphasize archiving content (not format or functionality), be responsible for technical migration, and incorporate metadata provided by publisher. Official archives *should not*: compete with the publisher (constitute a mirror of the publisher's site), be totally "dark" (they need some use), serve as a "hot backup."

Two current archive initiatives: Portico (www.portico.com) and Lockss (www.lockss.org). Portico, a subscription-based archive for publishers and library members, is a good solution for archive needs and serves as a trusted third party for all authors, libraries, and readers. Lockss is a development of the established distributed LOCKSS philosophy and technology.

Archives are opened to the public when a publisher goes out of business or in the event of natural/manmade disaster or catastrophe. Archiving products enable national libraries to develop national cultural archives for the digital age.

Discussion themes:

- Archiving of print v. digital material
- Treatment of multimedia elements – plans to include them in the archive
- Archival rights

- Partnership between publishers and archives
- Elsevier's view of peer review, submitted v. amended versions, destruction of records
- Archiving formats (PDF)
- The integrity of archiving and the rights of the library community