Advantages, Disadvantages, Questions and Concerns Related to Signing on with Journal Aggregators

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What is an Aggregator?

A company supplying a product with a combination of resources from multiple providers
- Reference materials
- Web sites
- Podcasts
- News articles
- Sports scores
- Weather forecasts
- …anything
How Does Journal Aggregation work?

- An aggregator collects (licenses) content
- The content is separated into articles and chapters
- The articles and chapters are tagged with metadata
- The metadata is searched
- The relevant articles are returned
- An aggregated database is not an electronic journal catalogue
What Benefits does an Aggregator bring to a Publisher?

What are the Publisher’s Goals?

- Increase subscriptions
- Increase advertising revenue
- Increase memberships
- Improve Journal citation ranking
- Promote author/faculty/university
- Generate more submissions
- Identify new prospects
- Identify Editorial Hotspots
- Royalties
What are the potential downsides to working with an aggregator?

It depends on the aggregator

• Do they share your wish to increase subscriptions?
• How do they represent your content?
• Which institutions are they providing content to?
• What is the extent of their reach?
What Safeguards Do Aggregators Provide?

- Will they remove content with dubious rights issues?
- Will they speak to librarians and acquisition managers about subscription decisions?
- Will they make product decisions based on your target market?

It depends on the aggregator.
What do I do next?

Key points to take away

• Embrace the conversations with aggregators…there is much positive potential

• Ask about their business model

• Can they help reach your goals?