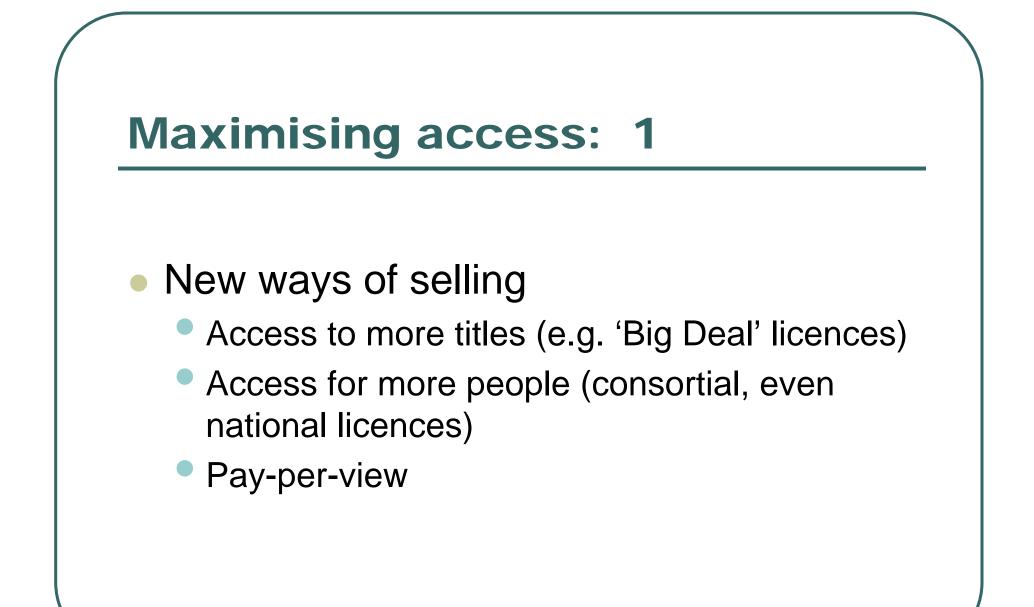


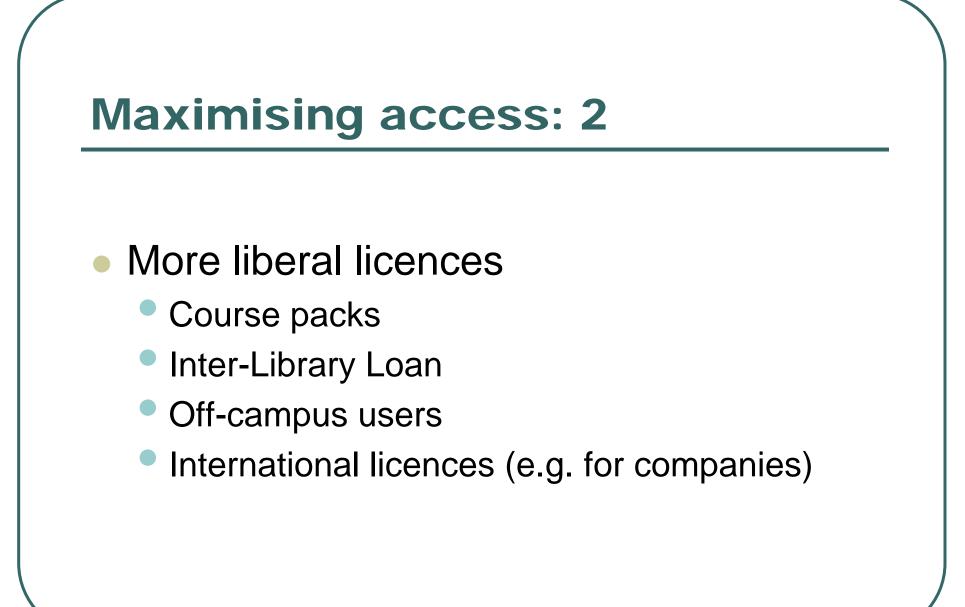


# Publishers want maximum access too

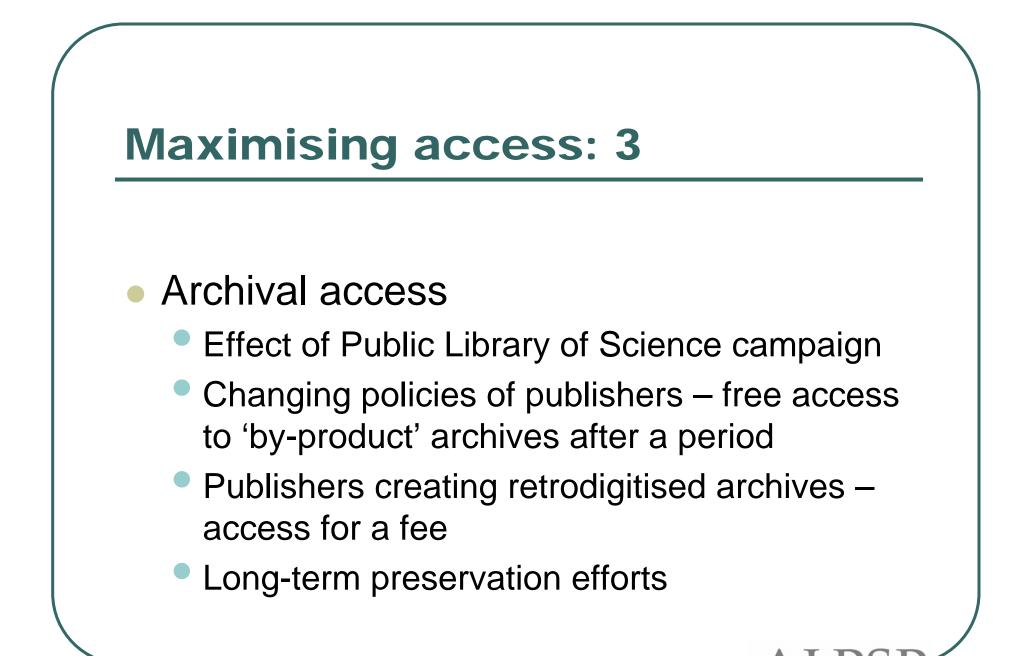
- Societies have a mission to communicate their subject
- Authors want to be read: publishers need authors
- More readers = more citations = higher prestige for the journal as well as the author

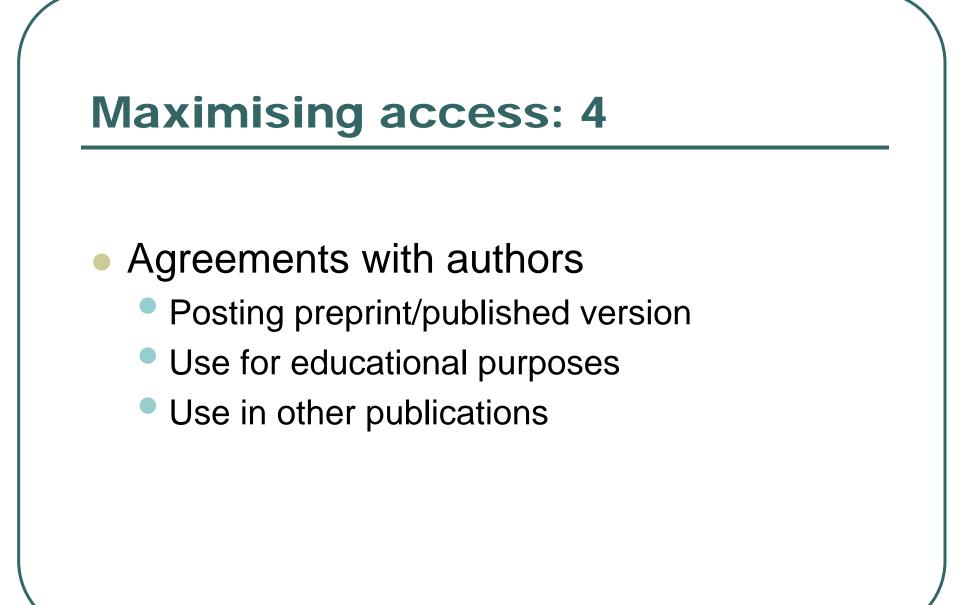








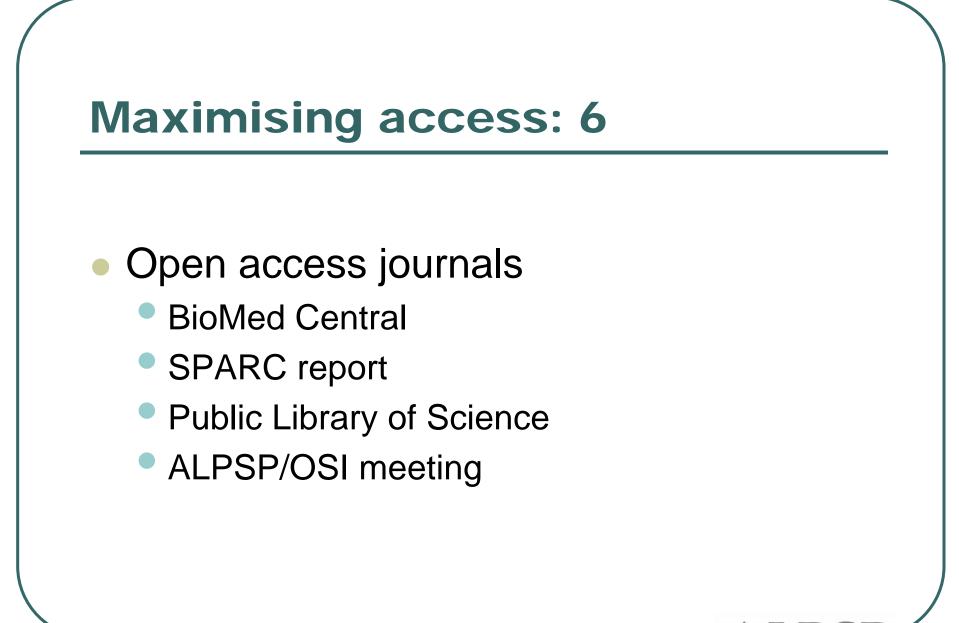






#### Maximising access: 5

- Access for less developed countries
  - Free access e.g. HINARI
  - Reduced-price access e.g. EIFL
  - Alternatives to online access:
    - CD-rom
    - Reduced-price print
    - Licences to reprint locally
- Balanced by strengthening of local publishing



**ALPSP** 

# The big 'but'

- Publishing costs money
- Electronic-only publishing doesn't cost much less
- Costs have to be covered, plus a bit
  - Overheads
  - Reinvestment
  - Profits?



#### Economic realities: costs which don't go away (1)

- Editorial office
- Management of peer review
- Copy-editing
- Electronic journal system
- Customer support
- [Access control]



### Economic realities: costs which don't go away (2)

- Maximising visibility
  - Inclusion in A&I databases
  - Linking
- Creating new journals
  - Market research
  - Losses in initial years



# The nightmare scenario

 Authors post published versions of articles on institutional archives

#### ╋

 Software enables readers to recreate journal content without paying for it

Journals are no longer viable

### Why would it matter?

- The value of journals:
  - Journal processes
    - Quality control
    - Quantity control
    - Content preparation
    - Visibility
  - The journal as 'envelope'
    - Selection and collection
    - The importance of browsing



#### A way forward?

- The Open Access model has its attractions:
  - Scales with quantity of research, unlike library budgets
  - Better for readers, better for authors
- Difficult questions:
  - How much do you need to recover?
  - Is this possible in all disciplines?
  - How do you get from here to there?

