
IOP Journals Archive

1874 onwards

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ICSTI LONDON May 2004

IOP Journal Archive (1874-2003)

- **Strategy**
 - Why digitise the Archive?
- **Production Matters**
- **Marketing Matters**
- **Time for questions**

Background

- **London Physical Society**
 - 1873
 - First journal 1874
 - Proceedings of the London Physical Society
 - 1874-1968
 - Now Journal of Physics series
 - Journal of Scientific Instruments (1923-1967)
 - Reports on Progress In Physics (1934-)
 - British Journal of Applied Physics (1950-1967)
 - Others from 1960s onwards

Background

- **Demand for historical content**
 - APS (1894-)
 - ACS (1879-)
 - RSC
- **INSPEC (1968-)**
 - AXIOM platform
 - Demand for older content
- **Links to older content in references**
 - Vision to link seamlessly regardless of age of content
- **First online journal**
 - Classical and Quantum Gravity (1994)
 - Ten year archive with subscription

Background

- **Supports our prime objective and Royal Charter**
- **Service to researchers**
 - Improve access to historically important research papers
- **Service to members**
 - Preserving digital versions of their research in perpetuity
 - Promoting this research to the global Physics community
- **Service to libraries**
 - Reduce document delivery / ILL requests
 - Improve access times
 - Saving space!

The IOP Journals Archive is...

- **All peer-reviewed content published by IOP/IOPP**
- **“Our most ambitious publishing project ever”**
- **1874-1991**
 - 800,000 pages
 - 100,000 articles
 - Project time: 1 year
 - Completed December 2002
- **Already had 1991-2002:**
 - 1996-2002 via electronic publishing
 - 1991-1995 via previous digitisation

Production: What we did

- **Created a specification**
- **Big variations in publishing practices and standards**
- **Chose a supplier: Apex Data Services**
- **Locating hardcopy**
 - use stock for >1968
 - IOP library hardbound journals for <1968
 - borrow from around the world
 - Six weeks two staff to prepare stock

Production (continued)

- **Keying > XML**
 - XML identifier (meta data)
 - XML header
 - XML reference list
 - Not standard practice!
 - Aim for simplicity of data structure
- **Scanning > PDF**
 - Full text as “searchable image” PDF
 - Image with OCR text (high standard)
 - Spec balances quality with file size
 - Aim to scan from “disbound” volumes
- **Loading**
- **Checking**

Sales and Marketing

- **Strategy**
 - Make archive widely available
 - Creates new revenue stream
 - Cost recovery
 - Free access during 2002
 - Create brand awareness
 - Comprehensive sales and marketing plan
 - Utilising e-marketing, web marketing, press coverage, advertising, telemarketing, direct mail and expertise of regional managers

Sales and Marketing (continued)

- **Subscriptions**
 - Current subscribers
 - Current year of journal & ten year rolling archive
 - Low annual subscription charge for archive
 - Site Licence
 - Higher charge for non-subscribers

Sales and Marketing (continued)

- **Other options**
 - Included in certain journal packages
 - Consortia
 - Fee based on size of consortium
 - Local loading/permanent access
 - One time fee
 - PDFs and/or Reference data
 - No need for annual subscription
 - Annual updates optional
 - Permanent access via IOP servers
 - Local load option
 - XML references optional

To see the archive

- www.iop.org/EJ/
 - Select the “Journal Archive” tab

Results

- **Significant downloads of archive**
 - Long tail
 - Usage of articles from 1985 similar to those from 1965
 - One fifth of all EJ site accesses
 - Full text, abstracts, references
 - Over 200,000 full text downloads in 2003
 - 10% of all full text downloads in 2003
 - Has it been a success?
 - One third of IOP institutional customers
 - What do users say?

Testimonials 1

- **“Dear IOP, Congratulations! More than any other measure you might have thought of, making it possible to gain access to the complete archives of the IOP journals, propels these journals, in this modern age, to front runner status. I cannot welcome your initiative and background hard work enough. Both as a referee and researcher it allows me the possibility of looking quickly at cited papers and the time and convenience factor gained is immense.”**

Testimonials 2

“IOP rocks”

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- **Thank you.**
 - **Any questions?**

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