

# **The Future of Consortia with the ‘New Springer’**

**ICOLC Fall 2004 Meeting, Barcelona 29 October 2004**

**Derk Haank, CEO Springer Science + Business Media**

# Springer Science + Business Media



Springer | science+  
business media

- One of the world's leading publishers for scientific and specialist information
- Consolidated sales: 833 million euro
- More than 5,000 employees world wide

Springer | science+  
business media

consists of:

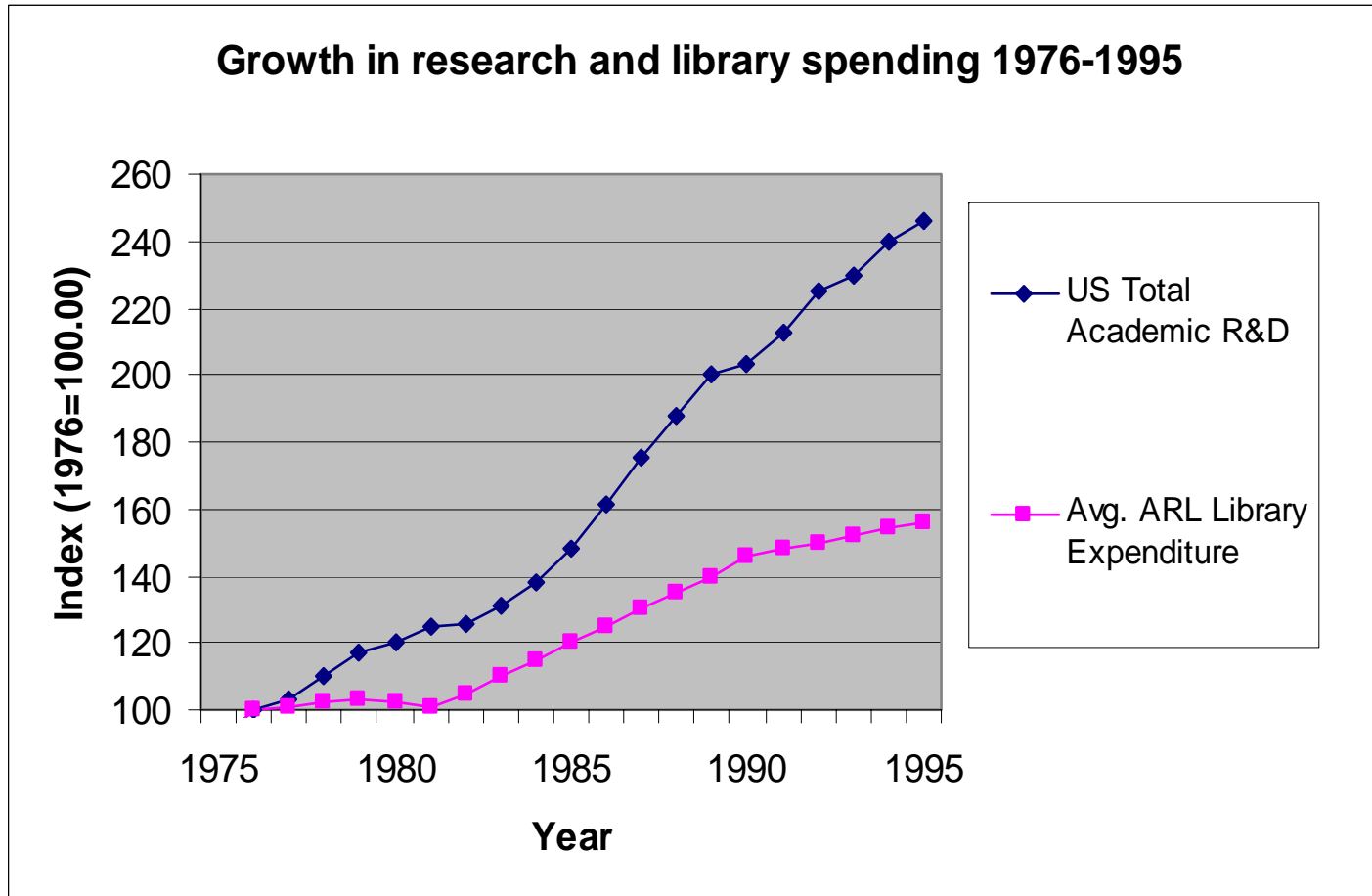
- B2B
  - Business and Technology
  - Transport
  - Construction
  - (Clinical) Medicine
- STM
  - Springer



- Merger between Springer Verlag and Kluwer Academic Publishers
- 1,150 STM journals in 12 (Online) Libraries on Springer Link
- 3,500 new book titles per year
- 2,000 + employees world wide
- Offices in: New York, Boston, London, Dordrecht, Heidelberg, Berlin, Vienna, Paris, Milano, New Delhi, Hong Kong, Tokyo

- **The history of Journal publishing**
  - **Journal model fine as organizing principle**
  - **Consistent growth in scientific research**
  - **Paper delivery increasingly inefficient**
  - **Issues with price & visibility**

# Consortia Business Models



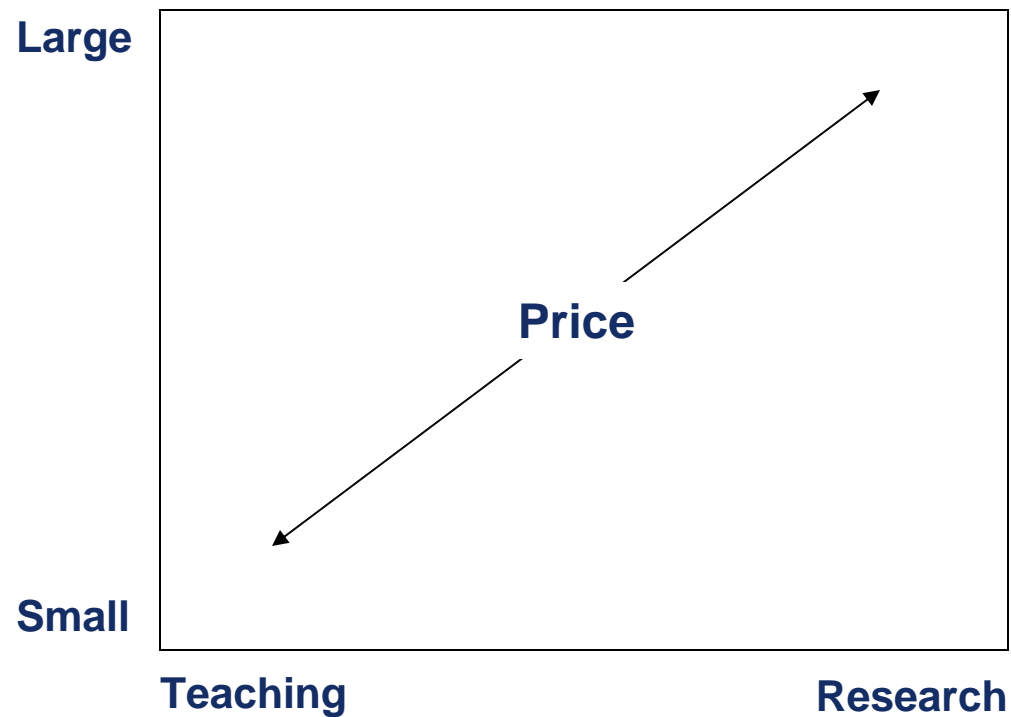
- **Electronic Publishing 1996 - 2004**
  - **Technology matured**
  - **Penetration increased**
  - **Product line expanded**
  - **Usage exploded**
  - **Customer Interaction**

- **Business Models**
  - **Initially electronic pricing built on paper spend**
  - **More for the same**
  - **Unit costs falling**
  - **Long term agreements with price caps**
  - **Increasingly value based: differential pricing**

- **Some general benefits of the developments in the business models:**
  - **Lower overall costs for libraries**
    - **Storage**
    - **Cataloging**
    - **ILL**
    - **Photocopying**
  - **Some services moved partly to the publishers**
    - **Storage (electronic)**
    - **Searching**
    - **Fulfillment**



- The Database Licensing Model

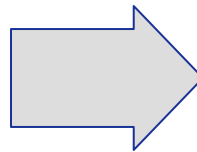


# Consortia Business Models

- **End Goal: Unlimited access**
  - Every end user to have unlimited 24 hour a day access, to enhance the role scientific literature plays in the research process.

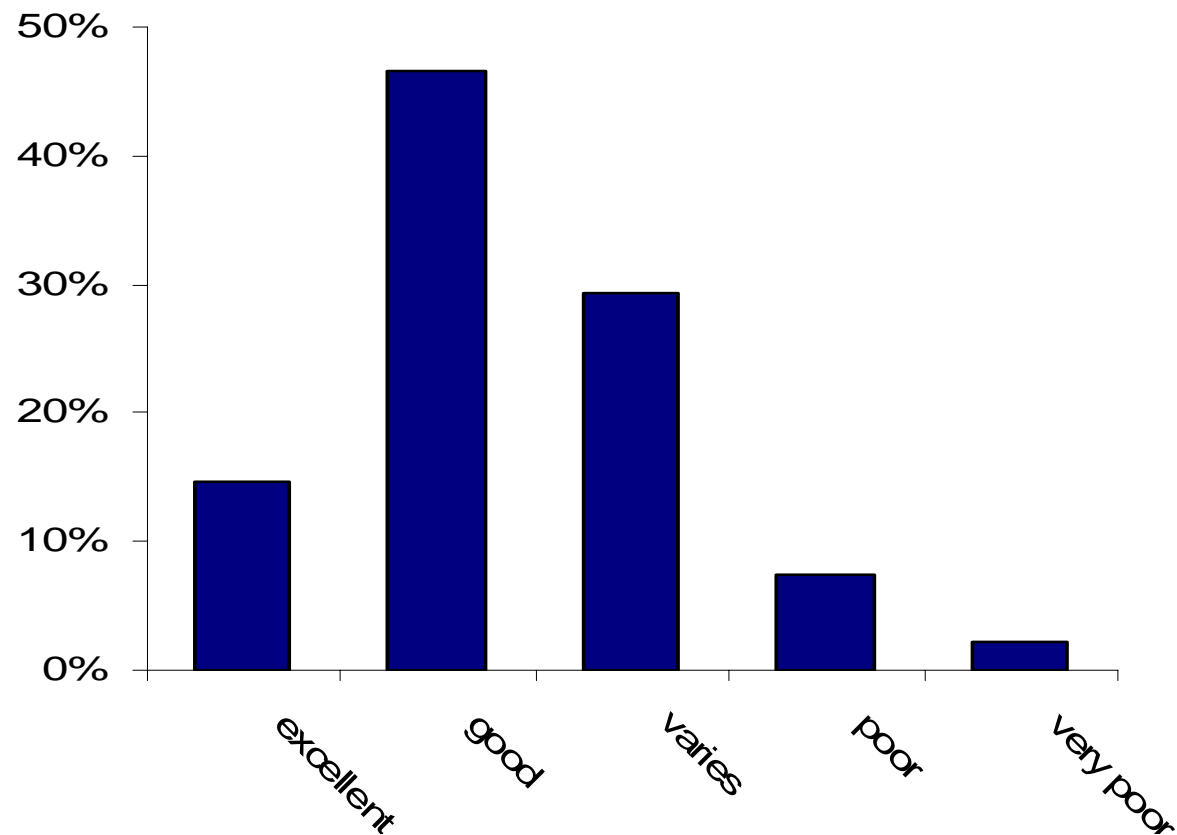


**Paper subscription model**



**Database licensing model**

Author opinion on current access to journals\*  
(n=3,787)

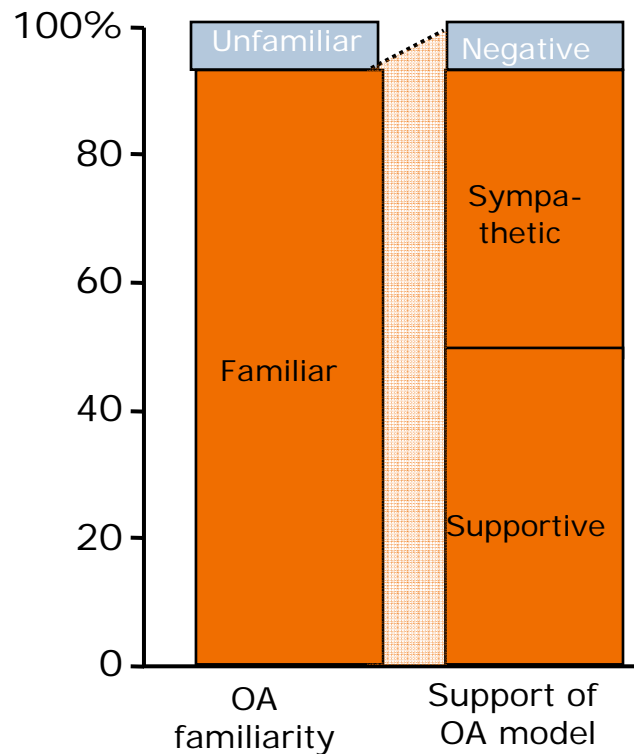


\*Source: CIBER Report: [What Do Authors Really Want](#), Nature, May 2004

- **Author pays or Open Access**
- **Open Access is now possible because of the cost structure of electronic publishing:**
  - **High (fixed) infrastructure costs**
  - **Low marginal distribution costs**

# Alternative Business Models

## Percent of OA-aware librarians



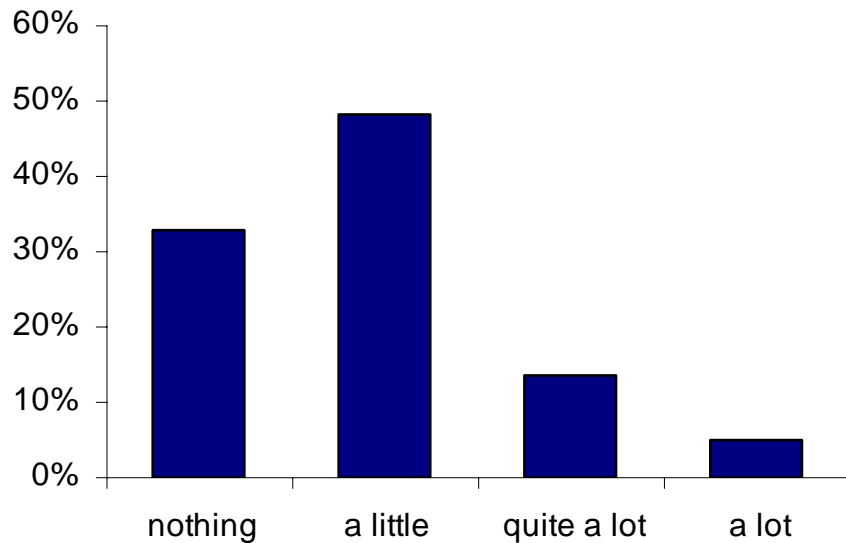
- Over 90% of surveyed libraries are familiar with Open Access
- 90% of those who are familiar support Open Access as a medium for content in the future
- There is a large discrepancy in support of Open Access between librarians (90%) and authors (25%).

# Alternative Business Models

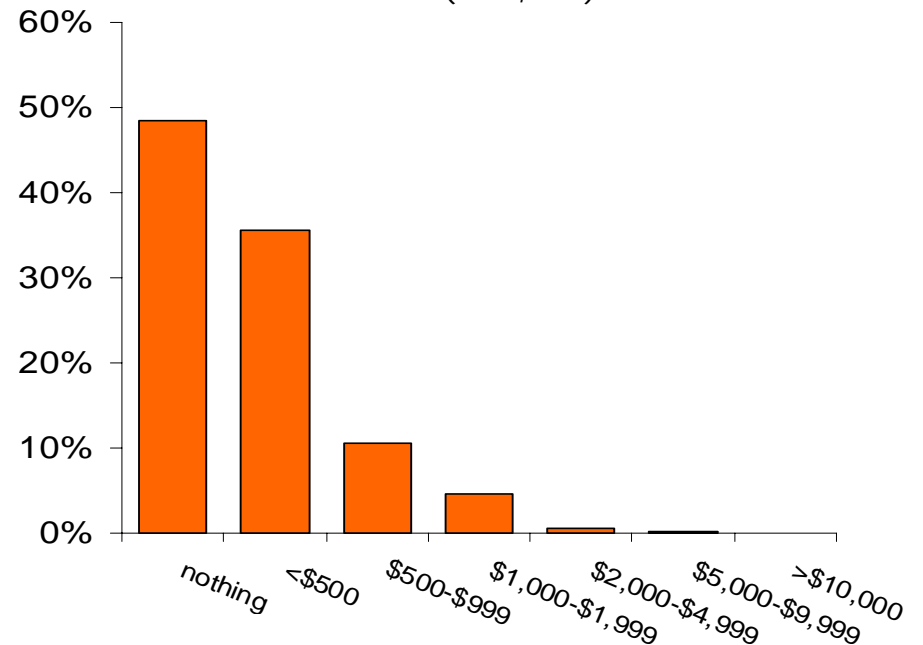
Only 1 in 20 authors feels adequately informed about Open Access

Almost half of all authors would not pay anything for Open Access. The average an author would pay is \$247.

- Author knowledge of Open Access (n=3,787)



- Author willingness to pay for Open Access (n=3,787)



# Alternative Business Models

- **Springer Open Choice** is a new service which enables authors to make their articles freely available through all Springer journals



Original **Display on SpringerLink**

🔍 Investigations of the measurement accuracy of particle image velocimetry

R. Fei and W. Merzkirch

DOI: 10.1007/s00348-004-0843-x

**Springer Open Choice**

- **Why Open Choice?**
  - **Authors are our partners, and the current environment may require them to have this option**
  - **Springer is open to new ideas and business models**
  - **Springer is neutral to whether the subscribers or the authors pay for the costs of publishing**



- **Springer Open Choice** articles are treated no differently
  - Must pass the usual peer review process first
  - Receive all services and features normally provided
  - Appear in both the print and the online editions of our journals
  - Same copyright protection policy
  - **Green** self-archiving policy

- **Costs**
  - The price for Springer **Open Choice** is \$3,000 per accepted article
  - Covers paper and electronic
  - Subscription income to continue to pay for non-open choice articles
  - Journal prices to be adjusted annually for percentage of articles paid for by authors

- **Evolution**
  - Database licensing models, unlimited access
  - Does not require complete shift of the money flows.
  - Active scientists feel they have ‘good’ or ‘excellent’ access to journals
- **or**
- **Revolution**
  - Requires a shift of billions from library to research department budgets
  - An order of magnitude more transactions
    - 2,000,000 articles vs. 30,000 libraries
  - Still have (geographic) disparity in funding
  - Corporate market (e.g. Pharmaceutical) will have a free ride

- **Conclusions:**
  - **No right or wrong**
  - **No good or bad**
  - **No moral issue or value judgment**
  - **It is a debate about business models and feasibility**
  - **Let the customer decide**
  - **Springer allows experimentation**

# Standard Springer Models

- **The Springer Models:**
  - Print + Electronic at a surcharge
  - Electronic + Print at Deep Discount
  - Electronic Only
- **These models are applicable for:**
  - An article: Pay Per View, Document Delivery
  - An individual journal
  - A subject area or Springer Online Library
  - The whole Springer journal collection or Total Access
- **Springer Key words:**
  - Flexibility
  - Availability

### [ SpringerLink ]

- **Springer Link and Kluwer Online integrated on MetaPress**
  - **Unified Platform – Goal: December 2004**
- **License Agreement integration**
  - **All existing contracts will be honored to expiration date**
  - **Renewal into 1 new Springer contract**
- **Usage Stimulation Programs**
  - **Investments in Marketing and After Sales Support**

## Other New Springer initiatives

- **Online Journal Archives**
  - Volume 1, issue
  - More than 12 million pages
  - More than 1,5 million articles
  - 11 Online Libraries (subject packages)
  - One off price, conform market level
  - Perpetual access

- **Springer supports author self-archiving with our “Green” self-archiving policy:**
  - Authors are allowed to post their articles on pre-print servers
  - Authors are allowed to post their own version on their personal website or in their institution’s online repository, with a link to the publisher’s version



## Other New Springer initiatives

- **Not for Profit Initiatives in developing countries**
  - **Springer participates in:**
    - **INASP**
    - **INTAS**
    - **HINARI**
    - **AGORA**
    - **TEEAL**
    - **Association of Commonwealth Universities DDP Initiative**

- **“*Consortium headaches*”**
  - Springer is a consortium **partner**:
    - From Total Access to individual articles
    - From print+E to E+print to Database access to Open Choice

# Questions ?

- **and**

- **Answers !**