



## NRC Research Press: a pragmatic publisher

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# NRC Research Press Context

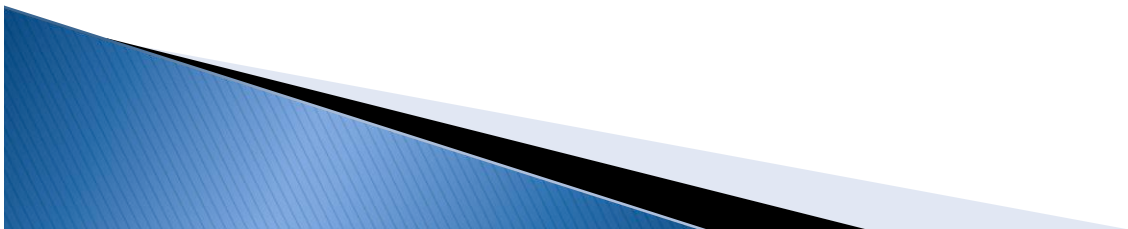
- ▶ Who we are:
  - First journal 1928
  - Part of National Research Council of Canada
  - Part of Canada Institute for Scientific and Technical Information
  - Mandated by NRC Act
  - Full cost recovery





# Current Product Lines

16 NRC Research Journals  
Publishing Services (*14 Client Journals*)  
OSPREY (*Online Peer Review System*)  
NRC Book & Monograph Program





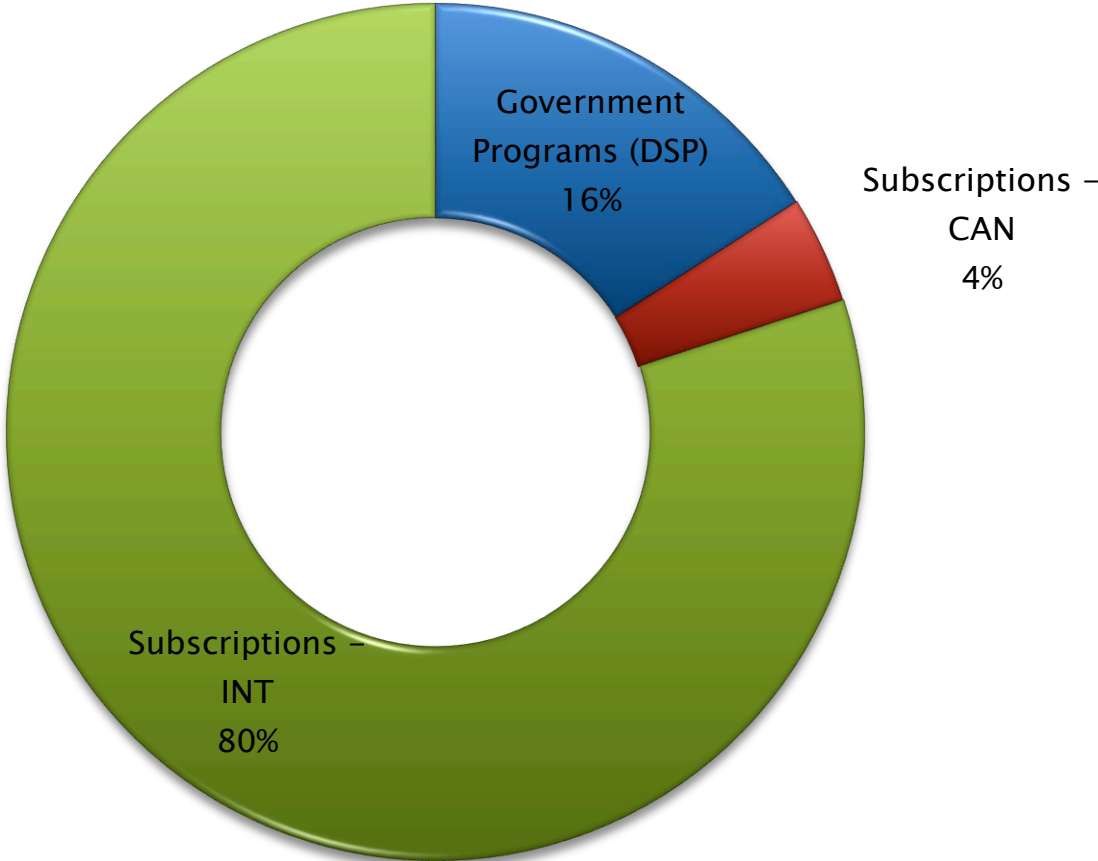
# NRC Research Press Journals

- ▶ 16 NRC Research Press Journals
- ▶ Journal subscriptions: 13,500
- ▶ 80% Libraries
- ▶ Rev 2005/2006: +\$11M CDN
- ▶ Available free in Canada through the Depository Services Program
- ▶ Impact factors from 1 – 3
- ▶ 2 journals at the top of their field
- ▶ Partner with Canadian Scholarly Societies & Academia





# Publishing Revenue Breakdown





# Disruptive Industry Change



Increased private sector publishing concentration



Changing researcher behavior

- Google/Microsoft Academic Live
- Web 2.0 – Blogs, Wikis, etc.



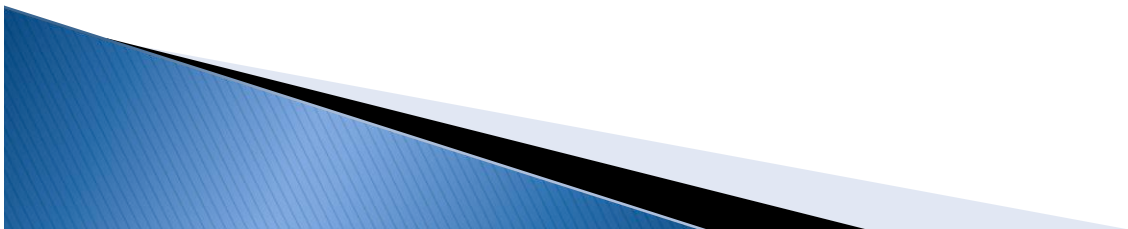
Publishing Industry

- Open Access
- Journal Subscription Prices



# Open Access is Here

- ▶ Open or Opener Access is here
- ▶ The Agenda is moving from the radical OA fringe to the mainstream centre
  - ▶ Research funding agencies are beginning to develop policies
  - ▶ Authors are becoming more informed about the issue
  - ▶ Libraries are beginning to develop collection approaches
  - ▶ And publishers are beginning to develop OA alternatives



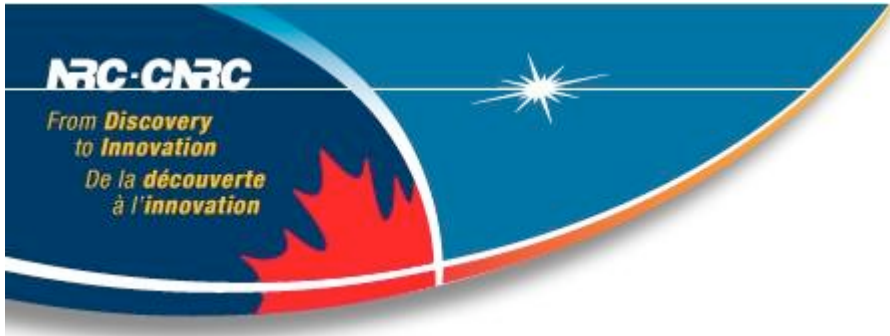


# New OA Initiatives

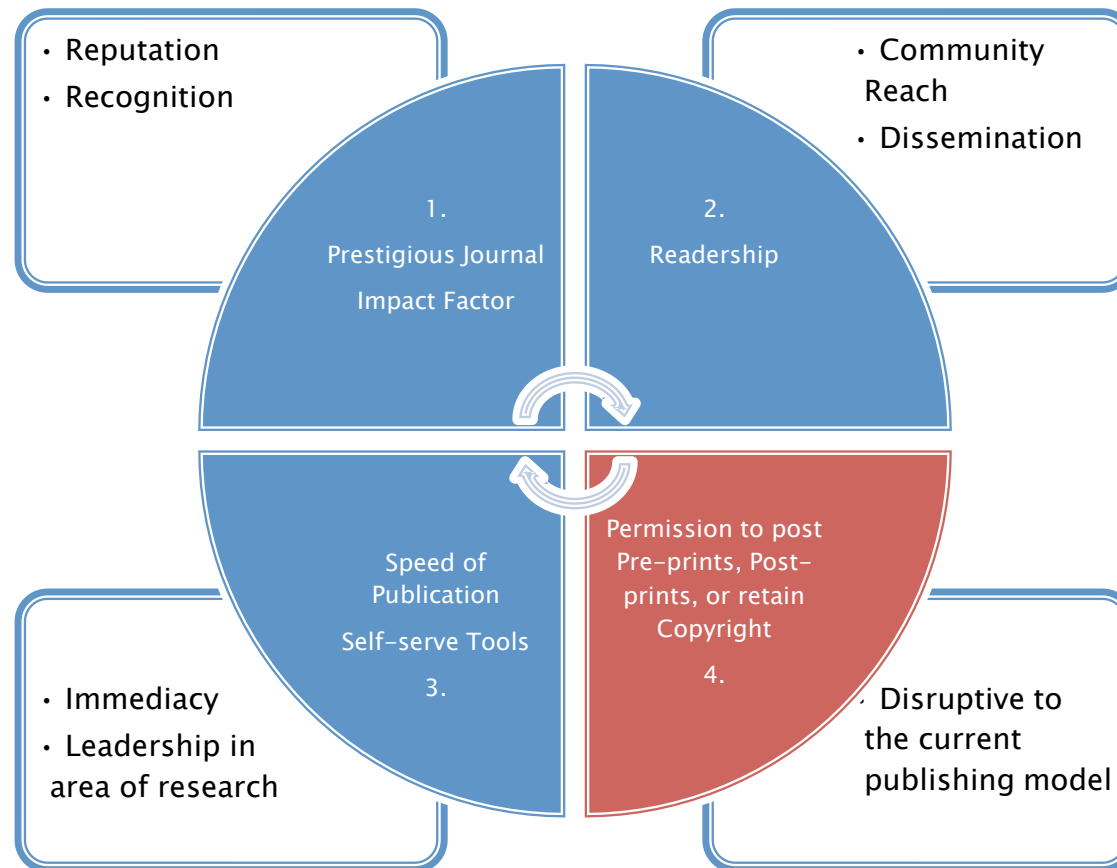
## Opener Access Initiatives:

- ▶ OA initiatives largely based on article access
  - Seminal Article OA
  - Subsidized Article OA
  - Reduced pay-per-view fees
- ▶ Geographic Opener Access
  - Canada DSP
  - Developing World
- ▶ Delayed Access
  - Trial Journal 12 month delay to determine impact
  - Backfiles



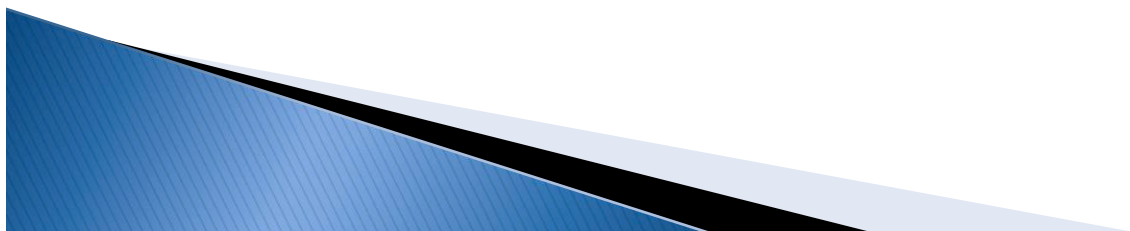
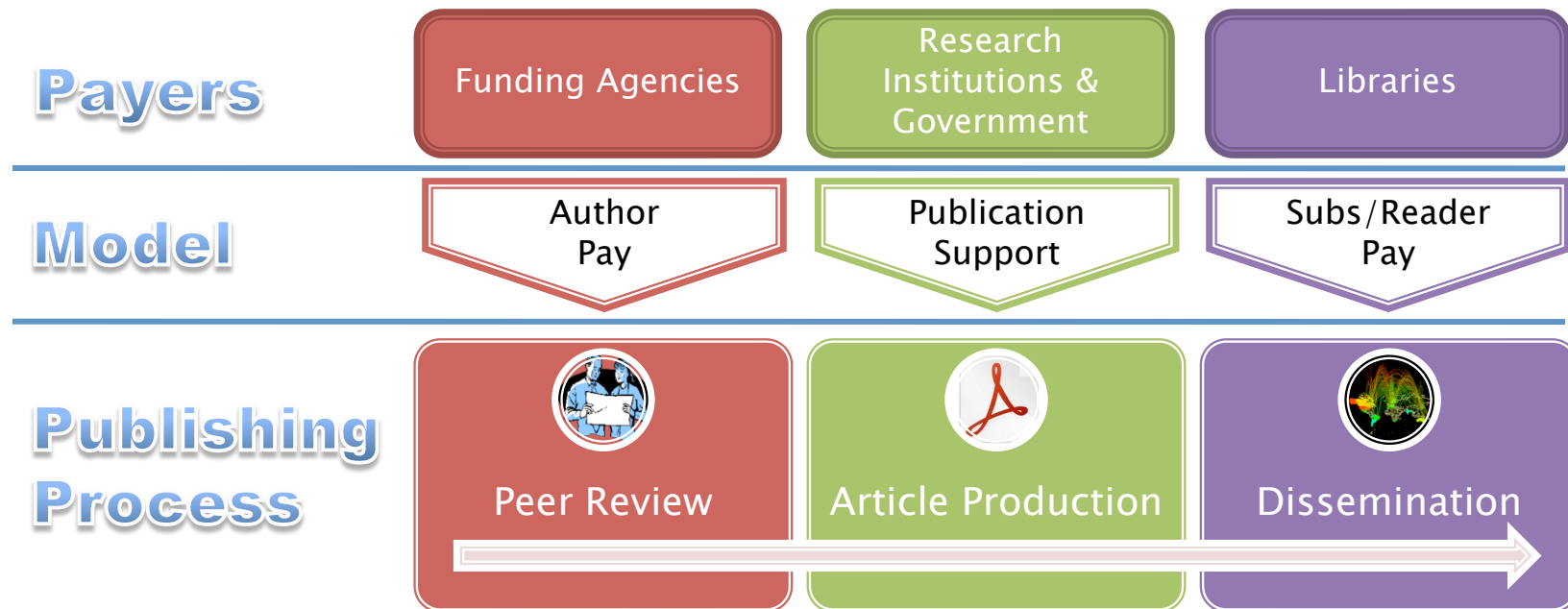


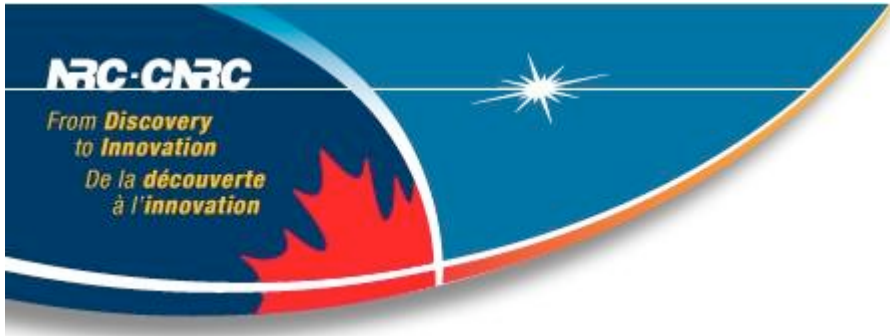
# What Do Authors Want...





# Alternative Publishing Models





# Publication Cost Breakdown



- ▶ Other Costs
  - Corporate Overheads
  - Prestige (Value)
  - Commercial Profit



# Bringing Peer Review

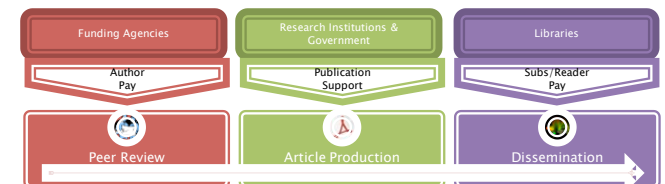


Peer Review

- Online Submission
- Manuscript Management
- Editorial Office



- Validates the quality of the science
- Ensures the accuracy of the conclusions
- Promotes the importance of the research findings





# Transforming a Manuscript into an Article

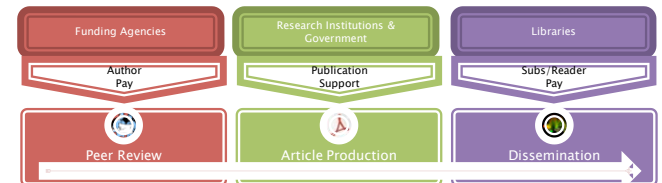


Article Production

- Copy-Editing
- Lay-out & Production
- XML Tagging



- Copy editing: materials & units, contradictory material, problems with references, clear language, wrong labels and just plain wrong
- Layout: clarity and easy of scanning or reading, graphic and photographic enhancement
- XML Tagging: speed to web, multiple formats, multiple sources



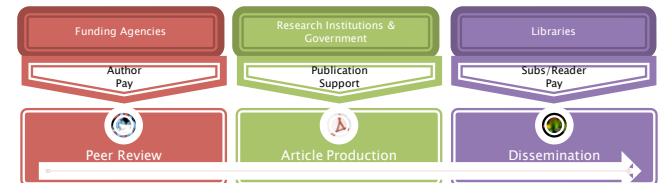


# Creating the Infosphere

Dissemination

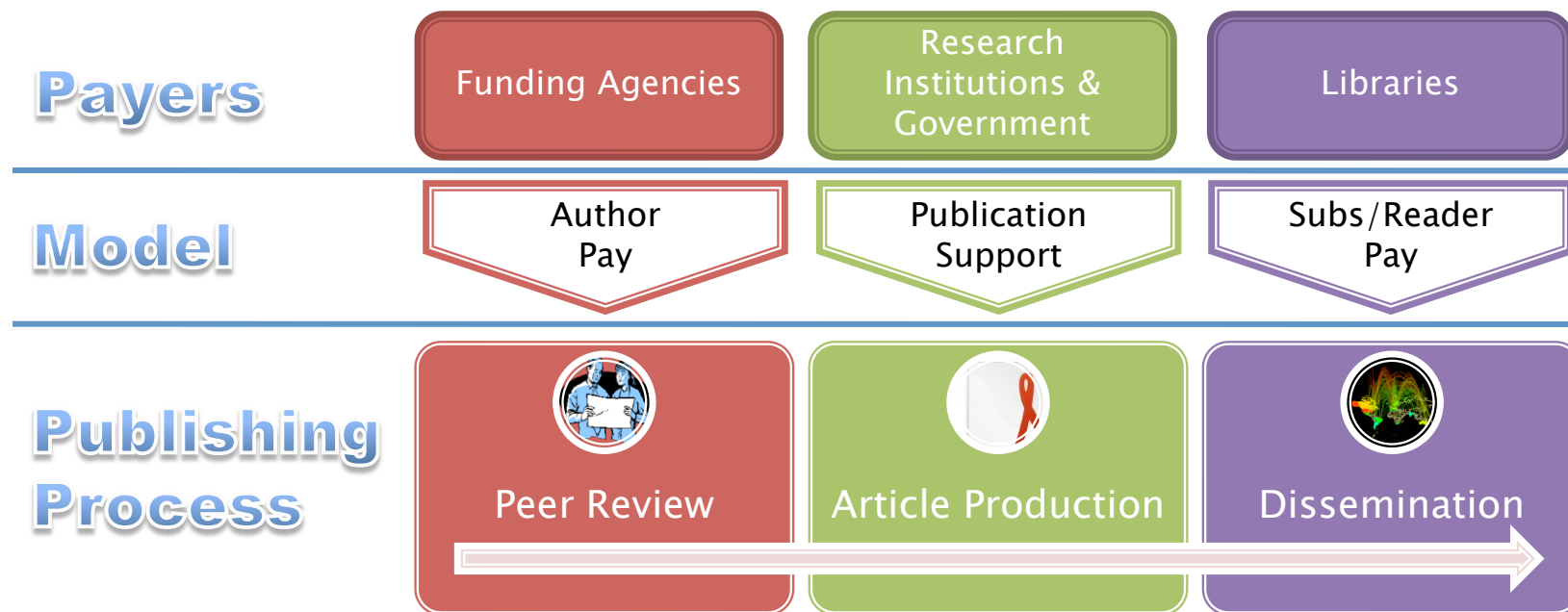
- Linking
- Distributing
- Promoting

- CrossRef and other Linking
- RSS Feeds and Alerts
- Indexing: Google, PubMed, Scifinder, Web of Science, Scopus
- Institutional and Subject Repositories
- Web 2.0: Blogs, Wikis





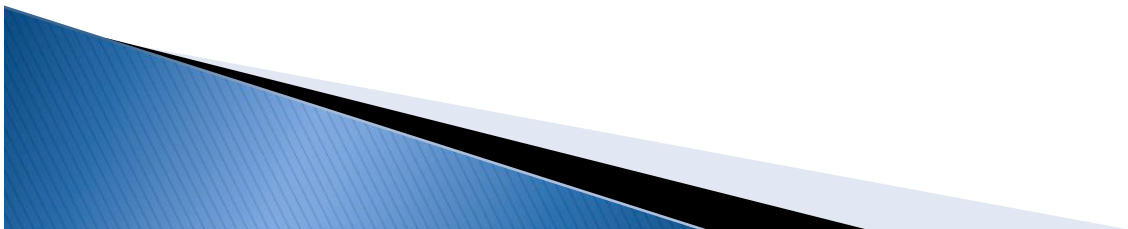
# Alternative Publishing Models





# Conclusions

- ▶ Need a migration strategy...
- ▶ Need a consultative, community driven process...
- ▶ NFPs need to reduce costs, maybe by dropping print...
- ▶ NFPs need to be funded for this work...
- ▶ There may be many different models...
- ▶ Shared cost models will move to centre...





**NRC CNRC**

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for Scientific  
and Technical  
Information*

Science  
— at work for —  
Canada



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Council Canada

Conseil national  
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