

eJournal Business Models at The British Library

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Agenda

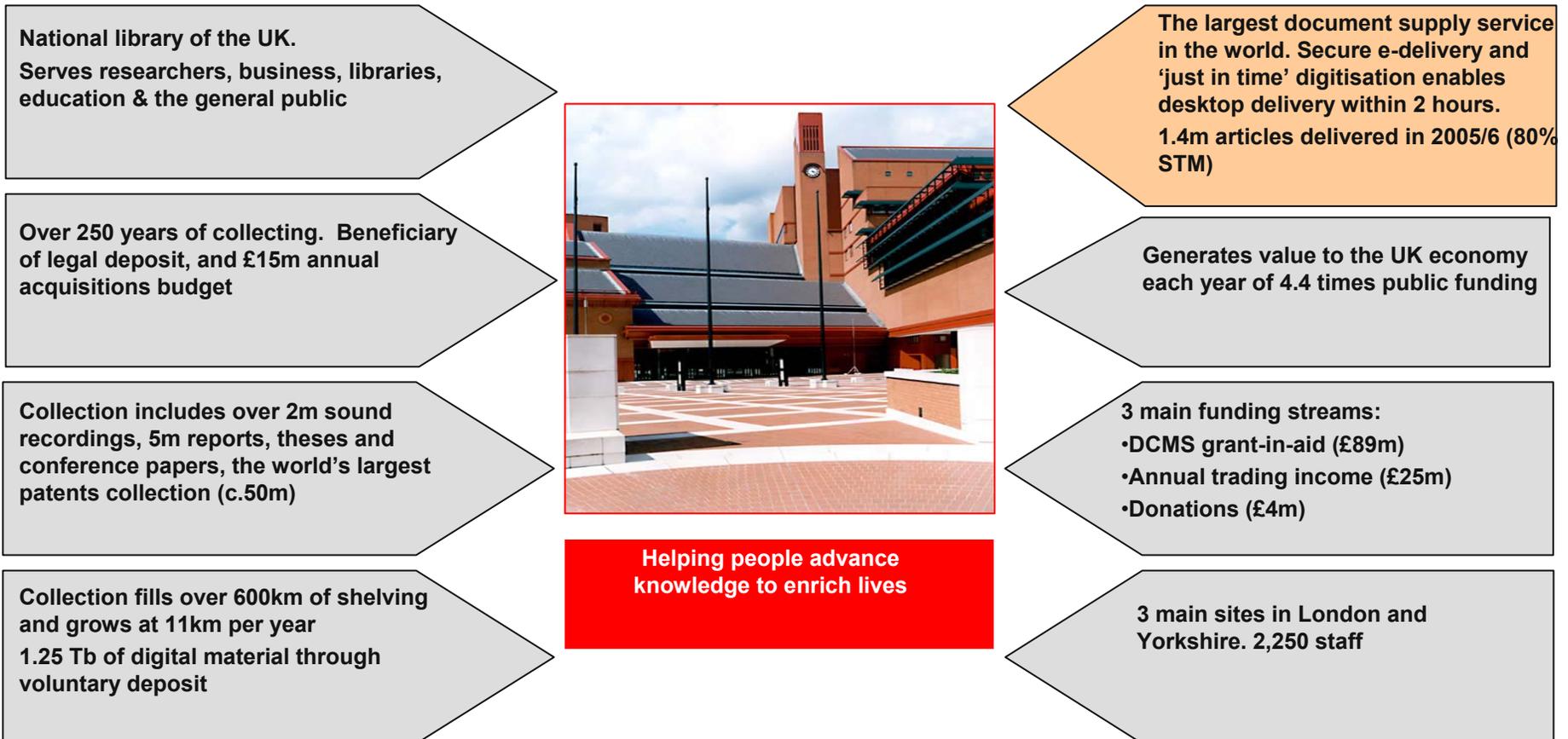
- **British Library**
- Scholarly Communication Models
- BL eJournal Business Models
 - Document Supply
 - Digital Library
 - Legal Deposit
 - UKPMC
- Conclusion

'This is the life blood of research and innovation'

Science and Innovation Investment Framework 2004-2014, H.M. Treasury (2004)

Information infrastructure

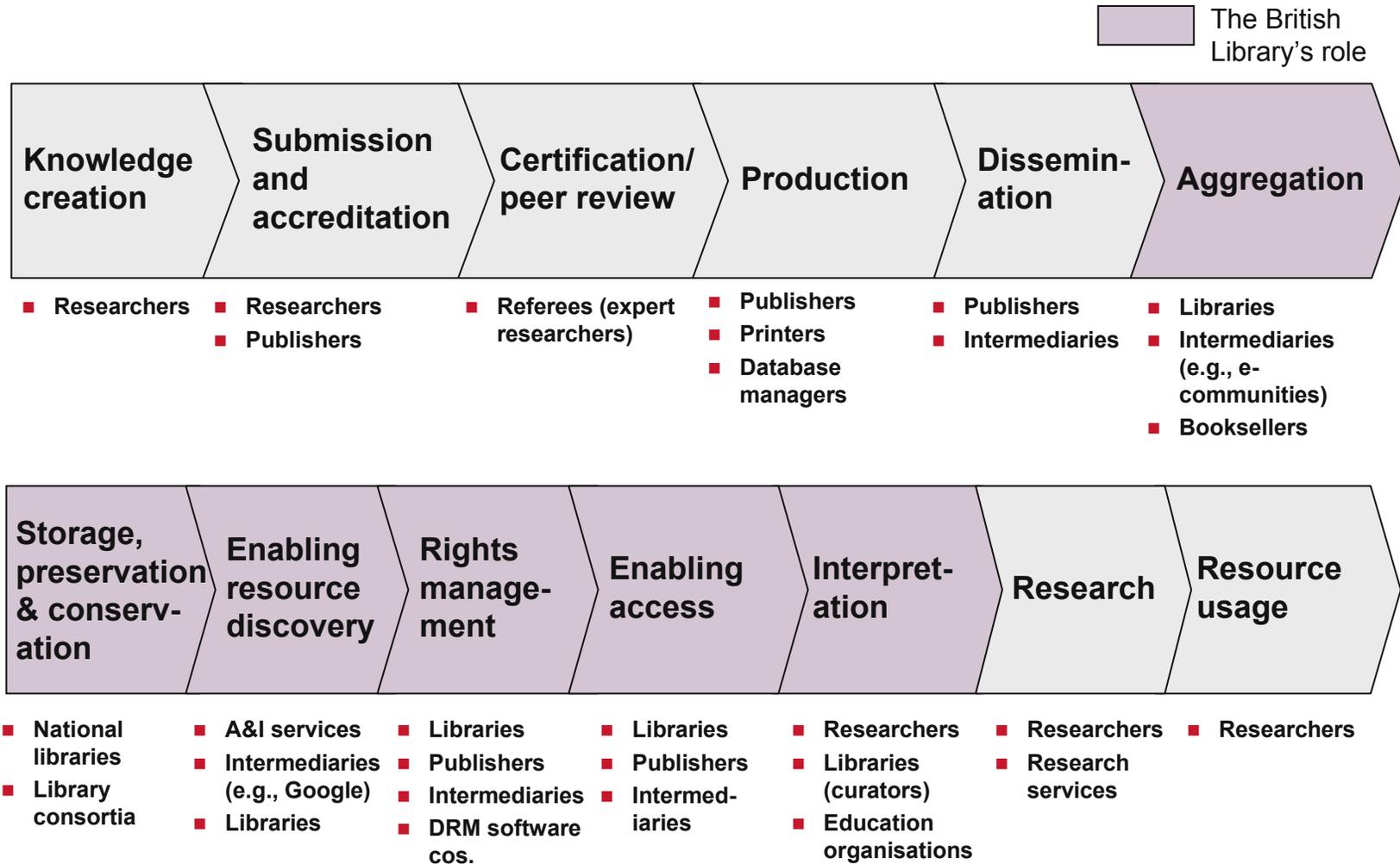
2.23 The growing UK research base must have ready and efficient access to information of all kinds – such as experimental data sets, *journals*, theses, conference proceedings and patents. **This is the life blood of research and innovation.**



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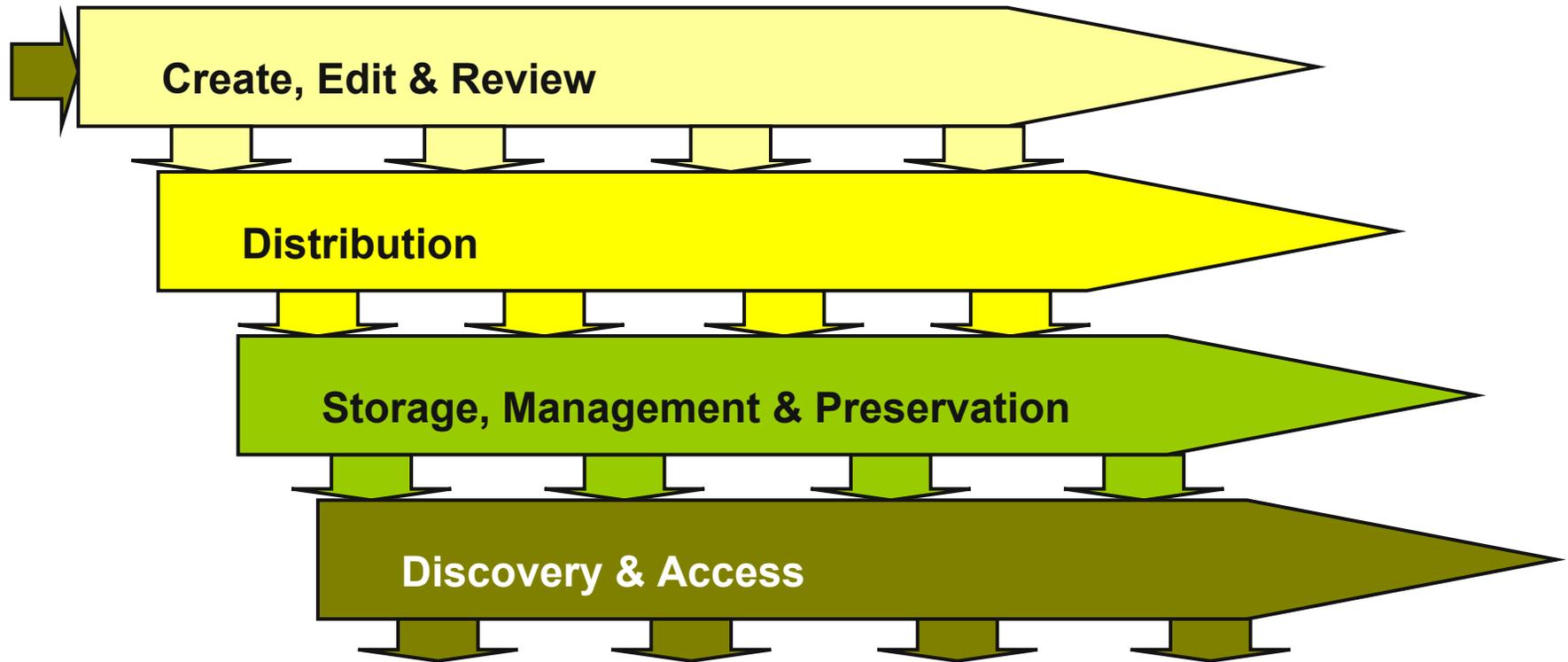
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Historic View - Scholarly Communications Process



Emerging View - Scholarly Communications Process

Concurrent Processes



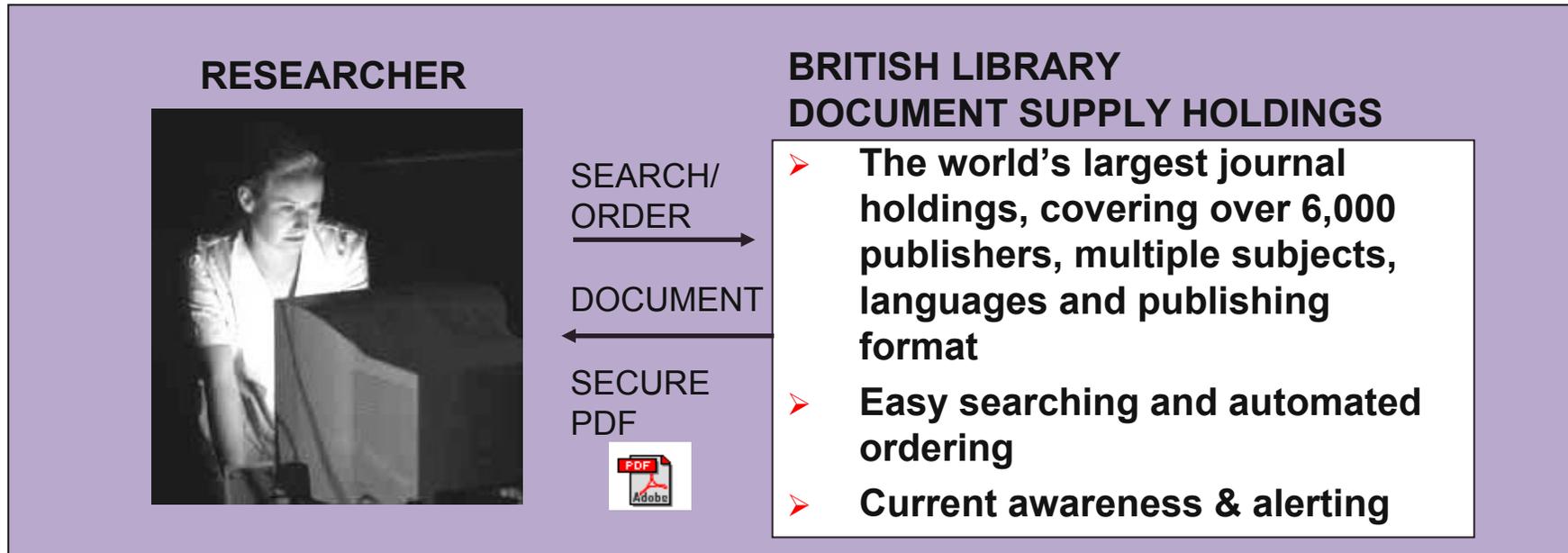
New Aspects of Emerging Scholarly Communication Model

- Outputs from each stage can occur at any point
 - Multiple Versions
 - More Difficult to know level of Quality for each Version
- Content more Distributed
 - Physically
 - Structure & Format
 - Quality Review
- Resource Discovery both Easier and more Difficult
 - Most Search engines do not Differentiate Quality

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Document Supply



- Electronic delivery is secure – it utilises standard Adobe 6 platform with no additional costs associated
- Full desktop delivery service to any computer with standard Adobe 6
- User has multiple view rights on screen and can print once
- Document can be forwarded by librarian to end user
- Delivery available on standard, rush and panic
- The only electronic delivery solution that does not require plug-ins or additional licensed software
- BL system was designed in partnership with Adobe - industry leader

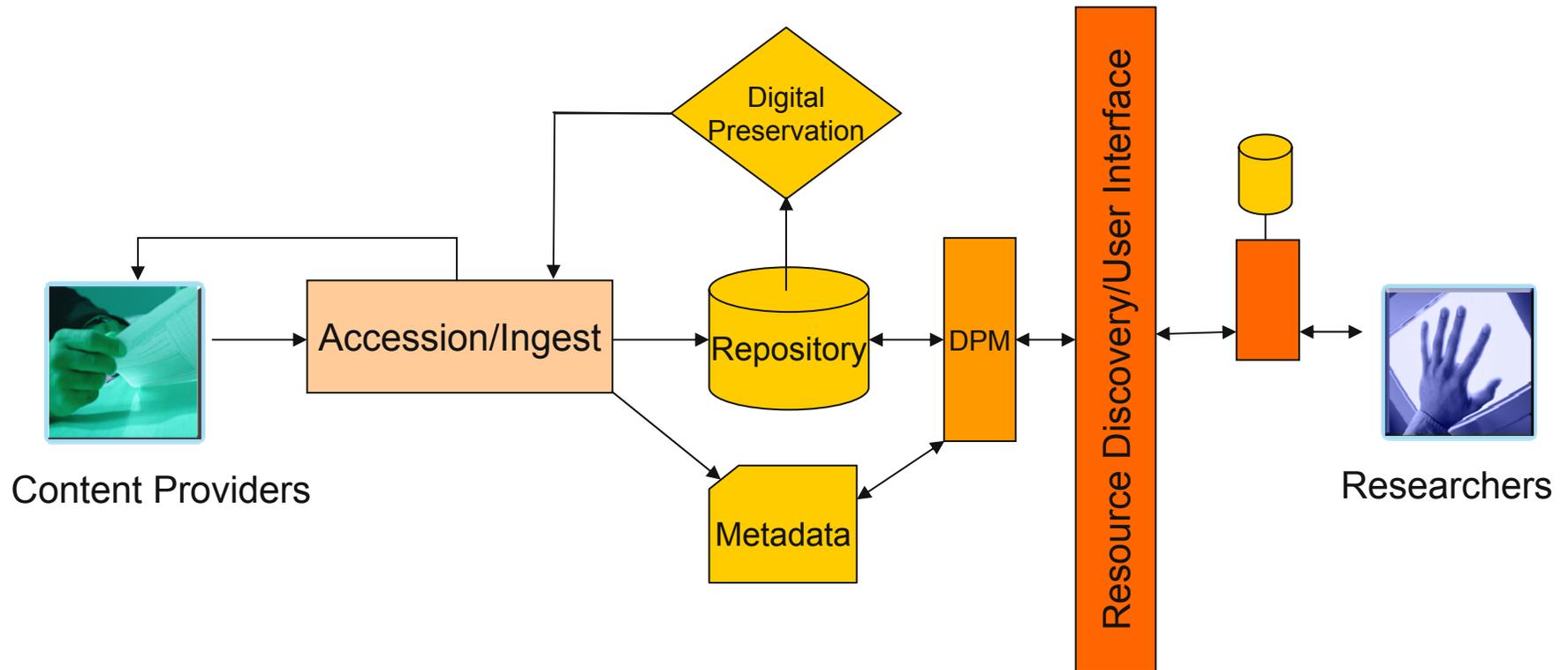
Document Supply Business Model

- Obtain Paper-based Journals and eJournals from Publishers
- Create Article Database (ZETOC)
- Supply primarily to Librarians but also to Researchers through BL Direct
- Charge copyright fee plus service charge within Treasury rules
- Volume declining since publisher big deals (~2000)

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Digital Library



Digital Library

- Preservation-quality Store for all BL Digital Items
 - Independent Nodes
 - Complete Copies of Collection in Separate Locations – 2 Nodes - Now, 3 Nodes - May 2007
 - Digital Content Signing with Continuous Verification and Recovery
 - Offline Dark Archive
 - eJournal Content Validation (Summer 2007)
 - Digital Preservation Watch (2007)
 - Rights Management Layer to Control Access Beyond BL Reading Rooms (2007/8)

Digital Library Emerging Business Models

- Long Term Permanent Archive for UK Published Output (Legal Deposit)
- Long Term Permanent Archive for Published Content (Non UK Legal Deposit)
- Third Party Content Management & Access

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UK Legal Deposit

- Legal Deposit Started in 17th Century (Print!)
- Currently 6 Legal Deposit Libraries in UK (BL, NLS, NLW, Oxford, Cambridge & TCD)
- Latest Legislation: Legal Deposit Libraries Act 2003
 - Print – BL Receives A Copy Of All UK Publications, Other Libraries Request Copy If Desired
 - Digital – Requires Regulations (Secondary Legislation) By Content Type
 - Early Candidates: ‘Off-Line (CD & DVD)’, eJournals, Web Archives
- LDAP – Legal Deposit Advisory Panel
 - Panel Selected & Held Meetings Since Autumn 2005

UK Legal Deposit - eJournals

- Pilot Held in 2005/6
 - Tested Deposit Mechanism (No Access)
 - eJournals – 23 Publishers, 200 Titles
 - Included Reed Elsevier, Wiley, OUP, Blackwell & Smaller Publishers
 - Primary Recommendation: Set up Joint Technical Panel to Agree Methods of Deposit

UK Legal Deposit - eJournal Pilot Content Profile

■ Metadata File Formats	
■ EFFECT file	1
■ SGML full text	2
■ XML header	8
■ XML full text	11
■ Content File Formats	
■ PDF and XML Full text	9
■ PDF and SGML Full text	4
■ PDF	8
■ DTD used	
■ Blackwell XML	1
■ BMC XML	1
■ CUP XML	1
■ Elsevier XML	1
■ IoP XML	1
■ IUCr XML	1
■ NLM DTD	7
■ OVID SGML	1
■ RSC XML	1
■ SSH2 SGML Catchword	3
■ T&F XML	1

UK Legal Deposit – Voluntary Scheme for eJournals

- Under JCLD/LDAP eJournal Group
- Proposed Start Date July 2007
- Deposit Prioritised by Technical Criteria
 - BL Technical Processing Capability and Capacity
 - Less Wait Time for Publishers
- Access On Legal Deposit Library Premises Included
 - One View per 'Title/Issue' per Library
- Compliance Tested Once Processing Capability is Universal

UK Legal Deposit Business Model

- Statutory Good
- Absorbed within BL Core Funding
 - Pilot BL Cost: £371K Set Up and £250K Annual Operating Costs
- Publisher Deposit Costs: ~£70/Title/Annum
 - Significant Variation by Publisher (£0 to £150/Title/Annum)

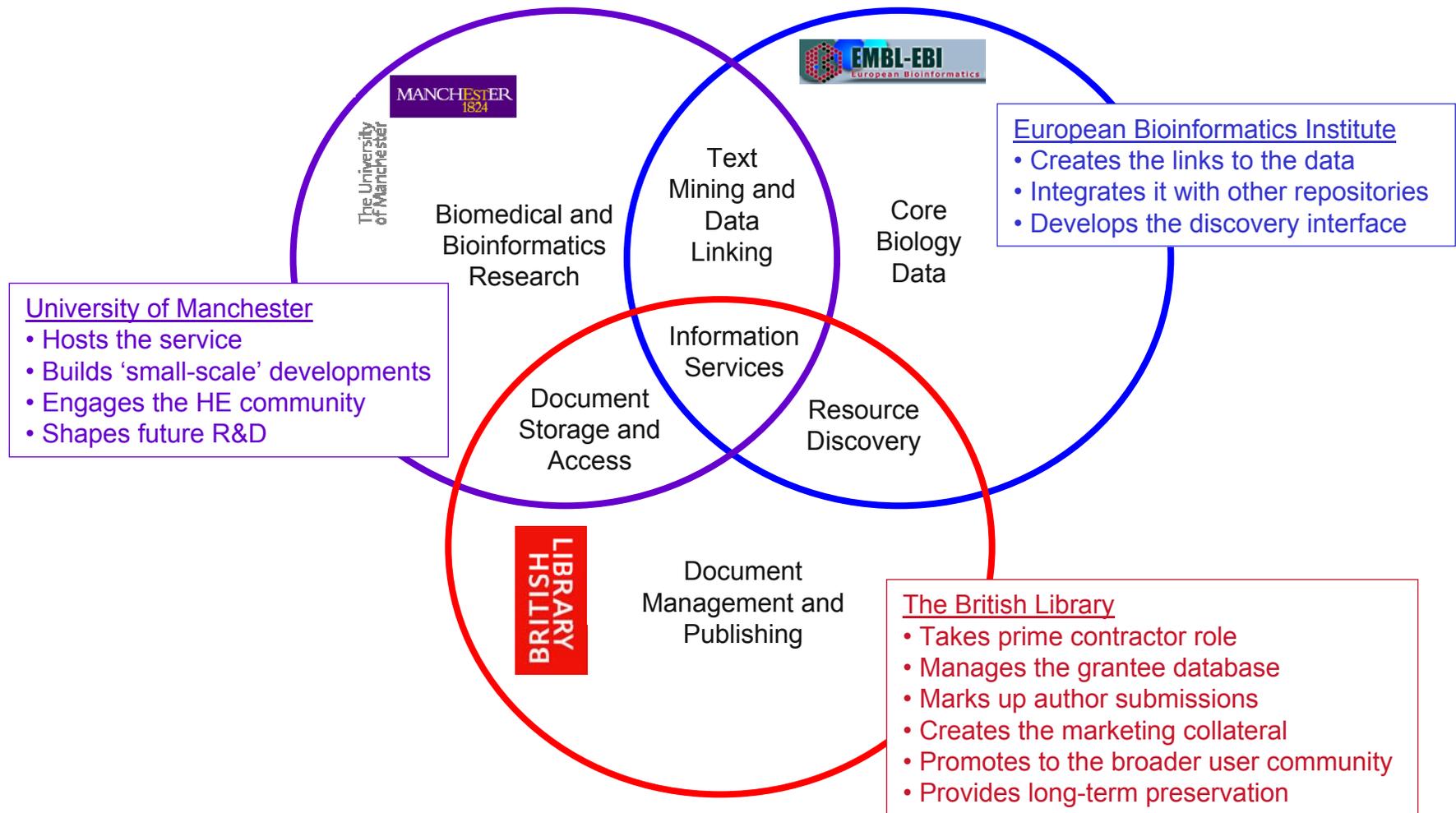
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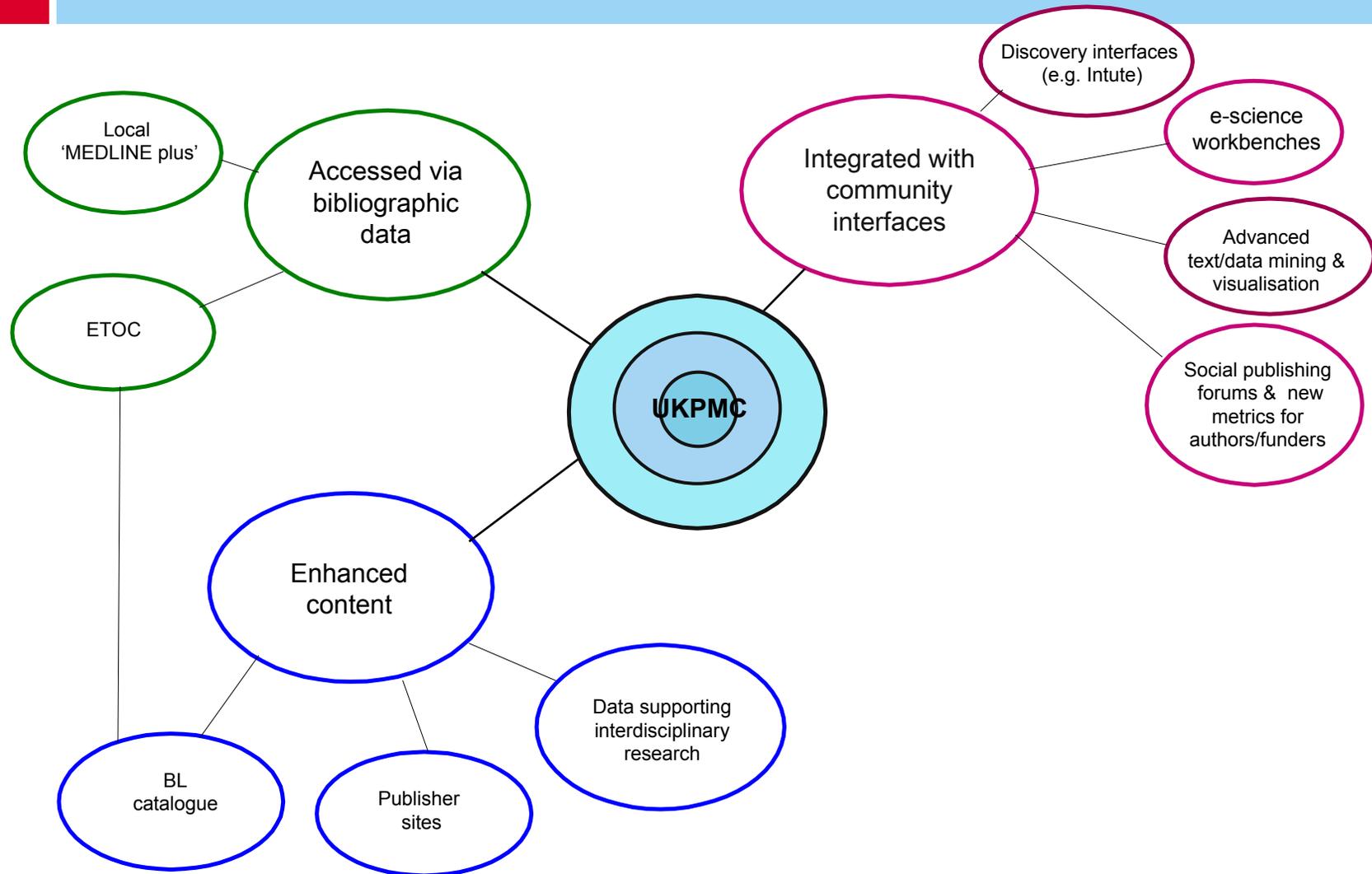
UKPMC Project

- Based on PubMed Central (PMC) – the US National Institute of Health (NIH) free digital archive of biomedical and life sciences journal literature
- Provides a stable, permanent and free-to-access online digital archive of full-text, peer-reviewed research publications.
- Driven by deposit mandates and recommendations from the funders
- Launched in January 2007
 - Mirroring the PMC database
 - Implementing a manuscript submission system - UKMSS - to enable UK scientists to submit their research papers for inclusion in UKPMC.

UKPMC – The Partnership



UKPMC – embedding in the European bioscience environment



UKPMC Business Model

- Funded by:



- Proposing Addition Developments to Funding Group
- Looking for Value Added Services for Funders and Researchers
 - Authority Name Files
 - Dataset Management

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Conclusion

- Scholarly Communication Models Changing
- Old Business Models Breaking Down
- Long Term Archives require:
 - Highly Resilient Architectures
 - Long Term Funding
 - Commitment to Quality
- New Business Models are Emerging
- Partnerships are key to success