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Ηλεκτρονικά περιοδικά, κοινοπραξίες, συμβάσεις αδειών χρήσης και κόστος:
Ακόμα σε εξέλιξη;

ΠΕΡΙΛΗΨΗ

Στην αλυσίδα της παροχής πληροφοριών σημαντικοί κρίκοι, εκτός των συγγραφέων και των τελικών χρηστών, αποτελούν οι εκδότες, οι προμηθευτές και οι βιβλιοθήκες. Τα θέματα που θα παρουσιασθούν, θα αναλυθούν από τη σκοπιά των παραπάνω και ανάλογα με τη σημασία τους για αυτούς.

Οι εκδότες με τη δημιουργία και ανάπτυξη των ηλεκτρονικών περιοδικών σκόπευαν στην επέκταση του αναγνωστικού κοινού, στη διατήρηση των εσόδων, στη βιωσιμότητα των ηλεκτρονικών περιοδικών, στην ισχυροποίηση της αξίας των περιοδικών ως μέσο πληροφόρησης και στη δημιουργία νέων υπηρεσιών για τους συνδρομητές. Στο δρόμο προς την επιτυχία πολλά εμπόδια έπρεπε να υπερσκελιστούν: Η ποικιλία τεχνικών μέσων για την παραγωγή, μορφή και προσβαση δημιούργησε το δίλημμα ποιό μοντέλο να χρησιμοποιήσουν. Με ποιο τρόπο θα όριζαν την αξία της συνδρομής για τα ηλεκτρονικά περιοδικά. Πώς θα προστάτευαν τα πνευματικά δικαιώματα και την παράνομη χρήση. Πώς θα απαντούσαν στην απαίτηση για συλλογική πολιτική στον ορισμό των τιμών και στην ανάπτυξη των κοινοπραξιών βιβλιοθηκών.

Οι προμηθευτές αντιμετώπισαν μια εντελώς καινούρια κατάσταση, όπου ο παραδοσιακός ρόλος του ενδιαμέσου σε εκδότες και βιβλιοθήκες έπρεπε να βρει νέο προφίλ. Η ποικιλία περιβαλλόντων επικοινωνιών, κοστολόγησης και αδειών χρήσης ήταν κυρίως οι τομείς, όπου οι προμηθευτές αναμενόταν και έπρεπε να

βρουν λύσεις για τις βιβλιοθήκες και τους χρήστες τους. Ο παραδοσιακός ρόλος του ενδιαμέσου-διαχειριστή, του χορηγού πληροφοριών και μοναδικού σημείου επαφής και παραγγελίας για τις συλλογές των εντύπων περιοδικών, μετάλλαξε στη δημιουργία ενός μοναδικού περιβάλλοντος επικοινωνίας, συλλογής ηλεκτρονικών περιοδικών στο δικό του δίκτυο, ειδίκευσης στη μελέτη αδειών χρήσης και διαπραγματεύσεων στη δημιουργία συμφωνιών για κοινοπραξίες.

Οι βιβλιοθήκες είχαν και εξακολουθούν να έχουν δύσκολο έργο: Αν και η ζήτηση για όλο και περισσότερες πληροφορίες αυξάνεται, ο προϋπολογισμός των βιβλιοθηκών ελαττώνεται. Η λύση που προσφέρουν τα ηλεκτρονικά περιοδικά – εύκολη πρόσβαση από απόσταση σε μεγαλύτερο κοινό – φέρνει μαζί της και καινούρια έξοδα: για τεχνική ανάπτυξη του χώρου της βιβλιοθήκης, ειδικευμένο προσωπικό και συνεχείς εκπαιδεύσεις. Η ποικιλία των μοντέλων αδειών χρήσης και τιμών ανάγκασε τις βιβλιοθήκες να ψάξουν για νέες λύσεις που προσφέρουν περισσότερες πληροφορίες και αναλογικά μικρότερο κόστος. Στενή συνεργασία σε εθνικό, αλλά και διεθνές επίπεδο οδήγησε στη δημιουργία κοινοπραξιών. Πολλά θέματα όμως παραμένουν απάντητα ακόμη, όπως η αρχειοθέτηση και συντήρηση των ηλεκτρονικών φακέλων.

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Electronic journals, consortia, licensing agreements and prices:
Still in the melting pot?

ABSTRACT

In the information chain the key rings besides the author and the final user are the publisher, the agents and the library. The issues concerning the electronic journals will be seen from their own point of view and importance.

The publishers in developing the electronic journals were aiming at the following goals: expand readership of journals, maintain revenue stream and viability of journal model, add value to the journals and develop new services for the subscribers. In the process of their way to success they were confronted with some problems: A big variety of technical ways to produce e-journals created the dilemma of which model should be followed? How would they define the pricing model? How would they be protected against the violation of copyrights and misuse? And how would they answer the demand of the Library world for collective policy and respond to the rapid increase of Library Consortia?

The agents were confronted with a brand new situation where their traditional role as an intermediary between publishers and libraries had to find a new profile. The diversity of publishers' interfaces, pricing and licensing were the prime areas where agents were expected to find solutions for the libraries and their users. Their traditional role as administrator, information provider, and one stop shop for the libraries collection, was transformed into

the development of single interfaces, journal collections on their own network, expertise in licensing and mediation in consortia.

Libraries had, and still have a difficult task: Although the demand for more information by the end users is increasing, the library budgets and especially funds for the periodicals, are decreasing every year. The solution offered by electronic journals - easier remote access to information for a broader public - brought with it new expenses for technological development, personnel and training. The idea of every publisher having its own policy for licensing and pricing led the libraries to seek solutions for more information and relatively less expenses. Closer cooperation between libraries on national and international level created Consortia. Still some problems need to be solved, like archiving.

Electronic journals, consortia, licensing agreements and prices: Still in the melting pot?

BIOGRAPHICAL NOTE

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Electronic Journals, Licensing, Pricing & Consortia: Still in the melting Pot?

Agenda

- The "Journal Crisis"
- Opportunities offered by the online journals
- What users wanted and what do they need now
- Licensing of online journals
- Pricing, models, reaction of the libraries
- Consortia
- Guidelines, Principles, Preferred practices
- Important factors for success
- Conclusions

The "Journal Crisis"

- Libraries experience severe budget restrictions and face a crisis with regard to their journal collections
- Publishers' prices increase 10-20% per year
- ILL is necessary

Online journals offer an opportunity

- Cost effective solution
- Sufficient end user access
- Speed in the process of scientific communication

However

- Lack of critical mass
- Legibility from the screen
- Printing problems
- Technical and organisational obstacles

Further

- New experiences:
 - licensing
 - local storage
 - management information
 - instructions needed
 - opportunities for cooperation with other libraries

What users want: Scientists and Social scientists

- Scientists read journals regularly, whereas Social Scientists are more task driven
- Scientists use bibliographic databases to identify relevant articles, whereas Social Scientists use a broad range of retrieval methods
- Scientists photocopy articles and read them later, whereas Social Scientists often read them in the library
- Scientists value high quality graphics and colour images in the original article
- Social Scientists value portability and often read journals at home

What users need

- Critical mass of online journals
- Fast and easy access to a wide range of quality access
- Core functionality: browse, search, print
- Backfiles
- "one stop shopping"
- Wider range of journals than their library currently offers
- Decreasing time and frustration of ILL
- Desktop access
- Linking between reference information and full text

Licensing

- Difficult to understand
- Copyright evolution
- Ownership of data
- How libraries want to use the electronic information
- Perpetuity

Pricing of Online Journals

- Considerable experimentation at present by publishers

- A wide range of models have been explored
- The format allows a number of different options to be offered by publishers
- Significant challenges for publishers, libraries, agents

Pricing models

- Print and electronic combined - at one price
- Print and electronic combined - but with a visible surcharge for the electronic version
- The electronic version available on its own
- A package of all electronic titles of the publisher
- Pricing based on numbers of full time staff, concurrent users, Internet IP ranges, workstations
- Pricing for consortia
- Prices for individual articles
- Extra fees for software or platforms

Pay per view

- 37% of publishers offer pay per view
- Prices per article ranged between 13 to 43\$
- Science Online

Why ?

- Many are still experimenting
- They give free access to encourage use of the electronic version
- Others feel that free access devalues the considerable features of the electronic version
- Apply surcharge in order to recover the investment
- The nature of the publisher or copyright owner may influence the approach

The reaction of the libraries

- Electronic surcharges are high
- Reluctance to pay surcharge if they feel there is a little added value or if they are paying for publishers' investment costs
- They are seeking for choice between the two formats
- VAT is higher on electronic publications than on print

- The PEAK (Pricing Electronic Access Knowledge) in association with Elsevier Science
- New Journal of Physics published by the Institute of Physics Publishing and the Deutsche Physikalische Gesellschaft

National site licenses/Consortia Agreements

- Advantages:
 - stronger position in negotiations
 - better prices
 - more journals accessible
 - shared expertise
- Disadvantages:
 - time consuming
 - difficult to share costs in a proper way
 - libraries have to pay for journals they do not need

Pricing for consortia

- A surcharge on the value of the print holdings gives access by all members to all the titles taken by the consortium and sometimes to all the titles of the publisher
- The expenditure on print titles is used to calculate the base price, on which the surcharge is calculated
- Often the agreements are for three years, on the basis that the publisher guarantees, a maximum annual price increase for the

titles

- Some publishers will grant a discount on prices, related to numbers of libraries in the consortia
- The base price may be for the electronic version only, with the print as an optional purchase, usually at significant discounts

Guidelines & Principles

- ICOLC: International Coalition of Library Consortia
- Dutch Academic Libraries in cooperation with a number of German libraries published "licensing principles"
- Licensingmodels.com

Principles/Preferred practice

- Fair use:
 - unlimited viewing, downloading, printing
- Non commercial ILL should be allowed
- Access to walk in users
- Use in perpetuity
- Cancellation clauses?
- Libraries should commit to take reasonable steps to prevent misuse or abuse

ICOLC guidelines

- Technical issues in license agreements
- Statistical data in agreements
- Pricing issues
- Evaluating services and licenses
- What will happen tomorrow?
- Who will publish this journal?
- Who will own this publishing house?
- Archiving

Important factors for success

- One legal entity
 - Decision making committee
 - Budget
 - Technical expertise
 - Partnership
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- In many instances, publishers enforce tighter controls over Internet copyright, dissemination, and pricing than exist in the traditional print world, and this conflicts with the new environment for communication about science.
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- ...ideas or creative works produced at the University should be used for the greatest possible benefit.
 - ...every reasonable incentive should be provided for the dissemination into use of ideas, and the production and introduction into use of creative works or educational materials generated within the Harvard community...
 - ...public benefit should take precedence over financial gain, either by the University or the individual scholar.

Conclusions on relationships with publishers and end users

- Stimulate discussion about topics such as copyright transfer and costs within your institution
- Balance is needed between rights of authors and public interest
- "one stop shopping"
- open and integrated solutions for access to e-journals
- Experiments are still in the transition period