

eJournal Business Models at The British Library

Richard Boulderstone

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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.***

National library of the UK.
Serves researchers, business, libraries,
education & the general public

Over 250 years of collecting. Beneficiary
of legal deposit, and £15m annual
acquisitions budget

Collection includes over 2m sound
recordings, 5m reports, theses and
conference papers, the world's largest
patents collection (c.50m)

Collection fills over 600km of shelving
and grows at 11km per year
1.25 Tb of digital material through
voluntary deposit



**Helping people advance
knowledge to enrich lives**

The largest document supply service
in the world. Secure e-delivery and
'just in time' digitisation enables
desktop delivery within 2 hours.
1.4m articles delivered in 2005/6 (80%
STM)

Generates value to the UK economy
each year of 4.4 times public funding

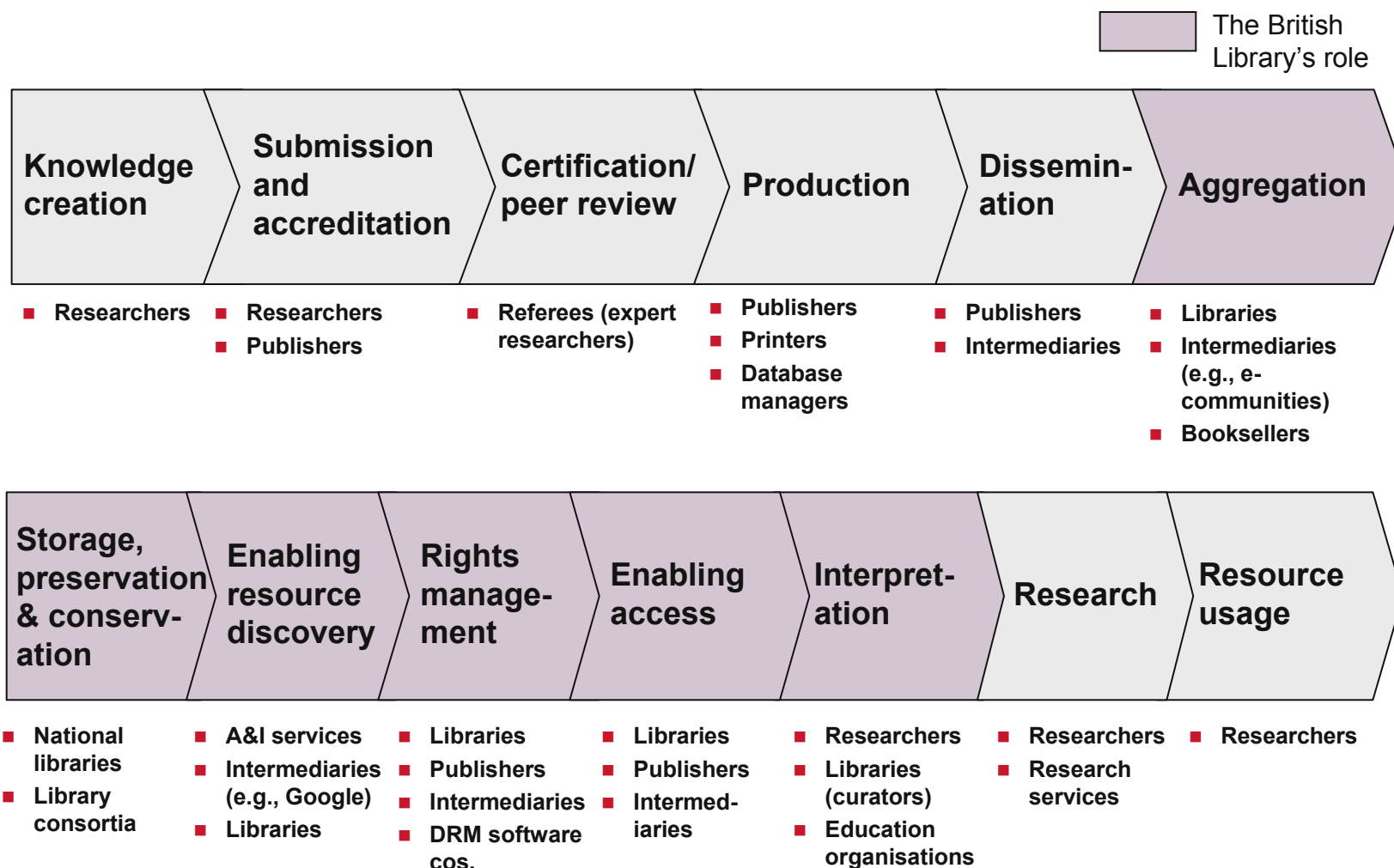
3 main funding streams:
•DCMS grant-in-aid (£89m)
•Annual trading income (£25m)
•Donations (£4m)

3 main sites in London and
Yorkshire. 2,250 staff

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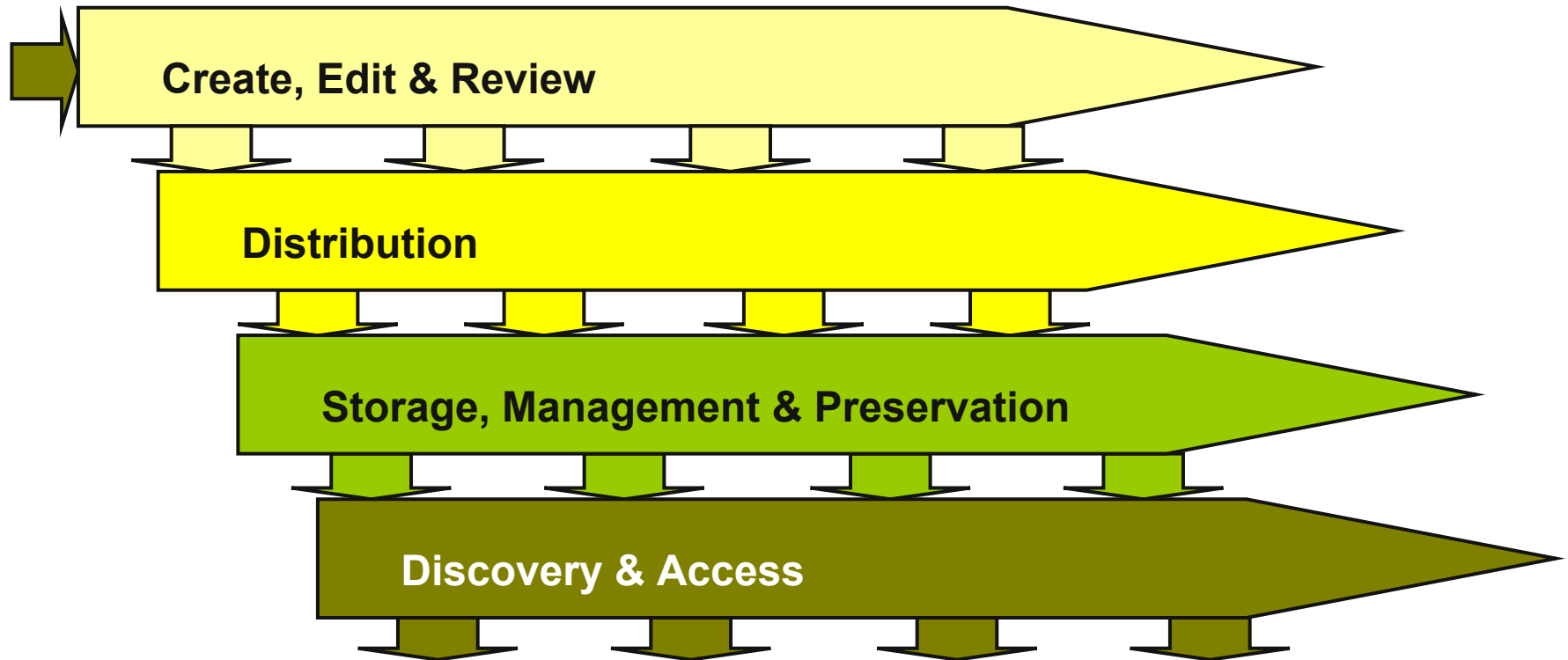
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Historic View - Scholarly Communications Process



Emerging View - Scholarly Communications Process

Concurrent Processes



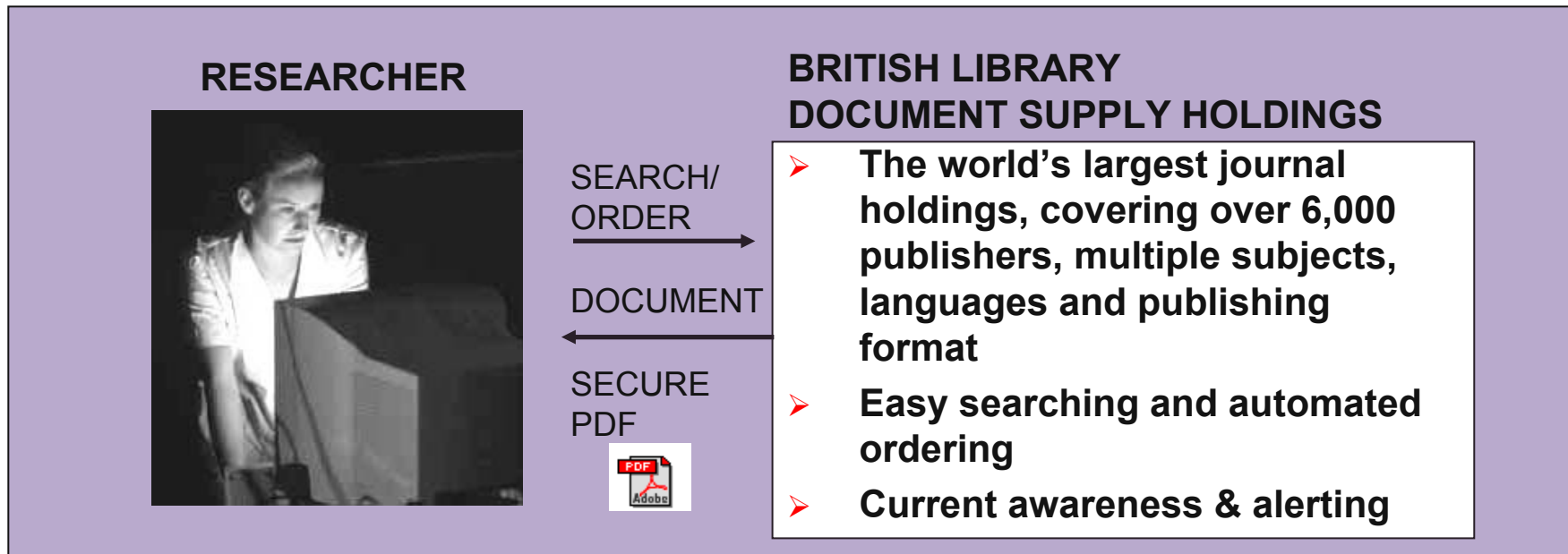
New Aspects of Emerging Scholarly Communication Model

- 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

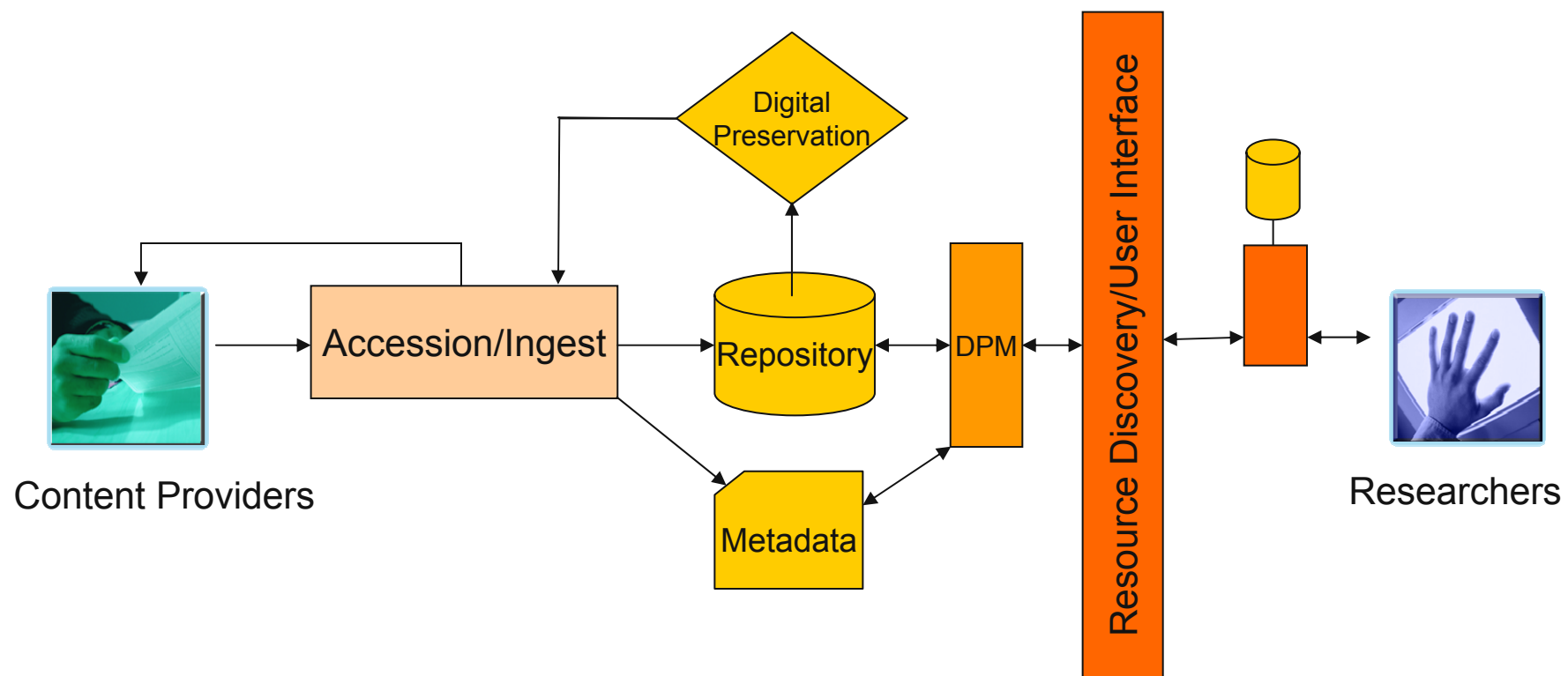
Document Supply Business Model

- 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)

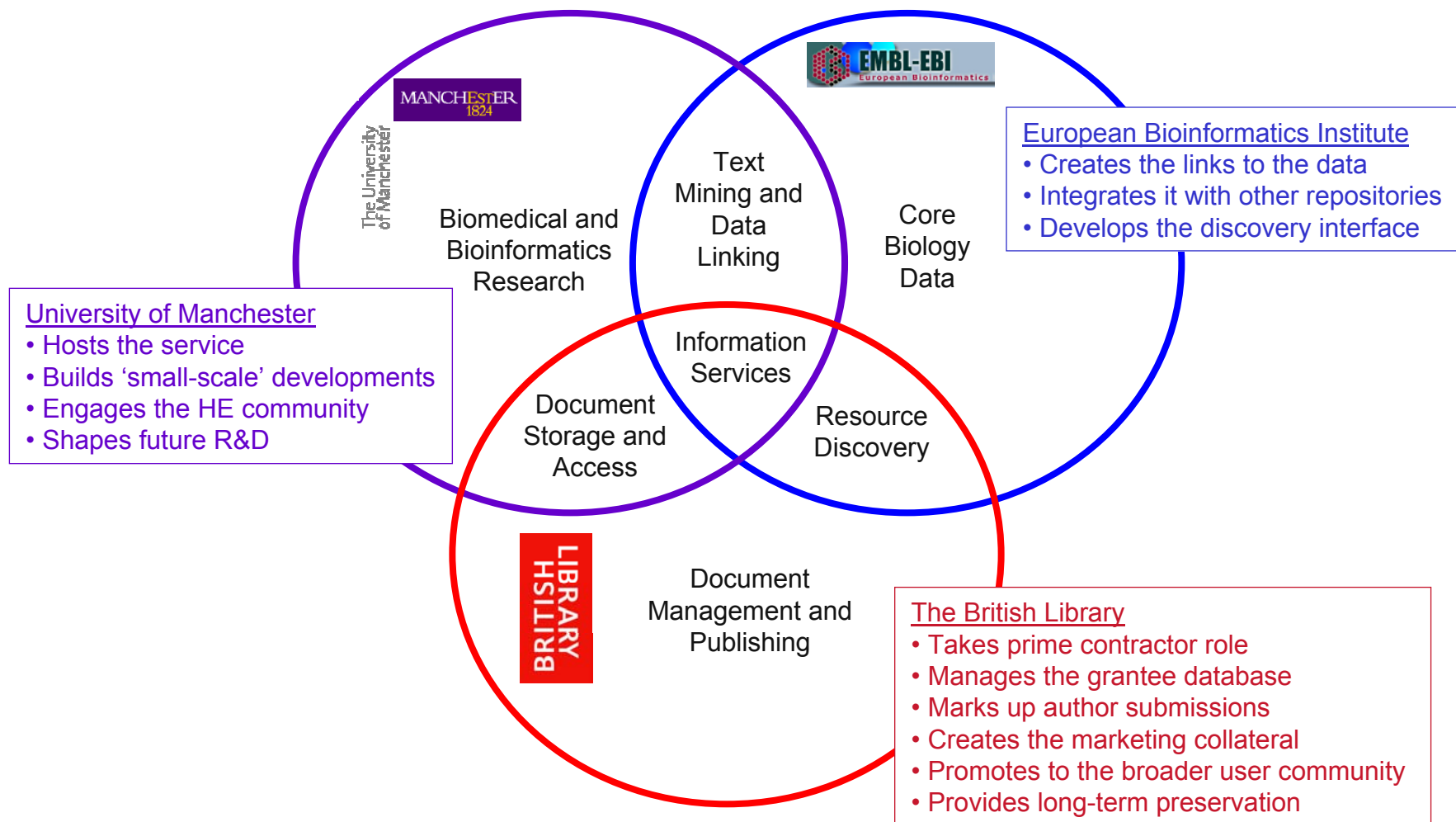
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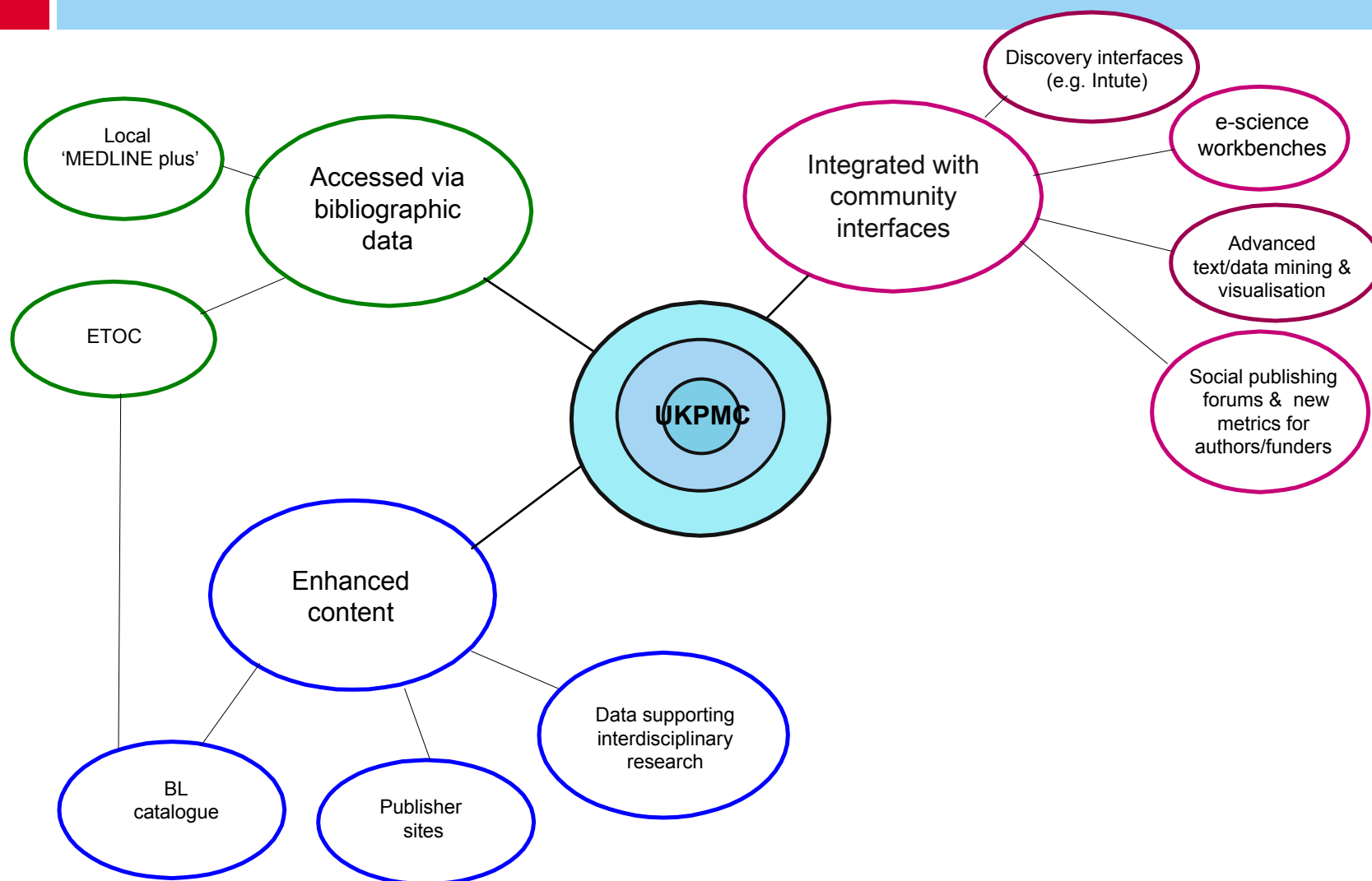
UKPMC Project

- 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