The Point of View of the Publisher

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John Wiley & Sons Ltd.

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CERN Geneva, 23rd March 2001

Part 1

A Brief Introduction to Wiley InterScience

Part 2

OAI and Peer Review Journals - the Point of View of the Commercial Publisher to OAI

Part 1

A Brief Introduction to Wiley InterScience

What is Wiley InterScience?

- A web publishing and information services business for researchers, practitioners and professionals
- A way of relating to our customers - authors, editors, researchers, libraries

Objectives

- To deliver critical scientific and technical content to the desktops of researchers and practitioners worldwide
- To become an integral part of the work process of our users by providing tools, data and front-end access, via reference material, to the worldwide body of research literature

WILEY InterScience

Current Status - Journals

- 330 journals fully online
- 160,000 + journal articles online
- 1.5 + million pages online
- 100 titles linked to/from PubMed

Customers as of January 1, 2001

- More than 5,000 institutions with active accounts
  - More than 200,000 registered users
  - More than 2 million authorized users
- More than 500,000 user sessions/month
  - More than 17,000 per day
  - More than 15,000 on the weekend

Latest News

All Published Journals

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Subjects

Business, Finance & Management
Chemistry
Computer Science
Earth Science
Education
Engineering
Law
Life and Medical Sciences
Mathematics and Statistics
Physics
Psychology

Search Journal Title

SEARCH

Adding Value: Major Enhancements in 2000

- Usage Statistics for Enhanced Access License (EAL) Customers
- CrossRef
- EarlyView
- Mobile Edition
- Article Select
- Wiley Higher Education Site

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Usage Statistics for Enhanced Access License Customers...

User Activity

User Sessions	2260
Hits/Requests	24422
Searches	822
TOCs	6669
Access Denied**	14
Full-text Article PDF views	7622
Full-text Article HTML views	132
Abstract (Search)***	63
Abstract (Browse)****	2141
Abstract Views Total	2204
Articles (Search)***	223
Articles (Browse)****	7531
Articles Views Total	7754

Journal Usage

Title	ToCs	Abstracts	Article PDFs	Article HTMLs	Total	Access Denied*
Acta hydrochimica et hydrobiologica	21	2	14	0	37	0
Acta Polymerica	2	0	0	0	2	0
Advanced Engineering Materials	5	0	3	0	8	0
Advanced Materials	308	24	394	0	726	1
Advanced Materials for Optics and Electronics	20	3	7	0	30	0
Advances in Polymer Technology	8	0	9	0	17	0
Aggressive Behavior	13	4	3	0	20	0
Agribusiness	4	2	8	0	14	0
American Journal of Hematology	6	4	6	0	16	0
American Journal of Human Biology	23	2	17	0	42	0
American Journal of Industrial Medicine	35	20	73	0	128	0
American Journal of Medical Genetics	54	23	61	2	140	0
American Journal of Physical Anthropology	97	43	58	0	198	0
American Journal of Primatology	207	34	80	0	321	0
Angewandte Chemie	7	0	16	0	23	0

Cumulative Year-To-Date Report

Useage Levels

Activity	January	February	March	April	May	June	July	August	September	October	November	YearToDate
User Sessions	943	1234	1482	1464	1198	1193	1105	1353	1569	1927	2260	15728
Hits/Requests	6835	10972	12742	13502	13224	13706	11886	16590	18036	21916	24422	163831
Searches	592	708	958	847	809	596	480	736	679	1220	822	8447
TOCs	2251	3231	4017	3977	4501	4531	3627	5374	5085	6573	6669	49836
Access Denied**	25	29	25	41	18	51	30	4	1	6	14	244
Full-text Article PDF views	1659	2652	3154	3120	3290	3300	3492	4489	4421	5609	7622	42808
Full-text Article HTML views	5	21	18	50	23	41	20	37	36	63	132	446
Abstract (Search)***	39	64	92	117	78	21	29	42	33	87	63	665
Abstract (Browse)****	225	865	889	994	1093	979	1014	1271	1560	1871	2141	12902
Abstract Views Total	264	929	981	1111	1171	1000	1043	1313	1593	1958	2204	13567
Articles (Search)***	85	136	237	114	120	111	90	154	115	205	223	1590
Articles (Browse)****	1579	2537	2935	3056	3193	3230	3422	4372	4342	5467	7531	41664
Articles Views Total	1664	2673	3172	3170	3313	3341	3512	4526	4457	5672	7754	43254

www.crossref.org

CrossRef Basic Facts

- Provides the ability to link from the reference citation to the abstract (and article) regardless of publisher
- Wiley is a founding partner
- 61 participating primary publishers
- 3,080 journals and nearly 2 million article citations in database and growing

WILEY InterScience

EarlyView

- Articles published online in advance of compiled issue (online or print)
- Peer-reviewed, author-corrected, citable
- Unpaginated HTML model
- Paginated or unpaginated PDF model
- 79 journals for 2001 (and growing)

Available Issues

Online ISSN: 1096-9896 Print ISSN: 0022-3417

The Journal of Pathology

Wiley InterScience EarlyView View

Articles Available Online in Advance of Print

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Wiley InterScience EarlyView

Forthcoming Articles

2000

Volume 191 Issue 2 (June 2000)
Volume 191 Issue 1 (May 2000)
Volume 190 Issue 5 (April 2000)
Volume 190 Issue 4 (March 2000)

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Wiley InterScience MobileEdition

Journals on your handheld device...

Wiley InterScience MobileEdition

Wiley InterScience MobileEdition

- Delivers journal content to handheld devices.
- In cooperation with AvantGo
  www.avantgo.com
- Initially for *Cancer* and *Cancer Cytopathology*
- Launched 29th November 2000

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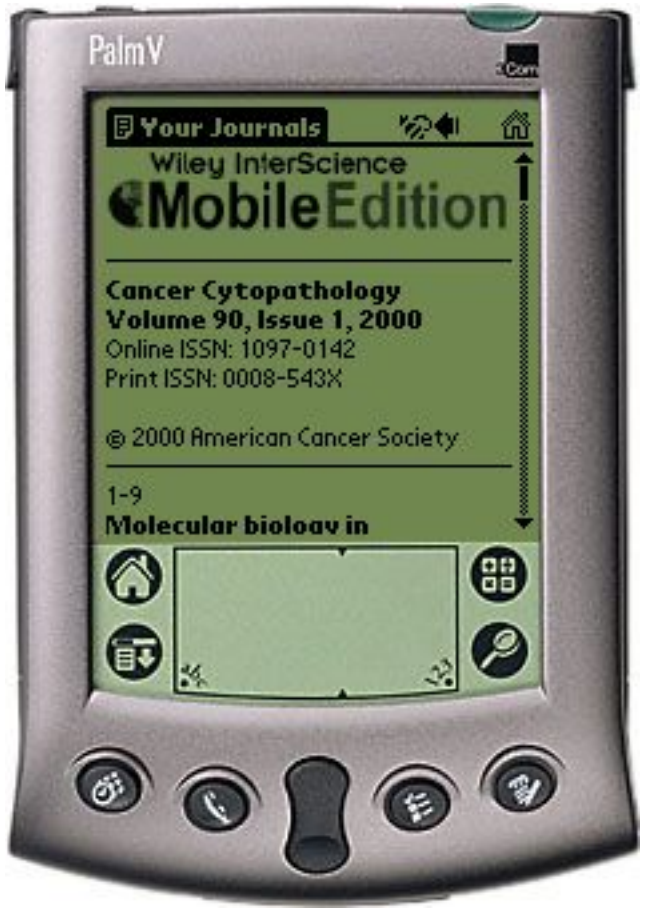
MobileEdition provides

- Full issue table of contents and abstracts for the current issue of selected journals.



Wiley InterScience MobileEdition - Mk 2

- Mobile Homepage
- Journal list selected by the user.
- Choice of table of contents only or table of contents plus abstracts for each journal.
- Available 2001

WILEY InterScience

MobileEdition

- Articles published online in advance of compiled issue (online or print)
- Peer-reviewed, author-corrected, citable
- Unpaginated HTML model
- Paginated or unpaginated PDF model
- 79 journals for 2001 (and growing)

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ArticleSelect

- What is it?

  Individual article purchase for Enhanced Access License customers

- Why use it?

  Provides online access to material outside licensed product set

- When it will happen?

  Trial underway

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ArticleSelect

- Customer holds “tokens” for articles
- Possible for applicability of tokens to be controlled
- Tokens have a lifetime of 2 years

  Tokens not used in that time will expire
- Access is granted for 24 hours for entire institution

  User expected to ‘download’ the article

  Same license terms apply

Basic Access License

- The “default” license
- Limited features
- Tied to print subscriptions
- Terms and price NOT negotiable

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Basic Access License Characteristics

- Access to available back volumes of subscribed journals online. Most go back to January ‘97
- One concurrent user per subscription may access full text of journal content
- Unlimited number of authorized users
- Customer is limited to a single site

Site definition:

A single, geographically-contiguous office building or complex or campus location plus dial-in access by Authorized Users to the Licensee's secure network, identified by the Licensee's relevant Internet Protocol (IP) addresses.

A 'site' is not a mailing address and may include more than one library

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Basic Access License

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  No e-only access

- License term is 1 year - automatically renewable direct or via subscription agent

Enhanced Access License

- Can be customized to meet customer needs
- Important features and services only available to EAL Customers
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Enhanced Access License Characteristics

- License is for electronic access only

  print subscriptions are optional
- Access to current year and all available back years of subscribed journals online
- Unlimited number of concurrent users as well as authorized users
- Multi-site access

Enhanced Access License Characteristics

- Content may be included in shared work group files, electronic reserve rooms and in printed course packs
- Can link from locally hosted databases - homegrown and commercial
- Account manager will help with any issues and handle annual license review & renewal

Enhanced Access License Characteristics

- Privacy policy protects personal/customer data - we will not divulge to 3rd parties
- Libraries are not liable for user misuse/abuse as long as they are not party to it, and notify Wiley of breaches and cooperate to rectify

Enhanced Access License Archiving Policy

- After termination of the License, Wiley will provide the Licensee with access to the full text of the Licensed Electronic Journals published during the Term of the License, either by continuing online access to the same material on Wiley's server or in an archival copy in the electronic medium selected by Wiley, at a cost-based fee to be mutually agreed

Part 2

OAI and Peer Review Journals - the Point of View of the Commercial Publisher to OAI

Premises

- *Commercial publishers* with a web presence provide (either through their own portals or those of intermediaries) a value-adding means of accessing their journals' content on a commercial basis

Premises

- The *Open Archives Initiative (OAI)* aims to 'enhance access to e-print archives as a means of increasing the availability of scholarly communication' (Source: www.openarchives.org/faq.htm)

Premises

- The *key issue* around which the nature of a commercial publisher's involvement in the OAI would revolve is encapsulated in the answer to the question 'Can I use the OAI Protocol to harvest content?' at the URL cited above:

Premises

'The OAI Metadata Harvesting Protocol defines a mechanism for harvesting records containing metadata from repositories. The protocol does not mandate the means of association between that metadata and related content. Since many clients may want to access the content associated with harvested metadata, data providers may deem it appropriate to define a link in the metadata to the content. The mandatory Dublin Core (DC) format provides the identifier element that can be used for this purpose'

Premises

- Those links with OAI compliant metadata resolving to *not-for-profit content providers* may facilitate access to full text; those resolving to *commercial content providers* will afford all users access to public domain information (i.e. article abstracts, tables of contents), and restrict access to full text to licenced users.

Observations on Premises

- Commercial publishers participating in the CrossRef initiative have already undertaken a CrossRef to DC mapping, and in principle *could* also create OAI compliant metadata.
- As well as a consideration of how the OAI protocol can be implemented, the following operational considerations would occupy any participating commercial publisher:

Observations on Premises

- Ideally, all self-archiving authors would mark up their contributions with the correct metadata. In reality: how can universal compliance with a standard metadata set be enforced?

Observations on Premises

- DC (even Qualified DC) doesn't deal with Serial Item and Contribution Identifier (SICI) enumeration, i.e. volume, issue, page references.

Observations on Premises

- The DC Working Group on Bibliographic Citations (formerly chaired by Cliff Morgan, Publishing Technologies Director, John Wiley & Sons, Ltd.) recommended that journal, volume, issue and page information be included in the DC identifier. Although it was attempted to give more structure to the string by means of DC Structured Values (DCSVs), DCSVs have not to date been endorsed, leaving an undifferentiated text string.

Observations on Premises

- CrossRef is presently actively reviewing the possibility of including OAI support in its own protocols.
- Should commercial publishers therefore view the OAI protocol as a complement to CrossRef, rather than a competitor?

Conclusions

Commercial publishers *may* choose to deposit material into an open archive:

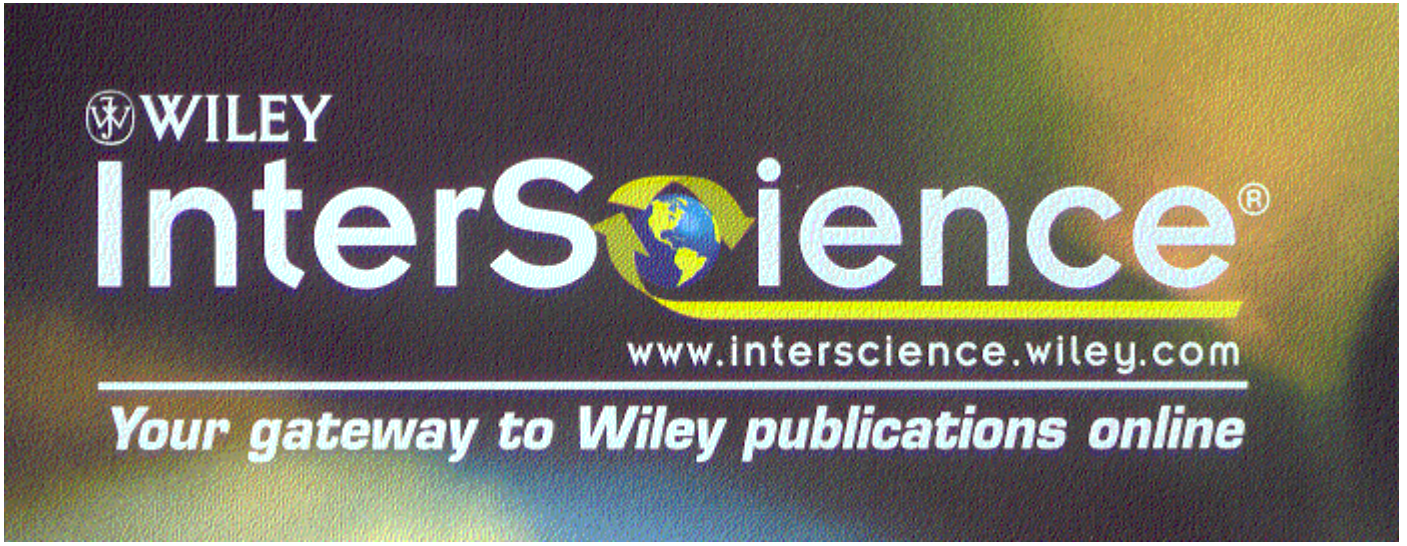
- **For financial reasons**, if such contributions also served to drive usage of licenced products, thereby generating traffic, increasing visibility and potentially raising revenue.
- **For reasons of expediency**, as part of a solution to digital preservation issues and contractual 'perpetual' access obligations.

Coda

- '*Would a commercial publisher be willing to organise peer review for virtual e-journals as an overlay on existing e-print servers, and under what conditions?*'

Coda

- If an author desires that an article be peer reviewed and placed in a commercial publisher's journal, then s/he is required to transfer copyright or grant an exclusive licence to the publisher to publish the work.
- At this point the article must be deleted from any other pre-print archive it may appear in, and a link inserted to the commercially published version.
- Why would commercial publishers want to manage the peer review process unless it creates a saleable product or service?



Thanks for listening!

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