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Report on 2011 PSP Annual Conference Digital or Die; Inventing Our Future

by Myer Kutz

As I listened to the presentations at the last plenary of the 2011 PSP Annual Conference (February 2 – 4, in Washington, DC), moderated by Rachel Burley, of Wiley, it occurred to me that the conference title, “Digital or Die: Inventing Our Future,” might just as well have been “Why Publishers – and Authors and Editors - Matter.” The speakers were two publishing veterans, both named Campbell (both began their presentations with diverting anecdotes about the derring-do of their clans in days of yore): Bob Campbell, long the face of Blackwell Scientific, who now holds a senior publishing position at Wiley, which acquired Blackwell several years ago, and Phillip Campbell, editor-in-chief at Nature, one of the world’s premier scientific journals. The plenary title was “Visions of the Future.” Rachel Burley told me that the reason she’d asked the two Campbells to speak was because she’d heard them address the same topic ten years ago and the visions they articulated then predicted what came to pass over the ensuing decade. I found their presentations this time not predictive in the sense of describing how technological innovations or business models might change for better or worse the way publishers deal with their customers in the future. Instead, the speakers focused on the values publishers add in the process of selecting,

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From the Executive Director’s Desk

by John Tagler, PSP Executive Director

Analysis of the 2009 AAP Industry Statistics Report for Professional and Scholarly (PSP) journals publishing is now complete. Despite efforts to move data collection and analysis closer to the conclusion of the subscription year, the entire process requires a great deal of persuasion and waiting for submissions – usually dictated by publishers’ schedules – to ensure as comprehensive coverage as possible by the major journals publishers. AAP continues to strive for a faster turnaround time in getting statistics for the 2010 journals publishing survey.

Scope of the Report

One positive outcome of the wait for 2009 data is a new high level in numbers of publisher submissions and journals reporting. Twenty-eight professional and scholarly journal publishers submitted data covering 2009, 2008 and 2007, a modest increase compared to 25 publishers that submitted to last year’s report for the previous three-year period. The 5,770 journals reporting in

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refereeing and transmitting authors' works to readers. The implication that threaded through both talks about the health of, at least, STM journal publishing was, it seemed to me, that if these values are maintained – if, in general, peer review standards don't decline, or if, in particular, *Nature's* editorial teams continue to accurately select papers that make a scientific impact – then PSP journal publishing will survive, as long as an individual publisher can make a business model work (it will have to be hybrid, Phillip Campbell remarked.)

Rachel Burley also moderated an earlier symposium, called "Mobile and Apps in Professional Publishing," that differed markedly from her plenary, and not just because the symposium dealt with small-screen communications hardware and the speakers were considerably younger than the Campbells. This symposium was about delivering publications to individuals in ways that conform to their workflow, as Jason Markos, of Wiley Europe, put it. The advice of Kevin Cohn, of Atypon, was to be everywhere, be accessible, and be readable, and SiNae Pitts, of Amphetomobile, discussed strategy for going mobile while the PowerPoints behind her themselves showed motion. As Jason Markos discussed how the Wiley catalogue is now available on mobile devices, I was reminded of the day some 30 years ago, around the dawn of the digital information age, when Wiley's president, Andy Neilly, went ballistic as

he had to make his way past piles of newly delivered cartons of catalogues in a hallway near his office. "Am I going too fast?" Markos kept asking, but no-one in the audience objected to the speed of his delivery, including the woman I overheard in an elevator a few moments later, as she told her companion that the symposium had been the most informative she'd ever attended.

Another symposium I attended, "How to Support the Multiple Personalities of End Users," which dealt with medical information delivery, was moderated by a third Campbell, Glen, of Elsevier, and chair of the PSP executive council. Like the other two Campbells were to do a day later, Michael Magoulias, of *The Lancet*, spoke about timeless publishing values. Content is king, he remarked, distribution is queen and changes in working conditions are as important as changes in information technology. As a result, tablets are winning over ebooks. Joseph Alpert, a practicing MD and professor at the University of Arizona and a veteran journal editor, spoke about desires of authors, editors and readers, and about what publishers want – for everyone it's superb lines of communication with fast, user-friendly, efficient systems.

Dr. Alpert, who also discussed physicians' three A's – Affability, Accessibility and Ability, and asked the audience not to reveal the order of importance in determining a

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the 2009 survey were 6.9% more than the previous year's 5,400. One must not draw direct comparisons between the report's 2008 and 2009 editions as each had different participants. So while year-to-year industry trends and observations are relevant over time, statistics for each year's survey must be viewed independently and on a per-year basis.

Three significant additions to the 2009 list were the American Psychological Association, MIT Press and Nature Publishing Group. These organizations publish sizable lists – totaling 128 titles included in 2009 – which helped increase the coverage overall, and each house publishes a number of leading, influential journals in its respective fields. Thanks to them for coming on board for the 2009 survey.

The number of research articles included in the 2009 survey (746,982), represented about 50% of the annual

global output, estimated at between 1.25 – 1.30 million articles per annum, according to bibliometric research published by Thomson Reuters and Elsevier (Scopus). Because many of the journals included in the survey are widely read and highly cited, their influence in terms of usage in academic and research institutions and the number of citations in the research literature likely exceeds the 50% mark in each case.

The survey collected data in three areas:

- Production in units
- Sales in thousands of dollars
- Circulation in units

Sales and Revenue

The list of respondents (see end of this report) is heavily dominated by STM publishers. Total 2009 revenues from 28 publishers reporting on 5,770 journals was \$3.89 billion,

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doctor's likelihood of success – wears another hat, that of judge in the PROSE awards, PSP's competition for books, journals and electronic products in several dozen disciplines. PROSE's chair is John Jenkins, of CQ Press, who again presided over the luncheon extravaganza he created when he took over the awards program several years ago and rebranded it. As I've noted in this space before, John was born to the role of PROSE chair and luncheon emcee. His ringmaster's touch is sure and spot-on, as the audience could see in the poignant tribute to one of the judges, Henry Tom, recently retired from Johns Hopkins University Press, who collapsed and died in January on his morning walk, just a few days after participating in this year's judging. At the annual awards luncheon, there's a film about some aspect of the awards program (this year's film covered the secret life and second family of R.R. Hawkins, the science librarian for whom the top prize is named.) A long outtake from an earlier film showed Henry Tom talking about his love of books and captured the essence of this lovely, learned man perfectly.

The Hawkins winner was a book about human misery and stolen livelihoods - the *Atlas of the Transatlantic Slave Trade*. Two people involved in the book's publication spoke: David Eltis, a co-editor, who had been dubious about the value of this bound book, which contains maps and other materials depicting the slave trade between Africa and the Americas, and is linked to a web site with more extensive material, renounced any hesitancy about working on another book in future: and John Donatich, director of Yale University Press, the atlas's publisher, who gave a marvelous, affectionate imitation of his 14-year-old daughter's asking, as he was leaving for the conference, "Is this, like, your Academy Awards?" If she'd attended the luncheon, she might have agreed that John Jenkins's performance makes such a comparison apropos.

Throughout the conference, of course, technology was on the minds of speakers and attendees. Even the keynoter, Robert Merry, publishing veteran and author, whose latest book, *A Country of Vast Designs: James K. Polk, the Mexican War and the Conquest of the American Continent*, was distributed free to attendees (when I kidded Mr. Merry about whether the bulk sale, which he referred to in his talk, had boosted the book's Amazon ranking, he merely smiled), showed how technological advances drove journalism as he traced its evolution from Colonial to recent times.

Digital piracy took up most of the discussion in the copyright plenary. Here, moderator Dan Duncan, of McGraw-Hill, and panelists Liu Simpson, of AAP, Thomas D. Sydnor II, of Innovation, and John Vaughan, of the Association of American Universities, eschewed formal presentations at a podium. Instead, they all sat behind a low table, with panelists commenting on topics the moderator teed up. While everyone was clear and informative, it seemed to me that in their zeal for precision panelists offered too many qualifiers, albeit an occupational hazard for copyright mavens. Because of the relaxed format, moderator and panelists spoke without emphasis, which obscured the importance of what they had to say, particularly the question of whether there can be such a thing as benign piracy.

This hadn't been the case with the opening plenary, moderated by Thane Kerner, of Silverchair, which was an Oxford-style debate of the proposition: "The Journal and the Contributing Reference Book are no longer viable as the Unit of professional content distribution, and will die." The way the audience participates, besides posing questions to the opposing teams, is to text whether they are for or against the proposition. Before the debate got underway, opinion was solidly against the proposition (OK, what would you expect from an audience stocked with publishers whose livelihoods depend on the future viability of what they now produce?). Despite the best efforts of the for-the-proposition team of Kent Anderson, of *The Journal of Bone and Joint Surgery* and *The Scholarly Kitchen* (check his blog for his own account of the debate), and Brian O'Leary, of Macmillan Media Consulting Partners, the opinion needle moved a bit further against their side as the debate concluded. Still, they gave as good as they got against the against-the-proposition team of Brian Crawford, of the American Chemical Society, and Michael Fisher, of Harvard University Press, who matched their opponents in enthusiasm and good humor. The debate devolved into a comparison of the wiki-wisdom of crowds, whose expression the Internet facilitates, of course, and the elitism fostered by the publication of research-based journals and large reference works with highly credentialed contributors, as well as attendant reward systems. For an audience dependent on what elites write, the debate, for all the good points both sides made, was really no contest. Authors and editors do matter a great deal, after all, at least to publishers.

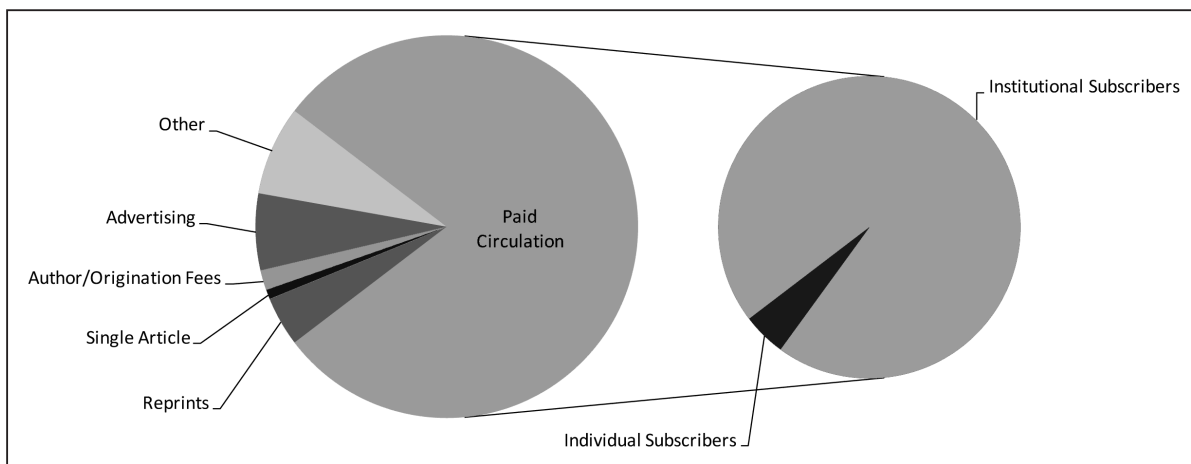
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including paid subscriptions, advertising, reprints, single article sales, author fees and other income. This represented an increase of 3.3% from 2008 revenues which were \$3.77 billion for the same publishers' 5,563 journals containing 744,365 articles, 0.35% fewer than in 2009 (746,982). Total revenues in 2008 were up 8.8% over the 2007 totals of \$3.46 billion in revenue on a substantially smaller list of journals (4,294) containing fewer articles (596,328). The 2007 – 2008 growth in revenue and publication output was influenced by acquisitions and mergers.

The report reveals that the lion's share of revenue continues to be derived from institutional subscriptions where, in the STM and scholarly publishing sphere, academic and research libraries spend the majority of their materials budgets on journal content. Income from paid circulation grew over the three-year period (\$2.68 billion in 2007, increasing 7.4% in 2008 to \$2.88 billion and increasing once again by 7.2% to \$3.09 billion in 2009). In 2009, paid circulation represented 79.3% of total revenue (\$3.09 billion paid circulation out of total revenues of \$3.89 billion). Subscription revenue grew by 15.1% from 2007 – 2009 while the number of journals reporting grew by 34.4% (4,294 in 2007 vs. 5,770 in 2009) and the number of articles published increased by 25.3% (596 thousand in 2007 vs. 747 thousand in 2009).

The larger pie chart [below] illustrates how the total 2009 journal revenue stream broke down, while the chart to its right illustrates how the largest income source – paid circulation – broke down between institutional and individual subscribers.



Perhaps the most sobering fact is that advertising revenues – including both print and electronic ads – dropped significantly over the three-year span. The 2007 advertising revenue for 4,294 journals was \$330 million, followed in 2008 by a small decline to \$322 million for 5,563 journals and a more precipitous drop to \$252 million in 2009 for 5,770 titles, representing a revenue decline of 23.6% over the two-year period when the number of titles reporting increased by 34.4%. Over the three-year span, the percentage of total journal income attributable to advertising declined appreciably from 9.5% in 2007 to 8.6% in 2008 to 6.5% in 2009. The losses in print advertising revenue were not offset by significant increases in online advertising which remained relatively stable but accounted for a relatively small, although increasing, portion of overall advertising income (1.5% in 2007, 3.0% in 2008 and 3.6% in 2009).

Some other observations:

- The circulation revenue from paid individual subscriptions declined in dollars as well as percentage of paid circulation – \$204 million in 2007 to \$169 million in 2008 to \$142 million in 2009, from 7.6% to 5.9% to 4.6% – presumably due to institutional electronic licensing.
- Reprint sales grew (32.4%) over the three year period, from \$123 million in 2007 to \$163 million in 2009, but this period also saw an increase of 34% in the number of titles included. The promise of e-reprints still has not materialized and while revenue from this source grew modestly over the three years, it continued to represent less than 1% of total reprint income.
- One should also recognize that advertising and reprint revenues are heavily tilted toward medical and clinical journals so the impact of these trends is intensified when spread over that sub-group, although subject discipline breakdowns were not collected per journal.

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- Single article sales made up less than 1% of all journal revenue and that remained the case through the three years' reporting period. There was 22.7% growth in revenue from single article sales between 2007 and 2009 while the number of journals reported grew by 34.4% during the same period.
- Author and other origination fees yield increased in dollars by 11.5% in 2008 and 14.2% in 2009 but remained a relatively minor source of total journal income (1.45% in 2007, 1.52% in 2008 and 1.69% in 2009). There are some related comments in the section on open access, below.

This report does not claim to present a comprehensive analysis of STM and scholarly journals publishing, but it does provide insights to activities, trends and shifts, particularly when one considers the influence of the publishers and respective titles reporting data. Hence, the importance of the trends revealed in the report and the influence that participating publishers have on industry developments likely have an impact beyond what the aggregate numbers relative to the estimated universe of +/- 22,000 scholarly journals in publication, might suggest.

Print vs. Electronic Subscriptions

The shift from print to e-subscriptions continued unabated. Virtually all titles offer print and electronic subscriptions (5,670 out of 5,770 titles, 98.3% of those reporting, with 29 offering print-only and 71 offering e-only). The number of paid access journals offering e-only increased modestly from 17 in 2007 to 19 in 2008 to 57 in 2009. The number of print-only titles saw an inexplicable pattern, from 41 journals in 2007 declining to 11 in 2008 and increasing to 29 in 2009. In reviewing the total submissions in this data column, there is nothing that explains the slight decline and subsequent increase. But clearly the number and percentage of electronic subscriptions of all types continues to expand.

In an industry so heavily dominated by the institutional market, the distribution of print and electronic subscriptions and shifts in that balance are crucial. There was a steady movement in terms of numbers and percentages of institutional subscribers choosing e-access during the past three years as the following table illustrates:

	<u># Inst Subs</u>	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2007	2,360,838	36.5%	50.4%	13.1%
2008	2,575,767	35.9%	46.9%	17.1%
2009	2,358,908	25.3%	47.6%	27.2%

Interestingly, the number of institutional subscribers saw an increase from 2007 to 2008 (9.1%) but that was followed by a decline in 2009 (8.4%) which was fairly close to the total number of institutional subscribers in 2007. Can this be attributable to the recession that hit libraries just before the start of the 2009 subscription year? Possibly. There were several dynamics at play, since overall revenues for paid circulation grew by 7.4% in 2008 and 7.2% in 2009, even though total journal revenues grew only modestly between 2008 and 2009 (3.26% revenue growth and 3.72% growth in titles). Growth in total journal revenues from 2007 to 2008 (8.83%), however, is even more modest when one considers that there was 29.6% growth in the number of titles reported.

Even among individual subscribers, data for the three years shows a strong preference for electronic delivery:

	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2007	85.7%	11.1%	3.2%
2008	86.5%	7.7%	5.8%
2009	83.7%	11.1%	5.2%

Single article requests showed growth of 21.26% over the three years, from 489 thousand in 2007 to 593 thousand in 2009.

Total electronic article requests experienced consistent and dramatic growth over the three years – from 632.75 million in 2007 to 754.13 million in 2008 to 1.05 billion in 2009). Even considering the growth in the number of journals included in the report, annual growth of 300 million article requests for the industry overall is considerable.

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Open Access Journals

Open access publishing continues to be a closely watched topic as there is growing interest in mandating free public access from an increasing number of grant funding bodies both in the U.S. and abroad. As in past years, the two largest open access publishers did not submit data on their publishing programs so the analysis covers open access patterns across a universe where paid circulation, rather than the author-pays model, is the principal source of revenue. That said, however, many reporting publishers offer some type of open access option and have for several years. In looking at this community, there are some trends worthy of discussion.

- In 2008, 11.7% of all reporting titles offered open access in some form compared with 9.1% in 2007. Among journals reporting in 2009, 788 offered some form of open access, representing 13.7% of the total, thus showing modest but consistent growth over the three years. In 2009, the vast majority, 585 (74.2%), offered a hybrid model where the author or funding agency has the option of paying for open access upon publication in a journal that primarily offers articles on a paid circulation model. In a small number of cases, journal editors and publishers may decide to make selected articles – usually deemed to hold wide significance – available upon publication to the public at no charge.
- In 2009, the remaining journals offered either delayed open access for the entire journal after a specified embargo period which varied from publisher to publisher (192 titles, 24.4%) or a completely open access model upon publication (11 journals, 1.4%).
- Actually, the number of ‘pure’ open access journals (i.e., author or agency pays to make articles available at no charge upon publication) declined over the three-year span from 22 journals in 2007 to 15 in 2008 to 11 in 2009. The growth has been in the hybrid model (297 titles in 2007 to 552 in 2008 to 585 in 2009) and – even more significantly – in the delayed access model (72 titles in 2007 increasing to 86 in 2008 increasing again to 192 in 2009).

Turning attention to the number of open access articles published:

- Over the three-year span there was appreciable growth in the number of articles published in a delayed-open-access model and an actual decrease in the number published in an author- or funding-

agency-pays model. Among journals offering delayed open access – a voluntary action on the publisher's part – there were 10,995 such articles published in 2007, increasing to 13,180 in 2008 (19.9% growth) and increasing once again to 17,823 in 2009 (35.2% growth). These would include articles made freely available on publishers' platforms and do not reflect articles available elsewhere (e.g., PubMedCentral or institutional repositories). There obviously was some overlap but it was not quantified.

- Statistics for the number of “pure” open access articles (i.e., author or funding agency pays and open access is provided upon publication) shows an odd pattern over the three years. In 2007, there were 14,591 of these articles published in 4,294 journals, but the number declined to 7,372 in 2008 with 5,563 journals reporting and then experienced a slight increase to 10,947 articles in 2009 in 5,770 journals. These statistics were checked and confirmed carefully but there was no explanation for the erratic pattern of decline and then modest rebound. However, it is probably safe to assume that authors – at least those publishing in these journals – were not dramatically embracing the author-pays model even though the option was available to them.
- In 2007 articles published with some form of open access represented 4.3% of the article output reported. There was a decline to 2.8% in 2008 followed by an increase to 3.9% in 2009 from these same publishers. Did the decline in 2008 and modest rebound in 2009 represent an economic force at play? Were those authors inclined toward open access publishing avoiding these journals in favor of those publishers recognized as primarily open access houses? Was the enthusiasm for open access more of a theoretical rather than practical consideration? Interesting speculation but nothing conclusive can be inferred.

University Presses

The 2008 survey attempted to gather data from university presses and compare that data with observations for the PSP community overall. Since university presses focus more on the social sciences and humanities rather than on science, technology and medicine, it was hoped that different trends between different disciplines would be identifiable. But many university presses reporting results (in both the 2008 and 2009 surveys) have substantial numbers of science journals and many of the social sciences journals from those same houses bear a greater

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resemblance to science journals than to those in the humanities. Hence no greatly divergent patterns were revealed. To be sure, some anticipated differences were observed (e.g., advertising sales represented a smaller percentage of overall revenues for university presses, and there was a tendency for library subscribers to somewhat favor paper + electronic rather than e-only). However, most observations of university press journals were consistent with those for the PSP community overall – paid institutional subscriptions represented the lion's share of journals revenue; print-only subscriptions were eroding quickly, with growth in electronic subscriptions (or print + electronic), and e-advertising represented a fairly small percentage of overall advertising income. As a result, no separate analysis of university press titles was carried out for the 2009 report.

Striving to Obtain New Data

There were attempts to collect data in two new areas. One was revealing if not conclusive while the second was unsuccessful.

The first new area for exploration involved the number of submitted manuscripts relative to the overall number of articles published. A critical consideration – especially for prestigious journals with high rejection rates – is that journal subscribers are paying to support the peer review process not only for those articles actually published but also for the many articles that go through peer review but are rejected. This part of the overall cost in supporting peer review is often overlooked. Only 9 publishers, reporting on 273 journals (4.7% of the total number of titles included in the larger study) answered this question with regard to manuscript flow in 2009. Among publishers reporting, there were 230,916 articles submitted, with 105,056 actually published, a 54.5% rejection rate. Since it is a relatively small subset of the overall report (only 14.1% of all articles published in 2009), I don't want to draw too many conclusions but feel this data subset is worthy of attention and an area to watch in future years. Of course, it is impossible to know how many rejected papers are submitted to one or more other journals for peer review – although the general belief is that with tenacity virtually every researcher will get his or her article published eventually.

It is unclear whether the response to this question was relatively light because publishers do not collect and retain this information or whether the task was too time-consuming. One would expect that electronic manuscript tracking systems would make this information retrievable, but perhaps the complexity of collecting such data was underestimated. But these are worthy statistics, so there

will be efforts to gather more complete information in future studies. In large publishing houses it is sometimes difficult to collect consistent data across a broad range of offices in different cities or countries and across a variety of manuscript tracking platforms, so publishers may be encouraged to provide manuscript submission data for only that subset of journals where statistics are available.

The less successful new data collection effort involved determining the number of US staff employed in PSP publishing. Of the 28 publishers included in the survey, only 18 submitted data for this question, and several of the larger publishers were not among them. The question posed some challenges since many publishers are international. Headcounts in six specified areas (editorial, production, marketing & sales, back office/customer support, warehousing & distribution and others) are distributed across the globe, and the number of US-based employees in any of these areas may not be reflective of the true breadth of the employee pool handling a particular task. Also, the growing tendency to outsource and consolidate – whether to subsidiaries abroad or to independent third-parties for many tasks formerly managed in-house, especially production, customer support, warehousing, fulfilment and other back-office operations – makes it difficult to discern the number of employees deriving salary income in scholarly publishing since the actual number is significantly greater than the number on publishers' personnel rosters.

The Way Forward

Once again, AAP has made important strides in increasing submission levels in terms of organizations reporting and journals covered. AAP is attempting to expand and improve the report while remaining sensitive to the time publishers can devote to gathering data and to whether the data is even collectible. As in previous years, a number of contacted publishers expressed interest and willingness to participate in the program but indicated they do not have staff resources to devote to such data collection efforts. But AAP will persevere and rely on the kindness of publishing staff who support this initiative. And while the statistics may not provide everything publishers want to know about the industry, they provide useful insights into prevailing patterns.

Distribution of the Report

Copies of the report have been dispatched to heads of houses at all AAP member organizations as well as to correspondents at non-member organizations that submitted 2009 data. Anyone who should have received a report and has not may contact jtagler@publishers.org.

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And a note of thanks...AAP owes a huge nod of appreciation to everyone who supported this year's data collection effort. Completion of the survey forms requires a lot of time and coordination and represents a very difficult task at a time when staff resources in publishing houses are stretched thin already. AAP is committed to gathering and sharing useful statistics about the publishing industry. Within the PSP community, there has been a growing demand for data about journals publishing and the changes and trends that affect the industry. AAP is striving to close that gap, and the publishers that submitted data make an important contribution to a better understanding about our industry and the directions in which it's headed.

Participating Publishers: 2009 Survey

American Association for Cancer Research
 American Association of Pediatrics
 American Chemical Society
 American Dental Association
 American Geophysical Union
 American Institute of Aeronautics and Astronautics
 American Institute of Physics
 American Psychological Association

American Physiological Society
 American Society for Clinical Oncology
 American Society of Civil Engineers
 Cold Spring Harbor Labs Press
 Elsevier
 IEEE
 Institute of Physics
 John Wiley & Sons
 Johns Hopkins University Press
 Lynne Rienner Publishers
 Nature Publishing Group
 New England Journal of Medicine
 MIT Press
 Taylor & Francis
 Thieme
 University of Chicago Press
 University of Pennsylvania Press
 University of Texas Press
 University of Wisconsin Press
 Wolters Kluwer

EMERGENCY MEDICAL TITLES PROVIDED TO JAPAN

The Emergency Access Initiative (EAI), a joint effort of the National Library of Medicine and AAP/PSP's American Medical Publishers Committee, was activated on March 15th to provide access to emergency medical information for workers in Japan following the devastating earthquake and tsunami. EAI provides healthcare professionals and libraries affected by disasters free access to full-text articles from over 230 biomedical journal titles and over 65 reference books and online databases from 22 participating publishers to.

EAI provides critical emergency medical information to medical workers involved in relief efforts in two ways. First, the EAI's valuable collection focuses on emergency medical information and contains some titles that may not be held in local collections. Second, the EAI collection is housed on NLM servers, which means that users need not worry about lack of accessibility of local collections that may be damaged or inaccessible. If emergency workers in organizations involved with relief efforts have access to a computer, they have access to EAI's vital information.

This is the fourth activation of the EAI site. The first and second were in Haiti in 2010, first in response to the earthquake and second in response to the cholera epidemic that followed the earthquake. There was another activation in late summer 2010 when Pakistan was affected by massive floods. As John Tagler, Executive Director of PSP, noted, "We would be happy if the EAI access would never have to be activated but it's good to know that it exists and responds when it's needed."

As this article goes to press, the initial one-month activation of the files has been extended to a second month, continuing into mid-May at least. For more information on EAI, please see the Spring 2010 PSP Bulletin, Volume 9, No. 2, p. 2, available online: http://publishers.org/attachments/docs/library/psspsummer2010_0001.pdf.

PSP 2011 PRE-CONFERENCE: Publishing on the Move: Facing the Emerging World of Mobile Content

by Hill Slowinski

This year's pre-conference, organized again by the PSP Electronic Information Committee, co-chaired by **Terry Hulbert** (American Institute of Physics) and **John Purcell** (Full Potential Associates), proved to be enlightening, provocative and invigorating. If you haven't at least started developing mobile apps for subscribers and customers, this session firmly established a rationale for getting going – immediately. The program described availability of and advances in mobile technology, user attitudes toward mobile content and analytics for evaluating user trends. The afternoon featured three case studies for better understanding how mobile products and markets are adapting to user needs and how users and markets are adopting new mobile applications.

Overview and Setting the Stage

Fernando Mesa (Mark Logic Corporation) opened the day by discussing mobile vs. static environments. Mobile is more agile and customized. Delivery of content to the web is not enough in and of itself. Users are looking for information 'snacks', so publishers must match the right *content* to the right *users* at the right *time* and *location* on the right *device* for the right *activity*. That is Context. It should drive publishers' mobile content strategy.

Mesa described the evolution of a complex content ecosystem – first on paper, then to the Web via PDF, flash, and XML. He described new epub models using HTML5 and JPEG to deliver content to mobile devices. Innovators are now developing APIs and apps around new content; these are new services rather than new content. Users want to provide feedback to guide more usability and meet new needs. All new applications must include a social element or are dated.

There are five stages to increasing content value:

- 1) Repurpose it: Reuse information in content chunks across desktop & mobile apps.
- 2) Deliver it: Create applications for multiple channels including mobile.
- 3) Contextualize it: Use location, activity, identity, time and device to contextualize information delivery.
- 4) Socialize it: Leverage the collective intelligence of a user community. Increase the value of apps.
- 5) Measure it: Track, analyze and tune the effectiveness of information delivered to a specific audience.

Mesa described a 360 degree information flow for new mobile workflows for information infrastructure. He noted

that "The bigger your plans, the smaller the content." You have to "Chunk it" (Mobile content is all about snacks. Break-up your content, even PDF documents); "Smart it" (Create granular, intelligent content that can adapt to new and unpredictable ways users will consume it) and "Link it" (Create value-add based on relationships between assets).

Leverage mobile content standards – XML, HTML, JPG, ZIP have wide applicability, (though pdf is not so good in mobile). Pre-process only what is necessary. Deliver on-the-fly content that is suited to user's context. "All content is custom." Finally, integrate CMS to give the flexibility required to manage small assets and relationships.

Fernando Mesa's Presentation:

<http://www.pspcentral.org/events2/documents/FernandoMesa.pdf>

UNDERSTANDING THE E-BOOK CONSUMER

Scott Lubeck (Book Industry Study Group) updated the survey on *Consumer Attitudes Toward E-Book Reading*. We have moved from predictable supply chains, stable product media and a healthy economy to fragmented supply chains, mixing media and an unstable economy. It is now a consumer-driven process.

Lubeck observed that current digital strategy, the tech-centric view (POD, CRM, XML, metadata, e-books, DRM, RFID, mobile devices), is wrong. To move ahead, publishers need a new customer strategy, a customer-centric view (customer-driven product development that includes customer data, intimacy, requirements, workflows, empowerment, delight and transparency.)

BSIG has published a series of surveys with a pool of 44,000 men, women and teens as a consumer panel of book buyers. Pubtrack Consumer is a panel of consumers sharing their attitudes on eBook reading and when they convert to an e-reader or eBook. BISG reports have been issued in January, April, July and December 2010. The effort defined Power-Buyers by:

- Frequency of purchase
- Age
- Employment status
- Suburban or city

E-Book purchase trends show that units sold increase but publisher revenues decrease as consumers seek value in more affordable digital formats (hardback/soft back/e-books).

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E-Reader device trends show that dedicated e-readers are rapidly replacing PCs as consumer-preferred e-book reading devices. They include e-reader dedicated devices as the most popular, then desktop and laptop PCs, then tablets and multi-function devices, and finally smart phones. Lubeck noted that the ultimate challenge and goal is to reach the consumer. He also observed that academic and professional content remained in the lowest interest segment to e-book readers compared to fiction and general non-fiction.

Scott Lubeck's Presentation:

<http://www.pspcentral.org/events2/documents/ScottLubeck.pdf>

TECHNOLOGY WOW!

Larry Schwartz (Newstex, LLC) described the future of computing to be cloud / mobile / social and not tied to physical assets or location. For orientation, take a look at the past year's changes in mobile technology and adoption [http://www.mobilefuture.org/content/pages/mobile_year_in_review_2010/?/yearendvideo] 2010 Mobile Year In Review produced by the Mobile Future.org. (www.MobileFuture.org)

Users are collaborating in groups with new group messaging services apps, such as GroupMe and Fast Society. Apps are growing exponentially, with over 300,000 apps (1/3 free) now in the Apple apps store. Google Chrome Store has HTML5 apps (Schwartz recommended trying The New York Times app). Newstex has developed apps on the iTouch, iPad, iPhone, Android. The idea is, "snack on the iPhone, eat on the iPad."

We are now seeing the iPadification of the Web. So, where are we going? [<http://flipboard.com/video>] Another example is the tablet evolution of the *Motorola Xoom*, presented in January 2011 in Las Vegas at CES with the Android operating system called Honeycomb. Not to be left behind, Blackberry has a new tablet, *Blackberry Playbook*.

So the future is

- Tapping vs. Typing
- More apps
- URLs are out
- Tablet device adoptions and purchases explode
- "It's all about mobile"

A final WOW app is *World Lens* – a real time language translator.

Publishers are quickly adopting QR (Quick Response) codes - two-dimensional matrix barcodes. Created in 1994,

they haven't really gone anywhere...until now. There are apps for iPhones to take a picture of the code and download the data into other applications. For example, you can create code with all contact information and read it with Jumpscan (another free app).

Analytics

Angie Brown, a web analytics manager formerly with Elsevier, provided useful insight to web analytics and observations, such as:

- Mobile tracking has some limitations
- May not support JavaScript (5-10% of users turn JavaScript off)
- May not support images, re-directs, cookies (cookies are unreliable)
- Subscriber identifiers may be inconsistent
- Content may not be cached – may be pre-fetched
- IP address may not be useful

Analytics may not be perfect, but they are as good as we can get it and they are good enough to support business decisions. We can use current web analytics tool to track mobile sites. Most enterprise tools use JavaScript. Mobile devices are used on average <2% of visits by sites, based on 10 B@B websites. Ultimately, publishers have to decide whether to treat their main and mobile sites together or separately in analyzing their use.

Mobile applications are different. An application is a program, not a website. Three approaches are:

1. Use current web analytics solution.
2. Use a tracking solution specifically designed for apps.
3. Write your own log files to parse through your web analytics tool.

Finally, Brown advises respecting users' privacy and ensuring that privacy policy is up to date.

Case Study #1

Jonathan Morgan (American Chemical Society) shared the ACS case study on design and development efforts for ACS Mobile, a new iPhone/iPad application that delivers real time stream of peer-reviewed research content – ACS books, journals and magazines (1,000,000+ chapters and articles). According to a reader survey (12% response rate of 59,000 users), iPad (25%) and iPhone (41%) are 66% of the market and Android is 17%, and the preferred format is PDF.

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ACS's Keys to Success are:

1. Empower a small, cross-functional team
2. Pick the right staff – highly motivated, tech savvy, open-minded
3. Understand your audience – especially preferences on mobile devices
4. Kept it simple – what do your users need to accomplish?
5. Allow yourself a chance to experiment and to start fresh
6. Continue to innovate
7. Monitor response and keep listening to unfiltered feedback
8. Talk about your project – focus on what makes it unique

Case Study #2

Andrew Malkin (Zinio) presented results of the Harrison Study conducted in December 2010 and commissioned by Zinio and Mirasol. The survey sought to produce a 360-degree look at the marketplace to answer these questions:

1. What do consumers want? How are consumer trend-leaders behaving? What are they demanding?
2. What about the industry? Where does it stand in terms of digital engagement, distribution and business models?
3. In what policy context are consumers and publishers making their demands and setting their expectations?

The findings are ten essentials on consumers and their content consumption revolution, nine industry strategy trends and issues, and ten policy issues to watch.

Consumers

- Underpinning the revolution
- Inflection point in device adoption
- Not the death of print, and increase in reading (12.5 hours digital, 8 hours for non-device readers)
- Approaching critical mass in digital reading
- Device features: reading utility rules
- Content features: serve the market, not the masses
- People will pay, but only once
- Cultivating relationships: a direct link to the American household
- Impacts beyond reading: Entertainment and education
- The next wave: device purchase intenders

We will see more reading, more money and more print, too. Eye fatigue and battery life are top device concerns. Paper is still the standard, but tablets and smart phones are catching up. 88% of users are concerned about privacy issues. 73%-80 % demand that “If I pay for content, I should be able to read it across devices.”

Industry

- Digital engagement, digital impact
- Need to move beyond web-centricity
- All devices are important for the immediate future
- Unforeseen risk is the cost of going wireless
- Customers are not in focus
- Motives and Barriers: publisher perceptions vs. consumer reality
- Concerns on intellectual property
- Budgets and revenue expectations
- Advertising modes and models are not uniform

Policy Context

- The evolving digital business model
- Digital publishing in changing auxiliary channels
- Progression toward a new advertising model
- Digital age of education
- Government regulation, standardization
- Bandwidth capacity
- Security
- Privacy
- Platform application challenges
- Technological advancements

Malkin concludes that consumers understand and want the revolution. Publishers remain committed to publishing, and digital publishing is a special case of an old process. Dynamic presentation is not yet appreciated by publishers. Publishers are at arm's length from consumer motives.

Therefore, consumers drive the future. Consumers are spending more time reading digitally and are reading more in print (but not necessarily substituting one for the other). Publishers are missing the mark when it comes to consumer desires and pursuit of new economic models. We must take content to the next level via dynamic updates and reading across devices. Adoption and acceptance of digital reading is on the rise.

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Case Study #3

Loren Frant (National Library of Medicine) described how NIH determined whether Medline Plus, its web site for patients and their families and friends for health information, could be delivered to mobile devices. Would it be a new mobile app or a mobile web site; should NIH concentrate on being device specific or on content delivery? NIH decided to develop a mobile optimized web site with device specific display using WURFL – Wireless Universal Resources File – an open source standard.

MedlinePlus flows from the Oracle database, licensed XML from content providers, and static HTML to the website, and all these generate XML feeds to MedlinePlus Mobile sites. Updating flows from changes to the database records, XML and static HTML. The build is done overnight, and the full MedlinePlus web site is updated. From this, the MedlinePlus Mobile XML feeds are updated.

NIH's research of most-used content showed that of content viewed, encyclopedia accounted for 40%; health topics pages, 23%; news, 13%, and drug information and dictionary content, each 12%. Overall, use of MedlinePlus Mobile is only a small fraction of usage of the full web site.

Wrap Up

Geoffrey Bilder (CrossRef), speaking as an early adopter and technology evangelist, delivered a summary of the day's themes:

- For everything we do to make it easier for the author to publish, we are making it more difficult for the reader
- Our job is to “help readers not read”
- Mobile content must be social content – don't lock it away in applications silos
- Dedicated e-readers are trumping multipurpose devices for traditional reading – immersive reading
- Publishing is moving to the cloud – cloud computing is now, with virtual organizations and no physical space or assets
- Try to create something other than just replication of web sites: Save time, snack on value, maximize distribution channels with web apps

In closing, Bilder counseled: Management does not use technology the same way as researchers or users. Management overanalyzes problems and wastes time in implementation. We should use agile development and complete the development cycle cheaply, continuously and more often.

PSP Celebrates PROSE Winners at Awards Luncheon

by **Kate Kolendo**, AAP Staff

More than 45 PROSE Awards were presented February 3, 2011 at an Awards Luncheon during the PSP Annual Conference at the Renaissance Mayflower Hotel in Washington, D.C. Hosted by John A. Jenkins, President and Publisher of CQ Press and PROSE Awards Chairman, the Luncheon delivered special guests, the debut of multimedia presentations and announcement of 2010 PROSE winners to a capacity crowd.

The 35th annual R.R. Hawkins Award, the top PROSE prize, was presented to Yale University Press for *Atlas of the Transatlantic Slave Trade*, by David Eltis and David Richardson. David Eltis and John Donatich, Director of Yale University Press, accepted the Award from AAP President and CEO Tom Allen.

Tom Allen also presented the top five PROSE Awards for Excellence, recognizing outstanding works across the Humanities, Social Sciences, Physical Sciences & Mathematics, Biological & Life Sciences, and Reference Works book categories, to University of California Press

for *Autobiography of Mark Twain* (Humanities); Oxford University Press for *Favela: Four Decades of Living on the Edge in Rio de Janeiro* (Social Sciences); John Wiley & Sons for *Life in the World's Oceans: Diversity, Distribution, and Abundance* (Physical Sciences & Mathematics); Cell Press/Elsevier for *Article of the Future* (Biological & Life Sciences) and Yale University Press for *Atlas of the Transatlantic Slave Trade* (Reference Works).

The Luncheon multimedia presentations included the premiere of *R.R. Hawkins: Past...Present...Future*, a short film on the identity and industry importance of top PROSE prize namesake. The film, available online at www.proseawards.com and on YouTube, offers candid interviews with Hawkins' son, Robert Hawkins; librarian Jay Lucker, Hawkins' friend and colleague; and Will Pesce, President and CEO of John Wiley & Sons, Inc.

For a complete list of PROSE winners or to view *R.R. Hawkins: Past...Present...Future* please visit www.proseawards.com.

Summary of PSP Annual Meeting

Symposium Topic #3

What's in a Name: Disambiguation in Professional and Scholarly Communications

Scholarly article workflow is fragmented and fractional, and more and more projects are collaborations. The typical medical journal article can have 10-12 co-authors. In addition to authors, there are investigators, researchers, peer reviewers, data providers, commentators and others to whom attribution could be made and credit given. Companies have created their own name normalization efforts but not uniformly or consistently.

ACM Case Study

Bernie Rous (ACM) stated the principle problem: An author name search does not produce a results set that can be reliably attributed to a single individual. An author may at various times identify himself, for example, as Howard Smith, Howard K. Smith, H Kenneth Smith, H.K. Smith, etc. How does one accurately collect all the works attributed to this particular Smith? Bernie explored problems of identification by name alone, partial algorithmic disambiguation solutions and the primary reason why ACM needed to solve this problem in its own space. ACM developed an author profiling application.

Author profiles are produced in a variety of ways without standardized formats and elements. Bernie provided a detailed look into how publishers compile their author profiles and what elements to include, other than name, title, affiliation, role, etc. There are limitations to standardization, including coverage constraints of publications data before 1995, interdisciplinary differences, language, normalization errors, missing metadata elements, and

information held in silos and not linked up. There are privacy issues in data collection, as well as legal and ethical issues. Some solutions include self-claiming and automated disambiguation algorithms that help reduce problems of precision and recall.

ORCID

Howard Ratner (Nature) introduced the newly organized initiative, Open Researcher & Contributor ID (ORCID), <http://www.orcid.org>, a non-profit organization dedicated to solving the name ambiguity problem in scholarly research. It brings together leaders of influential universities, funding organizations, societies, publishers and corporations. ORCID has been incorporated for the precise purpose of overcoming limitations inherent in "unique silo IDs" and eliminating the more general confusion that arises from the common practice of identifying people solely by name.

ORCID is establishing an open global registry of IDs and profiles to be used cooperatively by all parties engaged in the chain of scholarly research. ORCID is being developed collaboratively with participation from funding agencies, libraries, publishers and researchers themselves.

Howard illustrated ORCID's approach to universally resolving the challenge of disambiguation in the scholarly communication process with key registration points (faculty, grants, manuscripts), a community effort (including universities, funding bodies, and publishers, among others) and leveraging other projects and technologies. ORCID now has 118+ participants and its organization and representation crosses all genres. Howard said ORCID's next steps are to grow participants and registry and seek additional sponsorships.

WHAT ERIC SAID

During the Oxford-style debate at the PSP conference, Brian Crawford mentioned an Eric Swanson quote he wrote on a napkin years ago, when sitting with Eric, now retired from Wiley after a long career in scientific publishing, and other Wiley colleagues during a break in discussions with one of Wiley's more important society publishing partners and their journal editor. They were debating the merits of launching a new journal under the society's auspices. Brian carried the napkin long enough to commit Eric's advice to memory. Eric, Brian recalls, recognized how humans operate, and that journals establish forums for communication that result in an acknowledged "hierarchy of authority" among cognoscenti. Each journal constitutes a "trust network" led by its editor and the editor's professional network of colleagues who share in decision-making about what to publish. Here's Eric's money quote: *"Journals are like clubs, the purpose of which is to keep some people out in the rain. That behavior ("keeping out the riff-raff") is, just like the quest for food, shelter, and procreation, what motivates humans as sentient beings."*

Privacy Protection – A New World for Publishers?

by **Dan Duncan**, Sr. Director for Government Affairs, McGraw-Hill. He has worked in policy areas affecting publishers for over 20 years. The views expressed are his own and do not represent those of McGraw-Hill.

When it comes to policy discussions, PSP publishers understandably focus whatever attention they can spare from operating their businesses on copyright and government mandates related to government-funded research. Now there is another policy debate, brewing in Washington and Brussels for some months, that could affect publishers' bottom lines and potentially their reputations in their markets: protecting personal privacy.

AAP has generally focused on one aspect of privacy crucial to publishers – aiding in the fight to ensure library patrons' privacy interests. Restricting government's ability to track citizens' reading habits is an important and worthy cause. But there are moves afoot that could lead to more direct government intervention into business practices related to collecting and using information about libraries' customers – particularly if the libraries have a strong Internet presence and if they interact with customers outside the US.

Privacy concerns are not new. Any US-based publisher who mails to customers or engages with them on e-commerce web sites should already be aware of principles, long in place and adopted nearly universally by US businesses, that have traditionally centered around two key points: notice and choice. Notice means informing customers what information your business may collect about them and how you may use it for business purposes. (Companies have long pledged to safeguard the personal information gathered.) Choice is controlled by users: once informed of such practices, users can make decisions about whether to conduct business with companies and how their information is communicated and used.

The US government has long recognized the ability of companies and industries to adequately protect customer privacy through self-regulatory measures. In addition, companies are subject to oversight by the FTC, which has determined that lack of notice-and-choice or misuse of personal information are deceptive trade practices subject to fines and sanctions. Many states have also enacted laws that assess fines and penalties. Nevertheless, the government's endorsement of the self-regulatory regime has generally lessened US and state government intrusion in businesses and forestalled companies' being subject to the much more restrictive rules in the European Union (EU), where the right to privacy is an enumerated Fundamental Right for all EU citizens and where governments have assumed a greater role in setting and enforcing privacy protection laws. In the EU, regulators are going further, reviewing the idea of the 'right to be forgotten.'

Every few years, privacy advocates raise concerns about personal privacy protection, and the latest debate

about whether the government should step in and determine how companies interact with customers is a reaction to the growing use of behavioral advertising – the tracking of user data across sites and time. US regulatory agencies and Congress have focused heavily on the customer privacy issue. This past December, the FTC issued a *staff report* to establish new principles addressing concerns about behavioral advertising. In essence, the report begins with the premise that a new "Do Not Track" system should be mandated in the US for Internet users to prevent unsolicited and unwanted advertising, much like the "Do Not Call" program the FTC has had in place for several years. However, the report acknowledges that the FTC lacks authority under current law to impose a "Do Not Track" regime in the US. So the FTC has proposed a new framework for customer privacy practices centered on the principle of 'privacy-by-design.'

Some key Members of Congress are already willing to take up the challenge, and privacy protection legislation is a foreseeable reality in the 112th Congress. If the FTC proposals come into force, they could:

- Disallow the sharing of customer data between affiliated brands within a company, without express customer consent.
- Limit use of data such as customer location and company (based on computer IP address).
- Limit use and sharing of aggregated data about customers to advertisers.
- Limit trade show data usage such as sale of attendance lists and require additional disclosures regarding information collected for lead generation.

In addition to the FTC report, The Department of Commerce issued a *Green Paper* late last year that takes a much different approach. It proposes that the government establish "core principles" – perhaps statutorily – that focus on transparency, purpose specification, use limitation and auditing. Both the FTC and Commerce have gathered public comments on their proposals and are expected to issue final recommendations sometime later this year.

The EU has undertaken a similar exercise, and last November the European Commission issued "A Comprehensive Approach on Personal Data Protection in the European Union," a Communication containing recommendations on enhancing the EU's legal framework for protecting personal privacy. As an example of where EU officials are looking to expand their authority, the paper calls for government "to regulate services that...ordinary

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Privacy Protection – A New World for Publishers?

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users rely on: the social networking sites, the sites hosting “blogs,” etc.” Consultation on the Communication closed in mid-January, and final proposals are expected later this year.

Publishers need to inform themselves about the direction that new privacy protection proposals are taking and engage with colleagues, trade groups and policymakers. If a common view arises that companies operating over the Internet are not by nature trustworthy, then publishers may well find themselves expending time and money to maintain, or even possibly regain, customer trust. As important, if government begins to formally regulate collection and use practices for Internet companies, then publishers and others may find new restrictions on their ability to help customize products and services, to keep their customers updated on new developments and offerings or to expand the universe of users by developing new customer leads. These developments may come to the world of scholarly publishers sooner rather than later, because much advocacy for new and stronger roles for government in protecting privacy originates in academia.

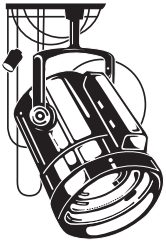
There is yet another aspect of the new calls for privacy protection that could affect publishers and other content owners, and that is the nexus between protection against piracy of intellectual property and respecting individual privacy in the digital world. We all recognize that copyright provides the core set of laws and enforcement regimes on which all publishers rely to protect their investments in information products and services. An important part of the system of laws and enforcement mechanisms is self-enforcement, i.e., identifying the source of piracy and acting on one’s own to stop it. In the digital world, the Internet has made that task much more difficult, since in order to discover the source of piracy and stop it, copyright owners need the assistance of other companies involved in supporting the delivery and transfer of content over the web.

The stage is already set for a confrontation on Capitol Hill between the copyright and the copy-wrong communities that has been long in coming. A central point of the debate will be whether society is better served through a strong system of copyright laws and enforcement regimes that incentivize all businesses operating on the Internet to assist in seeking out and stopping piracy. If the answer is yes, then policies must require active involvement and cooperation from Internet service providers (ISPs), website operators, advertisers and payment processors to halt illegal activities. At the end of the 111th Congress this past December, the Senate Judiciary Committee passed *legislation* that would accomplish that goal by granting the Department of Justice new powers to seek court orders that are essentially “cease

and desist” mandates for ISPs, advertisers and payment processors whose activities support websites and domain names where piracy has been proven to be rampant. The bill did not become law, but AAP strongly supported it and has already expressed support for similar legislation that will undoubtedly be introduced in both the Senate and House later in the current 112th Congress.

The reaction from the ISP and advertising communities is predictable: they see any further mandates on them to assist in stopping piracy as a business issue that could jeopardize their relationships with their customers, particularly in regard to revealing customer names to copyright owners alleging infringement. Supporting that stance are myriad public interest, consumer and user groups who claim a right to privacy trumps the interests of copyright owners in stopping theft of their materials. It is a notion already gaining strength in Europe, where the European Commission next year will revamp its Data Protection (privacy) Directive. Moreover, as outlined above, the notion that user privacy is sacrosanct is gaining momentum even among some US policymakers. Although there is universal agreement among publishers that more needs to be done to encourage more active cooperation from Internet intermediaries to stop piracy, one potential danger in the current debates about privacy and additional anti-piracy measures is that privacy protection legislation may lead – implicitly or explicitly – to a policy preference to protect user privacy at all costs.

That development could prove disastrous for publishers, so it is incumbent on all information providers to first understand the current debates parameters and how their resolution could affect secure delivery of content over the Internet. Second, they must communicate to policymakers at every opportunity that publishers act responsibly when dealing with personal information, and while customer privacy is critical to engender trust in e-commerce, so is the ability of publishers to prevent violations of their legally guaranteed rights. Put succinctly: privacy concerns are no excuse for thievery, and those companies who have a direct service or financial relationship with users should not be allowed to stand idly by in the name of privacy protection while content owners see their assets acquired and used without their authority. Without such assistance, PSP publishers may find it increasingly difficult, if not impossible, to continue offering the valued, authoritative content they do today. At the very least, the absence of better tools to stop Internet piracy will jeopardize the ability and willingness of PSP members to continue meeting the needs of the scholarly community with innovative products and services.



Spotlight On...

Enrich Journal Content by Linking to ClinicalTrials.gov Unique Identifiers (NCT Numbers)

by Jack Farrell, *Chair of the Publishers' Panel to the NLM*

In the most recent meeting between the PSP community and the National Library of Medicine (NLM), a suggestion was made that could substantially enrich the experience of readers of articles containing clinical trial data.

A substantial number of US clinical trials (particularly those studying drugs, biologics and medical devices) are registered in ClinicalTrials.gov, a publicly accessible database operated by the National Institutes of Health. The database also includes clinical trials conducted in over 170 countries as well as observational studies. As of January 2011, ClinicalTrials.gov contained over 100,000 registered clinical studies and was receiving over 360 new registrations per week. Each registered study is issued a unique identifier (i.e., NCT number), which can be used to find and track information about that clinical study.

Any study that registers in ClinicalTrials.gov gets an NCT number. This includes both trials (interventional studies) and observational studies, as well as studies required to register by law (FDAAA) or by ICMJE, as well as those registering totally voluntarily. An NCT number is assigned once the registration record passes NLM's QA process and is ready to be posted to the public site. The "responsible party," who registers the trial, is notified within the system that is used to enter data. In general, the person who acts as the "responsible party" is either the sponsor or the principle investigator. If

somebody associated with the trial (e.g., a different investigator) wants to know the NCT number, they need to either ask the person who is taking responsibility for maintaining the record (the "responsible party") or they can look it up on the public site. There is meant to be only one record per trial, even if that trial has many sites around the world. The NCT number stays with the trial from initial registration through updates and, finally, results posting.

NLM has asked the publishing community to strongly encourage authors to include NCT numbers in their published works (e.g., articles, conference proceedings). Doing so provides valuable linking opportunities that will enrich reader experience. For example, NCT numbers have been indexed by MEDLINE since 2005 and are increasingly used by sponsors, medical journal editors, researchers, journalists, funders, policymakers and others to communicate about specific clinical studies.

Publishers agreed that providing such links would be a powerful feature and that adding details on including NCT numbers in Author Instructions would be a good place to start.

It is most helpful if the NCT number appears at the end of the abstract, as well as in other parts of the article as appropriate.

Publishers Participate in Capitol Hill Day Organized by AAP

In the second annual Capitol Hill Day, AAP organized a delegation of more than 45 member publishers from every AAP publishing division to participate in nearly 50 meetings with Members of Congress and their staffs. Issues discussed included the need for legislative action to address global digital piracy, reauthorization of the America COMPETES Act, expansion of the NIH mandate for public access to research papers and government funding for open source educational material.

Tom Allen, AAP President and CEO, noted the success of the event. "With more participants this year from member organizations and more meetings scheduled, we were able to bring heightened visibility to the issues that are most important to our industry."

PSP members were well represented. Nine member organizations sent 11 representatives to 24 meetings. Materials on publishing issues were widely distributed, and AAP continued to build relationships with Members of Congress and legislative staffs for follow-up on a regular basis.

Announcements

PROFESSIONAL, SCHOLARLY, & ACADEMIC BOOKS BOOT CAMP

Friday, May 20, 2011, 9:00 am–5:00 pm

AAP Offices

71 Fifth Avenue, New York, NY

The Professional/Scholarly Publishing (PSP) Division of the Association of American Publishers presents a unique opportunity to learn about book publishing. For staff members with less than three years' experience in professional, scholarly, and academic publishing—or are considering a career change—this workshop will provide an indispensable overview of the industry.

TOPICS INCLUDE

- Industry Trends
- Acquisitions Editorial
- Design & Production
- Marketing & Promotion
- Sales
- Finance for Publishers
- Digital Publishing
- Social Networking
- Outlook for the Future

This intensive daylong seminar will provide perspective on changes sweeping the scholarly and professional publishing industry. Overview will include:

- What is Professional and Scholarly Publishing (PSP) and how does it differ from Trade, Higher Education, and El-Hi publishing?
- Where do books come from, and how do we ensure their quality? Who manages authors? What is peer review?
- How does making an e-book differ from a print one? How does a manuscript become a book? How do we manage budgets, schedules, and workflow?
- What goes into an effective marketing plan? How do we identify customers, what they need, and how to reach them?
- What are the primary sales channels and how are they changing?
- How do you read a P&L and other key financial documents? Learn how to understand the key indicators of a successful book.

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Announcements

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BOOT CAMP FACULTY:

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Matt Conmy, *Senior Director Global Books & Journal Sales, Springer Publishing*

Cathy Felgar, *Production Director, Academic & Professional, Cambridge University Press*

John A. Jenkins, *President and Publisher, CQ Press*

Gita Manaktala, *Editorial Director, The MIT Press*

Beth Schacht, *Director of Marketing, McGraw-Hill*

Molly Venezia, *Associate Director for Budget and Finance, Rutgers University Business School*

REGISTRATION FEES:

\$150.00 – AAP Member, \$199.00 – Non-Member

For more information: <http://www.pspcentral.org/events2/documents/BootCamp.pdf>

Online Registration Form: <http://www.pspcentral.org/Spring2011BooksBootCampRegForm.cfm>

Please contact spinto@publishers.org with any questions.

The Yale Publishing Course, taught by leading industry experts and Yale faculty, is an intensive, week-long program for mid to upper-level book, magazine, and digital publishing professionals. The curriculum covers all aspects of publishing and addresses the most pressing issues facing publishers today including management and leadership strategies, advances in digital technology and publishing as a global enterprise.

This is a Course – not a conference. It combines fact-filled lectures with ample opportunities for small group discussions and networking with speakers and fellow participants. Enrollment is limited to 80 participants.

Magazine and Digital Publishing – July 10-15, 2011;
Print and eBook Publishing – July 24-29, 2011

For more information: <http://publishing-course.yale.edu>

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