Multi-product platforms in scholarly publishing

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About me

- Statistician - Carnegie Mellon University
- Publisher - Mary Ann Liebert, Inc.
- Vendor - Atypon Systems, Inc.
About Atypon

- Publisher services company based down the road—Santa Clara, California
- Current clients include JSTOR, Blackwell Synergy, and University of California Press
- Technology partner for CrossRef’s citation linking resolution system
- Launching soon: American Chemical Society, BioOne, Walter de Gruyter, and more
A multi-product platform is a single application that delivers all of a publisher’s content types (journals, books, and more) and provides common services (access control, content management, business intelligence, and more) to publisher administrators, librarians, and researchers.
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Our past experience

- Academic Press’s IDEAL had some of the first reference works in the early 2000s
- CrossRef handles metadata for journals, books, and conference proceedings
- Aluka (www.aluka.org), launched in 2007, has no journal or book content whatsoever
Herding cats

journals, books and databases on one platform

Joachim Engelland  
San Francisco, June 2007
Market characteristics

- Usage is the currency
- Volume of content matters
- Few big players dominate
- Big deals make life easier
- Content type is irrelevant
How MPPs can help

• Sell other content types through established journals channels
• Leverage the combined volume of your content to drive traffic
• Create and sell discipline-focused packages that span content types
• Use the “gravity” of your MPP to create and grow a brand
An MPP needs to...

- Provide a single toolset for managing all of the publisher’s assets
- Give librarians a way to quickly and easily administer all of their access rights
- Allow researchers to browse different content types together and separately
- Do it in a way that costs less than using different vendors for different content types
In many ways the platform needs to be blind to the content type, e.g., for access control, e-commerce, and reporting. But in many situations it also needs to be aware of the content type (particularly during content processing and delivery).
Publication

Category

Serial

Group

Item
User.saveFavoriteJournal(journalCode);
User.saveFavoriteArticle(articleDOI);
User.saveFavoriteBook(ISBN);
User.saveFavoriteChapter(chapterDOI);
User.saveFavoritePublication(DOI);
Capabilities

- Streamlined administration of access control, content management, and more
- Enhanced cross-marketing ability because the content is in a single place
- Reduced burden on librarians, which will lead to a higher activation percentage
- One-stop shop for researchers interested in key WdG disciplines
Welcome to de Gruyter Reference Global!

Walter de Gruyter is among the first academic publishers in the world to provide electronic access to its journals, books, and databases on a single platform.

From now on, you will find all of our online journals on this platform. Stay informed about newly added content via email or RSS feed.

Browse Content Areas

- Art and Music
- Books and Publishing, Libraries, Information and Documentation
- Classical and Ancient Near Eastern Studies
- History
- Law
- Linguistics, Communications
- Literary Studies
- Mathematics
- Medicine
Kunde bestellt ein eProdukt

Zeitschriften, Bücher, Bibliographien

Sprachatlanten, Pschyrembel

Saur-Datenbanken: DGO, WBIS, dt. Lit. 18.Jh.

customer and rights administration

content

Sprachatlanten, Pschyrembel, Saur-Datenbanken

Kunde hat Zugang
Challenges
Challenges

Every book is different!
Challenges

- Some books are in a series (and therefore share metadata) and others are not
- Monographs, textbooks, and yearbooks, each of which are structured differently
- Lack the consistency that issues and even journals have across the entire industry
- All of these variations are seen within a single publisher’s books
Challenges

A book is like an issue... except when it is not.
Challenges

• Users want to search for books—not chapters—whereas issues have no standing
• The amount and variability of metadata for books greatly exceeds that of issues
• Users are interested in downloading the entire book as well as individual chapters
• Implications for access control, e-commerce, reporting, and more
Challenges

A chapter is like an article... except when it is not.
Do you know what the chapters are?

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Magnetoochemie</td>
<td>659</td>
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<tr>
<td>5.1.1</td>
<td>Materie im Magnetfeld</td>
<td>659</td>
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<tr>
<td>5.1.2</td>
<td>Magnetisches Moment, Bohr'sches Magneton</td>
<td>661</td>
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<tr>
<td>5.1.3</td>
<td>Elektronenzustände in freien Atomen und Ionen, Russel-Saunders-Terme</td>
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<td>5.1.4</td>
<td>Diamagnetismus</td>
<td>665</td>
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<td>5.1.5</td>
<td>Paramagnetismus</td>
<td>665</td>
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<tr>
<td>5.1.6</td>
<td>Spinordnung, Spontane Magnetisierung</td>
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<tr>
<td>5.2</td>
<td>Mößbauer-Spektroskopie</td>
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<td>5.3</td>
<td>Neutronenbeugung</td>
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<td>5.4</td>
<td>Komplexverbindungen</td>
<td>680</td>
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<tr>
<td>5.4.1</td>
<td>Aufbau und Eigenschaften von Komplexen</td>
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<tr>
<td>5.4.2</td>
<td>Nomenklatur von Komplexverbindungen</td>
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<td>5.4.3</td>
<td>Räumlicher Bau von Komplexen, Isomerie</td>
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<tr>
<td>5.4.4</td>
<td>Stabilität und Reaktivität von Komplexen</td>
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<tr>
<td>5.4.5</td>
<td>Die Valenzbindungstheorie von Komplexen</td>
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<td>Die Ligandenfeldtheorie</td>
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<tr>
<td>5.4.6.3</td>
<td>Quadratisch-planare Komplexe</td>
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</tr>
</tbody>
</table>
Do you know what the chapters are?

The publisher isn’t sure, either.
Challenges

• It’s a question of granularity
• Varies from book to book
• More granularity = higher overhead
• Diminishing rate of return
Challenges

The NLM Book DTD is lacking in some areas.
Challenges

• No support for indexes, so we extended it to include DocBook’s `<index>`

• Cannot capture book series metadata, so we added a `<book-series-meta>` element

• Many more examples that suggest the DTD has not been put to the test yet

• On the bright side, there many similarities to the journal DTD, which we know well
Challenges averted

- Our access control has always been robust, so business models can be tested easily.
- E-commerce is tightly coupled with access control, giving the same flexibility.
- We weren’t the first to do it, so we learned from the mistakes of others.
What’s next

- Salem History, the second in a series of reference works, launches this week
- MPPs are a growth market: only 5% of Atypon’s clients publish no books
Summary

- Multi-product platforms maximize publishers’ investments in technology
- There is a strong movement towards publishers consolidating their offerings
- Librarians and researchers benefit from having all of the content in one place
- The variations seen across content types is a challenge, but one that can be overcome
Coming soon

http://www.reference-global.com
Thank you

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