

Commercial Publishers in the world of Total Access

(an inside view)

Derk Haank
CEO Springer
Science+ business media

Frankfurt
October 23, 2005



Springer

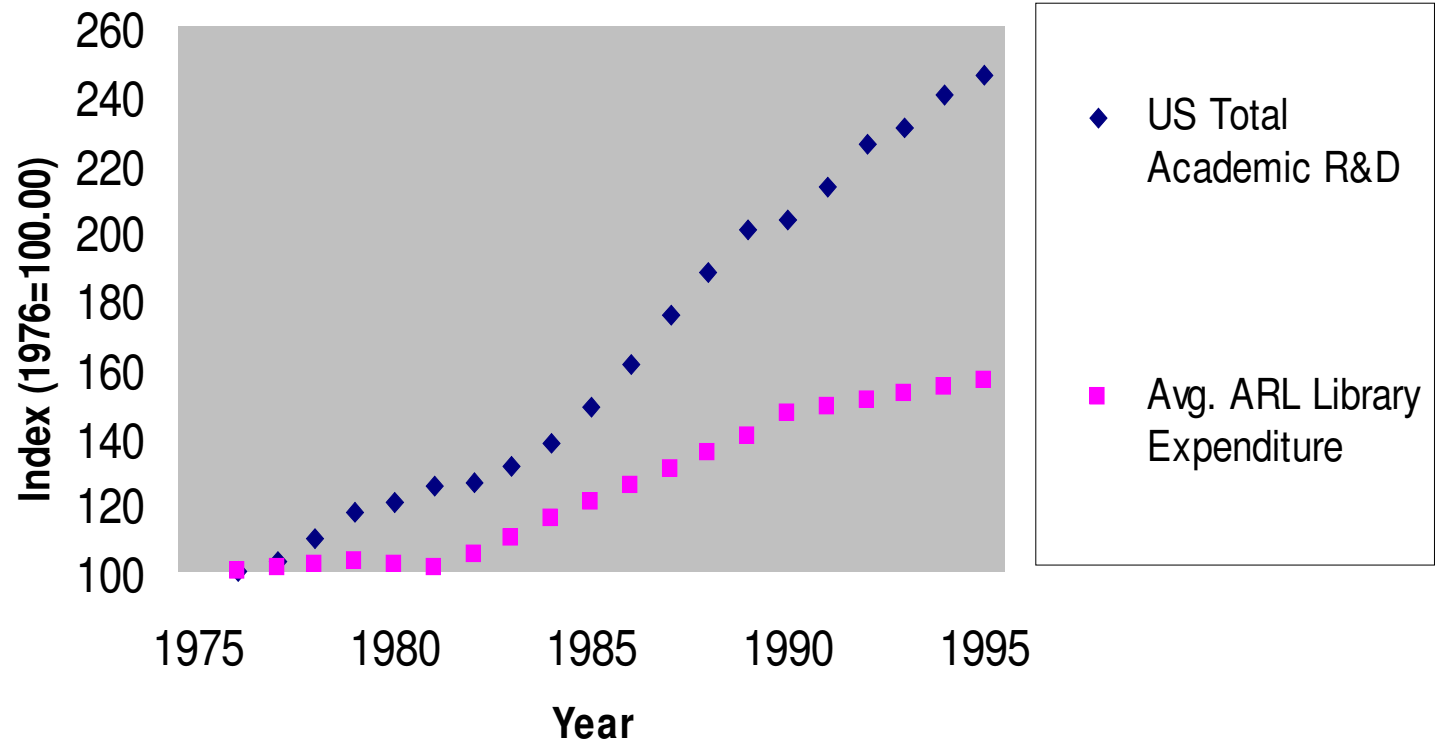
the language of science

- **Merger between Springer Verlag and Kluwer Academic Publishers**
- **1,150 STM journals in 12 (Online) Libraries on Springer Link**
- **3,500 - 4,000 new book titles per year**
- **2,000 + employees world wide**
- **Offices in: New York, Boston, London, Dordrecht, Heidelberg, Berlin, Vienna, Paris, Milano, New Delhi, Hong Kong, Tokyo**

- **New Springer = New Policies**
- **What is strategy based on?**
 - **Journals**
 - **Books**
- **What problem are we solving?**

- **The history of Journal publishing**
 - **Journal model fine as organizing principle**
 - **Consistent growth in scientific research**
 - **Paper delivery increasingly inefficient**
 - **Issues with price & visibility**

Growth in research and library spending 1976-1995



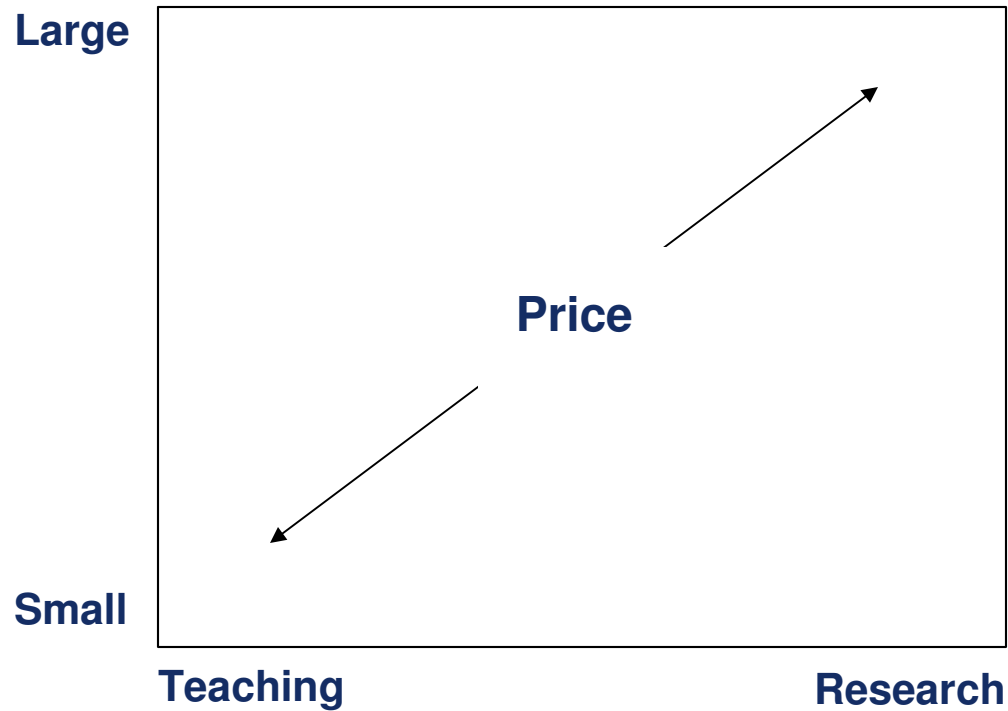
As of 1995: Electronic publishing

- **Technology matured**
- **Penetration increased**
- **Product line expanded**
- **Usage exploded**
- **Customer interaction**

Business model

- **Initially electronic pricing built on paper spend**
- **More for the same**
- **Unit costs falling**
- **Longer term agreements**
- **Increasingly value based: differential pricing**

Library customers and the database licensing model



Some benefits of the developments in the business model

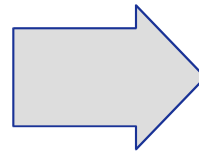
- **Lower overall costs for libraries**
 - **Storage**
 - **Cataloging**
 - **ILL**
 - **Photocopying**
- **Some traditional library services have become the responsibility of publishers**
 - **Archiving**
 - **Search**
 - **Fulfillment**

End goal: Unlimited access

- Every end user to have unlimited 24 hour a day access, to enhance the role scientific literature plays in the research process.

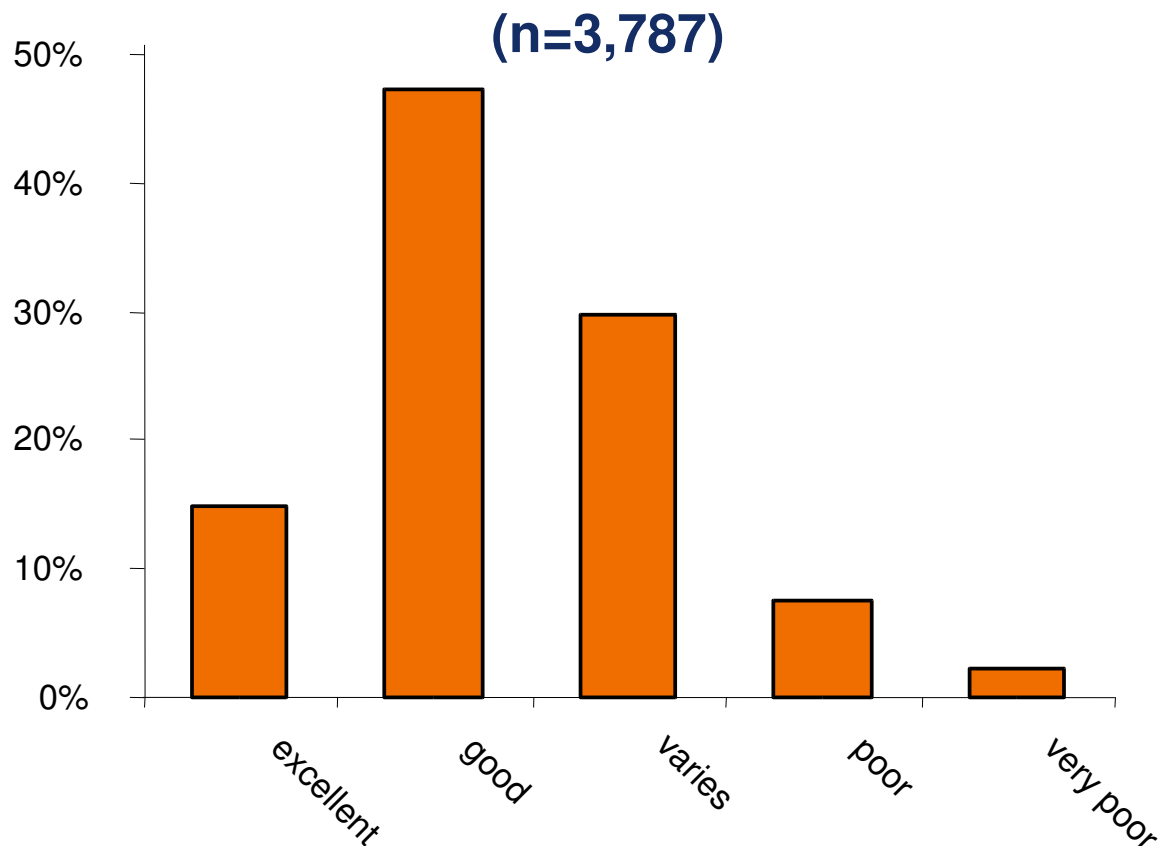


Paper subscription model



Database licensing model

Author opinion on current access to journals*



New Business models

- **Continued debate on alternative business models**
- **Author pays (Open Access)**
- **Springer introduced Open Choice**
- **Springer is neutral on business models**
- **Practical hurdles**

The choice for the market is

Revolution

changing money flow from libraries to research departments
allowing open access for everybody

or

Evolution

migrating subscription model into database licensing model with
unlimited access and self-archiving

Possible end picture Journals?

- **Open Access for some authors/ research foundations with a specific need or interest**
- **For others: Combination of unlimited access through database licenses in combination with author websites and institutional repositories**

Second Journal step:

- **Journal Archives**
 - From volume 1, issue 1
- **Started 2003**
- **End 2010 (?)**
- **Service & Efficiency**

Let us Celebrate!!!

(and keep working on the future)