

# Some Strategic Issues for the Future of Society Journals

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# Presentation Overview

- **AIP Perspective**
- **Some Issues and Views**
- **Summary Remarks**
- **Questions**

# AIP Mission

**Advance and diffuse  
knowledge of physics & its  
applications to human  
welfare**

**AIP is a Federation of 10 Member  
Societies**

# AIP Mission

- Advance & diffuse knowledge of physics & its applications to human welfare
- Journal publishing is large part of mission
- Publishing services is large part of mission
- AIP also provides education, career, public information, government relations, industry, statistical surveys, and history programs and services
- AIP is federation of 10 Member Societies

# 10 Member Societies

*~135,000 Members, ~30% outside U.S.*

- American Physical Society\* (44,884)
- Optical Society of America (9,065)
- Acoustical Society of America\* (6,861)
- The Society of Rheology\* (1,650)
- American Association of Physics Teachers\* (9,430)
- American Crystallographic Association (2,298)
- American Astronomical Society (6,898)
- American Association of Physicists in Medicine\* (5,399)
- AVS: Science & Technology of Materials, Interfaces, and Processing\* (5,127)
- American Geophysical Union (43,723)

# AIP Journals ([journals.aip.org](http://journals.aip.org))

1. Applied Physics Letters
  2. Chaos: An Interdisciplinary Journal of Nonlinear Science
  3. Journal of Applied Physics
  4. The Journal of Chemical Physics
  5. Journal of Mathematical Physics
  6. Physics of Fluids
  7. Physics of Plasmas
  8. Review of Scientific Instruments
  9. Biomicrofluidics - An AIP [Open] Access X-Press Journal (online only)
- Journal of Physical and Chemical Reference Data - jointly with NIST
  - Low Temperature Physics- a translation journal

## Magazines:

*Physics Today* – on membership flagship publication

*Computers in Science and Engineering* – with IEEE Computer Society

## Conference Proceedings:



# Many Issues for Society Publishers

- **Open Access**
- **Institutional repositories**
- **Pre-print and post-print servers**
- **Intervention by Governments and Others**
- **Affordability by Libraries**
- **Reduced costs of composition**
- **Technology-driven opportunities**
- **Increased costs of technology**
- **Commercial publishers**
- **The Big Deal**
- **Consortia**
- **Pricing**
- **Single article sales**
- **Tier Pricing**
- **Usage patterns changing**
- **Citation and usage statistics**
- **Competition**
- **Archiving**
- **Abusive use**
- **Intellectual Property**
- **Author rights and copyright transfer**
- **Licensing conditions**
- **Globalization of authors and subscribers**
- **Timing of known changes**
- **Future of print**
- **Proliferation of titles**
- **Searching and intermediaries**
- **Google**
- **CrossRef**
- **Virtual Journals**
- **Data and articles**
- **Ethics**
- **Integrity of published works**
- **Subscription agents**
- **Etc.**

# The List is Very Long

- And growing
- I'll talk about a selection of selected
- Handout has more

# Selected Issues (1)

- **Affordability by Libraries**
  - Libraries want more than they can afford
  - Leads to cancellations & pricing death spiral
  - Opt-out choices also lead to cancellations
  - Exacerbated by new fields, new niche titles
- **What is AIP Doing?**
  - Very wide spectrum of offerings
  - No subscription charges for niche titles
    - Virtual journals
    - [Open] Access X-Press Journals<sup>SM</sup>

# Selected Issues (2)

## ■ Open Access

- Defined by free to all readers
- Driven by
  - Libraries
  - Ideology
  - Technology
  - Mandates of Funding agencies

# Selected Issues (2- OA Continued)

- **Open Access (Continued)**
  - **Funding varies**
    - **Author (i.e., author's funding source)**
    - **Sponsors (unstable)**
    - **Publisher (but not forever)**
  - **Has many forms: some examples follow**

# Selected Issues (2- OA Continued)

## ■ Open Access (Continued)

### • Open Access Examples

- **Online only journals:** PLOS, Optics Express, Access X-Press, PR Special Topics,...
- **Pre-print and post-print servers:** ArXiv,...
- **Author Pays OA options for existing journals:** PNAS, Springer, OUP, AIP, APS, Elsevier, (Many more to come), ...
- **Institutional Repositories:** ADS,...
- **Grants:** PLOS, ADS, PR Special Topics,...
- **Others:** (The world is imaginative)

# Selected Issues (2- OA Continued)

## ■ Open Access (Continued)

- Open Access is a trend to be reckoned with
- Even though it may not survive in long run

## ■ What is AIP Doing?

- *Author Select*<sup>™</sup> options in all journals
- New AIP OA journals: Access X-Press series
- Offering technology to *Scitation*<sup>™</sup> publishers
- Opposing Government mandates

# Selected Issues (3)

## ■ Technology Drivers

- Unlimited opportunities, limited budgets
- Outgunned by large publishers
- Some good news: reduced production costs
- Some bad news: increased technology costs
- Changing usage patterns

## ■ What is AIP Doing?

- Critical mass as service provider allows investment
- Looking for technology sharing (turf issues)
- Using technology: Virtual Journals, Finding aids,...
- Collaborations: CrossRef, Search Engines,...

# Selected Issues (4)

## ■ Competition

### • Commercial Publishers

- Marketing clout: The BIG Deal
- Technology Clout: Small % of revenue is big \$
- Business smarts: Sometimes more nimble
- Proliferation of titles: Bundled into “Big Deals”
- Mergers and Acquisitions

### • Limited Library Budgets

### • Open Access And Other Alternatives

### • Government

## ■ What is AIP Doing?

- High quality, high function [online] journals
- Collaborations
- Critical mass as service provider

# Selected Issues (5)

- **Spectrum of Pricing**
  - **Single article sales: including 3<sup>rd</sup> parties**
  - **Standard subscriptions: core of revenue**
  - **Tier Pricing; Six tiers of research intensity**
  - **Bundles: The BIG Deal, the Little Deal**
  - **Multi-site licenses: including consortia**
  - **Resell licenses to 3<sup>rd</sup> parties**
  - **Free-to-view offerings**
- **What is AIP Doing?**
  - **Almost everything**

# Selected Issues (6)

## ■ Future of Print

- When do we reach the cliff?
- Some is always important

## ■ What is AIP Doing?

- 40% Online Only: 20% discount  
(Market-driven, not Cost-driven)
- 60% paying full price for print + online
- Reduced prices for multiple print copies

# Selected Issues (7)

- **New Demands on Publishers**
  - Archiving
  - Usage Statistics
  - Licensing conditions
  - Local or aggregated copies
  - Linking, including to “appropriate copy”
- **What is AIP Doing?**
  - Almost everything asked for
  - Offering these services to society publishes

# Selected Issues (8)

## ■ Globalization

- Most subscribers are non-US
- Most authors are non-US
- China is second most active after US

## ■ What is AIP Doing?

- International consortia marketing
- Keep our journals selective: raising the bar on acceptances
- Establishing overseas editorial offices

# Selected Issues (9)

## ■ Intellectual Property

- Challenges to IP on many fronts

- DocDel, “ILL” services ignoring copyright
- Legislation undermining copyright protection
- Open Access Mandates

## ■ What is AIP Doing?

- Negotiation (not easy!)
- Legislation (competing in pursuing remedies!)
- Litigation (not fun!)

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- Preparing just in case (Open Access options)

# Selected Issues (10)

- **Subscription Agents**
  - **Business model changing**
  - **Publishers' revenue at risk again?**
- **What is AIP Doing?**
  - **Asking libraries to protect payments**
  - **Negotiating assurances with agents**

# Selected Issues (11)

## ■ Some Other Challenges

- Fraudulent members: reselling subscriptions
- Abusive use: excessive downloads
- Search engine enabled alternatives to journals: e.g., Google Scholar
- Institutional repositories: by organization & by subject

## ■ What is AIP Doing?

- Competing: enhancing journals & *Scitation*<sup>TM</sup> platform
- Monitoring and reacting
- Negotiating
- Litigating
- Partnering

# Summary Remarks

- **Limited Funding vs Expanded Expectations**
  - Critical mass is important
- **Web is the Driver**
  - Changes still coming unpredictably
  - Opportunities unbounded
  - Challenges unbounded
- **Cannot do everything**
  - Budgets bounded for publishers or libraries
  - Publishers need to expand business models
  - Publishers pick and choose opportunities

**Thank You**

**Any Questions?**

**[www.aip.org](http://www.aip.org)**

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