
ASA News

November 2009

Dear Colleagues

Welcome to the non-member edition of the November issue of *ASA News*. November has been a month for a number of important industry reports all contributing to the growing knowledge- and evidence-base underpinning our industry. These include Outsell's report on trends in library spending, results from the UCL CIBER global library survey and an important study from the BL/RIN concerning research practice in the life sciences. A further interesting development from recent weeks has been the announcement of a new service from Deepdyve which many have dubbed "iTunes for the knowledge professional."

News from the ASA

Spanish VAT Set to increase in 2010

Spanish ASA Member LIBRERÍA LEX NOVA wishes to share with all readers that the Spanish Congress has sent to the Senate a law to increase VAT from 16% to 18% effective 1/7/10. The Senate is expected to approve this before the end of 2009. VAT on print items will remain at 4% however many believe the current lobby to reduce VAT on electronic resources may 'backfire' resulting in increased VAT on print.

2010 ASA Conference – Book now!

The programme and booking for the 2010 ASA Conference is available from our website. Substantial discounts are available to librarians; we are also offering an early-bird discount for all other delegates. For more details, visit the [ASA website](#). The ASA would like to thank the following organisations who have generously sponsored the 2010 ASA Conference: Accucoms, CUP, EBSCO, Ex Libris, JISC Collections, Professional Engineering Publishing, Sage, Swets, Wiley-Blackwell.

News from ASA Members

LM Information Partners Technical Research Centre

(13/11/09) VTT Technical Research Centre of Finland has selected LM Information Delivery as its partner for the delivery and support of Summon™ Service by Serials Solutions. The Summon service is world's first and only available web-scale discovery service designed for libraries. Built with entirely new technology and based on extensive end-user studies, its simple library-branded search box eliminates the confusion users have in finding a starting point for their research ([more information](#)).

SwetsWise provides COUNTER 3 compliant usage data

(12/11/09) [Swets](#) has announced that SwetsWise Online Content has been successfully audited for compliancy with Release 3 of the COUNTER Code of Practice (full details).

LM Information Expands Business

(10/11/09) Finland-based ASA Member [LM Information Delivery](#) is pleased to announce an expansion of its business operations. Building on its established operations in Estonia and Norway, LM will be serving a new customer in Norway, Bodø University College, which has selected LM Information Delivery as its

partner providing all publications, print and e-format, beginning January 2010. For more information contact [Heli Isoaho](#) Account Manager for Nordic Countries.

CrossRef Renews Relationship with Atypon

(9/11/09) CrossRef has selected Atypon to develop and support a new query system for its reference linking service, continuing a relationship that began eight years ago. CrossRef's query system allows publishers, libraries, and affiliates such as abstracting and indexing organizations to submit metadata representing scholarly content and retrieve CrossRef Digital Object Identifiers (DOIs) to be used for building persistent links to important scholarly content ([full details](#)).

Kinokuniya First Agent to Implement Ringgold Identifier

(6/11/09) [Kinokuniya Company Ltd](#) is pleased to announce an agreement with [Ringgold](#) to work together to enhance the accuracy of the entries of the Japanese institutions within Ringgold's *OpenIdentify* database, to implement the Ringgold Institutional Identifier within Kinokuniya systems and supply the Identifier to publishers in the future. The Ringgold database uniquely identifies 154,000 institutional entities that subscribe to academic journals and over 7,000 of these are in Japan. The associated metadata includes Japanese and English names, locations, URLs, sizes and subject categories, and Kinokuniya will be using their local knowledge to keep this metadata up to date in the rapidly changing Japanese market, including corporations, government departments and academia ([full details](#)).

EMPACT Partners with IWA

(30/10/09) EMPact Sales™ (EMPact), the publisher representation group of EBSCO, has entered into an agreement with the publisher International Water Association (IWA) in which EMPact will serve as their sales agent. The agreement grants EMPact the rights to sell IWA's electronic and print journals in Italy, Greece, Eastern Europe, United Kingdom, Nordics, Benelux, Ireland and Latin America. For more information, contact [Ashley McDuffie](#).

EBSCO Australia Appoints New Regional Sales Manager

(16/10/09) EBSCO Australia has announced the appointment of Julie Boyd-Reynolds as its new regional sales manager, based in the company's Melbourne office. Boyd-Reynolds, who recently returned from the UK, has 30 years of industry experience, including the last 17 with EBSCO, both in the UK and Australia. In her new role, she is responsible for managing and growing the company's customer base in Victoria, South Australia, ACT and Tasmania. For more information contact [Brian McDermott](#).

Other Industry News & Announcements

Report reveals researcher practices diverge from policies promoted by funders and service providers

(5/11/09) A report by the British Library and the Research Information Network (RIN) provides unique insight into how information is used by researchers across life sciences. Undertaken by the University of Edinburgh's Institute for the Study of Science, Technology and Innovation, and the UK Digital Curation Centre and the University of Edinburgh's Information Services, the report concludes that 'one-size-fits-all' information and data sharing policies are not achieving scientifically productive and cost-efficient information use in life sciences.

The report, *Patterns of Information Use and Exchange: Case Studies of Researchers in Life Sciences* was developed using an innovative approach to capture the day-to-day patterns of information use in seven research teams from a wide range of disciplines, from botany to clinical neuroscience. The study undertaken over 11 months and involving 56 participants found that there is a significant gap between how researchers behave and the policies and strategies of funders and service providers. This suggests that the attempts to implement such strategies have had only a limited impact. The [BL press release](#) provides key findings from the report and complete copies can be downloaded or ordered from [the RIN website](#).

Maney to join NESLi2 SMP

(4/11/09) Maney Publishing has joined the NESLi2 SMP (Small and Medium-sized Publishers) collection, which will make its Ejournals available for licensing to even more higher and further education and research communities. The complete Ejournal collection is available, as well as Maney's five specialist collections in Archaeology & Heritage, Health Sciences, History & Humanities, Language & Literature, and Materials Science & Engineering. NESLi2 SMP features e-content from 22 publishers around the world which are licensed by more than 190 higher and further education institutions and research councils (read [original PR](#)).

CIBER Library Survey Results

(3/11/09) The CIBER research group at University College London has announced the completion of its global library survey that concerns challenges, trends, and best practices in tough economic times. More than 800 institutions representing the world's academic, public, government, and other libraries completed the CIBER survey. Results were presented at the Charleston Conference. The survey results will be freely available shortly. Interested members can register to receive a copy [here](#).

News from DeepDyve

(27/10/09) [DeepDyve](#) has unveiled the world's largest online rental service for scientific, technical and medical research. From a growing database spanning thousands of journals, DeepDyve now gives consumers and professionals access to more than 30 million articles for as little as \$0.99 per article. In the U.S. alone, there are more than 50 million sophisticated citizens and professionals, so-called "knowledge workers," who use the web for research for their education, health and careers. According to a recent report from the [Publishing Research Consortium](#), these primary obstacles include: 1) the difficulty of simply finding the right information from among the millions of search engine results; 2) the expense of paying \$30 or more for each premium article based solely on a short preview or abstract; and 3) the inconvenience of visiting multiple publisher sites, each with a different and often complicated e-commerce experience. Click [here](#) to read the full press release or go to [the Scholarly Kitchen](#) to follow the discussion.

Libraries Shift Spending Away from Content to Technology

According to Outsell's second annual "Library Market Size, Share & Forecast Report", libraries are shifting content spending to technology spending, digitizing collections, acquiring native digital content, and developing digital storage and retrieval systems. This is just one of several trends revealed in this, the latest Outsell report, which sizes and segments the content controlled by the global library market. The analysis covers government, public, academic, school and corporate libraries, physical as well as digital. Overall, it projects a reduction in spending from \$24.8 billion last year to \$24.4 billion in 2011, driven by the economic slowdown. The report also covers: The market for library content across North America, Latin America, Europe, Asia/Pacific, and Africa/Middle East; content spending by library and information type (scientific, legal, etc.); analysis of key market drivers; essential actions for content vendors looking to maintain or increase market share. For more information, click [here](#).

JISC Launches Guide to 15 Years Work in Open Access

The UK's Joint Information Systems Committee (JISC) has launched [a definitive guide](#) to its 15 years of work in Open Access as part of International Open Access Week (October 19 – 23, 2009). The guide has been created to showcase what JISC has achieved for scholarly communications in the UK and tracks the changes in UK policy and opinions as well as presenting a vision of what the future will look like. The guide is supported by electronic resources including interviews with experts from education and research ([full details](#)).

News from ICEDIS

Autumn meeting in Frankfurt

Results and proposals from the ICEDIS Roadmap survey were presented. The meeting confirmed three areas of high priority over coming months:

- Active implementation and roll out of the new ICEDIS Price Message in time for use in Summer 2010, carrying price information for subscription year 2011.
- A new project to investigate Claims and to come up with improved methods for automated processing of Claims and Claims Responses.
- Revisiting the need for Institutional Identifiers and the benefits/barriers associated with exchanging Structured Addresses.

Encouraging implementation

With the focus squarely on implementation, ICEDIS will be holding a special meeting in London, UK on 3rd December 2009, to coincide with London Online. This session will be looking at ways of assisting and driving forward Price Message implementation, but also examining issues raised by recent preparations to use the ONIX for Serials SRN (Serial Release Notification) format to communicate despatch and release dates. Additionally, we will take the opportunity to share initial ideas presented by partners in the Claims project. Interested ASA Newsletter readers who are also members of EDItEUR and/or ICEDIS are welcome to attend: for details please contact stella@editeur.org

Surveying standards implemented

Final responses are coming in from ICEDIS members to a survey of which serials standards either have been implemented or could be introduced relatively straightforwardly if business needs so dictate. Results of the survey will be available during December and will be compared with those from a similar EDI survey carried out in the books area earlier in the year: for full details please contact timdevenportconsulting@googlemail.com

Extending ONIX for Serials to cover e-books

With the growing convergence between business models, particularly for digital and online resources, EDItEUR is carrying out a preparatory review of the ONIX for Serials formats to establish how best they can be extended when needed beyond “conventional” serial resources. Examples include e-books, databases and learning resources available on a subscription basis. This latest work on the ONIX for Serials family of standards is intended to better support e-books and other non-journal products sold in subscription packages.

News from UKSG & NASIG

UKSG and NASIG (North American Serials Interest Group) are pleased to introduce a unique opportunity for a member of each group to attend the annual conference of its sibling organization. The new John Merriman Award covers all conference fees, travel, accommodation and conference meals. It was named in recognition of John Merriman’s role in the foundation of both UKSG and NASIG. Applicants are invited from people working in a non-managerial level position with responsibility for some aspect of e-resource management within a Library or Information Service. Application forms are available from [NASIG](#) and from [UKSG](#).

Thinking Allowed

For interesting thought and debate ranging in and around topics in scholarly publishing, SSP’s blog forum *The Scholarly Kitchen* rarely fails to deliver. This month I’ve picked out just one thread from many which readers may wish to follow entitled *Thriving in the Age of the Informavore*, a piece which explores the cultural impact of the web on human behaviour and thinking.

Key Meetings for the coming quarter

- **London Online 2009**
1-3 December, Olympia Grand Hall, London ([details](#))
- **Academic Publishing Europe 2010**
18th-20th January, Berlin-Brandenburg Academy of Sciences, Berlin ([details](#))
- **ASA Conference 2010**
22nd-23rd February, Royal College of Nursing, London ([details](#))
- **UKSG 2010**
12th-14th April, Edinburgh International Conference Centre, Edinburgh, UK ([details](#))

Training/ Continuous Professional Development

ALPSP North America have announced a series of one day workshops scheduled for November 2009 which offer targeted, cost-effective training to equip today's publishers for tomorrow's challenges. Courses include: The Journal Editorial Office; Understanding Journal Metrics; Licensing Digital Content, and Project Management in Publishing. For full details visit the [ALPSP training website](#) or contact Isabel Czech (Isabel.czech@alpsp.org).

As always, please get in touch if you have items you would like included in a future edition of *ASA News*.
Best wishes

Sarah

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