

Dear Colleagues

Welcome to the non-member version of Issue 171 of *ASA News*. This issue is somewhat delayed due to work being undertaken to develop the new ASA website and the 2010 ASA Conference Programme the upside of which is there is plenty to tell you about...

News from the ASA

New ASA website launched!

I am very pleased to announce that the [new ASA website](#) featuring the association's new logo and colour scheme is now live. The website features several new sections including: up-to-date information about the benefits of using information intermediaries ([For Publishers](#) and [For Librarians](#)); an improved [Directory of Members](#) which users can both browse and search; an area featuring [news from ASA members](#); and an area dedicated to keeping members (and other site users) abreast of important developments in the industry ([Industry Reports](#)). Please take a look and share the URL with colleagues and contacts. If you have any suggestions for content you would like to see included – now or in the future – please let me know.

ASA 2010 Conference Preliminary Programme Available

The [preliminary programme](#) for the ASA Conference 2010 is now available on the new ASA website. The conference will be held on the 22nd and 23rd February 2010 at the Royal College of Nursing in London.

High calibre speakers from the publishing, library, intermediary, research and corporate sectors are confirmed and the conference is set to continue its unique and respected tradition of analysing and debating the hottest topics of interest to the whole information supply chain.

I am pleased to say that the 2010 conference has so far attracted the following sponsors who have generously agreed to support the event: Accucoms, Cambridge University Press, EBSCO, Ex Libris, JISC Collections, John Wiley & Sons, Professional Engineering Publishing and SWETS.

For 2010, we are holding all prices at 2009 levels and will again be offering a substantial discount (just under 30%) for librarians. [Booking](#) is now available from the ASA website.

Libreria Lex Nova Joins the ASA

I am very pleased to welcome a new member to the ASA: **Libreria Lex Nova**, the bookseller and subscription agent based in Madrid, joined as Associate Members in July of this year. Lex Nova provide the following services: e-book services, fulfilment services for publishers, services for academic, corporate, government, public and school libraries. To find out more about this group, see [their entry](#) in the new ASA Membership Directory.

ASA and NASIG Collaborative Agreement

This summer, ASA and the North American Serials Interest Group (NASIG) entered into an informal agreement to exchange information of mutual interest. This agreement may also serve as a basis for future collaboration. NASIG and ASA have agreed to share information by means of both organizations' websites, events calendars, and newsletters. In addition, twice a year each organization will provide the other with a summary of key activities and developments to be published on their websites and in their newsletters.

News from ASA Members

EBSCO Selected by Victoria Department of Health

(25/9/09) EBSCO is pleased to announce that the Department of Health, Victoria, Australia has selected EBSCO as its managing agent for the next phase of the Clinicians Health Channel contract, providing a web-based portal for all departmental employees to access world-class clinical health and decision-support resources. This opportunity further extends the Clinician's Health Channel information service to healthcare practitioners, clinicians, doctors, nurses and health librarians throughout Victoria's metropolitan and rural areas. Full details of this story can be found [here](#).

EBSCO reveals *RapidRenewal* service

(18/09/09) EBSCO and a number of library consortia are working together to help consortia members reduce the cost and burden of processing e-journal package renewals. EBSCO's *RapidRenewal*, available via EBSCONET®, is an online tool for managing the renewal of licensed e-journal collections, and is designed to ease the administrative burdens associated with renewing e-journal packages (see [Press Release](#)).

East View database launch

(17/9/09) Arabia Inform and East View Information Services are pleased to announce the AskZad database has launched in North America. AskZad is a digital library of Arabic and English content emanating from the countries in the Middle East and North Africa (MENA) and containing over 500 million pages of content. For more information, contact East View at info@eastview.com or view a [recorded webinar on East View products from the Middle East](#).

EMPact signs another deal

(1/9/09) [EMPact Sales™](#), the publisher representation group of EBSCO, and [AHC Media LLC](#) have signed an agreement in which EMPact will serve as sales and marketing representative for AHC's biotechnology and medical device publications. According to the agreement, EMPact will promote *BioWorld Today*, *Medical Device Daily* and several other online titles in China, Korea, Singapore, Taiwan, Malaysia, Thailand, Philippines, Hong Kong, Macau, Mexico, Central America, South America, the Caribbean and Africa ([full story](#)).

East View Becomes WorldCat Partner

(15/8/09) [East View Information Services](#), who specialise in high-quality information products and services in world languages and English translation, is now an active WorldCat Selection partner. WorldCat is a global resource and network of library content and services, giving institutions the tools to be more connected, open and productive. To learn more, contact [Rodney Burhsmith](#) of East View.

EBSCO and SUSHI

(4/8/09) EBSCO has developed an open source software development kit (SDK) for developing clients and servers for the Standardized Usage Statistics Harvesting Initiative (SUSHI). The SDK will assist content providers in implementing SUSHI – a key requirement for being compliant with Release 3 of the [COUNTER](#) (Counting Online Usage of Networked Electronic Resources) Code of Practice for Journals and Databases. The SDK, which contains documentation, source code, a sample client, and a sample server can be found [here](#).

Swets and ALPSP Launch 2010 ALPSP Learned Journals Collection

(4/8/09) The Association of Learned and Professional Society Publishers (ALPSP) and Swets have announced the launch of the 2010 ALPSP Learned Journals Collection (ALJC). The 2010 ALJC offers a total of 824 titles with 88 of these being new to the collection for 2010. Libraries can subscribe the entire collection or choose from nine subject-specific collections. The full title list for the 2010 collection plus details and further information on the [2009](#) ALJC in partnership with Swets can be found at www.alpssp-collection.org

New service from Swets

(July 2009) Swets has announced the successful launch of its eDeal Renewal Service. The eDeal Renewal Service, integrated in SwetsWise Subscriptions, has been developed to assist both publishers and customers in the complicated processes involved in renewing eDeals. The tool enables customers to view current title and licence information, see clearly which titles they have options on and instantly calculate the cost impact of desired changes to their collection. Using the tool will vastly improve the administration process, allowing libraries to compare different options, seeing immediately the impact on cost and ensuring they stay within the requirements of their licence ([full story](#) [here](#)).

Industry News Related to the Economy

Elsevier statement about the economy

Elsevier has put a statement on its website concerning the challenging financial situation and the impact of this on teaching, research and higher education in general. The statement makes for interesting reading in itself but also provides links to further information which readers of this newsletter may find useful, for example the Research Information Network (RIN) research into [E-Journal use, value and impact](#) and Elsevier's own research into the same. Read the Elsevier statement [here](#).

MLA hosts resource for 2010 Subscription Prices

The Medical Library Association's Ad Hoc Committee for Advocating Scholarly Communications has compiled a listing of journals that have frozen their pricing at 2009 prices. The committee will continue to periodically update the list, which is available on the [MLA website](#). As a consequence of this, and the additional listing of publisher pricing on the [UKSG website](#), I will no longer feature publisher pricing information in this newsletter unless it is of significant interest and value to readers for me to do so.

Other Industry News & Announcements

PLoS using Google Knol

(August 2009) In an interesting development for those watching developments in Open Access (and/or what Google are doing in the realms of information provision), the Public Library of Science (PLOS), a non-profit organization focused on providing free access to scientific and medical literature, has launched a new Knol site - [PLOS Currents: Influenza](#) – which aims to enable rapid exchange of scientific results and ideas connected with the current epidemic of swine-origin H1N1 influenza A virus. Further information about this development from [Everyone](#), PLOS One's community blog.

UK PA fights for lower VAT on audio books

The Publishers Association is set to collaborate with the Audio Publishers Association and the RNIB this autumn on a new campaign over VAT rates on audio books and e-books. Earlier this year EU finance ministers voted to allow all 27 EU member states to charge 5% VAT on books that have a "physical means of support". For more information, click [here](#).

Cambridge launches archive

A new archive featuring over 20,000 issues of academic journals published by Cambridge University Press has been launched. The Cambridge Journals Digital Archive provides online access to over 160 journals from 1827 to 1996. The archive offers over 20,000 issues, over 350,000 articles, over 3 million pages of content and over 8 million linked references. The archive is digitised using the latest interactive technology with content scanned from original published material and reproduced as high-resolution, searchable PDFs. Journal covers, content listings, prelims, plates and maps are reproduced in their entirety, providing a complete digital reproduction of the original journal (full details [here](#)).

News from EDItEUR (& ICEDIS)

A Roadmap for ICEDIS Message Development

The members of ICEDIS, meeting before the Spring UK UKSG meeting in Torquay, UK, decided to embark upon a "Roadmap" exercise to guide the evolution of messaging standards for serials over the next few years. All players in the serials supply chain continue to face a combination of challenges, from the constant evolution of business models and downward pressure on costs, and opportunities offered by new technologies and the widespread introduction of web services and XML-powered communications.

To ensure that message development is closely aligned to business priorities, EDItEUR constructed a framework of business use cases, some "traditional" and others more contemporary or future-looking. Over the past couple of months, ICEDIS member organisations have been ranking the use cases in order of business priority, as well as volunteering useful insights into additional or alternative cases that could offer significant benefits within the industry.

Almost all responses are now in: EDItEUR will be delivering a summary report and proposals to ICEDIS shortly and highlights will be reported in a future release of *ASA News*.

ICEDIS Meeting

The next ICEDIS meeting will take place on Monday 12 October (2pm-5pm) at Hotel Savigny in Frankfurt. The ICEDIS event is open to ICEDIS members only, but any organisation that wishes to become a member should contact EDItEUR (info@editeur.org).

31st International Supply Chain Seminar

The 31st International Supply Chain Seminar organised by EDItEUR in collaboration with Der Börsenverein des Deutschen Buchhandels takes place at the Frankfurt Book Fair on Tuesday 13th October, 10.00 – 4.00 in Room EUROPA on the ground floor of Hall 4. Pre-registration is essential for this meeting at which leading book trade figures will focus on the application of new technology to the supply chain for both traditional and electronic publications. The programme is available and full details can be found at [EDItEUR](#).

News from NASIG

The 2010 North American Serials Interest Group's Program Planning Committee (PPC) invites proposals and/or program ideas for pre-conference, vision, strategy, and tactics sessions. The program planners are interested in hearing from publishers, vendors, librarians, and others in the field of serials and electronic resources about issues relating to scholarly communication, publishing, licensing, and cataloging. Please contact: prog-plan@nasig.org

Recommended reading

I have posted links to and short summaries of the following [industry reports](#) on the ASA website which may be of interest to readers:

- The European Scientific, Technical and Medical (STM) Information Market (*Sept 09*)
- Communicating knowledge: How and why UK researchers publish and disseminate their findings (*Sept 09*)
- Rough waters: Navigating hard times in the scholarly communication marketplace (*July 2009*)
- E-Journals: Their use, value and impact (*April 2009*)

Key Meetings

- **Frankfurt Bookfair**
14-18 October 2009, Frankfurt, Germany ([details](#))
- **Charleston Conference 2009**
4-7 November 2009, Charleston, South Carolina ([details](#))
- **London Online 2009**
1-3 December, Olympia Grand Hall, London ([details](#))
- **ASA Conference 2010**
22nd-23rd February, Royal College of Nursing, London ([details](#))
- **UKSG Conference 2010**
Edinburgh, UK, 12th-14th April 2010 ([details](#))
- **NASIG Conference 2010**
Palm Springs, California, June 3rd-6th 2010 ([details](#))

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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