



ASA NEWS

December 2009

Dear Colleagues

Welcome to the December issue of *ASA News*. For those with an interest in these things, I have finally settled on a typeface I can live with for the newsletter: Gill Sans. Stylish, understated and with a touch of 1920's flair, not unlike our esteemed ASA Chairman, Peter Lawson...

The eagle-eyed amongst you will have also noticed this month's inclusion of our seasonally-themed greyhound Gerry who, like me, wishes all of our readers a peaceful, enjoyable holiday period and a happy and healthy new year.

News from the ASA

2010 ASA Conference – [Final Programme and Booking Now Available!](#)

The [final](#) programme and booking for the 2010 ASA Conference² is available from [the ASA website](#). Substantial discounts are available to librarians; we are also offering an early-bird discount for all other delegates. 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 and Wiley-Blackwell.

Wiley Becomes First Associate Publisher Member of the ASA

We are extremely pleased to announce that John Wiley & Sons are the first publisher to join the ASA as Publisher Associate Members. Margaret Morgan, Director of Agent Relations at Wiley, whom many readers will know well, has been a keen supporter of agents and of the ASA for many years. We are thrilled that Wiley have joined the association and look forward to working with them during 2010 and beyond.

News from ASA members

EBSCO Publishing - First Aggregator to Implement Ringgold Identifier

(1/12/09) A new agreement between EBSCO Publishing and Ringgold announces the implementation of the Ringgold Institutional Identifier within EBSCOhost® databases, supplying the Identifier to publishers with their usage reports. By implementing the Ringgold Identifier, EBSCO will be able to provide their publisher clients with accurate and timely reporting, and immediate integration of this information into their internal systems ([full story](#)).

¹ No greyhounds were harmed in the making of this newsletter.

² <http://www.subscription-agents.org/conferences/asa-conference-2010>

New Release of IngentaConnect

Publishing Technology has announced the latest release of its flagship research platform, *IngentaConnect*. The release integrates a number of site enhancements to improve user experience and offer greater discoverability of content. IngentaConnect users will benefit from improved content discoverability through the Summon™ service, driving user traffic to IngentaConnect via a trusted partner for access to reliable and credible content with increased efficiency. The release also marks the introduction of WorldPay e-commerce, enabling wider methods of payment, including PayPal, and affords users complete peace of mind when purchasing articles online. Further enhancements include improved social bookmarking, COUNTER 3 compliance and Shibboleth integration ([more details](#)).

SwetsWise Adds Major New Functionalities with Release 5.4

(30/11/09) Swets announced earlier today the successful launch and implementation of SwetsWise Release 5.4, the latest technical update to its pioneering portfolio of products and services. This latest update introduces a wave of further reporting, charting and claiming functionalities into a number of SwetsWise services, amongst a host of other technical updates and improvements ([full details](#)).

Swets Launches ERM as a Service

(26/11/09) Swets has announced the launch of ERM as a Service, powered by SwetsWise. ERM as a Service is a unique solution combining specially selected SwetsWise modules, designed to aid a librarian with the management, evaluation and access of their electronic resources. The package provides librarians with a single, clear and comprehensive overview of their collection, showing what content they own, where their users can access it and what licensing and rights options apply to it. Information professionals can also analyze the cost per use of their electronic resources, which particularly supports the decision process during the renewal season and allows comparisons down to title level ([full press release](#)).

SwetsWise places eBooks Procurement Portal into Beta Testing

(19/11/09) Swets has announced that its newly developed eBooks procurement portal has entered into Beta Testing. The portal integrates a comprehensive eBook catalog and procurement options into existing SwetsWise services, most notably SwetsWise Subscriptions. These features will provide customers with a single source for purchasing eBooks and a means to select the desired access route to their acquired content, be it by publishers directly or through an aggregator (full story [here](#)).

Other Industry News & Announcements

Springer Science + Business Media Acquired by Investment Firms

(7/12/09) EQT V, a leading European private equity fund, and GIC Special Investments (“GICSI”), the private equity arm of the Government of Singapore Investment Corporation (“GIC”), have announced that they have agreed to acquire 100% of Springer Science+Business Media from its current owners, private equity investors, Candover and Cinven. EQT V intends to buy 82% and GICSI to buy 18% of Springer, the world’s second-largest scientific, technical and medical (“STM”) publisher, and a leader in the digitization of scientific information. The transaction remains subject to customary conditions, including regulatory approvals. It is expected to close by late January/early February 2010, and will result in the full repayment of all existing debt facilities ([more details](#)).

Blackwell and Baker & Taylor Sign Important Agreement

(7/12/09) Baker & Taylor has acquired Blackwell Book Services North America (BNA) and Blackwell's Australia-based James Bennett bookseller. As part of the deal, Blackwell UK will acquire Baker & Taylor's Lindsay and Croft business in the UK. In addition to the acquisitions, Baker & Taylor's YBP Library Services and Blackwell UK have entered into a strategic sourcing agreement under which YBP Library Services will source all UK-published academic material from Blackwell UK, and Blackwell UK

will source all US-published academic material from YBP Library Services. It is not clear how this acquisition will affect its market share but [The Library Journal](#) citing [Publishers Weekly](#) reports that “the purchase adds approximately 1,000 new accounts to YBP”. ([more information](#)).

RIN Report: Research Hindered by Lack of Access.

Researchers are encountering difficulties gaining access to the content they need and that this is having a significant impact on their research says a recently released report from the [Research Information Network](#) (RIN). Based on the findings of five studies, the report investigates the nature and scale of key restrictions on access to information resources of importance to researchers; the impact of these restrictions and the ways in which they might be alleviated or overcome. The report’s key finding is that access is still a major concern for researchers. Although researchers report having no problems finding content in this age of electronic information, gaining access is another matter due to the complexity of licensing arrangements, restrictions placed on researchers accessing content outside of their own institution and the laws protecting public and private sector information (click [here](#) for more information and to order a copy of the full report).

Scholarly Communications Report Continues

Earlier this year it was announced that SCR would close, but we are delighted to announce that it will be continuing into 2010 – and hopefully beyond. PSP Consultancy is acquiring the title with effect from January 2010 and will ensure that the newsletter continues to deliver a digest of all that is new and influential in scholarly publishing to keep you up to date with key industry developments. The newsletter will be written and edited by Pippa Smart. Each month the newsletter selects key new items and provides a concise summary with its implications for commercial, society and academic publishers, intermediaries and subscription agents as well as library managers responsible for print and electronic resource provision. Subscription enquiries and orders can be sent to [Portland Customer Services](#).

Accucoms Develops New Gap Analysis Tool

(27/11/09) Accucoms has recently developed a gap analysis tool that will help publishers identify gaps in their market penetration. The tool is the result of a large-scale research project undertaken by Accucoms and includes comprehensive information on the subject focus of institutions worldwide. The tool will help any publisher using Accucoms' suite of direct marketing and sales representations services identify potential subscribers in underrepresented geographic regions and allow a much more targeted approach to their marketing efforts ([full story](#)).

Emerald Integrates eBook and eJournal Content

Emerald Group Publishing Limited, has announced the latest update of Emerald Management First, with the launch of its new ‘Emerald Management First Collections’, bringing together, for the first time as part of Management First, Emerald’s eBook series and eJournal content. This development offers private and public organizations the flexibility to enhance their Emerald Management First subscription with access to the latest articles and chapters tailored to a specific management discipline ([full story](#)).

FrontLine GMS and Ringgold Exchange Data on Library Consortia

(26/11/09) [Frontline GMS](#) and [Ringgold](#) have entered into an agreement to exchange data on worldwide library consortium membership. The new enhanced data will include over 600 library consortia in 97 countries. It will add value to both Ringgold’s database and Frontline’s Consortium Purchasing Directory. Both will include membership lists from each database which will be matched to the [Ringgold Identifier](#) for the member institutions. The Ringgold database uniquely identifies over 155,000 institutional entities that subscribe to academic journals, and provides metadata about their structure, consortia memberships, size, type, and location. The fifth edition of the Directory, to be published in 2010, will nearly double in size and include information on consortia buying library management systems

and other online products as well as the existing information on licensing online content. This enhancement will include additional metadata and functionality, as well as all the valuable information in the Directory profiles such as products purchased, consortium contacts, and the policies and practices of the consortium.

DataSalon and Ringgold Launch Online Hierarchy Viewer

(20/11/09) Ringgold and DataSalon have announced a major new service to aid publishers in visualizing customer hierarchies, following a strategic partnership agreed in March 2009 between the two companies. DataSalon's *MasterVision* platform has now been significantly enhanced with the addition of an interactive hierarchy viewer, providing academic publishers with a highly visual 'family tree' view of Ringgold's entire *Identify* database. For a visual illustration of this service click [here](#). For the full story plus details of publisher services provided by Ringgold and Datasalon click [here](#).

News from ICEDIS

Claims Project Launched

Since the last ASA News, ICEDIS has launched a project to help automate the handling of claims and claims responses and to pre-empt some of the claims presently being generated. A team, which includes publishers, agents and systems vendors began by sharing and agreeing objectives, before moving to collect key information elements used in the process, primarily claim reasons and response codes. Team members are working in partnerships: LM Information Delivery and EBSCO are working with Taylor & Francis, Harrassowitz has teamed up with Elsevier, and Swets is partnering Oxford Journals. EDItEUR is helping facilitate the project and is collating statistics to broadly quantify the scale and types of claims encountered by ICEDIS members.

Different partnerships are focussing on various stages in the claiming process: for example, one group is looking at the use of the ONIX SRN message to convey better information to agents and libraries on despatch schedules and dates. Another group is examining how we can better automate claims handling, based upon an agreed and simplified list of reasons and responses. Further developments will be reported here.

Price Message: Timeline and Next Steps

ICEDIS is moving to a formal and planned rollout of the new XML Price Message in time for the summer 2010 pricing round. The Price Message itself was published in July this year (details). To enable the widest possible rollout and to allow partners to plan with confidence in time for the main pricing season, ICEDIS has agreed a simple time schedule in 2010 with several key milestones:

- End January: ICEDIS members committed to participate in live exchanges;
- End March: test files exchanged, with results discussed at Spring UKSG in Edinburgh;
- End April: any final modifications made to XML schema and documentation to support live use.
- Mid July onward: live exchanges of 2011 price information.

If any ASA members would like to participate in this rollout or need further information, please contact [Tim Devenport](#) or [Stella Griffiths](#) at EDItEUR.

Web-Watch

SCRIBD

Scribd describes itself as "the largest social publishing company in the world, the Website where tens of millions of people each month publish and discover original writings and documents." Anyone making a living in the scholarly information business might at least want to take a look...<http://www.scribd.com/>

MESH: the shape of things to come?

EU-funded researchers have developed an integrated platform for the Internet by combining advanced semantic search technologies and relevant tools. MESH ('Multimedia semantic syndication for enhanced news services') project partners have set the pace for what's in store for search engine technology by successfully establishing a working platform for a semantic search that generates results based on content and context of film and audio files, and text. Existing search engines provide answers for individual keywords introduced. MESH is unique in that it initially evaluates the query and then provides results for the actual meaning of the query ([find out more](#)).

Thinking Allowed

One of my favourite professional blogs is *The Scholarly Kitchen*. For intelligent discussion, topical debate and the occasional, welcome sprinkling of silly dust, it rarely fails to deliver. Readers of this newsletter may find a couple of posts from recent weeks worth a look. Jo Esposito's thought-provoking [A Library Card Under The Christmas Tree](#) outlines (and has sparked an interesting debate on) the highly topical issue of access to articles for those not 'enfranchised' by institutional licences. As a consultant often engaged in research, this is a subject dear to my heart. Those with a little time on their hands and a yearning for some levity may also wish to seek out Kent Anderson's [Abbott and Costello posting](#) which humorously conveys the futility of the world in which Microsoft sometimes holds us captive.

Key Meetings for the Coming Quarter

- **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

STM have announced their programme of training and education events for the coming months in Europe, Asia and the US. For full information including details of early booking discounts click [here](#).

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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