



Library  
Choice



Association of  
Subscription Agents  
& Intermediaries

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## ASA NEWS

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May 2010

Dear Colleague,

Welcome to the May edition of *ASA News*. Another busy month with lots going on so its another packed edition. Highlights include three more publishers signing up to Library Choice, confirmation of the dates for our 2011 Conference (!) and a welcome for our second Associate Member (Publisher), Oxford University Press.

### News From The ASA

#### Second Publisher Joins ASA

I am very pleased to announce Oxford University Press as the latest publisher to join the ASA as an Associate Member (Publisher). OUP follow John Wiley & Sons who joined the ASA in January of this year. Publishers interested in joining the ASA can [contact me](#) for an informal discussion.

#### ASA Conference 2011: Dates & Call for Speakers

Plans are already underway for the ASA's next conference which will be held in London 21<sup>st</sup>-22<sup>nd</sup> February 2011 (make a note of the date). Please [contact me](#) with suggestions for speakers and topics; if your organisation wishes to field a speaker, please let me know.

#### Library Choice Update

Library Choice goes from strength to strength. A further three publishers have signed in the last month bringing the total to 33. To find out more about this initiative, visit the [Library Choice](#) area of the ASA website. If you are a publisher interested in participating, please get in touch.

### News From ASA Members<sup>1</sup>

#### Basch & Prenax Partners with Deep Web

(21/5/10) Basch Subscriptions Inc. and Prenax Inc have announced they have entered into a strategic partnership with Deep Web Technologies. This new partnership will provide Basch and Prenax customers with the opportunity to experience Deep Web's federated search which enables corporate, academic, government and enterprise customers to increase efficiency, reduce frustration and transform the search experience into accurate results. For further information, contact [Philip White](#), Basch Subscriptions/Prenax Inc..

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<sup>1</sup> News is welcomed from all ASA members. Please contact [info@subscription-agents.org](mailto:info@subscription-agents.org) to get your story included in *ASA News*.

### New EBSCO Survey Probes Economic Impact on Libraries

(20/5/10) EBSCO have published the results from a recently conducted survey assessing the impact of current economic conditions on libraries. The results make for interesting reading with many respondents indicating they will continue to adopt a broad range of cost-saving strategies heading into 2010-2011 ([full survey results](#)).

### New Publishers Join JSTOR's Current Scholarship Program

(28/4/10) Nine new publishers have recently joined ASA Associate Member JSTOR's Current Scholarship Program. Thanks to the participation of these new partners and the ten publishers that have already partnered with JSTOR in the Program, libraries will be able to license and provide their users with access to the current issues of 176 journals on the JSTOR platform beginning in 2011. JSTOR is holding four webinars to demonstrate how the Current Scholarship Program works. For more details [contact JSTOR](#).

## News From ASA Associate Publisher Members

### New Journals Collection from Oxford

(20/5/10) Oxford Journals, a division of Oxford University Press (OUP), has developed a new Economics & Finance Collection which allows customers to subscribe to a customized selection of journals to suit the research needs of their organization. The collection includes several journals that cover the entire subject field, as well as specialized journals targeting areas including finance, development economics, agricultural economics, environmental economics, and law and economics ([full details](#)).

### Wiley Announce New Online Platform

John Wiley & Sons have announced they will be launching the Wiley Online Library on Saturday, July 24th 2010. The Wiley Online Library will host the world's broadest and deepest multidisciplinary collection of online resources covering life, health and physical sciences, social science and the humanities. Built on the latest technology and designed with extensive input from scholars around the world, Wiley Online Library will deliver seamless integrated access to over 4 million articles from 1500 journals, 8000 books, and hundreds of reference works, laboratory protocols and databases from John Wiley & Sons and key imprints including Wiley-Blackwell, Wiley-VCH and Jossey-Bass. Featuring a clean and simple interface, this new online service will combine intuitive navigation, enhanced discoverability, expanded functionalities and a range of personalization options. Between now and the launch date, keep up to date with developments at: <http://www.wileyonlinelibrary.com/info>

## Industry News

### National Library of China & OCLC

(27/5/10) The National Library of China will share its rich collections with libraries and researchers around the world as a new participant in the OCLC WorldCat Resource Sharing service. Since November 2009, 2.4 million records from the National Library of China have been added to WorldCat, the world's largest online resource for finding library materials. With those records in WorldCat, resources from the National Library of China are more visible worldwide through the Web. Researchers and scholars will be able to access and obtain these important Chinese materials through WorldCat Resource Sharing ([full story](#)).

### PA Urges Publishers to Support ARROW

(25/5/10) The PA has published a short guidance document explaining what publishers should be doing to support the ARROW project; why it is critically important for them to do so; and how they stand to

benefit by engaging. The briefing is aimed at digital directors, rights directors, strategy directors, and chief technology officers within the publishing industry. The Accessible Registries of Rights Information and Orphan Works (ARROW) project is Europe's answer to the proposed Book Rights Registry in the US. It can help enable legitimate access to out of print and orphan works and has huge strategic importance in debates about the future of the copyright framework in Europe. Readers may be aware that EDItEUR is providing message-development services as a subcontractor to ARROW. The messages provide a framework for various ARROW participants to communicate automatically and accurately at each stage in the ARROW workflow ([full story](#)).

#### CUP Books in Accessible Formats

(20/5/10) Cambridge University Press has entered into a license agreement with Bookshare, the California-based nonprofit organization that provides books in accessible formats for people with qualified print disabilities such as blindness or low vision, a physical disability or a severe learning disability that affects reading. Under the terms of the digital rights license agreement, Cambridge will deliver academic and scholarly books from all of its regional publishing centers around the world to Bookshare for conversion into accessible formats. Individuals with qualified print disabilities around the world will be able to download the books for a nominal Bookshare membership fee and read them using a computer or other assistive technology, with voice generated by text-to-speech technology, as well as options for digital Braille ([full story](#)).

#### Open Access Option for Further NPG Journals

(19/5/10) Nature Publishing Group (NPG) has announced open access options for seven more of its journals. Twenty-five journals published by NPG now offer authors an open access option, including all 15 academic journals owned by NPG. Authors publishing in these journals can now choose to make their article open access on payment of an article processing charge (APC) ([full story](#)).

#### Maney Expands Deal with DotLib

(18/5/10) Maney Publishing has expanded its agreement with distributor and agent DotLib for sales of its electronic products in the United States, Canada and Italy. Maney's E-journal list features nearly one hundred titles and six subject specific MORE (Maney Online Research E-journal) collections: Archaeology & Heritage, Health Sciences, History, History & Humanities, Language & Literature, and Materials Science & Engineering. Shelly Turner, Maney's Director of Sales and Marketing, was pleased to have extended the agreement: "DotLib have impressed us with the breadth of their distribution and level of service they are able to offer within South America, which will make our E-journals and MORE journal collections more easily and widely available in these countries." ([more on this](#)).

#### Oxford Journals to Supply 6,000 Colleges in India

(18/5/10) Oxford Journals, a division of Oxford University Press, has announced a new partnership to supply 206 journals to 6000 colleges in India. The deal was agreed with the Information and Library Network (INFLIBNET) Centre, an autonomous inter-university centre of India's University Grants Commission. INFLIBNET was set up by the Indian government to create infra-structures for the sharing of library and information resources and services among Academic and Research Institutions. The programme is being implemented in phases and INFLIBNET expects that within three years, 6000 colleges will have access to OUP's journals ([full story](#)).

#### Springer's MyCopy Now Available in Europe

(17/5/10) Springer Science+Business Media has extended its MyCopy service to library users in Europe. Registered library patrons will be able to order a softcover copy of a Springer eBook for their personal use by clicking on a button on the [Springer platform](#). The softcover copies are priced at a flat fee of EUR 24.95 which includes shipping and handling within a wide range of European countries. The MyCopy offer

will be valid for more than 15,000 electronic Springer books published since 2005. *MyCopy* books can only be ordered by registered patrons of academic libraries that have purchased the corresponding eBook Collection and have agreed to this service. The entire ordering and shipping process will be handled by Springer in cooperation with a print-on-demand (POD) provider ([full story](#)).

#### Gale and De Gruyter Enter into Distribution Agreement

(14/5/10) Gale, part of Cengage Learning, and Walter de Gruyter GmbH & Co. KG, have entered into an agreement allowing Gale to distribute De Gruyter periodicals through a number of its academic resources. Titles included are academic periodicals in the areas of medicine, religion, sociology and archaeology, plus heavy coverage of linguistics. Of the 37 periodicals included in this agreement, 35 are peer reviewed ([full story](#)).

#### University of Ottawa Becomes Newest Member of ARL

(14/5/10) At its 2010 Spring Membership Meeting held in April in Seattle, the membership of the Association of Research Libraries (ARL) voted to invite the University of Ottawa Library to join as its 125th member. Leslie Weir, University Librarian, accepted the invitation ([full story](#)).

#### Google Editions Strategy Announced

(4/5/10) Many sources, including the Wall Street Journal (WSJ), report Google's plans to begin selling digital books in late June or July 2010. The move would mean Google entering the keenly competitive market-space occupied by Amazon.com Inc., Apple Inc., Barnes & Noble Inc. and others. WSJ reports: "Google has been discussing its vision for distributing books online for several years and for months has been evangelizing about its new service, Google Editions. The company is hoping to distinguish Google Editions in the marketplace by allowing users to access books from a broad range of websites using an array of devices, unlike rivals that are focused on proprietary devices and software." ([More](#) on this).

#### Gale and Ex Libris Partnership

(29/4/10) Ex Libris® Group has announced that following an agreement with Gale®, a number of Gale's leading academic databases can now be accessed directly via the Primo Central mega-aggregate of scholarly e-content. The flagship full-text periodical databases Academic OneFile and General OneFile, together with the Eighteenth Century Collections Online and Sabin Americana resources are now available via Primo Central. Gale has provided metadata for the e-journals in these important databases for central indexing by Primo Central. With Primo Central, users simultaneously search locally managed collections and global e-content and receive search results that are blended into a single relevance-ranked list. Primo Central is now undergoing beta testing by 14 Primo Central partner libraries around the world and will be available later this year to over 270 customers of the Primo® discovery and delivery solution and more than 1500 MetaLib® customers ([full story](#)).

#### Yale Drops PLoS Membership

(22/4/10) The Library Journal reports that Yale University Library will discontinue its Public Library of Science (PLoS) membership as of May 1st, 2010. PLoS Institutional Memberships help make scientific and medical literature freely available and also give researchers incentives to publish in PLoS' open-access journals. In a statement, Yale librarians said: "While our Library continues to support the principles of open access publishing, we need to make difficult decisions regarding resource allocation to remain within our budget." ([full story](#)).

#### Two New OCLC Reports

Researchers from OCLC have published two reports in the context of the JISC-funded project, "Towards a Profile of the Researcher of Today: What Can We Learn from JISC Projects?"

<http://www.oclc.org/research/news/2010-04-21.htm>

### Caltech Alumni Association Selects DeepDyve

DeepDyve has announced that it has been chosen by the California Institute of Technology (Caltech) Alumni Association to provide members with access to DeepDyve's extensive catalogue of scholarly and professional journals. As part of this agreement, the Caltech Alumni Association will promote the DeepDyve service to the entire population of approximately 22,000 alumni. ([Full story](#)).

### Digital Libraries Event

Ticer's international summer course "Digital Libraries à la Carte" will be held at Tilburg University in the Netherlands 26<sup>th</sup>-30<sup>th</sup> July. The programme of this annual event for librarians and publishers has been completely renewed and now offers course modules covering: strategic developments and library management; the library in the scholar's workflow and research data; libraries - partners in teaching and learning; mobile technologies in education and library; Web 2.0 and linked data in libraries. For full details visit the [course website](#) or download the [course brochure](#).

## News from EDItEUR

### JISC License Comparison Project

JISC Collections is undertaking an exciting new project to encode 80 of its most commonly used licenses in ONIX-PL (ONIX Publications License) and to make these available to its community by the end of 2010. It has commissioned a new technical platform that will enable ONIX-PL expressions of different licenses to be compared side-by-side – highlighting, for example, any changes from year to year, or differences between licenses for different resources. EDItEUR is actively supporting this initiative based upon the ONIX for Licensing Terms standard. [DataSalon](#) are providing the technical platform and the licence analysis work is being undertaken by Sarah Durrant ([Red Sage Consulting](#)).

### Elsevier Delivering SRN Despatch Dates

Elsevier is producing weekly feeds of updated despatch date information for its print journals, using the ONIX for Serials SRN format. This is one step in a strategy to reduce premature claiming and the feeds are available to agents now. ASA Members LM Information Delivery and Harrassowitz are already receiving this data. For further information contact [Keith Whiter](#).

### Improved Claims Handling

An ICEDIS Project Team has taken a fresh look at the vexed question of serials claims, which still represent a considerable drain on staffing across the supply chain. Working via conference call and email, this virtual team has almost completed a new standard message that communicates claims and claims responses for printed journal resources. It is hoped that deploying the new message will yield efficiency improvements, not least in terms of improved promptness in responding to customer concerns. Once the print claims work has moved into an active pilot phase, the team will turn its attention to the very different challenges and timescales posed by claims for online resources.

### Latest on the ICEDIS Price Message

Preparations continue for the implementation and rollout of the new XML Price Message, based on the ONIX for Serials standard. Developers at Taylor & Francis and at Elsevier are working to complete their own implementations, whilst ASA members Swets, Harrassowitz and LM Information Delivery are evaluating test files from early implementers Wiley. Efforts are still on track to make the new message available to support the Summer 2010 pricing round, conveying 2011 subscription prices in a comprehensive and standardized manner. For more information, contact [Tim Devenport](#).

## News from STM

### Master Classes from STM

STM has announced a series of training events and master classes including a *Master Class in Developing Leadership and Innovation* which will take place in the US 7<sup>th</sup>-9<sup>th</sup> June 2010 at the University of Maryland, Marriott Conference Center, Adelphi, Maryland. For those based in Europe, a similar course will take place 13<sup>th</sup>-15<sup>th</sup> September 2010 at Eynsham Hall, Oxford, UK. For full details, visit the [STM website](#).

## News from UKSG

### UKSG and NISO Announce First Endorsers of KBART Recommended Practice

(1/6/10) UKSG and NISO are pleased to announce that the American Institute of Physics, Ex Libris, OCLC and Serials Solutions are the first organizations to publicly endorse the [Phase I recommendations](#) of the [KBART](#) (Knowledge Bases And Related Tools) Working Group, a joint initiative that is exploring data problems within the OpenURL supply chain. KBART's [Phase I Recommended Practice](#) (NISO RP-9-2010), published in January 2010, contains practical recommendations for the timely exchange of accurate metadata between content providers and knowledge base developers. A number of other major organizations in the scholarly information supply chain are also working towards KBART endorsement.

## Vacancies

### EBSCO Seeks Publisher Relations Executive

EBSCO's Publisher Relations department are currently on the lookout for a new Publisher Relations Executive. The Publisher Relations Executive will be responsible for managing and developing existing publisher relationships in addition to retaining and developing business with major publishers. Applicants must be based in the South East region and be willing to travel. They will also need to have previous experience of account management, publishing industry experience, journey planning, strong relationship building skills and a proven track record of achieving set targets. For a more information about this role, please submit your CV to Samantha Baiden-Reid: [sbaiden-reid@ebSCO.com](mailto:sbaiden-reid@ebSCO.com) Closing date for applications: Friday 11<sup>th</sup> June 2010.

## Web-Watch

### EC Challenges Facebook

European Commission advisers have accused Facebook of putting users' privacy at risk with changes to its services. In a strongly worded letter, European data protection officials called changes to the social networking site's default setting "unacceptable". Facebook was told to have default settings that guaranteed user profiles could only be viewed by selected contacts, with users being able to choose whether or not their data should be made available to search engines. The controversial changes to the site were introduced in December, allowing users profiles to become accessible to third parties by default and parts of their profiles, including friends' lists, being made public ([full story](#)).

## Thinking Allowed

### World's Most Expensive Rectangle

For light relief this month I've been turning to The Guardian's Charlie Brooker. His [recent piece on the iPad](#) ("Had it crashed or was it being sarcastic?") offers tonic to those of us who remember when we had at least the illusion of free will in matters of choosing and using technology.

## People News

### Senior Staff Changes at Wiley

Steve Miron was promoted to the position of Senior Vice President, Scientific, Technical, Medical, and Scholarly Division of John Wiley & Sons effective May 1, 2010. Eric Swanson, the previous SVP of STMS is due to retire at the end of October 2010 ([full story](#)).

### New MD at IOPP

Institute of Physics Publishing (IOPP) has announced the appointment of Steven Hall as the company's new Managing Director. Steven joins IOP Publishing at an interesting time, both in terms of the company's strategic direction and also given the challenges and opportunities facing scientific publishing. He starts his appointment as Managing Director on 5 July, to allow time for a smooth and effective transfer of operations from Jerry Cowhig ([full story](#)).

## Key Forthcoming Meetings Spring 2010

- **Society for Scholarly Publishing (SSP) Annual Conference**  
2<sup>nd</sup> & 4<sup>th</sup> June 2010, San Francisco, USA ([details](#))
- **North American Serials Interest Group (NASIG) 25th Annual Conference**  
3<sup>rd</sup>-6<sup>th</sup> June 2010, Palm Springs, California, USA ([details](#))
- **Fourth Bloomsbury Conference on E-Publishing and E-Publications**  
24<sup>th</sup> & 25<sup>th</sup> June 2010, London, UK ([details](#))
- **The American Library Association (ALA) Annual Conference**  
24<sup>th</sup>-29<sup>th</sup> June 2010, Washington DC, USA ([details](#))

## Training/Continuous Professional Development

- **ALPSP**  
The full schedule of ALPSP training and events can be found [here](#)
- **Society for Scholarly Publishing (SSP)**  
A schedule of SSP meetings and events is maintained [here](#).
- **STM**  
Keep up with STM courses and events [here](#).
- **UKSG**  
A full schedule of UKSG training and events can be found [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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