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From the Executive Director's Desk

by John Tagler, *PSP Executive Director*

2012 AAP Journals Publishing Survey

The 2012 *AAP Industry Statistics Survey* for Professional and Scholarly (PSP) journals has just been released and was dispatched to AAP/PSP members and non-member survey participants.

This survey provides insights into activities, trends and shifts among 28 participating publishers. The results reflect the ways traditional scholarly publishers are responding to the needs of their constituents – authors, librarians and readers. While the survey is not comprehensive – several subscription-based publishers did not participate and no open-access-only publishers accepted an invitation to submit – the survey does provide a perspective on the industry and has implications beyond participating publishers relative to the universe of +/- 28,000 scholarly journals (estimated in the *2012 STM Report: An Overview of Scientific and Scholarly Journal Publishing*).

PSP extends its appreciation to every organization that submitted data used in this valuable industry summary. Completing and submitting data-laden forms is a time-consuming but critical task that provides a perspective on the scholarly and scientific journal publishing landscape.

Scope of the Report

In 2012, 28 publishers reported on 7,230 journals. In 2011, 28 publishers, albeit a slightly different list of houses than in 2012, reported on 6,481 journals. Comparing the 2012 and 2011 analyses shows that in terms of published journals the reach of the survey increased by 11.6%. The 28 publishers that submitted for 2011 had a 3.3% increase above what was submitted in 2010. The 28 publishers submitting 2012 data published 6,706 journals in 2011, an increase of 7.8% in title output.

It is critical to note when comparing the 2012 and 2011 survey summaries, as published in the *PSP Bulletin*, that a slightly different list of publishers and titles are submitted each year. A few publishers whose data appeared in the 2011 report did not submit for 2012 and vice versa (see last page of this report for details). Similar patterns may be observed for other recent years. Year-to-year industry *trends* may be inferred by comparing different yearly surveys, but the statistical analysis that follows is based only on data reported for the three-year period 2010-2012, unless otherwise specified. Bearing that in mind...

Among those publishers responding, there has been a modest but steady growth in article output over the three-year span from 800,882 articles in 2010 to 825,866 in 2011, 3.1% growth, to

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903,850 in 2012, 9.4% growth. The growth from 2010 to 2011 is consistent with a longstanding pattern of growth, according to the 2012 *STM Report*, which states, "The number of articles published each year...have grown steadily for over two centuries by about 3%." The reason(s) for a significant spurt in articles between 2011 and 2012 cannot be readily identified but there are several thoughts on the topic shared later in this analysis.

The 2012 *STM Report* estimates that there are around 11,550 main English-language journals (p. 5), and more than half of that universe is included in this survey, covering an output of 903,850 articles from 7,230 journals. Considering the fact that many of the survey journals are among the most widely-read and highly-cited journals published, their influence in terms of citations as well as usage in academic and research institutions would likely be well above the 60% mark in each case. These patterns are consistent with bibliometric research published by Thomson Reuters and Elsevier (Scopus).

The survey collected data in three areas:

- Production in units
- Sales in thousands of dollars
- Subscriptions in units

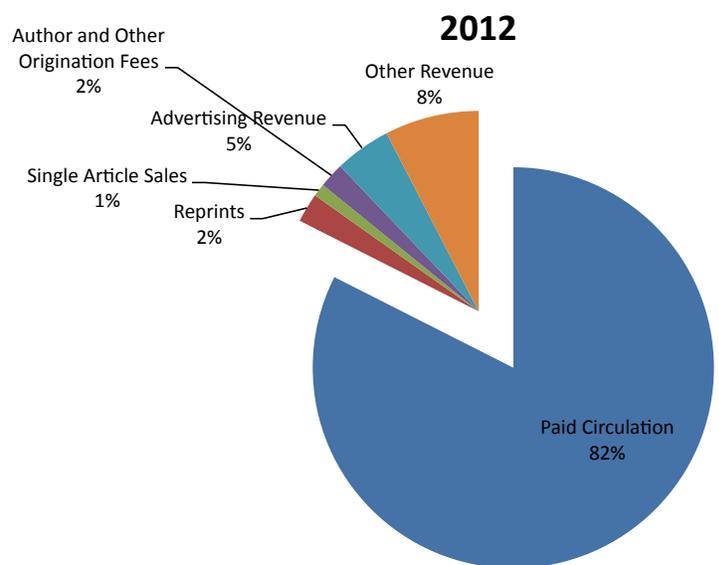
Sales and Revenue

The list of respondents (please consult the end of this report) is significantly weighted toward scientific, technical and medical journal publishers. Total 2012 revenues from 28 publishers reporting on 7,230 journals was \$4.409 billion, which includes income from paid subscriptions (print and digital), advertising, reprints, single article sales, author/other origination fees and other sources. This represents an increase of 3.4% compared with 2011 revenues of \$4.263 billion from 6,706 journals containing 825,866 articles. Total 2012 revenue growth is less than in 2011, which saw a growth of 8.3% over the 2010 total of \$3.935 billion in revenue from 6,472 journals containing 800,882 articles.

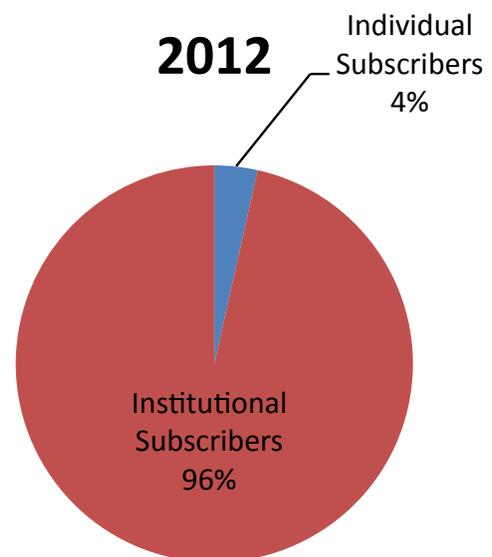
As has long been the case, the vast majority of revenue (79.6%) is derived from institutional subscriptions. Scholarly journals, particularly from STM publishers, are principally sold to academic, research, hospital and corporate libraries. Income from paid institutional subscriptions has grown over the three-year period (\$3.034 billion in 2010, increasing 8.0% in 2011 to \$3.298 billion and increasing by 6.4% to \$3.509 billion in 2012) and

institutional subscriptions have remained consistently at approximately 96% of subscription revenue for the three-year period. In 2012, paid circulation (including institutional plus individual subscriptions) represented 82.5% of total revenue (\$3.636 billion out of \$4.409 billion). Subscription revenue grew by 12.0% from 2010 – 2012 while the number of journals reporting increased by 11.7% (6,472 to 7,230) and article publication increased by 12.8% (800,882 to 903,850).

Total revenue stream for journals in 2012



Breakdown of largest revenue stream – paid circulation



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Spotlight On...

Scientific Integrity

Fred Dylla, *Executive Director and CEO, AIP*

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Are scholarly publications any more reliable or trustworthy than the general press? Does the publishing process build in sufficient checks and balances or is it remarkably flawed? Reports of fraudulent or retracted articles from the body of scholarly literature might suggest a crisis in scholarly publishing. There have been a number of sting operations to test the publishing process and expose publishers who publish bogus articles that have attributions of scholarly work. Retraction Watch, founded by Ivan Oransky and Adam Marcus, keeps track of journal articles that have been retracted for any reason—some legitimate, such as an author admitting that mistakes were made in the original submission, and some more serious, such as forced retractions because the underlying science or its reporting was indeed fraudulent.

Airing out this dirty laundry keeps the publishing industry in check, but it also captures the attention of the popular press and its predictable fallout of sensationalism. Last October's cover story in *The Economist*, *Unreliable Research: Trouble at the Lab*, is one visible, highly cited example. Stories on so-called predatory publishers and the rising number of retracted articles support the not-so-veiled accusation that the scholarly publishing business has serious quality-control problems, if not unbridled issues with integrity.

How can researchers and publishers effectively respond? A session entitled "Ethics and Trust in Journal Publishing: How Sound is the System?" presented at the 2014 Spring Conference of the International Association of Scientific, Technical and Medical Publishers, addressed this concern. Among the presenters were editorial directors Ivan Oransky and Chris Graf, and science journalists John Bohannon and Phil Davis.

Retraction Watch has grown to become a valuable auditing service for the journal business. Without question, a fully retracted article is the most egregious error that can occur in this form of communication. Reputable journals post and archive an article's official version of record and append any errata or notice of retraction that may subsequently occur. Retraction Watch adds another layer of transparency to this error correction. In addition, since it covers all fields of scholarly publication, it provides some measure of industry-wide statistics. I observe that the numbers are telling in that they are very small in comparison to publication totals. Retraction Watch posted approximately 500 newly retracted articles in 2013. Compare this number to the nearly 2 million articles that were published in more than 28,000 scholarly publications last year. That puts fully retracted articles at about 0.02% of the annual publication volume. Also of note is that the large majority of the retractions listed on Retraction Watch are in biomedical or clinical fields. These research areas clearly have more difficult problems in establishing reproducible starting conditions (cell lines, animal cohorts, well-characterized reagents, etc.) than other areas within the physical sciences. Practitioners in medical fields are

aware of these problems and are taking steps to improve the reproducibility of experimentation by redoubling certification and testing procedures.

Last spring, Science reporter John Bohannon wrote about his sting operation that uncovered a cohort of largely "pay-to-play" publishers that were willing to publish almost anything vaguely scientific as long as the author forked over a publishing fee [Who's Afraid of Peer Review?, *Science*, 342, 6154 (2013)]. Bohannon submitted a paper on completely fabricated research to more than 300 open access journals around the world. 255 responded and an astounding 157 accepted the manuscript for publication. Most of these publishers were new, hailing from developing countries, but a few were established and respected in the industry. Bohannon followed his faux article's path from submission, to author payment, to acceptance by the publisher. He also traced facade addresses in Western locations and circuitous routes that the payments were funneled to hide the identity of certain publishers. By publicizing the existence of these shadowy enterprises and exposing their methods, he does the industry, our authors, and readers a great service. But the success of this venture may have biased his vision as an investigative reporter, as he expressed his own personal distrust of the industry.

I stress that it's important to take a step back and see these deficiencies in context. Quantifying retractions, such as offered by Oransky, gives good definition to the problem. By categorizing those publishers exposed by Bohannon and by other sting operations summarized by panelist and independent researcher Phil Davis, we see that the great majority are new to the scene of scholarly publishing and from developing countries where the tradition of industry integrity is not yet ingrained.

The system is not perfect, but errata and retraction statistics belie a miniscule error rate compared to any other communications media. More importantly, the system is self-correcting. It may take time, but bad science or fraudulent science will eventually be smoked out—from the early 20th century Piltdown Man to the Hendrik Schön affair at Bell Labs a decade ago. As a whole, scholarly publishers and the academic community practice due diligence to maintain the integrity of published works. Several large publishers have started to conduct annual ethics audits to assure that their policies and procedures are well followed and effective in ferreting out misconduct and substandard manuscripts. Chris Graf spoke about his experience reviewing such audits for Wiley. Graf also serves on the Committee on Publication Ethics (COPE), a forum for editors and publishers of peer-reviewed journals to discuss and advise on publication ethics. AIP Publishing journals belong to COPE, as do 8500 other scholarly journals from around the world. By belonging, editors and publishers recognize that the system is imperfect, but we nevertheless have faith in it and are committed to continually improve it. Science depends on our commitment.

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Advertising

A key revenue stream for one STM journal sector – mostly medical specialty titles with circulation to practitioners – is derived from advertising. While advertising is not financially significant for most scholarly journals, advertising from pharmaceutical companies, followed at a considerable distance by medical device and equipment manufacturers, plays a major role mostly for medical journals. Twenty-four of the 28 submitting publishers reported on advertising. A quick glance at the four that did not submit would suggest that three of the four would likely carry little or no advertising if patterns of submissions on advertising data are compared to other publishers with similar publishing profiles.

The advertising sector has generally seen a downward spiral for the past several years, starting in 2009 with the economic downturn. Dynamics in the pharmaceutical industry (i.e., shrinking marketing budgets, direct-to-consumer advertising, industry consolidation and fewer major new drug launches) have been compounded by the uncertainties of the transition from print to digital usage of advertisements.

Advertising revenue in 2012 totaled \$199.5 million which represents a 14.2% decrease from 2011's total of \$232.4 million. The 2011 total declined only slightly from 2010's income of \$233.0 million. The impact of advertising income relative to total journal income has declined during the three-year period, from 5.9% in 2010 to 5.4% in 2011 to 4.5% in 2012.

A different but nonetheless disturbing pattern emerges when considering the balance of revenue from electronic vs. print advertising. While the vast percentage of advertising revenue still comes from print, the revenue and usage patterns point to a tangible shift in the impact digital ads are having. Print-only ad revenues declined 4.2% from \$114.8 million in 2010 to \$110.0 million in 2011 and more sharply to \$96.5 million in 2012 (12.2%). But there has been dramatic growth in electronic-only advertising from \$11.3 million in 2010 to \$16.4 million in 2011 to \$21.7 million in 2012, representing increases of 45.1% and 32.3% respectively. During this period the largest source of advertising revenue continued to be derived from a combined print + electronic advertising option ranging from \$106.9 million in 2010 and a stable \$106.0 million in 2011 followed by a significant decline (23.3%) to \$81.3 million in 2012. Clearly, while electronic advertising is increasingly important, it is not compensating for the loss in print advertising revenues.

A look at what's happening with electronic ads reveals an interesting pattern. The number of print and print + electronic ad pages has declined over the three years from 84,562 pages in 2010 to 79,229 in 2011 to 64,901 in 2012. The electronic advertising sector reveals a different trend, with 76.7 million electronic ads displayed in 2010 followed by a significant increase (71.4%) to 131.4 million in 2011 and then a slight decline (5.8%) to 123.9 million in 2012. The number of click-throughs, however, has been erratic with 158,501 in 2010 increasing considerably to 956,178 in 2011 and falling to 453,565 in 2012. This dramatic swing in two directions suggests that another factor is at play in the reports on this activity. Upon further investigation, it was impossible to confirm exactly where discrepancies lie from one year to the next, but this pattern suggests that the criteria and mechanisms for counting click-throughs have been experiencing change, especially in 2011.

E-advertising revenue depends on traffic to publishers' platforms. Advertisers demand publishers provide detailed analytics of usage patterns. However, with increasing external pressure to host different versions of articles on third-party websites (e.g., PubMed Central, author websites or institutional repositories) – not to mention traffic stolen by rogue sites – publishers' ability to derive revenue from e-advertising may be significantly compromised if access to freely available content on other sites supplants traffic to versions of record on publisher sites.

Additional Observations on Sales and Revenues:

- Revenue derived from individual subscriptions has seen an overall decline – \$135.5 million in 2010 declining to \$127.2 million (-6.1%) in 2011 then growing by less than 1% to \$127.4 million in 2012. As a percentage of total subscription revenue personal subscriptions have gradually declined from 4.3% in 2010 to 3.7% in 2011 and slightly further to 3.5% in 2012. This suggests a continued trend for institutional users to rely upon licensed library content rather than maintain personal subscriptions.
- Sales of reprints have declined over the three-year period. In 2010 reprints revenue accounted for \$132.2 million which declined to \$121.0 million in 2011 (-8.5%) and declined yet again in 2012 to \$103.8 million (-14.2%). There are several likely reasons for this trend. The heaviest purchaser of reprints is the pharmaceutical industry and the dynamics described above in the first paragraph of this section on

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The Employment Landscape in Professional & Scholarly Publishing

by **Jack Farrell**, *Managing Director of Jack Farrell & Associates*

For more than twenty-two years I was a publisher in professional and scholarly publishing. Now, I play one on TV...sort of. Actually, since May 2006 my job has been recruiting in publishing. Thankfully, it has gone OK. My firm just completed its 300th placement – or as my Irish cousin says, “Better than nothing.” I do miss the day-to-day dynamics of being part of a publishing team, but this is fun too. One thing it affords is a unique view of trends across the professional publishing landscape, and how these trends affect hiring now and in the future. It is my pleasure to talk about some of what we are seeing, but first, an essay of the general environment.

2013 was not a great year for hiring. Our activity, which I believe mirrored the general marketplace, was down 25% from 2012. This drop was in both the number of jobs pursued and placements made. After the 2012 election several macro uncertainties faced businesses large and small: tax policy, healthcare uncertainty and regulatory issues. The combined impact of these factors, and a still tepid general economy, had a pronounced muting impact on hiring. And to a degree still does. Hiring managers told me the uncertainty about achieving revenue and profit goals directly resulted in many instances to a “freeze situation” regarding staff additions.

By no means are we out of the hiring slump, but the signs for 2014 are markedly better. The sky has not fallen and companies are adapting to the “new normal.” Adding winning talent is still essential to achieving revenue and profit goals. Year-to-date, the volume of jobs we are working on is up 32% over prior year. Similarly, the number of placements is up 30%. Both signs augur well for the year ahead.

As far as general trends that we observe, I’ll focus on four: 1) print to digital, 2) pay-for-performance, 3) cost reduction and 4) the video interview.

The migration from print to digital continues to be the most disruptive force in publishing. Products are created, developed and distributed differently. Expertise in the digital terrain is at a premium. Editors (now called Content Strategists in some circles) are asked to develop born digital projects, and must now possess technology smarts as well as domain expertise. Production managers share the stage with Solution Architects and Project Managers who are the linchpins between technology partners and content teams. Marketers need a social media strategy to augment sales in all channels while keeping traditional plates spinning. Sales talent increasingly needs consultative selling skills, must navigate longer sales cycles, and possess the acumen to cater to multiple decision-makers. And management must have all these pieces arranged in proper order while delivering promised financial results.

The move to digital demands a mash-up of skills that vary dramatically from traditional roles. For the most part, this talent is being grown within the publishing industry. Only on rare occasions are we asked to “look outside” for candidates. We used to hear this request often, but much less recently. This is a testament to publishers’ ability to effectively train talent in this important area. Our advice to candidates is to expand their digital remit as much as possible as the trend toward digital will only increase.

We also see a trend in compensation toward “pay-for-performance” packages. Companies are not reducing the amount of compensation available to top performers, but heavier emphasis is being placed on rewards attached to goal achievement. This can represent an adjustment for someone leaving a high-base position and attempting to re-enter the job market. Being flexible in compensation requirements is good advice in today’s market.

The third trend we continue to see is acute downward pressure on costs. The aforementioned shift from print to digital is changing revenue streams, and the shift in revenue is not always equivalent. As a hedge against downward pressure on sales, costs are being tightened wherever possible. This can stymie hiring, but also create some opportunities. One example is offshore vendors who increasingly are looking for talent from traditional publishers to bring their products and services to market. Another “cost” fact we see every day is the consolidation of positions. It is fair to say opportunities for the “multi-tasker” have never been better. Surely, there’s a limit to one’s productivity with continually increasing responsibilities, but those who have bandwidth to do more have an advantage.

Lastly, we have started to see increased use of video interviews as a means to screen candidates. This is not interactive video conferencing such as Skype. Rather, a candidate is presented with a set of questions and can answer each in 90 - 120 seconds. Answers are video recorded from the candidate’s computer, and used by the hiring manager to determine who advances to the in-person interview. The video interview software is sophisticated but easy-to-use. Candidates can practice sample recordings, but the “live” responses are done in one take – no do-overs. This requires substantial preparation on a candidate’s part. The efficiency of online interviews is highly appealing to hiring managers so we expect its use to grow quickly.

The professional and scholarly publishing landscape is surely in the midst of great change. Still, one constant is that talent that works hard, pushes the envelope into digital and stays focused on bottom-line results remains in strong demand.

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advertising also apply to reprint sales. But one cannot discount the fact that many articles are now available free of charge on author websites and in repositories and may be easily linked to in promotion campaigns. In addition, many subscription-based publishers allow free public access to their articles after six or twelve months. A number of publishers also make noteworthy articles or those deemed to be for the public good available for free on their websites upon publication or shortly thereafter.

- Single article sales (\$46.0 million in 2012) represent just 1.0% of all journal revenue. There was 3.4% growth in revenues from this source from 2010 to 2011 and 24.6% from 2011 and 2012, but this revenue stream has hovered around the 1.0% mark for several years, and there is no indication that it is likely to see any significant increase.

Print vs. Electronic Subscriptions

The long-standing shift from print to e-subscriptions continues. Virtually all titles offer print and electronic subscriptions (7,032 out of 7,230 titles reporting with 40 offering print-only and 158 offering e-only; 99.4% of the journals are available in e-format). The number of journals offering e-only has increased modestly from 106 in 2010 to 116 in 2011 to 158 in 2012. That represents a 49.1% growth for the two-year span between 2010 and 2012, albeit calculated on a very small base. It should be remembered, however, that publishers responding to the survey have a longstanding investment in and commitment to digital publishing technology and are more likely to offer electronic journal content than some small scholarly publishers. Another consideration is that there has been a reluctance to cease print version of journals that were launched in a print-only environment or that have previously offered a print component.

The institutional market continues to migrate to digital access, and the statistics below show the continuation of libraries' preference for e-subscriptions that has been underway for a decade. In 2010, a little less than half (47.9%) of institutions subscribed to an electronic-only option and 18.8% subscribed to a combined print + electronic. That made for a total 66.7% of subscriptions available to institutional users electronically. Two years later, in 2012, e-only subscriptions accounted for 60.8% of subscriptions and 14.8% subscribed to a combined print and electronic option. So approximately three-quarters of subscriptions are available in digital format with a drop in the number of institutions subscribing to print along with the electronic version (18.8% in 2010 vs. 14.8% in 2012). The percentage of print-only subscriptions continued to decline during the three-year span, from 33.3% in 2010 to 28.3% in 2011 and 24.4% in 2012. The diminishing importance of print copies to the institutional market, as shown in the reversal of the subscription patterns, is unmistakable.

	<u># Inst Subs</u>	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2010	3,185,415	18.8%	33.3%	47.9%
2011	3,318,689	17.1%	28.3%	54.6%
2012	3,523,738	14.8%	24.4%	60.8%

The table also shows that the number of institutional subscriptions has increased gradually during the three-year period: increasing by 4.2% from 2010 to 2011 and by 6.2% from 2011 to 2012. The number of institutional subscriptions is influenced by institutions purchasing access to, rather than ownership of, journals. Each publisher has its own policies with regard to ownership vs. access with subscription models offering journal bundles or clusters of titles as well as individual journals. While it is clear that access to content is growing (see details below on article downloads), it is impossible to discern from the data whether institutional users are accessing traditional subscribed articles or bundles of content that do not break down in the traditional subscription context.

Institutional subscription revenues increased from \$3.034 billion in 2010 to \$3.298 billion in 2011 (+8.7%) and to \$3.509 billion in 2012 (+6.2%). During the same period, the number of journals reporting increased by 3.6% in 2011 and 7.8% in 2012.

While revenue from individual subscription hovers around in the 3-4% range relative to total subscription revenue for the three-year period, it is interesting to observe changes in the mix of print vs. electronic among individual subscribers.

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% of Individual Subscribers

	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2010	80.4%	10.3%	9.3%
2011	84.2%	7.7%	8.1%
2012	82.5%	7.5%	10.0%

Essentially the pattern for individual subscriptions is similar to the one for institutional subscriptions with digital access supplanting print subscriptions, although it is not as dramatic or pronounced as in the institutional market and represents a vastly smaller user base. A closer look, however, reveals that while the *percentage* of print-only subscriptions declines over the three years, there has been growth in the total number of individual subscribers from 2.7 million in 2010 to 3.5 million in 2012 which has primarily been derived from e + print subscriptions (an increase of 30.3% over the two-year span 2010 – 2012) and e-only (36.8% increase over the same two years). NB: These statistics are not shown in this report but can be derived from the original data tables. Unexpectedly, the *percentage* of e-only individual subscriptions declined slightly from 2010 to 2011 (from 9.3% to 8.1%) but then rebounded to 10.0% in 2012. A parallel pattern for print + e subscriptions can be discerned with the slight increase in 2011 and followed by a reduction in 2012.

The data tables do not provided sufficiently detailed statistics to determine why revenues from individual subscriptions are relatively flat (or have declined slightly) while the number of individual subscribers has grown considerably (+27.1%) [see bullet # 1 under ‘Additional Observations on Sales and Revenues’]. One possible explanation may be society journals hosted on the platforms of publishers (both commercial and not-for-profit) that provide contract publishing arrangements. Are publisher platforms hosting more content that previously was hosted on separate society platforms? It is also possible that some publisher agreements may vary with regard to format (e.g., whether they provide member subscribers with print and/or electronic format). Nonetheless, the general pattern is consistent with the overall trend toward e-delivery.

Twenty of the 28 submitting publishers provided data on total electronic article downloads. The total number grew from 938.0 million in 2010 to 995.3 million in 2011 and reached 1.084 billion in 2012 (an increase of 15.6% over the two-year span). The price-per-download is calculated on e-only and e + print revenue as the latter category does not break down the electronic and print components separately. Based on these two sources of revenue for those 20 publishers submitting download data, 2010 revenues were \$2.107 billion (with a per-download cost \$2.25) compared with \$2.237 billion in 2011 (also with a per-download cost of \$2.25) followed in 2012 by \$2.387 billion (with a per-download cost of \$2.20).

Published Output and Open Access Journals

Open access – whether gold or green – continues to be an evolving component of scholarly journal publishing. There is growing interest among grant-funding bodies in the US and abroad to expand mandates for free public access to articles documenting grant-funded research. As in past years, no open-access-only publishers participated in the survey, despite repeated invitations. Among those publishers submitting information about gold open access, 15 provided statistics in response to the query about author and other origination fees. Among those publishers not providing data on this topic, it was not clear whether they do not offer a hybrid and/or total open access model or if they simply did not provide the data.

Hence the analysis on open access publishing patterns reflects the submissions from 15 publishers that represent a universe where paid circulation, rather than an author-pays model, is the principal source of revenue. That said, slightly more than half of the submitting publishers offer an open access option and have for several years. Many have launched open-access-only journals as well as offering a hybrid option where subscription-based journals also provide authors with the opportunity to pay a fee to make the article open access immediately upon publication. It should be noted that some funding bodies prohibit payment to hybrid-model open access journals, so in many instances it is not a level playing field for open access and hybrid model journals in attracting gold open access submissions.

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In looking at this community, there are some noteworthy trends.

- Among journals reporting in 2012, 4,530 offered some form of open access, representing 62.7% of the titles in the survey. In 2010, 34.7% offered an open access option, rising to 55.8% in 2011.
- Of these, the vast majority 4,185 (92.4%) offered a hybrid model in 2012 where the author or funding body has the option of paying for open access upon publication in a journal that primarily offers articles on a paid subscription model.
- In 2011, there were 3,742 journals that offered an open access option, with 3,494 using a hybrid model compared with 2010 when 2,245 journals offered an open access option of which 2,009 offered the hybrid model.
- In 2012, the remaining journals offered either open access for the entire journal after an embargo period (262 titles) or a completely gold open access model upon publication (83 journals), i.e., author or funding agency pays to make an article available at no access charge upon publication.
- The number of gold open access journals grew modestly from 20 in 2010 to 32 in 2011 to 83 in 2012, but there has been no large embrace of gold open access titles from this group of publishers or, apparently, from their authors. The real growth has been in the hybrid model as noted above.
- In a small number of cases, journal editors or the publisher may decide to make selected articles – usually deemed to hold wide public significance – available upon publication at no charge, but the number of such journals and articles is not broken out.
- The impact of gold open access (author and other origination fees) on total revenues has been negligible over the three years – in 2010 author fees were \$73.4 million (1.9% of total journal revenue), followed in 2011 by \$80.4 million (also 1.9% of total journal revenue) and then \$89.0 million (2.0% of total journal revenue) in 2012.

In looking at the number of open access articles published:

- The vast majority of published articles required subscription access on the publisher's site (94.8%) in 2012. This has remained consistent during the three years surveyed: 94.5% and 94.8% in 2011 and 2010, respectively.
- The number of delayed open access articles published over the three-year span exhibit an increase in 2011 followed by a decrease in 2012 – from 2010 (30,725) to 2011 (32,359) and then back to the 2010 level in 2012 (30,543). In most cases delayed open access is a voluntary action and articles made freely available on publishers' platforms do not reflect articles available elsewhere (e.g., PubMed Central, institutional repositories or authors' websites). There obviously is some overlap, but data on articles appearing in multiple locations outside the publisher's platform are not collected – and it probably would not be feasible to do so. Also, different sites may carry different versions of an article, but the version of record is what appears on the publisher's site.
- The statistics for the number of gold open access articles show growth over the three years. In 2010 there were 11,253 gold open access articles, followed in 2011 by 13,268 (17.9% increase) and in 2012 a total of 16,630 (25.3% increase). The breakdown does not indicate the split between articles in hybrid vs. fully open access journals.
- While there has been tangible growth in the number of open access articles, this option still remains a relatively small percentage of the overall article output for the year: 1.4% in 2010, 1.6% in 2011 and 1.8% in 2012. There is nothing conclusive to be drawn from this pattern or the overall pattern of what the gold open access statistics reveal. Does this suggest that authors publishing in these journals are not dramatically embracing the author-pays model either in fully open-access or hybrid journals? Are authors who are inclined toward open access publishing avoiding these journals in favor of publishers recognized for their open access policies? Are research and university budget cuts factors in authors choosing to publish in a subscription-based journal instead of opting to pay for

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open access upon publication – or at the very least balance their publishing choices to a mix of open access and subscription-based journals? These are interesting points for consideration but no conclusions may be derived. Most likely several factors influence these choices on an author's part.

Striving to Obtain New Data

In past years we have sought to obtain additional data or to slice and dice input in a variety of ways. The current data breakdown requires considerable time for individual publishers to compile, especially those with large journal programs. Many systems do not analyze details as finely as might be desired and there is tremendous variation from one publisher's reporting system to the next – and in some houses there are several systems reporting in different ways on different parts of a program (e.g., financial, usage, manuscript flow, etc.). While the statistics may not provide all we want to know about our industry, they provide useful insights into prevailing patterns in scholarly and research publishing. In preparing the 2013 survey, we will strive to include more publishers and continue to reach out to the open access publishing community to encourage their involvement in this initiative.

And a note of thanks...PSP wishes to express its gratitude to every organization that supports our data collection effort. Data collection at this level requires a great deal of time and represents a very difficult task when staff resources in publishing houses are already thinly spread. AAP is committed to gathering and sharing useful statistics about the publishing industry. Within the PSP community, there has been a growing demand for journals publishing data and the changes and trends that affect the industry. Publishers who submitted data make an important contribution to a better understanding of our industry and the directions in which we're headed.

Each year, there is a serious effort to move the reporting schedule closer to the conclusion of the subscription year, but it remains a prolonged process that requires a great deal of persuasion and waiting for submissions – usually dictated by availability in publishers' schedules – to ensure as comprehensive coverage as possible by major journals publishers. But we continue to strive for improved turn-around each year.

Participating Publishers: 2012 Survey

American Association for Cancer Research
 American Chemical Society
 American College of Physicians
 American Dental Association
 American Geophysical Union
 American Institute of Physics
 American Physiological Society
 American Psychological Association
 American Society for Clinical Oncology
 American Society of Civil Engineers
 Cambridge University Press
 Cold Spring Harbor Labs Press
 Elsevier
 IEEE
 Institute of Physics
 John Wiley & Sons
 Johns Hopkins University Press
 Lynne Rienner Publishers
 MIT Press
 Oxford University Press
 New England Journal of Medicine
 Penn Press
 Penn State University Press
 Taylor & Francis
 Thieme Medical Publishers
 University of Chicago Press
 University of North Carolina Press
 Wolters Kluwer Health

Publishers that submitted for 2012 survey but did not submit for 2011:

American College of Physicians
 Cambridge University Press
 New England Journal of Medicine

Publishers that submitted in 2011 survey but did not submit for 2012:

Association for Computing Machinery
 American Institute of Aeronautics and Astronautics
 World Health Organization

Review of *The Copyright Book* by William S. Strong, MIT Press, 2014, 481 pp.

by Myer Kutz, Editor, PSP Bulletin

As chairman of the AAP copyright committee back in the day, I had the privilege of hearing the great Jon Baumgarten, counsel to the committee, wax eloquently about copyright matters. The guidance he provided to the committee was accessible and compelling. He could, and still can, by the way, season a dry subject with wit. William S. Strong, author of *The Copyright Book*, published in its sixth edition this spring by MIT Press, communicates to his readers in that tradition. Reading his book feels like sitting in a comfortable chair in the Harvard Club in Boston, a glass of amber colored liquid at hand, while a courtly and erudite Harvard man (class of 1973, Harvard Law School class of 1977) tells you everything that you, as a publisher, need to know about a section of the law that he clearly loves (although he also works in estate planning, which is where I imagine that the courtly part comes into play).

Mr. Strong, a named partner at a general practice Boston law firm, Kotin, Crabtree & Strong, writes in plain English and with verve. When the impulse seizes him, he unabashedly calls out judicial decisions that he disagrees with, and he does so cogently and without rancor. He's a pleasure to read, particularly by the non-lawyers to whom his publishers say the book is written for (more about that claim later), although I suspect that even knowledgeable lawyers would gain something from the book, as well.

The Copyright Book was first published in 1981. According to MIT Press, the sixth edition has been updated to cover copyright for the Internet age, discussing a range of developments in the law since 2000. New material of interest to PSP publishers in coverage of key topics such as infringement and fair use includes detailed discussion of the Google Book and the University of Michigan's HathiTrust Digital Library cases. The new edition also covers open access, the defeat of the Stop Online Piracy Act (SOPA), file sharing, e-reserves (the Georgia State case), the status of "orphan works," and developments under the Digital Millennium Copyright Act (DMCA). Beyond these hot-button issues, coverage of all media, not just print, is comprehensive. The sixth edition includes up-to-date discussion of such fundamental topics as authorship and ownership; transfers and licenses of copyright; copyright notice; registration of copyright (including the new online registration and "preregistration"

systems); the scope of rights included in copyright, and exceptions to those rights; "moral rights"; compulsory licenses; tax treatment of copyright; and international aspects of copyright law.

Mr. Strong's book swims in a crowded sea of copyright tomes, many of which, such as *The Copyright Handbook: What Every Writer Needs to Know*; *Copyright Law for Librarians and Educators*; *Intellectual Property: The Law of Trademarks, Copyrights, Patents, and Trade Secrets* and, inevitably, *Patents, Copyrights & Trademarks For Dummies* are hands-on guides and manuals. *The Copyright Book* is every bit as informational as other copyright books, but by several indications it is meant to be more read than used, particularly by non-lawyer publishers. Let me explain what I mean. The main text of the book of about 400 pages is divided into just 13 chapters, with no detailed Table of Contents at the beginning of each chapter. MIT press has inserted TOC information in the outer margins, but finding these guideposts isn't all that easy – or it wasn't for me. The index is professionally done, which means that it is sometimes maddening to use, as it shunts the reader from the topic he or she has looked up to the section of the book where the topic resides, rather than directly to the relevant page. So for me the print version of the book wasn't easy to use, great read though it was. (The Kindle version may be an improvement in this regard, but I haven't seen it.) I have one other complaint. Except for a few references to texts of treaties, conventions and speeches, nearly all of the notes refer to judicial decisions. This is what lawyers feed on. There are no references to general articles that would provide background reading for us "civilians." Similarly, most of the seven appendices contain material in a form most useful to lawyers.

All that aside, I recommend Mr. Strong's book to non-lawyer publishing executives and other personnel. Reading it will get you up to speed in a reasonable amount of time on the current state of copyright, and you'll be able to advise authors and colleagues about the broad outlines of relevant law. Otherwise, for background, you can always surf the web; for the fine points, you can consult a lawyer; and for hands-on guidance, there are all those manuals. Or you could hire Mr. Strong himself. I'll bet that being in his company would be worth the money.

aap/PSP

*The Professional/Scholarly Publishing (PSP) Division of the Association of American Publishers
Committee for Digital Innovation (CDI) Presents...*

SEMINAR SERIES ON SELECTED TOPICS IN DIGITAL PUBLISHING: “EDUCATION”

Fall Semester

Association of American Publishers
71 Fifth Avenue (between 14th & 15th Streets), New York, NY
Or via webinar

The PSP Committee for Digital Innovation (CDI) (formerly the Electronic Information Committee) is introducing another *Seminar Series on Selected Topics in Digital Publishing*.

Objective: PSP publishers face a dynamically changing landscape in the broad education market--economic, pedagogic, and technical--as governments, educational institutions, instructors, and students navigate new ways of teaching and learning and, significantly, how all levels of education interact with publishers' content. The Fall seminar series will examine topics that affect all levels of learning from secondary schools, undergraduate, post-graduate, and continuing professional education by discussing the emerging adaptive learning environment, new methods of delivering necessary professional instruction, and how changes in government funding are affecting support for some areas of study even as those fields are receiving new pressure to expand.

Fall Semester

Wednesday, September 10th – 12:00-1:30 pm

Adaptive Learning in Today’s Environment

Much has been written about the proposed benefits of adaptive learning as Intel and McGraw Education have acquired Kno and Area9 respectively. Join us for a spirited discussion about adaptive learning and the current applications.

Speaker: TBA

Thursday, October 16th – 12:00-1:30 pm

CME/Professional Education

Whether you are a physician or an architect, professions are encouraging their members to advance their practice and explore new industry topics through professional continuing education. Professionals no longer need to leave the office to attend offsite meetings to qualify for credit hours. Self-directed learning and online tools allow users to earn credits without leaving their office and in some cases without even disrupting their workflow. An overview of these tools and recent advances will be discussed.

Speaker: TBA

Thursday, November 13th – 12:00-1:30 pm

Funding Challenges in Education

Federal budgetary constraints and reallocations are straining support for education programs both in higher education and K-12, even in areas such as STEM that have received strong advocacy from the White House. Speakers will discuss the impact of this shift and some of the specific challenges it poses for educators and publishers.

Speaker: TBA

To facilitate discussion and interaction, the number of attendees will be limited to 20 attendees in person, and participants will be asked to commit to the full series of three sessions. We are also opening up the series as a webinar for those unable to travel to NYC for the course. Participation will be offered on a first-come, first-served basis to PSP publishers. A small

(Continued on back page)



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SEMINAR SERIES

(Continued from page 11)

fee (for the full three-part series – in person or via webinar) will be charged to ensure commitment on the part of participants. Each 90-minute session, focusing on an important current issue in electronic publishing, will offer a 45-minute presentation followed by a 45-minute Q&A with discussion. All sessions will run from 12:00 – 1:30 PM and a light lunch provided.

THESE WILL BE INTERACTIVE SESSIONS, SO BRING YOUR QUESTIONS FOR THE PANELISTS.

Registration Fees:

AAP Member: \$100 (In person or via webinar – for all 3 sessions)

Non-Member: \$150 (In person or via webinar – for all 3 sessions)

Register Online: https://aap.memberclicks.net/index.php?option=com_mc&view=mc&mcid=form_172777

For More Information: <http://www.publishers.org/events/62/>

SAVE THE DATE:

PSP 2015 ANNUAL CONFERENCE

February 4-6, 2015

**Ritz Carlton Hotel
Washington, DC**

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