



Members of the Professional and Scholarly Publishing Division of AAP publish books, journals, looseleaf, and electronic products in technology, science, medicine, business, law, humanities, the behavioral sciences and scholarly reference.

Professional/Scholarly Publishing Bulletin

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Please note: An earlier version of this newsletter appeared on the PSP website from July 11th-20th. A tabulation error was discovered in the data tables that were used in the lead article on the 2010 PSP journals survey. The text included herein reflects the correct, updated statistics.

From the Executive Director's Desk

by John Tagler, PSP Executive Director

The 2010 AAP Industry Statistics for Professional and Scholarly (PSP) Journals is complete. 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 turnaround each year.

Scope of the Report

There was a slight increase in the number of journals included in the survey. Submissions for 2010 included 25 publishers submitting data on 5,928 journals covering subscription years 2010, 2009 and 2008. In the 2009 survey, 28 journals publishers reported data on 5,770 journals for the subscription years 2009, 2008 and 2007.

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2011 R. R. Hawkins Award Acceptance Speech / PSP PROSE Awards Luncheon

2 February 2012, Renaissance Mayflower Hotel, Washington, DC

Michael Penn, Senior Editor, McGraw-Hill Professional, New York, NY

Thank you. Thanks so much. And thanks to the PSP and to the esteemed judges for this great honor.

There was a fantastic selection of books to vote on this year – the largest field ever. And that makes this recognition even more an honor – an engineering book that stands out as a landmark amongst such a large field of fantastic books.

Most of all, thanks to Michael Thambynayagam – the book’s author. He put so much work into this book over nearly two decades, and I know he’s truly honored. So, Michael’s father often told him, as a child in Sri Lanka, “You only disappear from this earth when the last person on it stops thinking about you... That as long as someone is thinking about you, you’re alive and well... And that’s why some are immortal – Einstein, Newton, Picasso, Beethoven, and so many more.” This idea stuck with Michael, and he wanted to leave something behind – a body of work that he’s passionate about and that contributes to the world – his life’s work.

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## From the Executive Director's Desk

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A word of caution in comparing the 2010 and 2009 – or earlier – reports as a slightly different list of publishers and titles submitted in 2010 from those included in 2009, and a few publishers whose data appeared in the 2009 report did not submit for 2010. Similar patterns may be observed for other recent years. Year-to-year industry *trends* may be inferred by comparing different yearly surveys, but when analyzing actual statistics they should be viewed only within the context of the annual survey in which they appear.

There was one significant addition to the 2010 list – the Association for Computing Machinery – while a few smaller societies, one large society and some university press publishers that had submitted in previous years did not do so in 2010. Our thanks to every organization that submitted data and helped us produce this valuable industry summary.

The 2010 survey reports on a total of 753,455 articles published. There has been a slight increase in article output over the three-year span from 737,534 in 2008 to 730,399 articles in 2009. That represents a 3.2% increase from 2009 to 2010 while output from 2008 and 2009 was relatively stable. The 2010 output of 753,455 articles represents close to 50% of research articles produced globally, estimated at approximately 1.3 – 1.5 million articles. Considering the

fact that many of the journals included in the survey 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 account for 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 (see P.6 of this report) includes a strong representation among STM publishers. Total 2010 revenues from 25 publishers reporting on 5,928 journals was \$3.877 billion which includes paid subscriptions (print and digital), advertising, reprints, single article sales, author fees and other income. This represents a slight increase of 3.8% compared with 2009 revenues which were \$3.734 billion when the same group published 5,910 journals containing 730,399 articles. Total revenues in 2009 were up (4.0%) over the 2008 total of \$3.591 billion in revenue from 5,562 journals containing 737,534 articles (a

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## 2011 R. R. Hawkins Award Acceptance Speech

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Michael had a vision for this book – a vision he put to paper as an outline for the first time on August 3rd, 1993 – more than 18 years ago – he remembers that exact date. He remembers that day distinctly, and he worked constantly over 18 years to finish the book, fully aware – in his own words – that “only a madman would undertake such an enormous task.”

As an editor (and maybe a madman in my own right), publishing – to me – is about risk taking. Michael took a risk 18 years ago, deciding to put his life’s work to paper, putting all of his career eggs in one basket and any academic ambitions on hold. Schlumberger, the multinational oilfield company he has worked for for 27 years, encourages innovation, supports science, and heavily invests in research, much more so than other oil companies. Other oil companies wouldn’t have been so supportive, especially because this book was SUCH a large time commitment – Michael having solved 950 of the 1,000 equations in the book, all on his own and all from scratch.

This book is unusual, in so many ways:

- innately in its subject matter – 1,000 solutions to just **one** equation
- in its large format – **all** 2,000 pages of it
- in its commissioning of **1,000** illustrations to link its **125-page** table of contents to more than 1,000 equations
- in its publication itself – a **business** decision whether to commit to such an unusual book – a book outside the box – or – so to speak – a book so voluminous it could **CRUSH** the box.

So...what IS this book? I have a story for you – a story about how this book came about – a story as unique as the book itself. You see... There’s this equation in math, science, and engineering. It’s called the diffusion equation. As you MIGHT imagine, it models diffusion mathematically.

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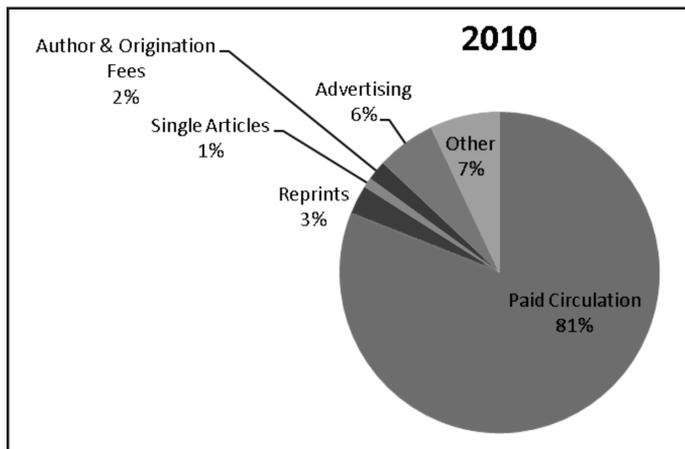
## From the Executive Director's Desk

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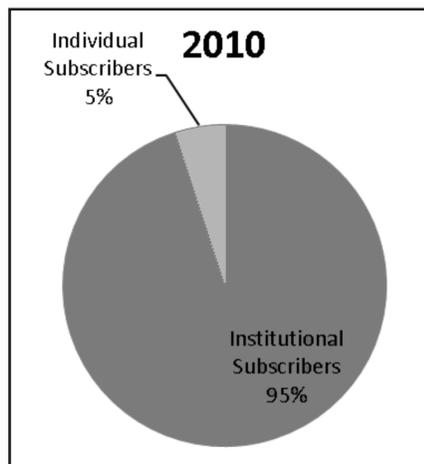
slight decline of 0.9 % in article output), although the number of titles included in the survey jumped by 6.3% from 2008 to 2009 while the number of titles remained relatively flat from 2009 to 2010.

As has long been the case, the vast majority of revenue continues to be derived from institutional subscriptions as scholarly journals, particularly from STM publishers, are principally sold to academic, research, hospital and corporate libraries. Income from paid subscriptions has grown over the three-year period (\$2.733 billion in 2008, increasing 8.9% in 2009 to \$2.977 billion and increasing by 5.6% to \$3.144 billion in 2010) and the institutional market has remained consistently at approximately 95% of total subscription revenue for the three-year period. In 2010, paid subscriptions represented 81% of total revenue (\$3.144 billion out of \$3.878 billion). Subscription revenue grew by 15% over two years from 2008 – 2010 and the number of journals reporting grew by 6.6% (5,562 to 5,928).

### Total revenue stream for journals in 2010



### Breakdown of largest revenue stream – paid circulation



### Advertising

A key revenue stream for one STM journals sector – mostly medical specialty titles with circulation to practitioners – is from advertising. While advertising does not factor significantly in the financial picture for most scholarly journals, advertising from pharmaceutical companies, followed at a considerable distance by medical device and equipment manufacturers, plays a major role for medical journals. This sector has been under pressure and was hit most significantly in 2008 – 2009 by the economic downturn. Dynamics in the pharmaceutical industry (i.e., shrinking marketing budgets, direct-to-consumer advertising, industry consolidation and a downward cycle of major new drug launches) have been compounded by the uncertainties of the transition from print to digital usage.

There has been a downward trend in advertising revenue, reflected not only in recent AAP journals industry surveys, but also in statistics from Medical Media and Marketing, which shows a decline in medical/surgical ad revenue from 2006 to 2009. Advertising in 2010 experienced a modest turnaround – a statistic reflected not only among AAP industry respondents but also by a parallel trend in Medical Media and Marketing data. AAP survey respondents indicate that advertising revenue, after dropping from \$292 million in 2008 to \$233 million in 2009, ticked up slightly to \$235 million in 2010. More significantly, while print advertising continues to dominate, there was a significant jump in e-advertising in 2010 from 3.0% of total ad revenues in 2008 to 3.7% in 2009 to 6.1% in 2010. The growing importance of e-advertising is also evident in the number of electronic ads displayed, increasing from 59.7 million in 2008 to 71.4 million in 2009 (19.8% increase) and 76.7 million in 2010 (7.4% increase). But the number of print advertising pages continues its inexorable decline from 98K in 2008 to 81K in 2009 (17.6% decrease) and finally 70K in 2010 (decrease of 13.5%).

E-advertising revenue depends on traffic to publishers' websites. The 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 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.

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## From the Executive Director's Desk

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### Additional observations:

- Revenue derived from individual subscriptions has fluctuated – \$159M in 2008 to \$144M in 2009 to \$152M in 2010, but as a percentage of overall subscription revenue it declined from 5.8% in 2008 to 4.8% in 2009 and 2010.
- Reprint sales have declined from \$157M in 2008 (4.4% of total revenue) to \$155M in 2009 (4.2% of total revenue) and then \$125M in 2010 (3.2% of total revenue).
- Single article sales make up less than 1% of all journal revenue. There was 34.7% growth in revenue between 2008 and 2010 but the increase was barely discernible in terms of percentage of total revenue.

This report provides insights into activities, trends and shifts among the 25 participating publishers. The results reflect the ways traditional scholarly publishers are responding to the needs of the constituents they serve – authors, librarians and readers. While the report is not comprehensive, as there are several publishers of considerable size that did not participate, the report does provide a window into the industry overall and has implications beyond the participating publishers relative to the estimated universe of +/- 22,000 scholarly journals.

### Print vs. Electronic Subscriptions

The long-standing shift from print to e-subscriptions continues. Virtually all titles offer print and electronic subscriptions (5794 out of 5,928 titles reporting with 43 offering print-only and 91 offering e-only; 99% of the journals are available in e-format). The number of paid access journals offering e-only has increased modestly from 16 in 2008 to 47 in 2009 to 67 in 2010. It should be remembered, however, that publishers responding to the survey form have a longstanding investment in and commitment to publishing technology and are more likely to offer electronic journal content than numerous other small scholarly publishers not responding to the survey.

The institutional market has embraced digital access, and the trends below show the consistent uptake of e-subscriptions in libraries. In 2010, more than one-third (37.1%) of institutional subscriptions were e-only and when combined with the print + electronic option, a total of 56.5% of subscriptions were available to institutional users electronically. The percentage of print-only subscriptions declined (9.8%) during the three-year span with 43.5% selecting print-only in 2010. A slightly higher percentage (17.2%) of subscriptions were print-only (43.5%) compared to e-only (37.1%). The gap is definitely shrinking appreciably as the following table illustrates:

	<u># Inst Subs</u>	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2008	2,516,232	32.5%	48.2%	19.3%
2009	2,337,196	21.4%	48.2%	30.4%
2010	2,320,124	19.4%	43.5%	37.1%

The table also shows that the number of institutional subscriptions has declined modestly over the three-year span: 7.1% from 2008 to 2009 and 0.7% from 2009 to 2010. To some degree this may be attributable to 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 the traditional title-by-title subscription context.

Institutional subscription revenues increased from \$2.574 billion in 2008 to \$2.833 billion in 2009 (10.1%) to \$2.992 billion in 2010 (5.6%). During the same period the number of journals reporting increased by 6.6%. Total electronic article downloads grew from 715 million in 2008 to 1.055 billion in 2010 (47.6% increase). With a total of \$2.774 billion paid in e-related subscription income in 2010 the cost-per-download calculates to approximately \$2.63 per article.

While revenue from individual subscriptions hovers around 5% of subscription revenue for the three-year period, it is interesting to observe changes in the mix of print vs. electronic among individual subscribers for the three-year span.

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	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2008	85.4%	8.4%	6.2%
2009	83.6%	9.0%	7.4%
2010	83.5%	8.2%	8.3%

This pattern is slightly different from what would be expected (i.e., consistent growth in e-access and declining selection of print-only subscriptions). While the three-year pattern conforms to the overall move toward e-access, the 2009 print-only figure seems irregular. Data points were checked and confirmed. Perhaps the economic downturn in late 2008 had a negative impact on individual subscription conversions from print to electronic in 2009 followed by a rebound with a somewhat improved economy in 2010. It is also possible that some publisher agreements with societies for which they do contract publishing may have varied (e.g., whether they provide member subscribers with print and/or electronic per contractual agreement). Nonetheless, the general pattern is consistent with a move toward e-delivery.

### Published Output and Open Access Journals

The number of articles published over the period 2008 – 2010 increased by 2.2% (from 737,534 to 753,455) after a slight decline in output in 2009 (0.9%). In a research environment where the article output has been rising at an annual rate of approximately 3%, has the impact of myriad other publishing options – possibly author-paid open access – begun to have an impact?

Open access publishing continues to be closely watched. 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, the two largest open access publishers did not submit data so we are analyzing open access patterns across a universe where paid subscriptions, rather than an author-pays model, is the principal source of revenue. That said, however, many of the publishers reporting offer some type of open access option and have for several years. In looking at this community, there are some trends worthy of discussion.

- Among journals reporting in 2010, 1459 offered some form of open access, representing 24.6% of the titles in the report. Of these, the vast majority 1301 (89%) offered a hybrid model where the author or funding agency has the option of paying for open access upon publication in a journal that primarily offers articles on a paid subscription model.

- In 2010, the remaining journals offer either open access for the entire journal after an embargo period (139 titles) or a completely gold open access model upon publication (19 journals), i.e., author or funding agency pays to make an article available at no charge upon publication.
- In 2010, 24.6% of all reporting titles offered open access in some form compared with 10.6% in 2009 and 8.8% in 2008, thus showing consistent growth in percentage during the three years.
- Actually, the number of gold open access journals fluctuated over the three years from 15 in 2008 to 10 in 2009 to 19 in 2010, but there has been no large embrace of pure open access titles from this group of publishers. The real growth has been in the hybrid model (392 titles in 2008 to 424 in 2009 to 1301 in 2010).
- In a small number of cases, the journal editors or publisher may make the decision to make selected articles – usually deemed to hold wide public significance – available upon publication at no charge but the number of journals and articles fulfilling this need are not broken out.

In looking at the number of open access articles published:

- The vast majority of published articles require subscription access on the publisher's site (96%).
- The number of delayed open access articles published over the three-year span shows appreciable growth from 2008 (13,003) to 2009 (16,083) and then a levelling-off from 2009 to 2010 (16,450). 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 or institutional repositories). There obviously is some overlap but data on articles appearing in multiple locations are not collected – and probably would not be feasible either. Also, there may be variation in the content of the article from one site to another (versioning), but the version of record is what appears on the publisher's site.
- The statistics for the number of gold open access articles show an odd pattern over the three years. In 2008, there were 7,341 gold open access articles published in 5,562 journals, and the number increased to 10,872 in 2009 with 5,910 journals reported. This category then experienced a decrease to 8,345 articles

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## From the Executive Director's Desk

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in 2010 in 5,928 journals. These statistics were checked and re-confirmed carefully but there was no explanation for the erratic pattern of increase followed by a decline. However, it is probably safe to assume that authors – at least those publishing in these journals – are not dramatically embracing the author-pays model in these journals even though the option is available to them.

- In 2008 articles published under the paid open access model represented 1.0% of the article output reported. This increased to 1.5% in 2009 and decreased slightly to 1.2% in 2010. Are the troubled economy and budget cuts to research funding factors in authors choosing to publish in a subscription-based journal instead of opting to pay for open access upon publication? Are authors who are inclined toward open access publishing avoiding these journals in favor of publishers recognized for their open access policies? Is the enthusiasm for open access more of a theoretical rather than a practical consideration? Do authors need to balance their spending on author-pays publication fees and toggle between the two models? These are interesting points for consideration but no conclusions along these lines may be derived. Most likely it is a combination of several dynamics.

### 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. However, the current data breakdown requires considerable time for individual publishers to compile, especially those with large journal programs. Many systems do not break down 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. While the statistics may not provide all we want to know about our industry, they provide useful insights into patterns that are prevailing in scholarly and research publishing.

### Distribution of the Report

Copies of the report have been dispatched to heads of house at all AAP member organizations as well as correspondents at non-member organizations that submitted 2010 data. Anyone who should have received a report and has not may contact [jtagler@publishers.org](mailto:jtagler@publishers.org).

**And a note of thanks...** PSP wishes to express appreciation to everyone who supports our data collection effort. Data collection of 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 about our industry and the directions in which we're headed.

### Participating Publishers: 2010 Survey

American Association for Cancer Research

American Association of Pediatrics

American Chemical Society

American Institute of Physics

American Psychological Association

American Physiological Society

American Society of Civil Engineers

Association for Computing Machinery

Cold Spring Harbor Labs Press

Elsevier

IEEE

Institute of Physics

John Wiley & Sons

Johns Hopkins University Press

Lynne Rienner Publishers

MIT Press

Nature Publishing Group

New England Journal of Medicine

Taylor & Francis

Thieme

University of Chicago Press

University of North Carolina Press

University of Pennsylvania Press

World Health Organization

Wolters Kluwer

## 2011 R. R. Hawkins Award Acceptance Speech

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So...what are we modeling? What is diffusion? All diffusion is, at its core, is the spreading of a substance from an area of higher concentration to lower concentration. That's all diffusion is, but it's a phenomenon that intersects our daily lives: Heat diffuses in metal; It causes expansion and contraction. So Civil Engineers use the diffusion equation to figure out how much space to leave between the joints of a metal bridge or a train track, for example. Tumor growth occurs through a diffusion process, and Biomedical Engineers use the diffusion equation to understand cancer growth. Using the diffusion equation, financial risk can be modeled probabilistically. Even the age of the earth has been determined by solving the diffusion equation; the first time in 1864 by Lord Kelvin. There are countless ways to use the diffusion equation to solve our everyday problems. And THAT – THAT – IS PRECISELY where Michael's book – and the diffusion equation – come in.

Enter Michael Thambyanayagam, straight out of college as a rookie chemical engineer, working in a research lab for the Department of Industry in the U.K. and then for British Petroleum. Michael started working on pressure diffusion – in short, how to tap an oil reservoir when the oil is embedded in rock, under intense pressure and deep within the earth. The diffusion equation is used to model just these types of pressure scenarios, but it typically takes months to solve problems such as these.

As a research engineer, Michael had to solve these problems from scratch, starting anew, each and every single time. Early on, Michael started to solve these problems unconventionally – with a method called integral transform – a very straightforward mathematical approach. He quickly learned that he could save enormous amounts of time solving these problems – and solving these problems FAST.

At about that point, Michael realized he should start compiling his efforts – the scores and scores of solutions to different diffusion equation problems. Over time, Michael's employers became his cheerleaders – so supportive of him at every step of the way – and recognizing the tremendous time-saving value in his work – so supportive, in fact, that Michael worked his way up the ladder, managing labs and becoming the Managing Director of Schlumberger Cambridge Research, the crown jewel of the company.

So finally, Michael outlined his book then, on August 3rd, 1993. Over the next 18 years, he worked programmatically through permutations and combinations of conditions, solving and compiling over 1,000 variants of the diffusion equation. But then what??? What comes next after solving

1,000 equations? Michael came to his last year working on the book – and in his words, “that last year was torture.” How would he go about organizing 1,000 solutions to just one equation?! How do you do that in a book? Then came the defining moment! The AH-HA moment!

To the untrained eye...1,000 undifferentiated differential equations connected visually by 1,000 icons! AH-HA! It's a PICTURE BOOK!!! And therein lies the SECRET – The secret to how engineers use this book! It's a picture book. A biomedical engineer developing a treatment for pancreatitis, let's say, needs to model diffusion of calcium in the pancreas, because calcium clumps and forms stones there, which causes pain and infection. That engineer identifies the three-dimensional parameters of the diffusion problem she needs to solve to come up with a novel treatment. She refers to the illustrated 125-page table of contents in the book, looking for the icon that visually represents her conditions, and then she refers to that specific solution within the book, where the icon and the equation are expanded upon with a fully worked out solution to the problem.

So...how to get to this organization? Michael developed a whole new nomenclature – a visual map – a visual map that would group and link together the different kinds of equations. Over the course of a year, he sat 1-on-1 with a graphic artist to render this new nomenclature in the form of one-dimensional, two-dimensional, and three-dimensional icons. Many days, Michael thought he should just wake up, delete all of his book files, forget all about the book, and pretend he'd never started it. (And I bet he's glad he never did that!) It was a tremendously difficult process. It was a risk career-wise. It was a challenge personally. It seemed, at times, to take over his life.

Michael would always come back though to his father's words – he wanted to leave something behind – something valuable. And what would Michael tell his children? For half their childhoods, they saw him in his basement study in Connecticut, working on his book. He had to finish it, In his words, “to tell his children,” “to tell his father too,” that he's leaving something behind.

Sitting in his basement study, Michael often wondered: How would he finish this book? How would he get it published? Would ANY publisher be CRAZY enough to publish a single equation in a thousand different forms? Michael thought it would be hard to get the book published. No...he knew it would be hard to get it published. He wanted McGraw-Hill though to publish his book, because of our long history in engineering publishing.

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## ICANN and gTLD's: What's This All About?

by **Dan Duncan**, Sr. Director for Government Affairs at The McGraw-Hill Companies  
*The views expressed are his own and do not represent those of McGraw-Hill or the Association of American Publishers ("AAP") or any of its divisions.*

Any company operating on the web should already know about general top level domain names (gTLDs) and the role of the Internet Corporation for Assigned Names and Numbers (ICANN). Unless your tech legal departments have been asleep at the wheel for the last couple of years, you are probably aware of the tremendous expansion of gTLDs ICANN has been planning – and many trademark owners have been deriding. We are about to see the roll-out of the first approvals of applications to ICANN to create these new gTLDs, and the question facing publishers is how the process could affect your businesses and your bottom line – from defending your trademark and promoting your brand.

First a little history: ICANN is a private, non-profit corporation designated by the U.S. government in 1998 to oversee the registration and assignment of Internet domain names. It does so in large part by setting guidelines and overseeing operations of the world's Internet domain name registrars (e.g., VeriSign and GoDaddy). ICANN coordinates the creation of the unique identifiers that domain names represent (e.g., publishers.org) and describes itself as a “bottom up” organization. Indeed, it was this “bottom up” process that led ICANN in June 2011 to announce opening up the domain naming system by allowing the creation of potentially thousands of gTLDs (there are currently 22 gTLDs, such as .com, .org or .edu.)

The process of applying for the first round of new gTLDs was supposed to have ended by April 15 of this year, and ICANN was set to announce who had applied for which gTLDs shortly thereafter. However, ICANN discovered a technical problem in its application process that allowed hackers to get into its registration system. ICANN then scheduled a new deadline for applications of May 30 and was set to announce the first set of application information in mid-June.

ICANN's evaluation system can only handle 500 applications at one time, but it reportedly received over 2,000 in the first round. Therefore, ICANN is going to implement a so-called “digital archery” procedure. In essence, that system will require each applicant to set a target date for seeking formal approval. The applicant will set the date in an ICANN online system and then must hit that target date in order to have ICANN consider the application in the first round of 500 new gTLDs to be considered.

One blogger who has been very critical of the expansion of gTLDs reported recently that some applicants are already announcing what they have applied for:

Companies are leaking out what they've applied for, not waiting for the reveal. And it's quite a potpourri of new TLDs. Google is applying for more than 50, including .lol. Others are applying for upwards of 80 or more. Some of those include .sucks, .green, .home and a host of other generic words. Some brand owners are also rushing to apply for new TLDs with no intention of every using them – no ROI and a total waste of shareholder value. It just doesn't make sense.

Plans by ICANN to greatly expand the number of gTLDs have been met by both praise and horror in corporations worldwide. In praise of the decision, some organizations feel the new gTLDs will offer opportunities to strengthen their brands or promote their organization and its services. So let's take a current example in the professional and scholarly publishing world and think of what could happen under the new gTLD system. The American Institute of Physics (AIP) currently owns the website [www.physicists.org](http://www.physicists.org). Maybe in order to promote the science of physics and the importance of physicists to the world or to improve security on its site, AIP would consider registering a new domain, “.physicists”. (Interestingly, if you do a search on Bing or Google for

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## 2011 R. R. Hawkins Award Acceptance Speech

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When I first saw this book, I knew we had to publish it. Michael convinced me – and I had to convince my team to do such an unusual book. Michael convinced me that this book of 1,000 solutions is an incredible achievement – in and of itself – but add to that – a whole new nomenclature and method to characterize groups of equations. REMARKABLE! We'd find a way to publish it – physically and financially.

So, R.R. Hawkins was the Chief of the New York Public Library's Science & Technology Division, and he was devoted to the publication of technical books

and knowledge – a renaissance man. And this book is a renaissance, of sorts – a tremendous achievement in the technical and engineering literature, so it makes winning this award in Hawkins' honor all the more special.

McGraw-Hill is a proud publisher, with a long history, and this honor adds richly to our deep pride. It's the first time McGraw-Hill has won the Hawkins Award, and, in fact, it's the first time the PSP has given it to... a picture book! So...on behalf of McGraw-Hill Professional and Michael Thambynayagam, thank you!!



## *Spotlight On...*

### **Services Available for Integrating ORCID<sup>s</sup> in Manuscript Submission Process**

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**O**RCID is a non-profit organization created specifically to address the name ambiguity problem. ORCID is an open initiative that crosses national and disciplinary boundaries to provide a registry of persistent unique identifiers for researchers and scholars. To facilitate adoption, ORCID has created application programming interfaces (APIs) to support automating linkages between ORCID<sup>s</sup>, ORCID records, and digital research objects such as publications, grants, and patents. This not only reduces reporting burdens for individual researchers and scholars, it also provides an automated means for organizations to keep their records up to date.

ORCID will launch its registry in the fourth quarter of this year. To ensure that the research and scholarly community is ready to create records and collect ORCID<sup>s</sup>, we have made our APIs, documentation, and a sandbox server available to the community through a [Developer Portal](#). A number of publishers and other third parties have been using these resources to perform integration testing. Feedback has helped refine registry requirements and is being used to provide implementation guidance for specific use cases. In July, ORCID plans to open a Launch Partners program to actively collaborate with the community in real-world testing prior to service launch.

For more information on the Initiative, the [ORCID newsletter](#) provides regular updates on schedule, services, and opportunities to interact with the ORCID team. ORCID recently announced its [membership structure and pricing](#), including an early adopter program.

## **SAVE THE DATE! 2013 PSP Annual Conference**

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## ICANN and gTLD's: What's This All About?

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“physicists” today, AIP does not appear in the first couple of pages of rankings, although the American Association of Physicists in Medicine does.) Such a plan by AIP might make sense. It might make sense also to “own” that domain, just to make sure that in the new, expanded age of gTLDs, it can avoid someone else registering the domain and cybersquatting, thereby lessening the impact of AIP’s current web presence or purposely trying to confuse Internet searchers who are looking for articles by prominent physicists.

If a company or organization decides to apply for a new gTLD, however, the process is expensive and requirements are many. ICANN is charging \$185,000 for an application evaluation fee. You must put up \$5,000 initially when requesting to register a new domain and the remaining \$180,000 when you submit the full application. [ICANN's guidebook](#) provides further details about the application process, including its Uniform Rapid Suspension System (available to trademark owners who feel a pending registration is likely to cause confusion about their brands) and the dispute resolution process that will be run by the World Intellectual Property Organization.

If you are approved for a new gTLD, your responsibilities increase, as well. Rather than running a website or multiple sites like today, you will now be responsible for administering the domain name. You will have to process applications for any number of persons or entities that want to register in order to offer their own products and services on your domain. New rules require that if you are approved to run a new domain, the initial contract is for ten years. Moreover, you cannot simply buy up gTLDs and keep them inactive. You will have to run a live registry – a process with which few large corporations are familiar, let alone smaller nonprofits, and one that is likely to cost millions of dollars over the course of the 10-year commitment. ICANN has created some expedited procedures for new domain owners who may run their own brand-name gTLD but do not intend to accept public registrations of any domain names under that gTLD (for example, if AIP were to

run “physicists” it would not need to accept an application of for “freearticles.physicists”).

On the other hand, what if you are simply concerned about protecting your current domain name and ensuring that ICANN does not grant to others domain names that could cause confusion or otherwise harm your brand? Going back to the example above for physics, you would probably want to guard against a site like “physicists.sucks.” In that instance, you should consult with your technology and web teams to review current web strategy and how the creation of new gTLD’s could affect current planning. You might also consider seeking more detailed analysis and expertise from your legal group or an outside attorney who specializes in trademarks and domain names. To begin that process, you can also review ICANN’s information on how to [resolve disputes](#) under the new system.

There could be great uncertainty as the process goes forward. It is certainly untried, untested and likely to be perceived as threatening to organizations with established web presences, including publishers. As you consider strategies and products for the future, it would certainly be worth the time to look into how the expansion of gTLDs could affect your business plans.

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