

27 September 2007

STM Frankfurt Conference, Tuesday 9 October 2007

The Westin Grand Frankfurt

formerly Arabella Sheraton Frankfurt Grand Hotel
Konrad-Adenauer Strasse 7, Frankfurt Germany

Convergence & Divergence: Users, Customers, & Publishers Exploit New Realities

Preliminary Programme

8:00 a.m. Coffee & Registration

9:00 a.m. **Welcome & Opening**, STM Chair

9:10 a.m. **KEYNOTE: The Cult of the Amateur: How Today's Internet is Killing our Culture**

Andrew Keen, Silicon Valley Entrepreneur and Impresario. Founder of Audiocafe.com

The San Francisco Chronicle recently wrote, "every good movement needs a contrarian. Web 2.0 has Andrew Keen."

Is today's Internet good or bad for our culture? Silicon Valley utopians argue that today's so-called "Web 2.0" user-generated-content revolution is resulting in a "democratic" cornucopia of information and entertainment. Yet the reverse is actually true. Web 2.0 is not only dramatically dumbing down our culture, but is also challenging the traditional church-state division between advertising and content. In a media in which everything is either amateur dross or commercial spin, the real losers will be both the producers and consumers of traditional mainstream media.

9:45 a.m. **Panel: Open Access Business Models Working for Publishers?**

Moderator: **Jerry Cowhig**, Managing Director, Institute of Physics Publishing

9:50 a.m. **The Hindawi Experience**

Ahmed Hindawi, co-founder and CEO, Hindawi Publishing Corporation

Hindawi was founded in 1997 and has been working in the traditional journal subscription business for the better part of its first decade. In late 2004, the company converted its first journal to open access and continued with more journal conversions and launches until 21 February 2007 when the company became an exclusively open access journal publisher. The speaker will describe Hindawi's experience with open access and the opportunities that this business model provides for the company's fast growth.

10:10 a.m. **The Springer Experience**

Wim van der Stelt, Vice President, Business Development, Springer

The presentation will focus on Springer's Open Choice program and provide some insights into the results compared to Springer's expectations.

10:30 a.m. **The OUP Experience: Author-pays open access at Oxford Journals**

Claire Bird, Senior Editor, Oxford Journals, Oxford University Press

In 2004, Oxford Journals began experimenting with an author-pays open access model for its flagship molecular biology journal, *Nucleic Acids Research*; in 2005, the journal moved to a fully open access model. Since then a further 65 of the 200+ journals published by Oxford have adopted an optional open access model – authors can choose to pay to make their article freely available online immediately. This presentation provides an update on

findings from Oxford Journal's open access experiments so far, including author participation and financial viability.

10:50 a.m. Q & A

11:00 a.m. Coffee & Tea Break

11:30 a.m. **Understanding Scholarly User Information Needs**

Introduction: **Mayur Amin**, Senior Vice President - Research & Academic Relations, Elsevier

11:35 a.m. **Perspectives on Current Researcher Reading Behaviour: 5 Things that are Changing**

Carol Tenopir, Professor, School of Information Science, Director of Research, College of Communication and Information and Director of the Center for Information and Communication Studies, University of Tennessee
Researchers read many scholarly articles each year for many purposes. Although the amount of reading is higher than ever, several emerging patterns of user behaviour have implications for the design of journals and journal systems for the future. Research that has tracked scholarly article reading over time shows how technology is driving some changes in current research reading behaviour.

11:55 a.m. **Deep Indexing: An Innovation in Search and Discovery of Scholarly Material**

Jim McGinty, Vice-Chairman, Cambridge Information Group

The mission of secondary publishing is to assist researchers in discovering and linking to relevant scholarly material. STM publishers have long worked with secondary publishers to index content and create discipline-wide databases. 'Deep Indexing' of objects in scholarly journal articles is fundamentally altering what secondary publishing is all about. The purpose of this presentation is to provide a report on the experience and findings of one secondary publishing initiative with a focus on how 'Deep Indexing' will impact STM publishing.

12:20 p.m. Q & A

12:30 p.m. Lunch Break

1:30 p.m. **KEYNOTE: Google Scholar: The Adventure Continues**

Anurag Acharya, Designer and missionary behind Google Scholar

Acharya will describe the recent evolution of Google Scholar and will share experiences and lessons learned.

2:00 p.m. **Panel: Realities of the E-book Market: The Good, The Bad, and The . . .**

Moderator: **Olaf Ernst**, President, eProduct Innovation & Management, Springer

2:10 p.m. **The Springer Experience: The Ongoing Revolution in Electronic Publishing – Research the eWay with SpringerLink**

Olaf Ernst, Vice President, eProduct Management, Springer

The Internet and electronic publishing for scientific journals has already changed the way research is conducted, collected, published, sorted and used. Last year, in July 2006, Springer took the e-revolution one step further with the launch of its eBook Collection, allowing researchers to access book chapters in the same way they access journal articles. Since then, Springer has placed nearly 20,000 eBooks online. Our aim was to implement a one-stop shop for our content. Along with a continually growing number of eBooks, we provide 1,700 journals, more than 100 eReferences and an Online Archive Collection on our online platform www.springerlink.com.

2:30 p.m. **The Wiley-Blackwell Experience: Books Online: Evolving Business Models and Customer Preferences**

Reed Elfenbein, Vice President, Director of Sales and Marketing, Wiley-Blackwell, John Wiley & Sons

Wiley has been publishing books on its own online platform, as well as distributing via online intermediaries, for 6 years. During that time, library customers have been generous with their input on many issues including the pro's and con's of widespread distribution vs. publishing on a single platform, bundled or collection offerings vs. "pick and mix", one time vs. subscription options, online vs. print pricing, the role of traditional booksellers and aggregators, etc. which, combined with our experiences and trends in the marketplace, have shaped our current online books offering of more than 3,000 titles.

2:50 p.m. **Superbook**

David Nicholas, Director, School of Library, Archive and Information Studies and UCL Centre for Publishing and **Dr. Ian Rowlands**, Senior Lecturer, UCL Centre for Publishing, School of Library, Archive and Information Studies, UCL

SuperBook is a project funded by Wiley and Emerald publishers, which involved 'dropping' 3000 selected e-books from OUP (Oxford Scholarship Online), Wiley (InterScience), and Taylor & Francis into the University College London information environment and then assessing, by means of a robust methodology called deep log

analysis, what happened as a result. An e-book observatory was established in which behaviour could be observed and changes introduced and then evaluated. The paper represents the first release of usage data from the studies of OSO and InterScience. A wide range of analyses were conducted in order to evaluate use and patterns of information seeking behaviour and we believe it to be the most comprehensive, detailed and authoritative evaluation of e-book use conducted. The results suggest that: a) it is very early days and it will take a time for things to settle; b) the potential for e-books is huge; c) the information seeking behaviour differs from that associated with e-journals; d) libraries will face challenges as a result of the introduction of e-books. In recognition of the success of the project JISC have agreed to replicate the project on a national scale where the usage of more than 30 core textbooks will be monitored in more than a hundred British Universities over a period of 1 year.

3:30 p.m. Q & A

3:45 p.m. **Close for Non-members** - Coffee & Tea Break

4:00 p.m. **Members Only Forum: Current Critical Issues & Report on STM Activities
Followed by Member Drinks**

STM Chair

Michael Mabe, STM CEO

Mark Seeley, Senior Vice President & General Counsel, Elsevier, Chair, Copyright & Legal Affairs Committee

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Members: The registration fee is a benefit of STM membership

Each individual attending from a member organisation must register

Non-Members: Registration Fee is €275

STM thanks the following organisations for helping sponsor this conference.

