

The background of the slide features a blue-tinted image of a hand holding a pen, poised to write on a newspaper. A pair of round-rimmed glasses is placed on the newspaper in the lower-left quadrant. The overall aesthetic is professional and academic.

Bloomsbury Academic: A New Publishing Initiative

A New Business Model

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Bloomsbury Academic

- Launched late 2008
- Social Sciences and Humanities research based books
- Creative Commons non-commercial licensing
- Simultaneous print and e-editions ('long-form publications')
- Providing traditional publishing services along with free online access
- An imprint within Bloomsbury Publishing Group plc

What Do Academic Authors want from Publishers?

Historically

- Books and Journals as medium of communication
- Independent verification of quality
- Branding
- Visibility
- Marketing and Selling

and now Increasingly

- Content in multiple formats
- ‘free’ at point of use

from this - authors receive

- Recognition and Promotion
- Research grants

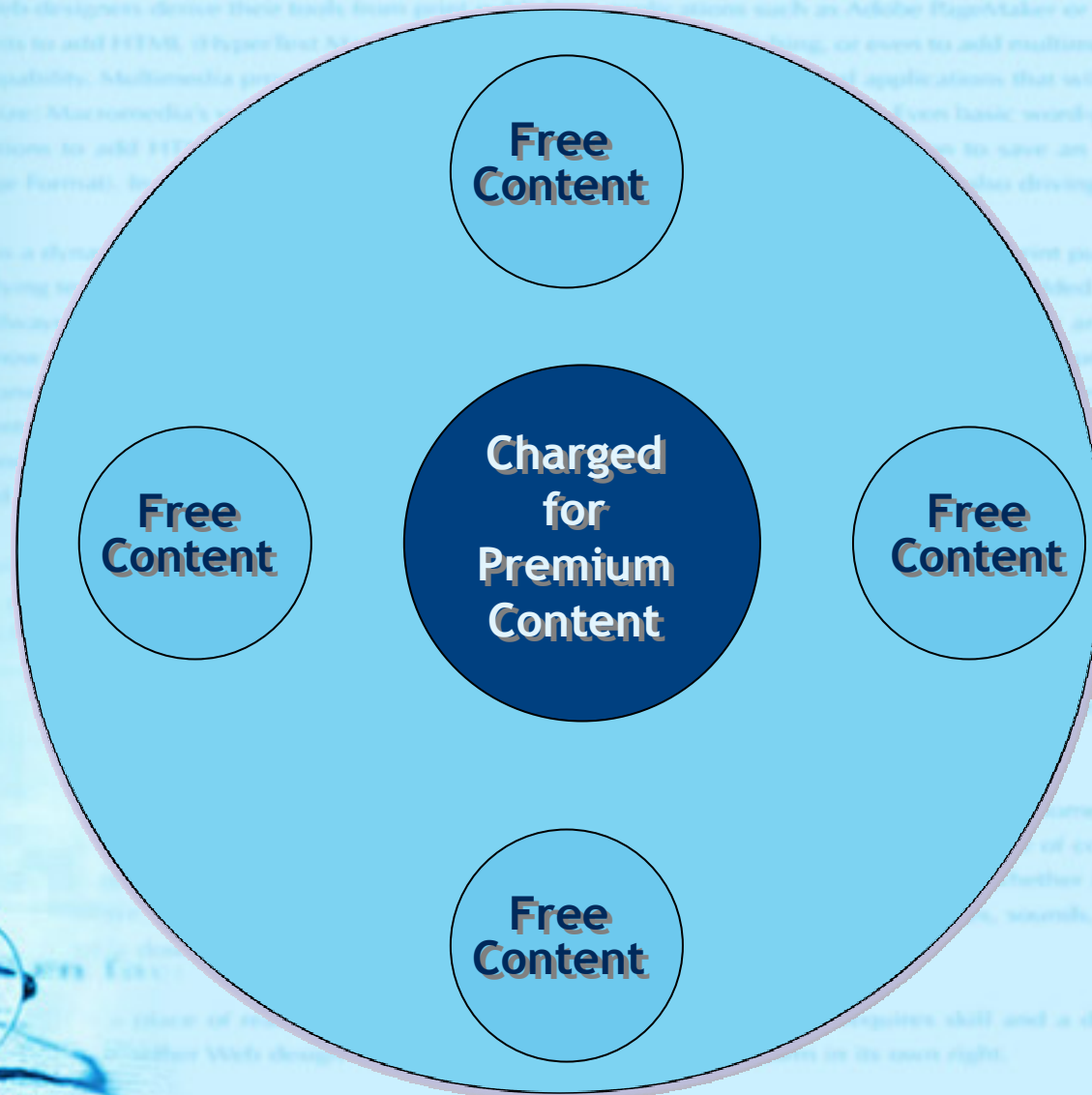
Academic Publishing: the Old Model

- Print Copy only
- Publishers were the gatekeepers
- Publishers verified and branded
- Publishers, as 'bankers' financed the publishing process (not the research - just the publishing process)
- Cost was a barrier to dissemination
- Limited range of formats
- Limited channels of distribution
- Limited availability
- Content was scarce

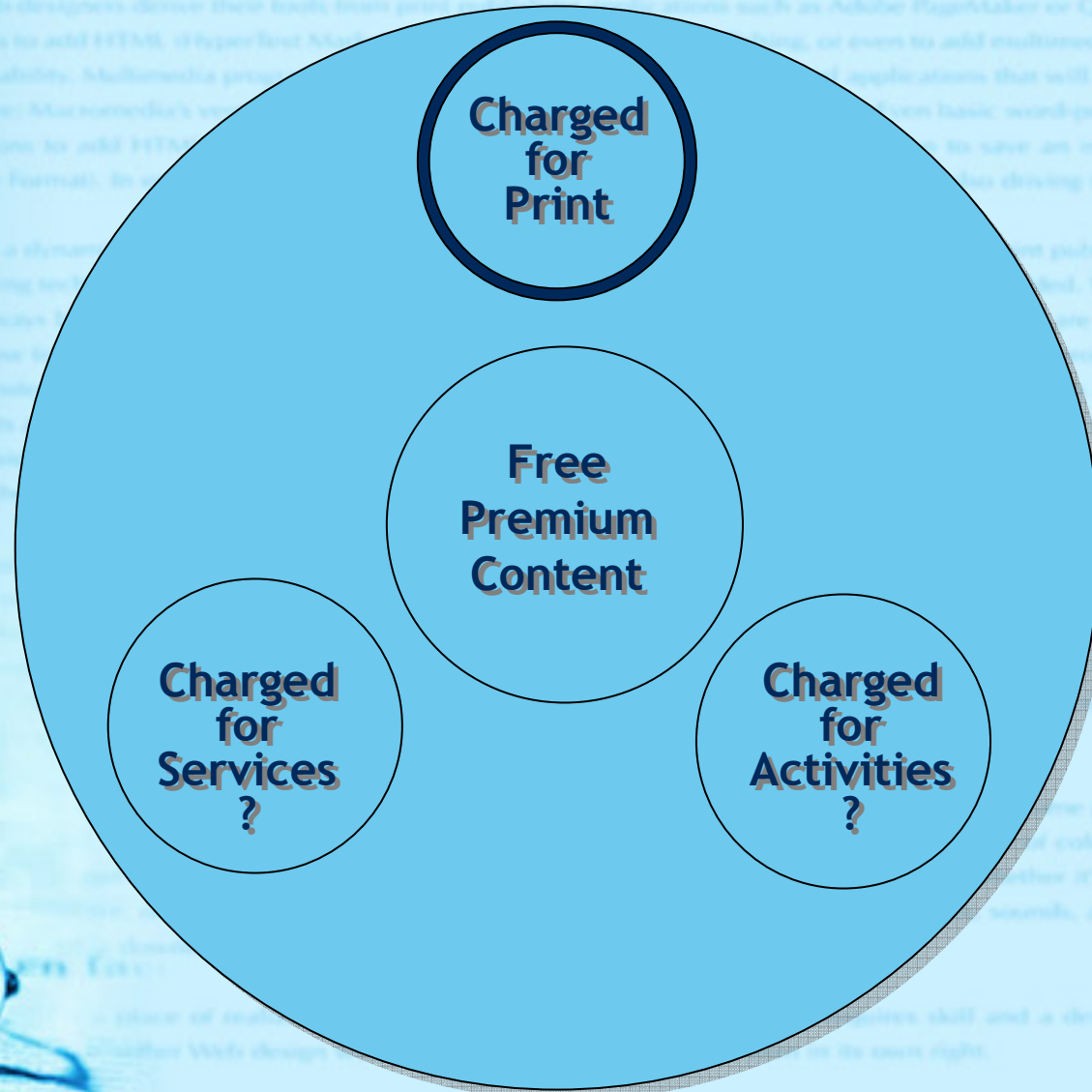
Academic Publishing: the New World

- Multiple versions in digital form and print - (sometimes)
- Multiple formats
- Available through multiple channels
- Held in a multiplicity of 'locations' (Institutional Repositories, author website)
- Free versions compete with publisher's edition(s)
- Uncertainty over who pays (and when) for 'publishing'
- Content is abundant

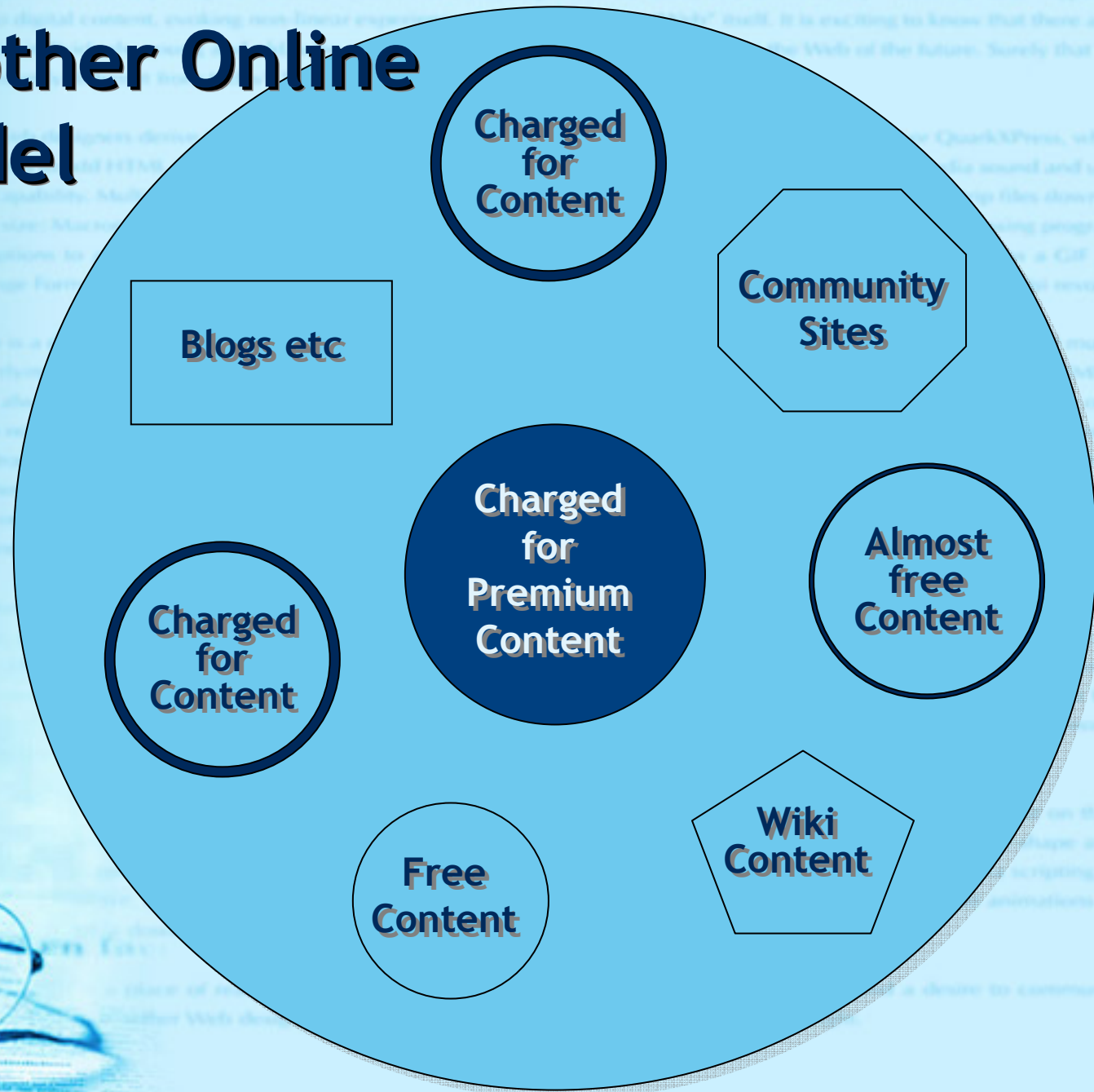
An Existing Online Model



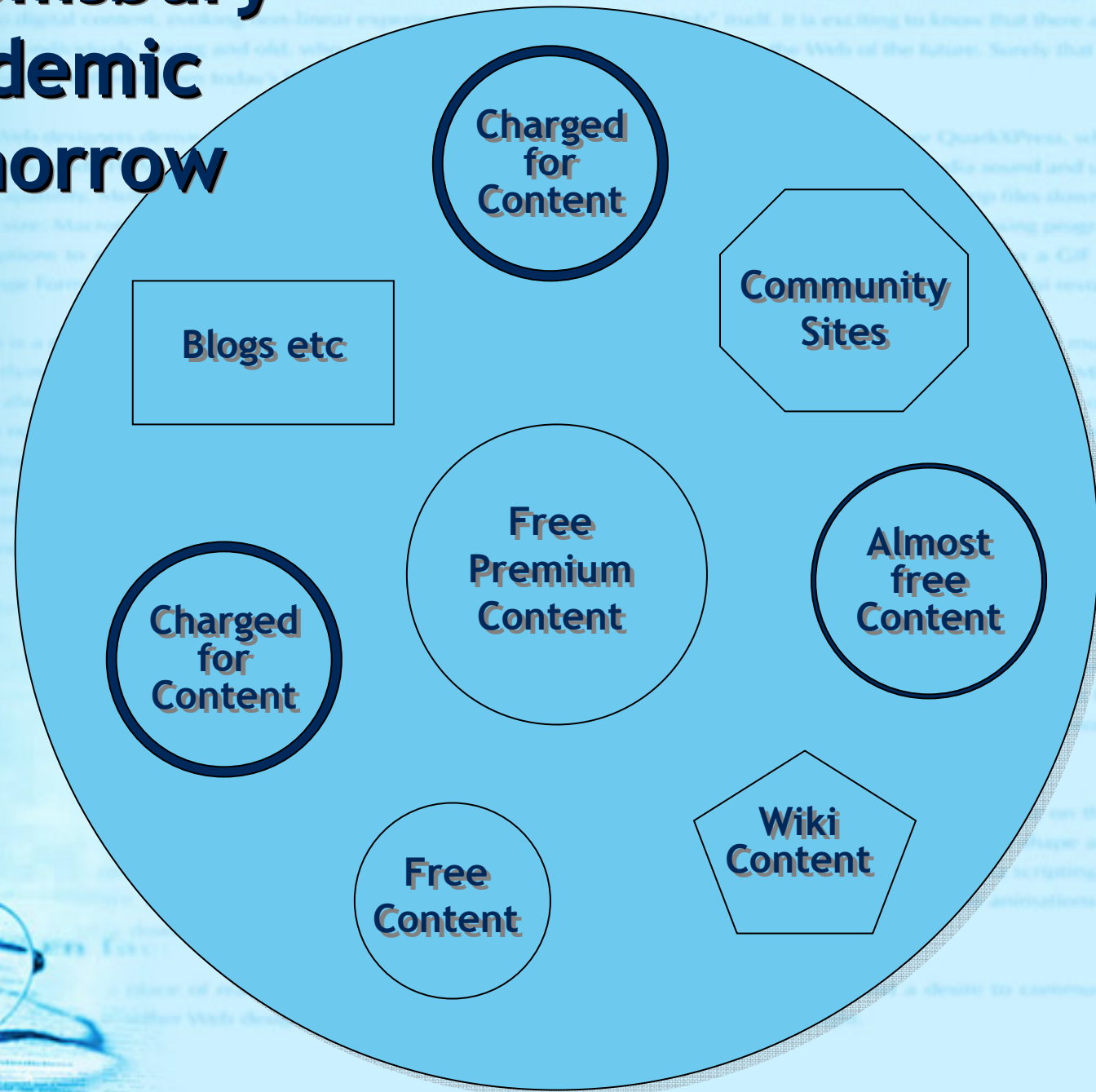
What about inverting the model?



Another Online Model



Bloomsbury Academic Tomorrow



Present Funding Paths

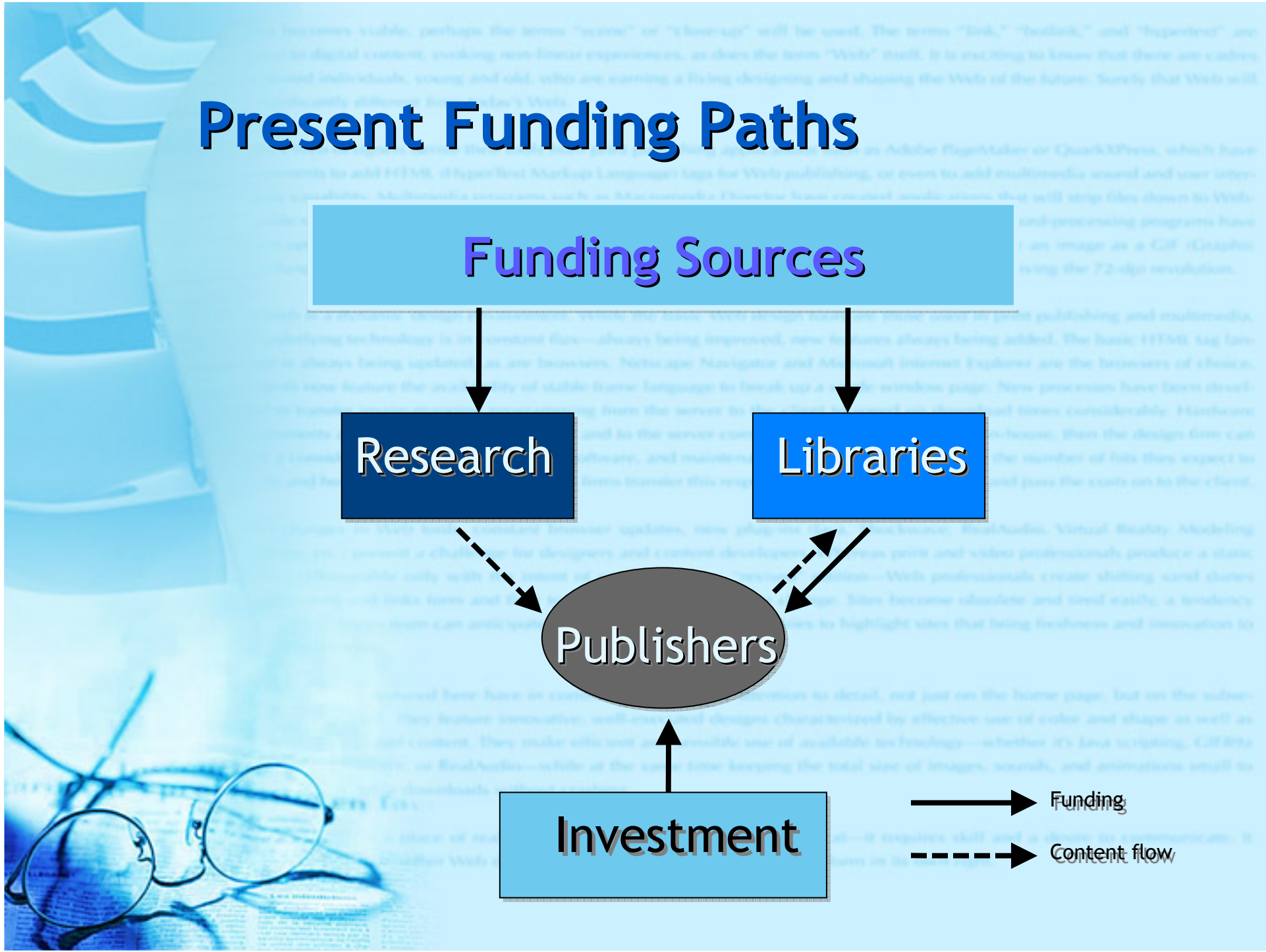
Funding Sources

Research

Libraries

Publishers

Investment



Future Funding Paths?

Funding Sources

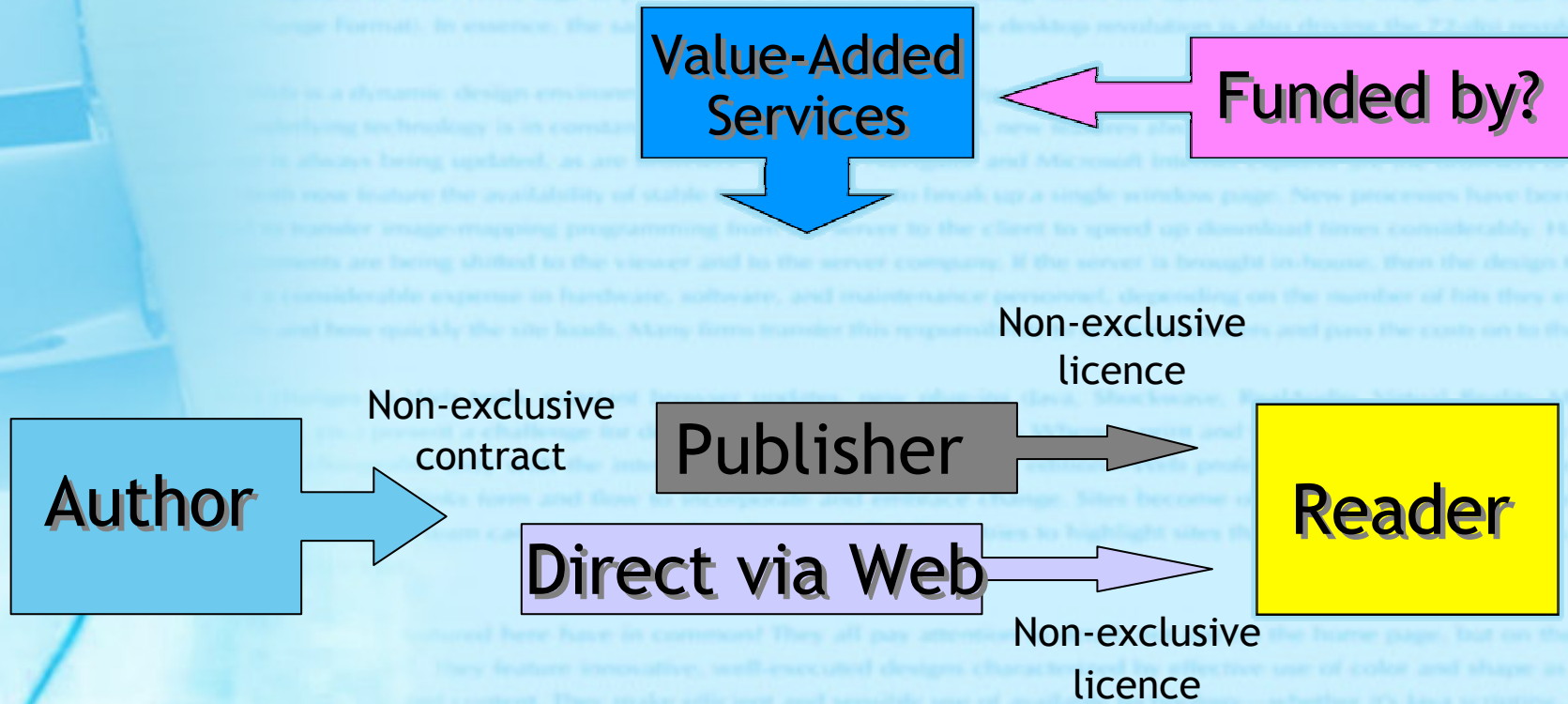


—————> Funding

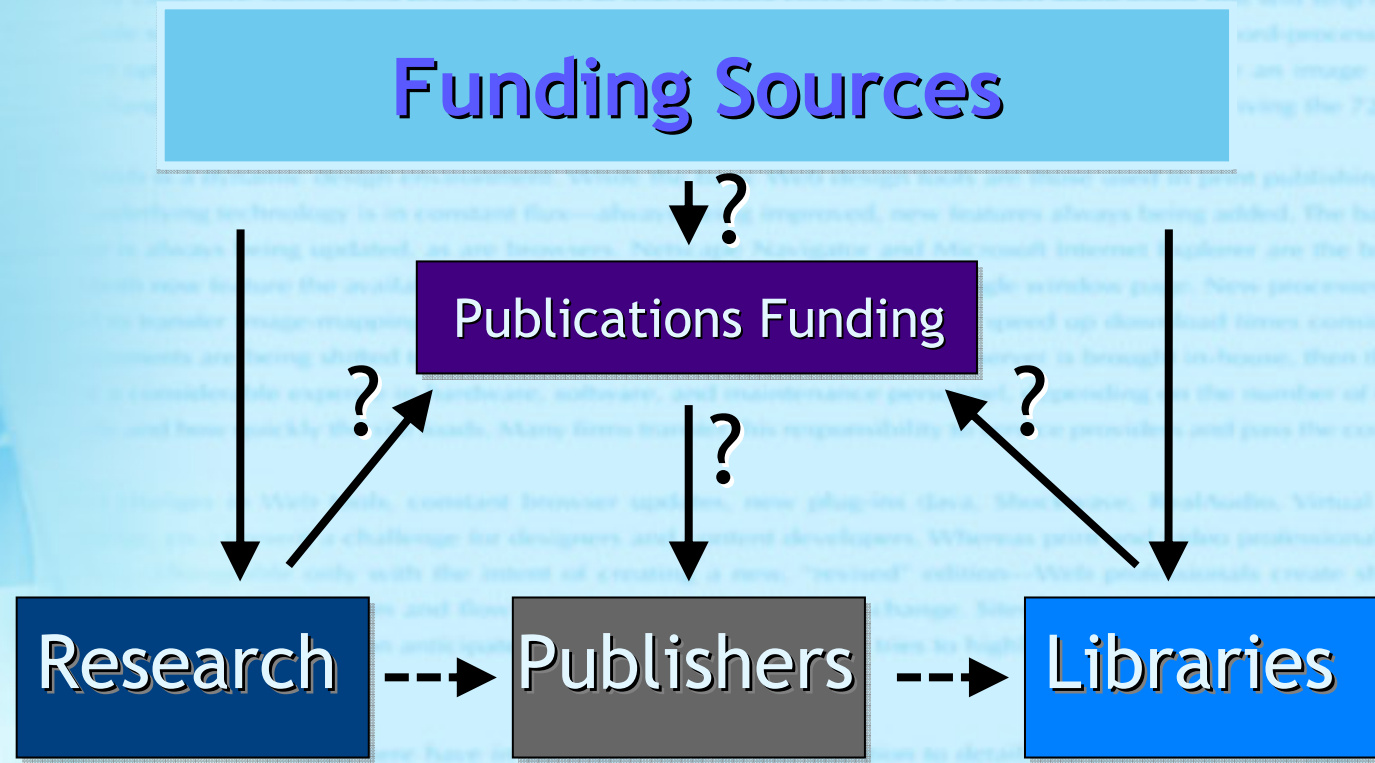
- - - - -> Content flow

Tomorrow . . .

- Web designers derive their tools from print publishing applications such as Adobe PageMaker or QuarkXPress, which have recently added HTML (Hypertext Markup Language) tags for Web publishing, or even to add multimedia sound and user interactivity capability. Multimedia programs such as Macromedia Director have created applications that will strip files down to Web-compatible size; Macromedia's version of this is the Shockwave/Afterburner combination. Even basic word-processing programs have options to add HTML tags to plain vanilla documents. The desktop offers the option to save an image as a GIF (Graphic Interchange Format). In essence, the desktop revolution is also driving the Web revolution.

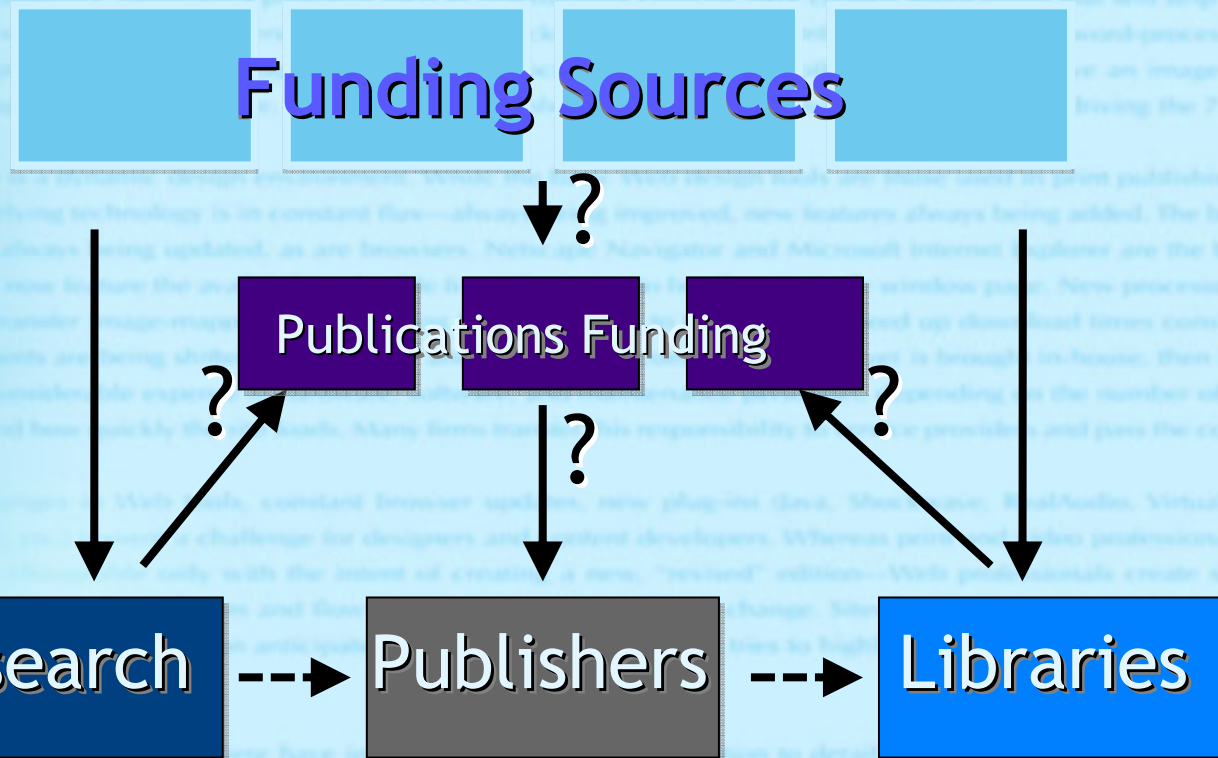


Future Funding Paths?



—————> Funding
- - - - -> Content flow

Future Funding Paths?



—————> Funding
- - - - -> Content flow

RIN Study

Globally

Fall in Academic Library Subscriptions **£2.91 bn**

Increase in charges to academics/
institutions **£2.92 bn**

United Kingdom

Fall in subscription charges **£128 million**

Author-side fees **£213 million**

'Activities, costs and funding flows in the scholarly communications system in the UK' (May 2008)

JISC Study

Savings if moving to open access for the UK

Open Access Publishing - £80 million

Institutional Repositories - £116 million

'Economic Implication of Alternative Scholarly Publishing Models' (January 2009)



... becomes viable, perhaps the terms "scene" or "close-up" will be used. The terms "link," "look," and "hyperlink" are
... to digital content, evoking non-linear experiences, as does the term "Web" itself. It is exciting to know that there are cadres
... and individuals young and old, who are pursuing a living destination and choosing the Web of the future. Surely that Web will



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