



Multi-product platforms in scholarly publishing

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San Francisco, Cinco de Mayo, 2008

Kevin Cohn
Director of Client Services

About me

- Statistician - Carnegie Mellon University
- Publisher - Mary Ann Liebert, Inc.
- Vendor - Atypon Systems, Inc.

About Atypon

- Publisher services company based down the road—Santa Clara, California
- Current clients include JSTOR, Blackwell Synergy, and University of California Press
- Technology partner for CrossRef's citation linking resolution system
- Launching soon: American Chemical Society, BioOne, Walter de Gruyter, and more

A multi-product platform is a single application that delivers all of a publisher's content types (journals, books, and more) and provides common services (access control, content management, business intelligence, and more) to publisher administrators, librarians, and researchers.

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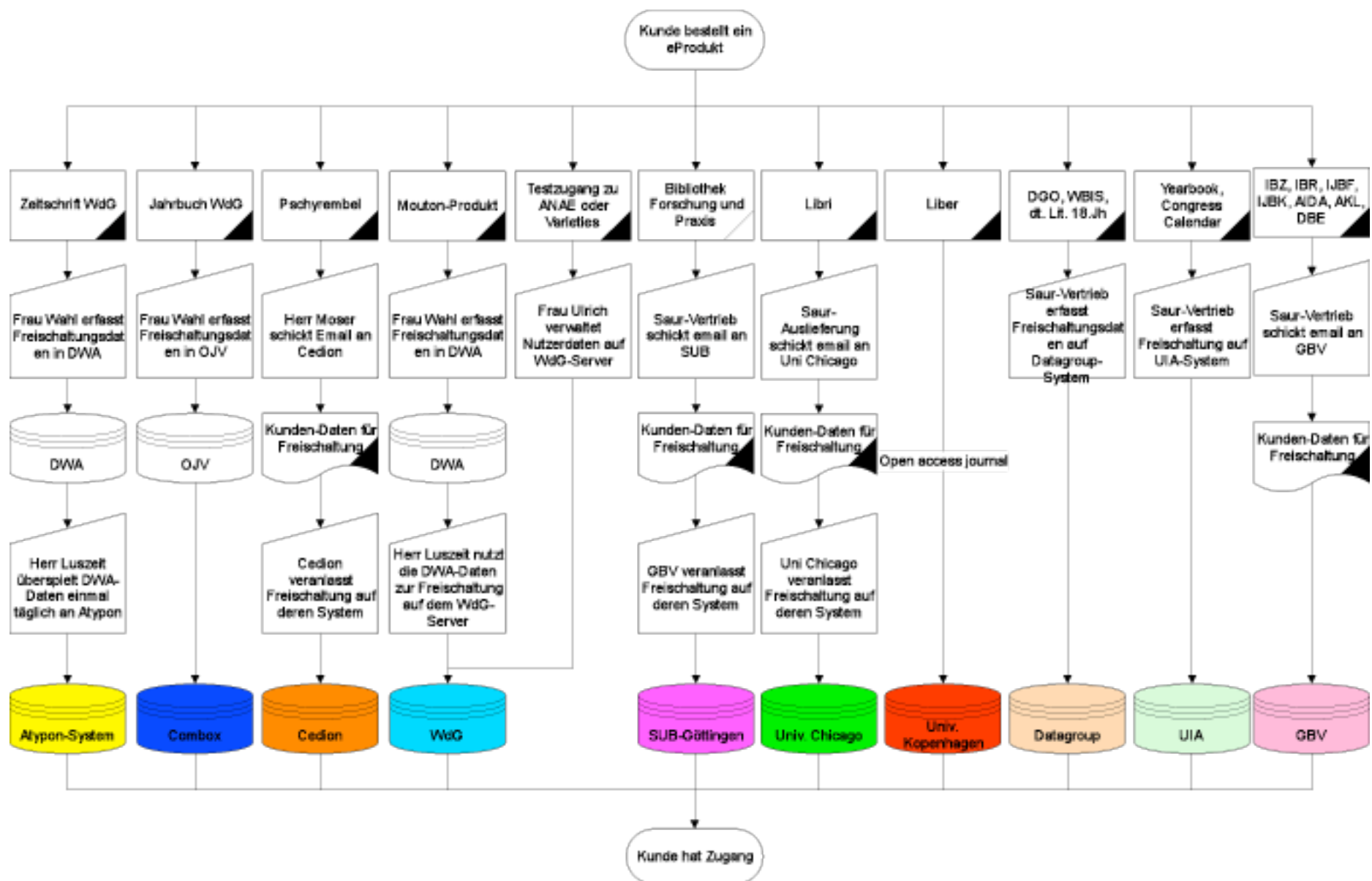
makes sense.

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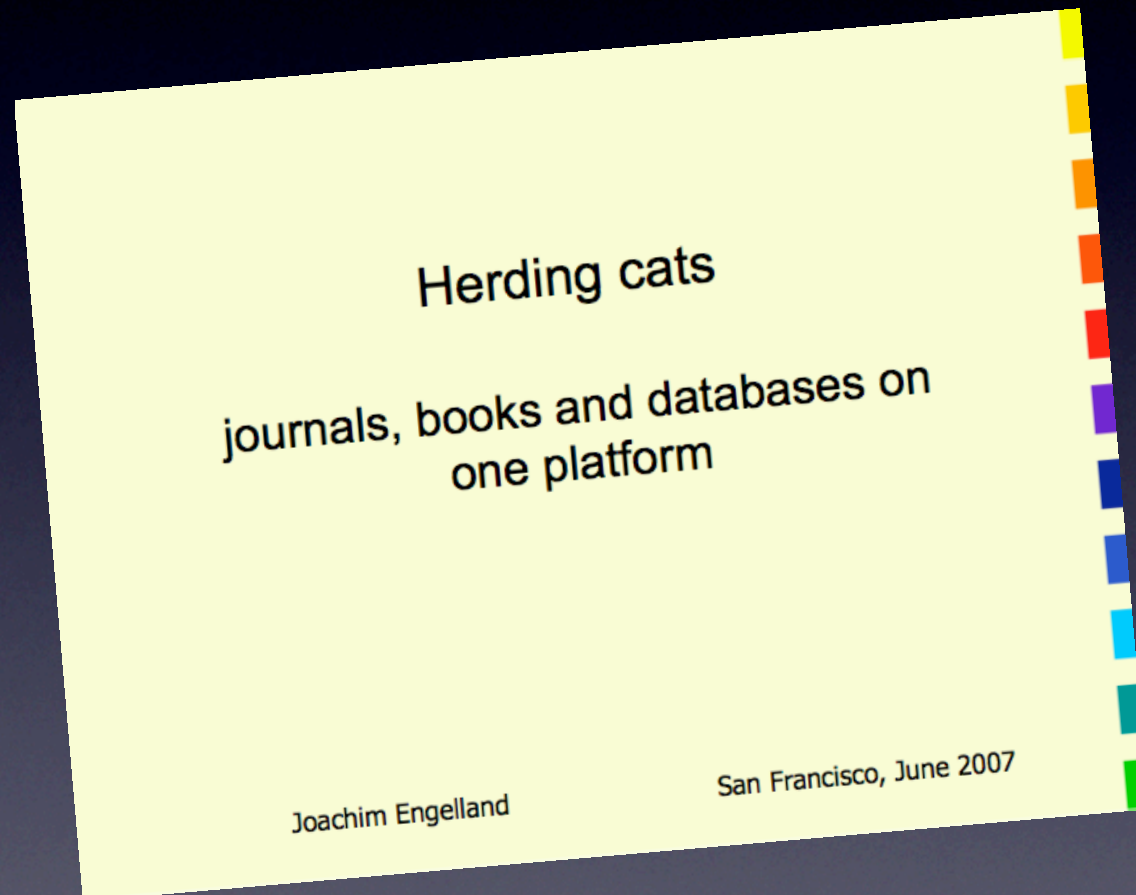


Our past experience

- Academic Press's IDEAL had some of the first reference works in the early 2000s
- CrossRef handles metadata for journals, books, and conference proceedings
- Aluka (www.aluka.org), launched in 2007, has no journal or book content whatsoever



Herding cats



Market characteristics

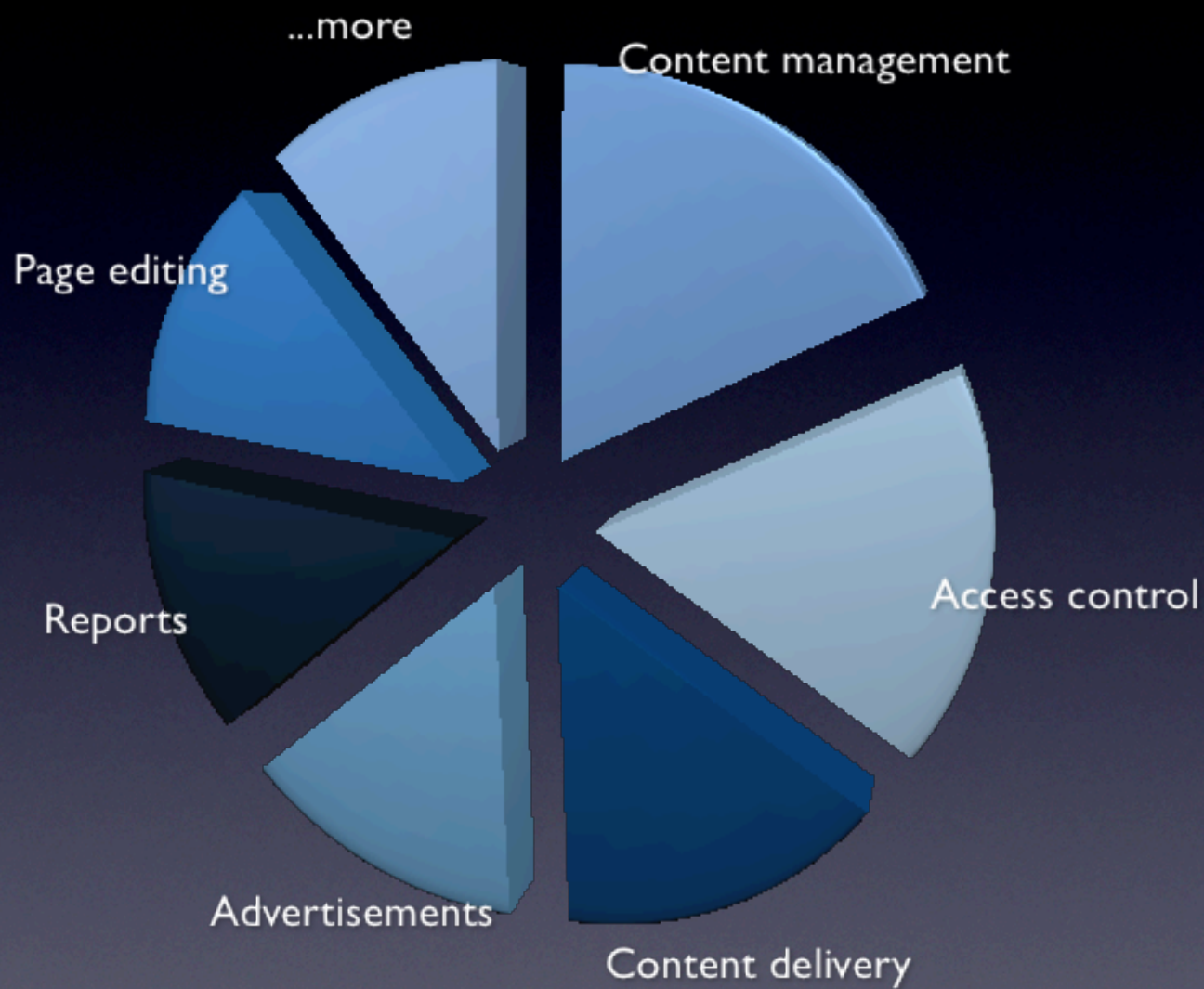
- Usage is the currency
- Volume of content matters
- Few big players dominate
- Big deals make life easier
- Content type is irrelevant

How MPPs can help

- Sell other content types through established journals channels
- Leverage the combined volume of your content to drive traffic
- Create and sell discipline-focused packages that span content types
- Use the “gravity” of your MPP to create and grow a brand

An MPP needs to...

- Provide a single toolset for managing all of the publisher's assets
- Give librarians a way to quickly and easily administer all of their access rights
- Allow researchers to browse different content types together and separately
- Do it in a way that costs less than using different vendors for different content types



In many ways the platform needs to be blind to the content type, e.g., for access control, e-commerce, and reporting. But in many situations it also needs to be aware of the content type (particularly during content processing and delivery).

Publication

Publication

Category

Publication

Category

Serial

Publication

Category

Serial

Group

Publication

Category

Serial

Group

Item

Publication

Category

Journal

Book Series

Issue

Book

Article

Chapter

```
User.saveFavoriteJournal(journalCode);
```

```
User.saveFavoriteArticle(articleDOI);
```

```
User.saveFavoriteBook(ISBN);
```

```
User.saveFavoriteChapter(chapterDOI);
```

```
User.saveFavoritePublication(DOI);
```

Capabilities

- Streamlined administration of access control, content management, and more
- Enhanced cross-marketing ability because the content is in a single place
- Reduced burden on librarians, which will lead to a higher activation percentage
- One-stop shop for researchers interested in key WdG disciplines

Welcome to de Gruyter Reference Global!

Walter de Gruyter is among the first academic publishers in the world to provide electronic access to its journals, books, and databases on a single platform.

From now on, you will find all of our online journals on this platform. Stay informed about newly added content via email or RSS feed.

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Digitization of our archive

We have begun to digitize our journal and book back content. Publications from more than 250 years of our company's history are waiting to be made available online. First project realized: The more than 60 volumes of the "Handbooks of Linguistics and Communication Science (HSK)". To access these volumes, please click [here >](#)



Browse by Subject

Subject

▼ **All Subjects (84)**

- ▶ Art and Music (1)
- ▶ Books and Publishing, Libraries, Information and Documentation (5)
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- ▶ History (8)
- ▶ Law (8)
- ▶ Linguistics, Communications (28)
- ▶ Literary Studies (15)
- ▶ Mathematics (11)
- ▶ Medicine (4)
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- ▶ Reference Works (2)
- ▶ Social Sciences, Economics (1)
- ▶ Theology, Judaism, Religion (9)

Title

All Titles Starts with 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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1 2 3 4 5 ▶▶

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Author

▾

ISSN/ISBN/DOI

Languages

English German Other

Publication Dates

Between: and

Content Type

Journal

Subjects

- Art and Music
- Books and Publishing, Libraries, Information and Documentation
- Mathematics
- Medicine
- Natural Sciences

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Articles and Chapters

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The Relationship Between Variability of Cell Wall Mass of Earlywood and Latewood Tracheids in Larch Tree-Rings, the Rate of Tree-Ring Growth and Climatic Changes

P. P. Silkin, A. V. Kirdeyanov

Holzforschung Jan 2003, Vol. 57, No. 1: Pages 1-7

Summary

Mass accumulation dynamics in earlywood and latewood cell walls of larch from northern regions of Central Siberia are investigated and correlations among cell mass of different tree-ring zones, radial tracheid sizes and tree-ring width are found. ...

[Abstract](#) [PDF \(216 KB\)](#) [PDF with Links \(206KB\)](#)

Redox Regulation of Cell Growth and Cell Death

Y.-W. Kwon, H. Masutani, H. Nakamura, Y. Ishii, J. Yodoi

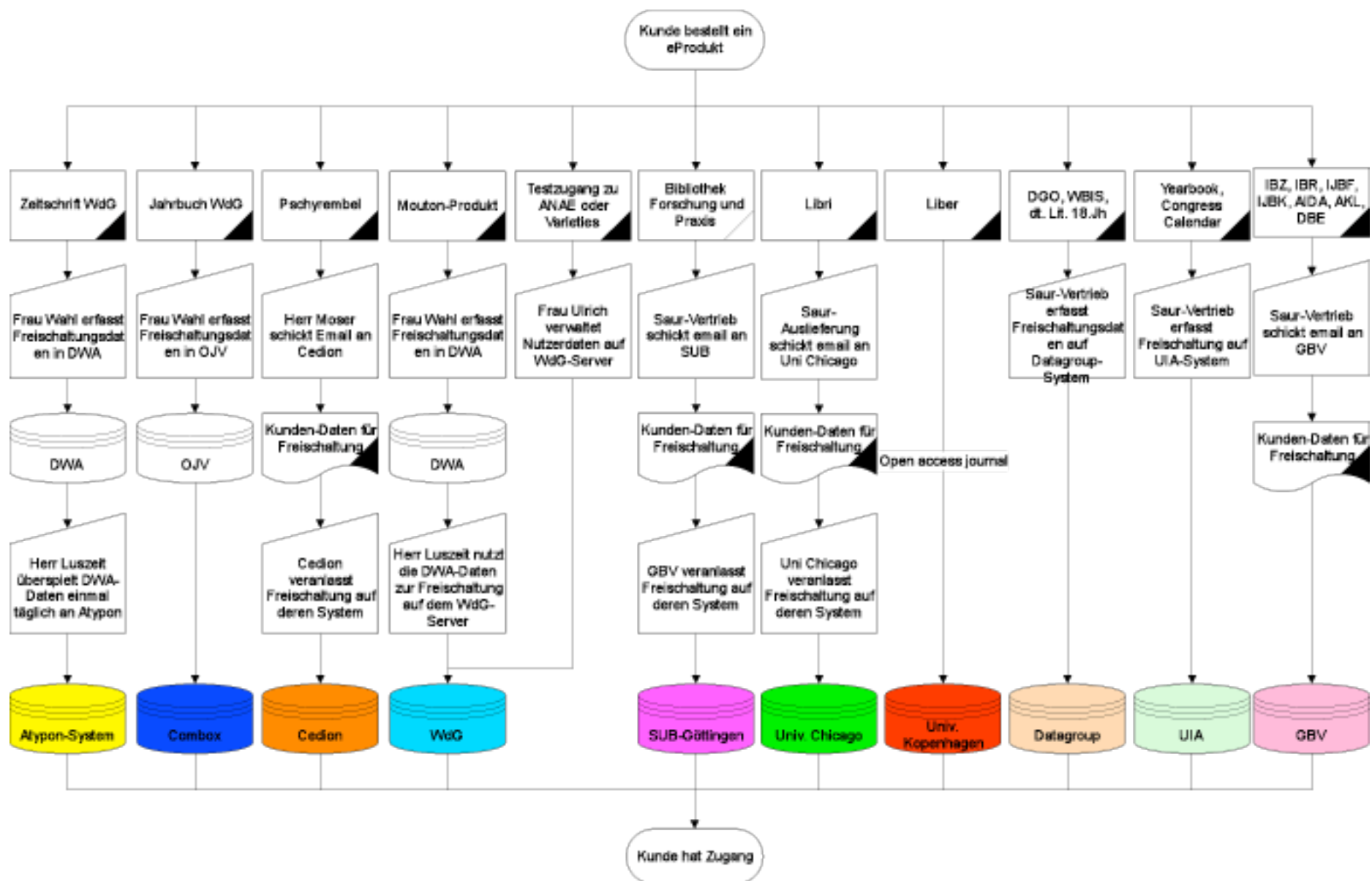
Biological Chemistry Jul 2003, Vol. 384, No. 7: Pages 991-996

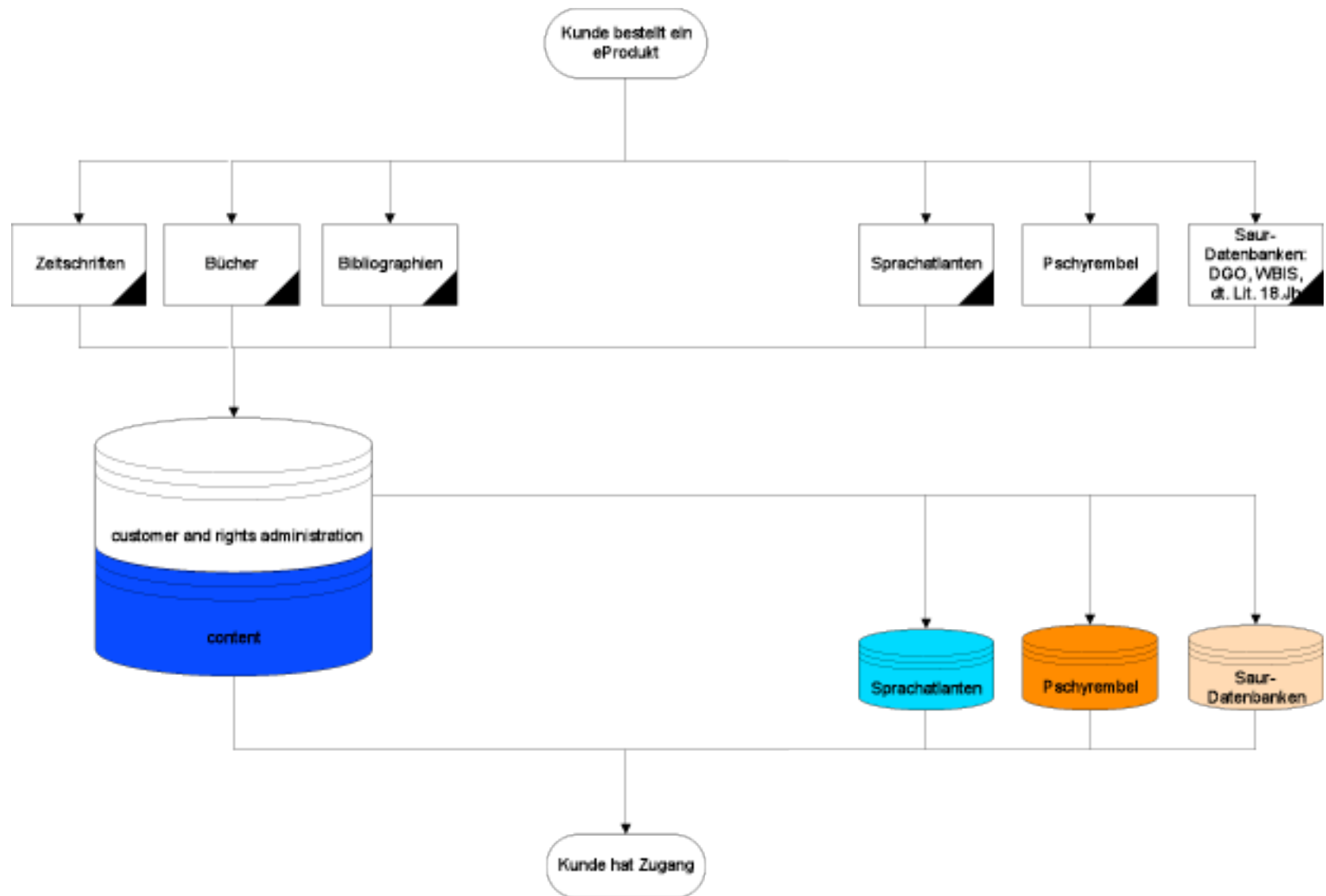
Abstract

Oxidative stress evokes various cellular events, including activation of transcription factors, apoptosis, and cell cycle arrest. Accumulating evidence shows that reduction/oxidation (redox) plays an important role in the regulation of apoptosis ...

[Abstract](#) [PDF \(73 KB\)](#) [PDF with Links \(105KB\)](#)

Differentiation and Assessment of Cell Death





Challenges

Challenges

Every book is different!

Challenges

- Some books are in a series (and therefore share metadata) and others are not
- Monographs, textbooks, and yearbooks, each of which are structured differently
- Lack the consistency that issues and even journals have across the entire industry
- All of these variations are seen within a single publisher's books

Challenges

A book is like an issue... except when it is not.

Challenges

- Users want to search for books—not chapters—whereas issues have no standing
- The amount and variability of metadata for books greatly exceeds that of issues
- Users are interested in downloading the entire book as well as individual chapters
- Implications for access control, e-commerce, reporting, and more

Challenges

A chapter is like an article... except when it is not.

Do you know what the chapters are?

5. Die Elemente der Nebengruppen	
5.1 Magnetochemie	659
5.1.1 Materie im Magnetfeld	659
5.1.2 Magnetisches Moment, Bohr'sches Magneton	661
5.1.3 Elektronenzustände in freien Atomen und Ionen, Russel-Saunders-Terme	662
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5.4.5 Die Valenzbindungstheorie von Komplexen	689
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5.4.6.2 Tetraedrische Komplexe	700
5.4.6.3 Quadratisch-planare Komplexe	702

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5.4.6.2 Tetraedrische Komplexe	700
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The publisher isn't sure, either.

Challenges

- It's a question of granularity
- Varies from book to book
- More granularity = higher overhead
- Diminishing rate of return

Challenges

The NLM Book DTD is lacking in some areas.

Challenges

- No support for indexes, so we extended it to include DocBook's `<index>`
- Cannot capture book series metadata, so we added a `<book-series-meta>` element
- Many more examples that suggest the DTD has not been put to the test yet
- On the bright side, there many similarities to the journal DTD, which we know well

Challenges averted

- Our access control has always been robust, so business models can be tested easily
- E-commerce is tightly coupled with access control, giving the same flexibility
- We weren't the first to do it, so we learned from the mistakes of others

What's next

- Salem History, the second in a series of reference works, launches this week
- MPPs are a growth market: only 5% of Atypon's clients publish no books

Summary

- Multi-product platforms maximize publishers' investments in technology
- There is a strong movement towards publishers consolidating their offerings
- Librarians and researchers benefit from having all of the content in one place
- The variations seen across content types is a challenge, but one that can be overcome



Coming soon

<http://www.reference-global.com>



Thank you

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