

# **IFIP Series**

## **Open Access Proposal**

### **Proposal**

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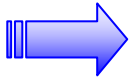
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## Introduction

Springer is pleased to have the opportunity to work with the International Federation for Information Processing to develop its content online. The Publisher proposes enabling free online access to the IFIP Series through restructuring the current bulk sale grid and providing a new online-only publication option for smaller conferences that find the current system price-prohibitive. Please note that this proposal refers only to the IFIP Main Series and does not include the IFIP-LNCS Series.

## Goals



### ***Meet Society Needs***

- Allow free access to the IFIP Series for the entire global research and professional community
- Provide comprehensive online platform for IFIP Series content through using Springer's existing SpringerLink
- Enable smaller conferences chance to publish with Springer under a more affordable online-only structure with a "print to order" (PTO) option
- Maintain traditional print product royalty revenue stream
- Ensure a secure online archive in perpetuity
  - Agreements with leading national repositories such as the German National Library in Germany and the Royal Dutch Library in The Netherlands provide for permanent archiving of all digital Springer titles. Similar arrangements are under negotiation with other national repositories in the Americas and Asia.
  - Even if Springer were to go out of business, our agreement with national repositories guarantees accessibility for all Springer customers in perpetuity.



### ***Develop IFIP Series***

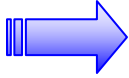
- Build visibility, readership, and online usage of the IFIP Series through expanding overall and free online content



### ***Innovate***

- Stay on the cutting edge of STM publishing possibilities
- Participate in Springer's pioneering Weblog program
- Fully engage IFIP Series with current and future developments on SpringerLink

## Why Springer?



### *Our Resources*

#### **SpringerLink**

- SpringerLink is our established and reliable online delivery system adopted by librarians around the world.
- SpringerLink is unique in the STM world: full-text journal and book content is hosted (and fully searchable) on a single platform. There are more than 1450 journals and 3000 books now available on SpringerLink. The number of new book titles will increase by more than 2500 each year.
- SpringerLink provides the IFIP Series with the opportunity to connect to more than 10,000 libraries internationally.
  - SpringerLink is accessed in both government and corporate libraries worldwide.
- SpringerLink reaches more than 10 million desktops; resulting in 2.5 million full text downloads per month.
- More than 200,000 individuals worldwide subscribe to e-Alerts via SpringerLink, including both Table of Contents Alerts and Subject Alerts.
- SpringerLink is a user-friendly interface searchable by Subject, Keyword, Author, Editor, and Society. This will promote usage of the IFIP Series from site visitors across disciplines searching for relevant material.
- SpringerLink allows for the Publisher to track content downloads. Full article download numbers (usage statistics) will be made available to IFIP. Springer's download figures are COUNTER compliant (Counter Level 1 format).

#### **Marketing**

- Table of Contents Alerting will go to Springer Alert subscribers when a new volume is released – linking them directly to the Table of Contents as it appears online
- Promotion through the Computer Science Reading Room and Springer.com
- Author Alerting upon the publication of their articles in SpringerLink



### *IFIP Branding*

- The existing Springer framework, when modified to include Open Access and e-only publication for smaller conferences can meet all of the Society's electronic publishing needs
- All IFIP Series content will have the same identifiable Series "look" and access channels (i.e. ordering books through Springer and accessing content through SpringerLink)

- Build seamlessly upon existing IFIP Series structure of manuscript submission to the Publisher
  - No change in submission structure for conference organizers
  - Increased number of volumes will be handled by Publisher
- Production quality will remain the same for e-only books



### ***Our Innovative Programs***

#### **Weblog Program**

The new Weblog program is an opportunity for Springer to support the IFIP community by facilitating the exchange of information of both scholarly and general interest through a blog platform. The IFIP blog would appear on Springer.com, with a link from the IFIP Series page, as well as from SpringerLink.

- Since blogs are optimized for indexing by search engines, they present an opportunity to increase the visibility of IFIP publications within the general Internet community.
- IFIP representatives would work directly on the initial design of the blog with Springer's in-house weblog expert to design an interface that best suited the needs of the Society.
- IFIP would have full control over what is said on the blog, how it is structured, what it looks like, and what editorial policies are implemented (i.e. the ability to restrict comments or add external members of the community as authors).
- As new volumes are published, the volume information with abstracts to all of the papers will appear on the blog to generate discussion.
- The blog will provide a forum for Society to discuss conference-related activities not directly linked to a particular publication.
- For an example of a recently started blog for a journal, please visit the Journal of Network and Systems management site on Springer.com:  
<http://www.springer.com/west/home/generic/search/results?SGWID=4-40109-70-35750479-0>
  - Click on "Journal Blog" from the main page and navigate through the blog to view some of the features that the Editor of the journal has selected
  - Remember: Springer blogs can be highly customized to suit the exact needs of the hosts.

#### **Future Developments**

- By consolidating all IFIP content under the IFIP Main Series with Springer, all IFIP publications will be afforded new opportunities in the ever-growing electronic publishing world as they occur.
- Retrodigitization of archival IFIP content. A separate initiative to accomplish this Society goal could follow the implementation of IFIP Open Access.

## Benefits of IFIP Open Access Program

<b>Feature</b>	<b>Benefit for Society</b>	<b>Benefit for Springer</b>	<b>Shared Benefits</b>
Open Access	<ul style="list-style-type: none"> <li>➤ Free dissemination of IFIP work and research – in particular, more accessible to IFIP target groups, such as isolated working groups in non-academic settings, developing countries, etc.</li> <li>➤ Promotes membership growth.</li> <li>➤ Capitalize on Springer's existing digital platform for publications – no need to start from scratch.</li> <li>➤ Incentive for conferences to publish in IFIP Main Series, not IFIP-LNCS, IEEE, or ACM.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Cost of publication and free content access shared with Society.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Increase in product downloads.</li> <li>➤ Promotes citations.</li> <li>➤ Diminished duplication of efforts between Society and Publisher by providing one digital archive in perpetuity.</li> </ul>
E-only Product	<ul style="list-style-type: none"> <li>➤ Allows smaller, price-sensitive conferences an opportunity to publish when they otherwise couldn't.</li> <li>➤ Meets Society's demand for expanding the electronic presence of the series.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Underscores Springer's role as an innovator for electronic publication options.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Potential to attract conferences with higher rejection rates.</li> <li>➤ Potential to expand IFIP Series.</li> </ul>
Print to Order (PTO) for E-Only Publications	<ul style="list-style-type: none"> <li>➤ Gives market the opportunity to purchase books for smaller conferences.</li> <li>➤ Society will collect royalties on these sales.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Publisher still benefits from regular sales through PTO.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Most efficient use of available resources – printing occurs when needed.</li> </ul>

## Implementation Strategy

The new Open Access plan will take effect through the following measures:

- The Publisher will extend the publishing agreement to accommodate smaller conferences. Smaller conferences are those with a bulk sale of fewer than 50 copies of a manuscript with fewer than 200 pages.
- These smaller conferences will publish in e-only, without a print bulk sale, but will have the option to print to order at the list price.
- All conferences, from the implementation of this agreement forward, will be available online free to read through Open Choice.
- To subsidize the cost of Open Choice, the bulk sale price grid will see a 20% increase on all titles. This is a competitive rate given Springer's pricing strategy for both Open Access and the pricing of print and electronic products. ( For more details, see pricing rationale on page 8.)
- The Publisher will charge the Society an initial "start-up" fee, along with annual maintenance fees for this service to mitigate Springer's lost consortia sale revenue.
- The Society would be bound to still publish a minimum of 22 titles in the Main Series with a bulk sale in excess of 50 copies of a 200 page+ manuscript.
  - This is in keeping with the existing agreement between Springer Publishers and IFIP.
  - Since the IFIP Series has met and exceeded this level in past years, this is a reasonable target.
- The Royalty structure would remain unchanged, and Print to Order books from the electronic product would be treated as "regular sales" on which IFIP would receive a 12% royalty.
- This initiative would be given a one-year trial period to monitor the sales of the frontlist and backlist print product in the wake of Open Choice. The Publisher would retain this option to cancel annually every year, pending the performance of the Series.

After the initial launch to the Society, the Publisher will contact all IFIP conference organizers for conferences not currently publishing in either the IFIP Main Series or the IFIP-LNCS Series. The Publisher will inform these conferences of the Springer Publishing program, highlighting the new Open Access and inviting smaller conferences to consider publishing their proceedings.

When the Publisher receives a proposal for a conference, the Publisher will inform conference organizer that books under 200 pages will be published in an electronic-only format, and will be available Open Access as well as for print to order. When possible, the conference organizers can work to increase their order to reach the print threshold, or they can opt to publish an e-only book.

For these new conferences that will initially be publishing e-only, the Publisher will require the same items they require for the print volumes in the IFIP Main Series. These deliverable items are:

- A hardcopy of the camera-ready manuscript
- Source files for the manuscript
- A pdf of the manuscript
- Draft title pages with author names and affiliations
- Signed copyright forms for all papers

These manuscripts will be prepared as though they were going to go into print production, but instead will go directly online.

## Pricing Rationale



### ***Springer's Current Offerings***

#### **Open Choice and Open Access** (Author-funded)

Springer offers all journal authors the ability to make their work free to read worldwide. Springer does this through allowing the author to pay for the price of publication. The current rate for this is a price of \$3,000 per article.

Once content is given this Open Access it becomes free to read forever.

If IFIP were to use this standard model of Open Access, assuming the \$3,000/paper charge and an estimated 600 papers/year, the price of Open Access for the Series would be \$1.8 million annually.

#### **Print + Electronic Journals** (End-user/Subscriber-funded)

- All Springer journals now publish with a corresponding electronic version
- Print journals and their corresponding electronic versions each have the same price
- For the purchase of both the print and electronic version of the journal, Springer charges the price of the electronic journal plus a “print surcharge” of an additional 20%, excluding shipping and handling



### ***IFIP Open Access Proposed Pricing***

- Rather than charge IFIP authors the standard \$3,000/paper for Open Access, Springer will provide a way to integrate the cost into the existing bulk sale grid
- The result will be a 20% mark-up of the current bulk sale price grid
- With this 20% increase to each copy of each bulk sale volume, the conference organizers will receive both the print and electronic product, with Open Access for all to the electronic publication
- A new price grid will be created for smaller online-only publications
- To mitigate the Publisher's loss of consortia sales of the product, the IFIP Society would then pay the Publisher additional Start-up and annual Maintenance fees. The Publisher proposes that the Start-up fee for the first year of the program be \$75,000, followed by annual maintenance fees of \$60,000.



Number of Pages	Price
80-99pp	€880
100-119pp	€1100
120-139pp	€1320
140-159pp	€1540
160-179pp	€1760
180-199pp	€2000

Electronic Publication Price Grid

### Derivation

<b># Copies</b>		<b>160-192</b>
<b>1...74</b>		€ 40

Source: 2006 Bulk Sale Grid

- The price for a print volume of fewer than 200 pages on the 2006 bulk price grid is €40.
- The price for the established threshold of 50 copies of a 200+ page book would be €2000 under this grid.
- Springer's overall pricing strategy would price the electronic product at the same price as the print for this order.
- The price per page, using 180pp at €2000 is then €11.
- Working backwards through the grid, the other prices are established linearly by using the €11 per page cost with the lowest page count in any given bracket.

## **Financials**

- 2007 Bulk Sale Grid
- 2006 Bulk Sale Grid

## Bulk Sale Grid with List Prices

### 2007 Prices

# Copies	160-192	200-256	264-320	328-384	392-448	456-504	512-608	616-712	720+
1...74	€ 48.0	€ 48.0	€ 54.0	NA	NA	NA	NA	NA	NA
75...99	€ 41.8	€ 45.4	€ 52.6	€ 58.09	€ 65.35	€ 70.80	NA	NA	NA
100...150	€ 37.1	€ 40.3	€ 46.8	€ 51.64	€ 58.09	€ 62.94	€ 67.78	€ 72.62	By Arrangement
151...200	€ 34.8	€ 37.8	€ 43.9	€ 48.41	€ 54.47	€ 59.00	€ 63.54	€ 68.08	By Arrangement
201...300	€ 32.5	€ 35.3	€ 40.9	€ 45.18	€ 50.83	€ 55.07	€ 59.30	€ 63.54	By Arrangement
301...400	€ 30.2	€ 32.8	€ 38.0	€ 41.95	€ 47.21	€ 51.13	€ 55.07	€ 59.00	By Arrangement
401...500	€ 27.8	€ 30.3	€ 35.1	€ 38.74	€ 43.57	€ 47.21	€ 50.83	€ 54.47	By Arrangement
501+	€ 23.2	€ 25.2	€ 29.2	€ 32.28	€ 36.31	€ 39.34	€ 42.36	€ 45.38	By Arrangement

Source: 2005 IFIP Series Bulk Sale Grid- Adjusted 20% for Electronic + Open Access

## Bulk Sale Grid with List Prices

### 2006 Prices

# Copies	160-192	200-256	264-320	328-384	392-448	456-504	512-608	616-712	720+
1...74	€ 40	€ 40	€ 45	NA	NA	NA	NA	NA	NA
75...99	€ 34.80	€ 37.82	€ 43.87	€ 48.41	€ 54.46	€ 59	NA	NA	NA
100...150	€ 30.93	€ 33.62	€ 39	€ 43.03	€ 48.41	€ 52.45	€ 56.48	€ 60.52	By Arrangement
151...200	€ 29	€ 31.52	€ 36.56	€ 40.34	€ 45.39	€ 49.17	€ 52.95	€ 56.73	By Arrangement
201...300	€ 27.06	€ 29.42	€ 34.12	€ 37.65	€ 42.36	€ 45.89	€ 49.42	€ 52.95	By Arrangement
301...400	€ 25.13	€ 27.32	€ 31.69	€ 34.96	€ 39.34	€ 42.61	€ 45.89	€ 49.17	By Arrangement
401...500	€ 23.20	€ 25.22	€ 29.25	€ 32.28	€ 36.31	€ 39.34	€ 42.36	€ 45.39	By Arrangement
501+	€ 19.33	€ 21.01	€ 24.37	€ 26.90	€ 30.26	€ 32.78	€ 35.30	€ 37.82	By Arrangement

Source: 2006 IFIP Series Bulk Sale Grid

## Next Steps

- Publications Committee to review proposal
- Publications Committee to make a recommendation to the IFIP Executive Board
- Springer Publishers to discuss proposal with Publications Committee, Executive Board, and any involved IFIP parties at the Council Meeting in March
- The Publisher recommends a goal of implementation set for March 2007
- The IFIP is invited to contact Amy Brais with any questions regarding this proposal