

# **APE 2006**

## **Academic Publishing in Europe The Role of Information in Science and Society**

**A Short Conference Report 1**

**Programme 5**



**4 - 5 April 2006**

**Leibniz-Room  
Berlin-Brandenburg, Academy of Sciences  
Gendarmenplatz, Markgrafenstraße 38  
10117 Berlin  
Germany**

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## APE 2006

### Academic Publishing in Europe

#### The Role of Information in Science and Society

4 – 5 April 2006, Berlin

In a unique setting, the Leibniz Room of the Berlin-Brandenburg Academy of Sciences at the Gendarmenplatz in Berlin, APE2006 attracted 160 participants from 15 countries. The event was initiated by AKEP (Electronic Publishing Working Group) and ALPSP (Association of Scholarly and Professional Society Publishers) and organised by a variety of European Academic, including many SME, publishers, subscription agents and suppliers, under the auspices of the EC. It brought together a broad spectrum of publishers, scientists, research funding organisations and librarians, the goal being to seek a common language on structural changes taking part in publishing, science communication and in relation to society at large.

The **Welcome and Opening**, chaired by Sally Morris, the Chief Executive of ALPSP, started on a historic note: the heart of Academic Publishing is in Europe. The advances in ITC, to which European scientists have greatly contributed, have today gained a fundamental importance to the publishing industry.

Dr. Gottfried Honnefelder (President of the Börsenverein) reported that Germany today counts over 700 academic publishers and a large number of booksellers, emphasizing that their social and cultural importance shouldn't be underestimated. New media are welcome but not to the point that the existing system, which has proved itself during the past 5 centuries, would be destroyed. The rights of authors and their publishers need protection against copying.

Dr. Nicole Dewandre (EC- Research Directorate General) placed academic publishing at the heart of the European Research Area, and emphasized that research has a high priority in the EU. She stated that STM journals are an essential channel for the diffusion of scientific knowledge. A study ([http://europa.eu.int/comm/research/science-society/pdf/scientific-publication-study\\_en.pdf](http://europa.eu.int/comm/research/science-society/pdf/scientific-publication-study_en.pdf)) commissioned two years ago by the physicist and then Research Commissioner Dr. Philippe Busquin, has during the previous week been made public for consultation. The consultation process will be completed by June and will be followed by a conference during the last quarter of 2006. The study investigates the perceived market imperfections of the current publishing system and evaluates alternatives opened by the electronic revolution. Interested parties are invited to participate in the consultation process.

Dr. Jurgen Renn (Max Planck Gesellschaft, MPG) gave his opening address on behalf of the MPG President Peter Gruss. He reflected on the current scientific journal, the MPG's role and attitudes towards the current academic publishing process. Costs for the dissemination of scientific information have become research costs. He saw "open access" as a paradigm shift (of the order of Internet and the Web) and contrasted it with "toll access" currently practised by publishers. New media haven't been optimally used by academic publishers, and examples of systems developed and run by scientists themselves were suggested as alternatives. He stressed that people need to look for new models. If we keep mapping existing structures to a new medium, we will create and not cross boundaries. Dr. Renn stressed that "open access" is not directed against publishers but is rather a transformation process towards a better infrastructure which publishers can also exploit. The

development of "open access" should focus on long-term preservation and quality control.

Dr. Derk Haank (CEO of Springer Science + Business Media) stated that academic publishing is electronic publishing: the journal migration is complete. For books it is under way, and much is still to come. Publishers, funding agencies and other parties have done a great job, for instance on linkage. While technology is not the central challenge, the future structure is steadily becoming more clear.

**The Scope of European Publishing** session was chaired by Dr. Einar H. Fredriksson (Director of IOS Press) and featured speakers from large and small publishers, including scientific societies and publishers associations, to underline the broad variety of activity. Sustainability of processes, as well as the impact of new technologies and legislation, are central themes.

Dr. David Hoole (Head of Brand Marketing and Content Licensing, Nature Publishing Group) gave a historic sketch to illustrate both change in geographic centres and the circumstances under which publishers operate. World War II had a profound impact on culture, economy and publishing technology developments. The American Chemical Society introduced copyright on their articles only around 1940. The STM industry achieved a remarkable growth after the War, and now faces an uncertain future. Research funding organisations are increasingly trying to protect their investments and to control publishing processes. A challenge for publishing, being a global business is to cooperate with the nationally organised funding agencies. The Asian input in paper publishing will grow rapidly, as well as China and Eastern Europe, but for now, the US still has the number one position. From the NPG perspective there are now several development scenarios possible. Dr. Hoole stresses that we need to build on experience, develop our global business and offer value for money.

Dr. Willy Stalmans (former Chairman, FEBS Publication Committee) explained the position of a society publisher. From the point of view of learned societies, free access to all publications is not a priority. Current income for societies from publications can be of high importance and sponsors a variety of activities and grants. In the case of FEBS, the industry is looked at more from a consumer point of view than from the production side of information, and a free access policy then seems unfair. For authors, it would mean an added burden to arrange and administrate publication funds. Embargo periods as suggested by some funding agencies, which are stipulating free access after an initial period down to 6 months are unrealistic for many high quality publications.

Vitek Tracz (Chairman of the Science Navigation Group) had his address read by Dr. Matthew Cockerill: it started out by stressing the necessity of academic publishers to reinvent themselves. Offering added value has to become the focal point. In order to do this, standardisation will be necessary. The new generation of Internet companies like Skype, eBay, etc. illustrate that information can float freely while you can exploit higher level services. It has to become recognised that paper-based and the emulation of paper-based publications are not the future. Knowledge structuring, tools for knowledge evaluation, collective knowledge of communities, semantic enrichment, mining tools, were all seen as fair game for the future publisher.

Dr. Piero Attanasio (CEO of mEDRA) opened by showing the complexity of the value creation process of the current publishing sector. One can imagine the elimination of various active groups in the chain, but at a price. In a situation where market conditions are affected by politics, new policies including open access and copyright, may have the effect of strengthening the competitive advantage of large players. E.g. under certain conditions, open access may promote market concentration. In the case of Italy, there may be as many as 1000 online publishers (publishing both in English and Italian), and in the current climate few have been able to define reliable business models. Technologies affect, but do not determine, market equilibrium. One of the most important key competitive factors remains a journal's reputation. This is a very long-term effect. Smaller publishers need to create alliances with universities and authors and invent new business models.

The **Technology and Innovations** session was chaired by Arnoud de Kemp (Chairman of the Electronic Publishing Working Group - AKEP and managing partner of digilibri). This session focussed on search engines, long term access, citation analysis, research evaluation and future infrastructures.

Martin White (Managing Director of Intranet Focus) lectured on how better environments can be developed for new search engines. Computerised searching of bibliographic databases dates back to the early sixties. Alta Vista came in 1995 and Google in 1998. The number of companies who are active players in the search industry and who are likely to invest in improvements are few. He reviewed the linking of thesauri and the creation of ontologies. "Relevance" is a very difficult criterion to evaluate; everyone has their own needs. Publishers seem to think that limited research resources, which can be redefined, are sufficient for academic and corporate users, but all have different needs. Google and others have resources enough to test ideas which may later be dropped; business strategies are not always clear. There are several good reasons to give more attention to the area of search and to the strategy of design of search questions.

Hans Jansen (Acting Director e-Strategy, National Library of the Netherlands) discussed large scale and long duration archiving strategies, including migration and emulation, or the "Safe Place Model". The latter is adopted at his library as the only fully acceptable solution. Within this framework, agreements are reached with publishers (some 20 of the largest companies so far) and, in principle, every STM publisher is welcome. With the available IBM system up to 40k articles could be added to the archive per day. The financial situation still has to be worked out.

As long as there is a commercial interest among the publishers, articles are available on licence conditions. When demand declines for an article, it can be offered for free. Problems are seen in the area of international electronic publications, which do not fall within the scope of a national library.

Dr. Henk F. Moed (Centre for Science and Technology Studies, Leiden University) started out from the observation that the structure of the academic system in a country determines "ranking": the increase of university performance, either individually or per country, is now being discussed. Noting that the terms "free" and "open" access are being used in a variety of ways, he analysed suggestions that "free" access may increase speed of dissemination and possibly also raise impact factors. Based on arXiv submissions and 22 journals in the physics area, citations of open-access and not-open-access articles were investigated. When you differentiate between impacts of free access, early availability and authors' selection of source of cited articles, you find that both the latter factors are more significant than that of free access. These kinds of studies indicate that some of the free access debate has been based on over-simplification.

Dr. Stefan Decker (Digital Enterprise Research Institute, DERI) focussed on a situation still a few years ahead, a collaborative infrastructure of the next generation. New developments in the computer field, including semantic web, peer-to-peer communication, natural language processing, etc. will lead to new forms of collaboration and "social semantic information spaces". These will have great impact on scientific communication.

The **Outreach of Research Communication** session was chaired by Arie Jongejan (CEO, Royal Swets BV).

Dr. Georg W. Botz (Max Planck Gesellschaft, Munich) gave a short report on the recently held 4<sup>th</sup> Berlin Open Access Conference at Golm. The OA movement has been affecting more services and repositories recently: the issue of OA is seen as broader than just applying to publications. It also involves raw data, supporting material and collaborative tools. Next to this OA is seen as the means to increase the impact of science on the scientific community and on society in general. The MPG is supporting a smooth transition to an OA world, and invited the audience to the next conference in the series, planned to be held in Padova.

Dr. Johannes Fournier (Deutsches Forschungs Gemeinschaft -DFG, representing Dr. Gudrun Gersmann, Library Committee of DFG) explained, that this Committee has increased its mandate to include research information and the building of digital research resources. It is part of the mission of DFG to supply the necessary German and international information to German scientists, and during the past years an amount of 27M Euro has been spent on national licences. Open access was seen as a way to reduce the costs for information. Scientists will determine the future developments of academic publishing: electronic publishing is only a part of the general changes in the research area. DFG will assist in the establishment of new publishing organisations, but can only supply initial funding and not maintenance. The speaker saw collaboration with publishers necessary and desirable. Freely available information could form a basis to be used by publishers, and sold at their own risk to a broader public.





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An International Conference initiated by the Association of Learned and Professional Society Publishers (ALPSP) and the German Association of Publishers and Booksellers (Börsenverein). Organised under the auspices of the European Commission, sponsored by Atypon, BioMed Central, Blackwell Publishing, Ebsco Information Services, the Electronic Publishing Working Group (AKEP), Elsevier, IBM, IPA, IOS Press, mEDRA, Royal Society of Chemistry, Sage Publications, Springer Science + Business Media, STM, Swets Information Services, Walter de Gruyter, John Wiley & Sons and supported by leading research and library organisations in Germany and Europe.

What is happening in publishing and in the information market? This conference is organised so as to provide an international strategic forum for all parties involved in the role of information in science and society. Rather than simply restating well known positions we aim at a fresh approach which will deal with the many structural changes which have taken place in the information and value chains. Issues of language, culture, education, finance, technology, politics, standardisation and other matters will have a serious impact on the outreach of scientific communication. Academic publishing in Europe has a long tradition in which many small and medium-sized publishers and publishing societies have played a significant role. We have seen valuable initiatives for the creation of digital libraries. We have seen new funding models such as Open access and a major change from subscriptions to the licensing of information usage. The way in which we cite, quote and link information is changing as well. The correct use of information, however, depends also on the ability to search information and search engines do not yet come up to professional expectations.

The expected outcome of the conference is that stakeholders and interested parties will have a better understanding of the implications of change and will be able to identify the challenges and possibilities for more efficient production, dissemination and use of information. Many speakers, from different backgrounds and disciplines, will be giving their views in a unique setting in the middle of Berlin. Each participant will receive the report of the rapporteurs of the conference\*.



**The Programme Committee wishes you  
a very interesting conference!**

Matt Cockerill  
Einar Fredriksson  
Arnoud de Kemp  
Sally Morris  
Klaus Saur  
Vitek Tracz

Organization: digilibri GmbH & Co. KG, Heidelberg

**Tuesday, 4 April**

12:30 Registration open

14:00-15:30 **Welcome and Opening Addresses**  
(Chair: Sally Morris, Chief Executive, ALPSP, London)

(Börsenverein), Dr. Gottfried Honnefelder, President, German Association of Publishers and Booksellers  
Frankfurt

Dr. Nicole Dewandre, European Commission - Research Directorate General, Scientific Advice and Governance (SDME), Brussels

Prof. Dr. Jürgen Renn, Max Planck Society, Max Planck Institute for the History of Science, Berlin

Dr. Derk Haank, CEO, Springer Science + Business Media, Berlin

15:30-16:00 Coffee/Tea

16:00-17:30 **Session: The Scope of European Publishing**  
(Chair: Dr. Einar H. Fredriksson, Managing Director, IOS Press BV, Amsterdam)

David Hoole, Head of Brand Marketing and Content Licensing, Nature Publishing Group, London  
**The Changing Geography of an Industry and a Debate**

Prof. Dr. Willy Stalmans, former Chairman, FEBS Publication Committee, University of Leuven  
**Publishing Constraints experienced by a large European Scientific Society**

Vitek Tracz, Chairman, Science Navigation Group, London  
**What shall we do? – Challenges and opportunities of the coming changes in science**

**publishing**

Piero Attanasio, CEO, mEDRA srl, Milano/Bologna  
**The Impact of Technology on European Small and Medium-Sized Publishers**

20:00 **Conference Dinner:** Speech by Dr. Pieter Bolman, CEO, STM, The Hague

**Venue:** Meistersaal, Köthenerstraße 38, 10963 Berlin (For Transportation see separate Invitation)

**Wednesday, 5 April**

08:30 Leibniz Room open

09:00-10:30 **Session: Technology and Innovations**  
(Chair: Arnoud de Kemp, Electronic Publishing Working Group AKEP, and digilibri, Heidelberg)

Martin White, Managing Director, Intranet Focus Ltd., Horsham  
**Is „Eureka“ attainable? – Some reflections and forecasts on search technologies**

Hans Jansen, Acting Director e-Strategy, National Library of the Netherlands, The Hague  
**Permanent Access to Electronic Journals**

Dr. Henk F. Moed, Centre for Science & Technology Studies (CWTS), Leiden University  
**New Developments in Citation Analysis and Research Evaluation**

Dr. Stefan Decker, Digital Enterprise Research Institute (DERI), Galway  
**The Social Semantic Desktop – Next generation collaboration infrastructure**

10:30-11:00 Coffee/Tea

- 11:00-12:30 **Session: Outreach of Research Communication**  
*(Chair: Arie Jongejan, CEO, Royal Swets BV, Lisse)*
- Dr. Georg W. Botz, Max Planck Society, Munich  
**A Short Report from the 4th Berlin Open Access Conference, 29 – 31 March, Golm**
- Prof. Dr. Gudrun Gersmann, DFG Committee on Academic Library Services and Information Systems, Cologne University  
**Providing and Accessing Scientific Literature. How the German Research Foundation (DFG) supports scholarly communication**
- Dr. Matthew Cockerill, Publisher, BioMed Central Ltd, London  
**The Economics of Open Access Publishing**
- René Olivieri, CEO, Blackwell Publishing Ltd, Oxford  
**New Masters, New Rules**
- Henning P. Nielsen, Chairman, Pharma Documentation Ring (PDR), Novo Nordisk S/A, Bagsvaerd  
**Science Authorship – Product Support – Information Consumer**
- 12:30-13:30 Buffet Lunch
- 13:30-15:00 **Session: Strategic Change**  
*(Chair: Dr. Kurt König, Head of Unit CORDIS, Office for Official Publications of the European Communities, Luxemburg)*
- Mark Seeley, Legal Counsel, Elsevier Inc., New York  
**The Impact of the Internet on the Service Aspects of STM Publishing**
- Dr. Christian Sprang, Legal Counsel, German Association of Publishers and Booksellers, Frankfurt  
**Strategic Change – in which direction?**
- Antje Sörensen, Legal Counsel, International Publishers Association (IPA), Geneva  
**From Copyright to Access Rights? How public policy might shape industry strategies**
- Martin Marlow, VP, Atypion Ltd, Abingdon  
**E-volution or Revolution – Some observations on emerging trends in content, technology and service provision**
- 15:00-15:30 Coffee/Tea
- 15:30-17:00 **Closing Panel**  
*(Chair: Dr. Herman P. Spruijt, Non-Executive Director of Royal Brill Academic Publishers NV, Leiden Vice President, International Publishers Association IPA, Geneva)*
- Prof. Dr. Jürgen Renn, Max Planck Society, Max Planck Institute for the History of Science, Berlin
- Dr. Albrecht Hauff, Member of the Executive Committee IPA and CEO, Thieme Verlag KG, Stuttgart
- Prof. Dr. Klaus Saur, Chairman, Walter de Gruyter GmbH & Co.KG, Berlin
- Joachim Müller-Jung, Science Editor, Frankfurter Allgemeine Zeitung, Frankfurt
- Prof. Dr. Matthias Jarke, Fraunhofer Gesellschaft and President, German Informatics Society (GI), Aachen
- 17:00 **End of Conference APE 2006**
- \*A Report from the Rapporteurs (Dr. Einar H. Fredriksson and Björn Ortelbach) will be sent after the Conference to all participants

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