Pursuing the “Long Tail” of Elusive Publishers

A CRL webinar
Agenda

- Portico, Growth, and Small Publishers
- What is the Corpus of E-Journal Content to Preserve?
- Prioritizing Further Growth
- Discussion
Portico, Growth, and Small Publishers

Stephanie Orphan
Portico Director of Publisher Relations
ARCHIVE GROWTH

E-Journal Articles  Electronic Books  Digitized Historical Items

<table>
<thead>
<tr>
<th>Year</th>
<th>E-Journal Articles</th>
<th>Electronic Books</th>
<th>Digitized Historical Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>5,466,330</td>
<td>3,235,513</td>
<td>54,339,559</td>
</tr>
<tr>
<td>2015</td>
<td>5,367,140</td>
<td>3,235,512</td>
<td>53,305,685</td>
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<tr>
<td>2014</td>
<td>3,257,360</td>
<td>2,278,461</td>
<td>36,350,914</td>
</tr>
<tr>
<td>2013</td>
<td>1,626,810</td>
<td>1,476,507</td>
<td>28,230,494</td>
</tr>
<tr>
<td>2012</td>
<td>1,029,554</td>
<td>1,396,838</td>
<td>22,022,340</td>
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<tr>
<td>2011</td>
<td>1,683,700</td>
<td>1,380,601</td>
<td>17,710,835</td>
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<tr>
<td>2010</td>
<td>5,285</td>
<td>995,620</td>
<td>15,510,872</td>
</tr>
<tr>
<td>2009</td>
<td>1,936</td>
<td></td>
<td>14,542,520</td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
<td>8,494,567</td>
</tr>
<tr>
<td>2007</td>
<td></td>
<td></td>
<td>4,796,671</td>
</tr>
<tr>
<td>2006</td>
<td></td>
<td></td>
<td>162,376</td>
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</table>
SMALL E-JOURNAL PUBLISHERS

Yearly Growth of Small and Medium & Large E-Journal Publishers

- 2006: 24 (Small), 3 (Medium & Large)
- 2007: 39 (Small), 9 (Medium & Large)
- 2008: 50 (Small), 18 (Medium & Large)
- 2009: 62 (Small), 29 (Medium & Large)
- 2010: 76 (Small), 45 (Medium & Large)
- 2011: 80 (Small), 60 (Medium & Large)
- 2012: 84 (Small), 84 (Medium & Large)
- 2013: 99 (Small), 89 (Medium & Large)
- 2014: 132 (Small), 99 (Medium & Large)
- 2015: 172 (Small), 110 (Medium & Large)

Legend:
- Green Bar: Medium & Large E-journal Pubs
- Blue Bar: Small E-journal Pubs
GROWTH THROUGH EXISTING RELATIONSHIPS

Small publishers added through their arrangements with Portico participants.

- Aggregator relationships (e.g., BioOne, Project Muse)
- Digital Commons, single agreement each publisher listed Portico participant
- Large and medium publishers (e.g. Elsevier, Oxford University Press, Sage, Springer, etc.), include titles from their society publishing programs in Portico
REMOVING OBSTACLES FOR SMALL PUBLISHERS

Minimize the technical barrier to entry, yet ensure a minimum content deposit to meet preservation needs.

• OJS Export plugin
• Spreadsheet metadata option
• Database export with no DTD
• Commitment to flexibility (some downloading of content, experimenting with crawling, working closely with publishers to assist their creation of proper content deposits)
POTENTIAL PATHWAYS TO FUTURE GROWTH

Creative business models
• Is it possible to reduce the minimum $250 participation fee?
• May we preserve OA content without agreements?

Further reducing technical barriers
• Formalize the minimum amount of information required to allow us to move forward with preserving content
• Other platforms? RSS? Webcrawling via Heritrix? CrossRef metadata + PDF fetch?
What is the Corpus of E-Journal Content to Preserve?

Amy Kirchhoff
Portico Archive Service Product Manager
2CUL AND THE 85%

= 1,000 titles
2CUL AND THE 85% = 1,000 titles
2CUL AND THE 85%  

= 1,000 titles
CrossRef + Portico + JSTOR + LOCKSS + CLOCKSS

28,473, 62%

17,388, 38%

- Titles Preserved Somewhere
- Titles Not Preserved Anywhere
# Publishers and Their Sizes

<table>
<thead>
<tr>
<th>Number of Publishers</th>
<th>Publish 1 or 2 titles</th>
<th>Publish 3 to 10 titles</th>
<th>Publish 11 to 20 titles</th>
<th>Publish 21 to 100 titles</th>
<th>Publish 101 to 200 titles</th>
<th>Publish 201 or more titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>4650</td>
<td></td>
<td>861</td>
<td>172</td>
<td>157</td>
<td>27</td>
<td>28</td>
</tr>
</tbody>
</table>
TITLES NOT PRESERVED BY PUBLISHER SIZE

- 28 publishers: 201 or greater
  - Titles Preserved: 20317
  - Titles Not Preserved: 3211

- 27 publishers: 101 to 200 titles
  - Titles Preserved: 1977
  - Titles Not Preserved: 1695

- 157 publishers: 21 to 100 titles
  - Titles Preserved: 2735
  - Titles Not Preserved: 3915

- 172 publishers: 11 to 20 titles
  - Titles Preserved: 790
  - Titles Not Preserved: 1705

- 861 publishers: 3 to 10 titles
  - Titles Preserved: 1335
  - Titles Not Preserved: 2823

- 4,650 publishers: 1 or 2 titles
  - Titles Preserved: 1319
  - Titles Not Preserved: 4039

- 4,650 publishers: 1 or 2 titles
  - Titles Preserved: 1319
  - Titles Not Preserved: 4039
Prioritizing Further Growth

Kate Wittenberg
Portico Managing Director
• Provide the names of specific publishers that are a high priority.

• Provide categories of publishers or platforms that are a high preservation priority.

• Talk to publishers about participation in a preservation service – coordinate across libraries.

• Question: Is this something that the library community is able to provide?

• Question: What are other strategies for collaboration between libraries and preservation services that can address this challenge?
Please join us for a discussion with our presenters. Submit your questions and comments in the Q&A box.
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Upcoming CRL events

@Risk: Stewardship, Due Diligence, and the Future of Print
CRL Collections Forum
April 14-15, Chicago

Webinar: Portico Comparison Tools for Collection Management
Wednesday, May 25
2:00 to 3:00 p.m. Central Time

Visit www.crl.edu/events to register
For More Information

- Fill out our follow-up survey at http://www.surveymonkey.com/r/CRLWebinarFollowup
- This presentation will soon be available on our YouTube channel: www.youtube.com/crldotedu
- Visit the CRL website www.crl.edu
- Sign up for CRL Connect: www.crl.edu/connect
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