Investing in the Persistence of News

eDesiderata Forum 2017
Agenda

Session II: Strategies & Models for Library Investment in News Access
2:00-3:00 p.m. CT

• Conversation 1: Site Licensing

• Conversation 2: Direct Library Investment in News Access and Preservation
Session II:
Strategies and Models for Library Investment in News Access
Conversation 1: Site licensing of major online news sources

**Ann Okerson**
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Use Cases and Models for CRL’s Site Licensing of Current e-Newspapers

Ann Okerson
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Challenges of current e-newspaper licensing

- Major transformations in the way news is presented and reported
- Huge disruptions to “authority”
- Print business models no longer effective
- We’re seeking new ways that work while preserving quality news
- Educational site licenses for current daily papers are relatively new and experimental
- CRL agenda: assure quality long-form journalism
CRL & New York Times

- It’s not our parents’ New York Times
- CRL’s lowest pricing offer announced Winter-Spring 2014
- A brand new educational site license, aimed at attracting students in particular
- Pricing based on FTE & Faculty Headcount
- Aims to protect current subscriber revenue
- Standard online NYT costs individuals from $200 and up per year – CRL’s pricing at least 98% lower
New York Times - access

- Each school specifies initial authorization of users via either email domain or IP range
- Users must register individually to secure access
- After that, access is by individuals through their own accounts
- Libraries choose how often a user must re-authorize him/herself (180 or 364 days)
- Most recently, students are asked when they will graduate and are given access until then
- Re-registration process can impede uptake
New York Times -- aggregation

- CRL also makes its lowest-pricing offer available to any North American consortial partner (members of ICOLC)
  - Goal: to bring more FTE to this offer, in the interests of a long term partnership and ever-better offers from NYT
- Interested consortia inform their members
- CRL handles quotes, consolidates orders and renewals for NYT to secure the best possible pricing
- CRL pays a single NYT invoice, collecting $$ from partner consortia and libraries
- CRL gets modest cost recovery from partner consortia
- Consortia add their own surcharges if/as needed
New York Times – current status

- Participating consortia: CRL, AMIGOS, CCLC, iPAL, LOUIS, Lyrasis, MCLS, Minitex, Mobius, NERL, OhioNet, Orbis, PALCI, SCELC/ATLA, WiLS
- FTE count as of 9/30/2017 = ~1.4 Million
- Current Revenue to NYT = ~$2 Million
- Offer has evolved well & CRL working continuously to improve it
CRL & Wall Street Journal

• Offer to be presented this month – still negotiating the click-thru subscriber agreement
• Users must register themselves and re-authorize every 90 days
• A more conventional offer than NYT
  – Rate sheet based on FTE tiers (no custom quotes, no faculty counts)
  – CRL + NERL only (at this time)
  – WSJ handles and invoices customers; less mediation by CRL
CRL & other current e-papers

- *Financial Times* offer sent to CRL members
  - A conventional database offer
  - But initial pricing basis (based on financial programs on campus) not fully clear
  - And pricing in future years increases as usage increases

- *Washington Post* cannot get an offer yet
  - 1 Million digital subscribers, but no educational site license; direct libraries to ProQuest channel
CRL current e-licensing goals

- Global Resources Initiative – partner with CRKN, DFG, JISC to explore foreign newspaper options
- Continue conversations with FT, WaPo to get to reasonable CRL deals
- Develop newspaper partnerships beyond mere licensing
- Continue to encourage libraries to support quality and truth news media at a time when ‘anything goes’
Conversation 1: Site Licensing of major online news sources

Discussion and Questions