



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### Don't Miss This!

*The Charleston Advisor's* October 2018 issue (v.20, no.2) is now available in print and online at [www.charlestonco.com](http://www.charlestonco.com). Included in the current issue are the following reviews:

- Amateur Newspapers from the American Antiquarian Society (Gale/Cengage)
- Checkpoint (Thomson Reuters Tax and Accounting)
- Chicago Manual of Style/CMOS (University of Chicago Press)
- Encyclopedia of the Bible and Its Reception Online (DeGruyter)
- MERLOT (California State University, Institute for Teaching and Learning/ITL)
- OnArchitecture (EBSCO Information Services)
- Online Archive of The Jewish Chronicle (The Jewish Chronicle, London)
- Oxford Research Encyclopedias (Oxford University Press)
- PsycTHERAPY (American Psychological Association/APA)
- SAO/NASA Astrophysics Data System (Smithsonian Astrophysical Observatory)
- Service Newspapers of World War II (Adam Matthew Digital)
- SimplyAnalytics (SimplyAnalytics Inc.)

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## TCR Reports from the Field: STM Journal Publishing – Hot Topics from the Frankfurt Book Fair

... Reported by Anthony Watkinson, CIBER Research,  
<[anthony.watkinson@btinternet.com](mailto:anthony.watkinson@btinternet.com)>

The Frankfurt Book Fair for 2018 ran from 10th October to 14th October. It is the main gathering of international publishers. On 9th October it was preceded by the Annual Frankfurt Conference, the main member event of the STM Association (for the programme see <https://www.stm-assoc.org/events/stm-frankfurt-conference-2018/>). This report will concentrate on the Conference but will also draw upon discussions at the Fair and presentations at the Hot Spot for Professional & Scientific Information.

**The STM Report.** Michael Mabe launched the new edition (5th) of this important reference for librarians and researchers as well as beginning publishers to coincide with the 50th anniversary of the Association. The founding author Mark Ware has now retired and the new set of authors are Mabe himself, Rob Johnson and Anthony Watkinson. The remit for 2018 was to update mainly but it became apparent that change is happening faster than had been anticipated. The Report can be downloaded free of charge from [https://www.stm-assoc.org/2018\\_10\\_04\\_STM\\_Report\\_2018.pdf](https://www.stm-assoc.org/2018_10_04_STM_Report_2018.pdf).

**Open Access – A Big Game Changer.** Plan S was the potential game changer that represented breaking news just before and during the Fair though not directly discussed at the conference. <https://www.scienceeurope.org/making-open-access-a-reality-by-2020/> explains the aim and the origin. [https://www.stm-assoc.org/2018\\_09\\_04\\_STM\\_Statement\\_on\\_PlanS.pdf](https://www.stm-assoc.org/2018_09_04_STM_Statement_on_PlanS.pdf) represents the (bland) official publisher statement. Richard Poynder's blog <https://poynder.blogspot.com/2018/10/it-is-for-publishers-to-provide-plan-s.html> highlights the divisiveness even for OA enthusiasts. At Frankfurt publisher reactions and plans were mostly behind closed doors with the exception of a Copyright Clearance Centre panel — *Get Smart about Plan S* — which exposed the concerns of learned societies and social scientists, never mind the Global South in some telling quotes: see <https://publishingperspectives.com/2018/10/what-is-plan-s-and-why-are-many-publishers-worried/>. There is some belief in claims that the nature of the pressure promised by the signatories — capping article fees, ending embargoes and withdrawing support for “hybrid” OA journals — is likely to drive learned society publishers into the arms of the large commercials. U.S. publishers and librarians have found European plans difficult to understand and the force majeure approach may not have traction across the Atlantic.

**STM Hierarchy Thinking About Change.** Plan S provided the backdrop to some relatively overt soul-searching among even the larger companies at the STM Conference in two sessions. The Keynote from Daniel Ropers, CEO of SpringerNature, speaking for only the second time since his appointment a year ago from outside scholarly communication, was hard hitting under the clumsy title — *Innovating our way to a new scholarly publishing eco system!* Ropers had found that the publisher role was pivotal but not only have publisher systems not yet taken full and proper advantage of the digital advantage but the

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### Hot Topics from the Frankfurt Book Fair — from page 1

need to cooperate more to achieve the seamlessness that scientists want was still not happening. Worse from his viewpoint publishers were often seen not as partners but as the enemy. He majored on this last and looked to re-establishing connections with both the research community and also the libraries — “help our partners make the case for value.” The CEO Panel at the end of the meeting was naturally a little less incisive with Brian Napack (CEO of Wiley) talking the most. He feared funders setting “our market” and prices, looking over his shoulder at the music industry. For him “the biggest single problem is us and for twenty years we have stretched trust too much and have not carried out what is wanted.” His diagnosis was that researchers want simple, seamless and quick access. For him it is not about money — people will pay if they get what they want in the way they want it. Details of action to be taken were not supplied. Publishers will survive because they have the brands but they have to behave differently.

### Diversity and Inclusion, What is the Win-Win Formula?

This was the title of another panel on diversity now extended to inclusiveness and again Michiel Kolman of Elsevier, current president of the International Publishers Association (IPA) was the driving force. Kolman argued that STM publishers are not as diverse or as inclusive as many other industries countering a pervasive smugness. He and his group (all women) convincingly argued that diverse companies do better. SSP (Dolechek) are doing a global industry survey, Simone Taylor of the Workplace Equity Project pointed to proven strategies which work and Jess Wade, a young physicist, showcased problems in the Academy and pointed to the work of the Athena Swan awards (<https://www.ecu.ac.uk/equality-charters/athena-swan/>) in the UK.

**Early Career Researchers (ECR).** Professor David Nicholas the director of CIBER Research prefigured some of the conclusions of the Harbingers project due to finish later in

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*The Charleston Report* is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders' future plans, library budget projections, library strategic plans, technology directions, and publications needs.

For comments and contributions, contact Rebecca Lenzini, <rlenzini@charlestonco.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. TEL: 303-282-9706, FAX: 303-282-9743, (c) Copyright 2018, The Charleston Co. All rights reserved. ISSN 1091-1863.

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October with a presentation by the research team of a report to their funders, the Publishers Research Consortium. Earlier reports and publications derived from the evidence obtained from seven countries and the three years of interviews can be found at [www.ciber-research.eu/harbingers.html](http://www.ciber-research.eu/harbingers.html). We already know that in some countries, specifically the USA and the UK, the main story is that ECR attitudes are generally still committed to the open agenda and yet their behaviour is dictated by the need to get to tenure track and keep in there.

**Innovation.** Both at the Conference and in the presentations at the Fair proper the importance of innovation was routinely emphasised. The presentation at the Conference was by David Lefer from the NYU Polytechnic School of Engineering under the title *The Innovator's Mindset*. In a Springer Nature session during the Fair, Henning Schoenenberger from that company, who is responsible for the whole publishing library, claimed that all this is AI driven to a greater or lesser degree. There was however a dearth of new independent start-ups exhibiting at the Fair compared with some previous years. Development in the use of artificial intelligence (machine learning) was beginning to manifest itself in serious implementations — saving on costs, improving quality and enabling tighter schedules — from companies such as Unsilo (<https://site.unsilo.com/site/>) and Pagemajik (<https://www.pagemajik.com/>) attracting a lot of interest.

**Mark Your Calendars:** *The next STM Annual Frankfurt Conference is scheduled for the 15th October followed by the Buchmesse from the 16th to the 20th of October 2019.*

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# The Charleston Advisor Announces Its 17th Annual Readers' Choice Awards

... Reported by George Machovec, Managing Editor, TCA, <George@coalliance.org>

**The Charleston Advisor** is now in its 20th year and for the 17th consecutive year the journal is sponsoring a series of awards for the best and sometimes most problematic digital products of interest to libraries. The awards are not necessarily limited to services reviewed by **TCA**, but **TCA** reviews (if available) were consulted in the final consideration. These awards are published on an annual basis. Members of the editorial board made the final selections in a September 2018 conference call. Awards are given in a group of standard categories with occasional special one-time categories added as needed.

**Best New Product/Service — Dimensions** — a leading linked research information suite “that makes it easier to find and access the most relevant information, analyze the academic and broader outcomes of research, and gather insights to inform future strategy.” The system pulls in use metrics from its suites of other products including Figshare, Altmetrics, ReadCube, GRID and other products from Digital Science and Research Ltd. The system aggregates information from over 128 million publications, usage data, grants, and other data. Basic information is available for free and more advanced analysis can be done with a subscription. <https://www.digital-science.com/products/dimensions/>

**Most Improved Product — EBSCO and ProQuest ebooks** — Librarians are very pleased with the efforts from EBSCO and ProQuest to provide more DRM-free ebooks on their platforms. “DRM-free removes print limits, download limits, copy and paste restrictions and download expirations to maximize an ebook’s portability and usability.” EBSCO currently has over 70,000 academic titles that are DRM-free and ProQuest has begun this effort with over 100,000 DRM-free titles. This will be expanding as both vendors negotiate with publishers and move in this direction. The library community greatly appreciates efforts to improve the user experience with ebooks.

**Best New End User Products — bandcamp** — An amazing music sharing platform which allows the discovery of new work by up and coming artists and allows for direct support of these musicians. Artists may load music and merchandise and will receive commissions for purchases made by listeners. Many musical genres are supported and it’s a great platform to hear about new music and musicians through an independent music market. <https://bandcamp.com/>

**Metrics Toolkit** — This resource was developed to help researchers, scholars, and administrators, better understand the use of Web citations, use metrics, and altmetric measures. “The Metrics Toolkit provides evidence-based information about research metrics across disciplines, including how each metric is calculated, where you can find it, and how each should (and should not) be applied.” The system even gives examples of how this kind of data may be embedded in grants, promotion packages and research reports. <http://www.metrics-toolkit.org/>

**Best Interface — Bloomsbury Publishing** — The digital products from Bloomsbury consistently produce beautiful products with intuitive navigation, consistency, responsive design, a robust underlying search engine and institutional

branding. Bloomsbury seems to hit the mark every time in their many new digital products which they are releasing. <https://bloomsbury.com/us/>

**Best Content — Internet Archive** — As one of the earliest pioneers of the Internet, Brewster Kahle founded the Internet Archive, which is one of the most amazing places on the Web. It includes over 338 billion historic Webpages (Waybackmachine), 18 million digitized texts (including ebooks), 4.4 million videos, 3 million items digitized from libraries, selected digitized journal backfiles, historic TV shows, old time radio broadcasts, audio files, concerts, and much more. The service was founded in 1996 as an effort to archive the Internet itself and has continued to grow and get better. <https://archive.org/>

**Best Pricing — Consumer Brand Analytics (CBA)** — CBA describes itself as an interactive market planning resource. The annual survey provides timely information about how consumer brands perform in the marketplace. Made up of five components: Total Market, Brands, Brand Share Index Interactive, Brand Share Index Details and Top Ten Brands, CBA fills a marketing and branding need not covered by other more well-known marketing tools. Market researchers have access to a wealth of statistical information on name-brand

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August 17

Oliver Gogarty born, 1878

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**POETRY TRIVIA**

**Question:**  
What poet described T.S. Eliot's "The Waste Land" as "piece of mythical grumbling"?

**ANSWER** ▼

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**FEATURED POEM**

Love Is Best

by Wilfrid Scaven Blunt (1840-1922)

LOVE IS BEST

D set all things for Love's sake, since Love is best.  
Of Fate ask nothing, rather by your deeds  
Rebuke it for its saggard ways unblest,  
And trust to Love to shield you in your needs.  
Remember in the shade of the new years  
Only what Love has given. This shall be  
Daily your dole, a safeguard from your tears,  
Outwitting change and Time's inconstancy.

—Knock loudly at Love's door. He is awake.

[Click here for complete poem](#)

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**TCA 17th Annual Readers' Choice Awards** — from page 3

products ranging from athletic footwear to food and drink to transportation. CBA is a niche resource with a small price tag that is within reach of most libraries. <https://www.comsumerbrandanalytics.com>

**Best Contract Options** — **SERU** — The Shared Electronic Resource Understanding (SERU) had its beginnings in 2008 through the NISO standards organization and represents a shared set of guidelines between content providers and libraries. This shared framework saves librarians and content providers a great deal of time and effort in contract negotiations. Publishers and content providers that support SERU are to be congratulated on their forward thinking and practical approach to working with libraries. <https://www.niso.org/niso-io/2014/12/shared-electronic-resource-understanding-seru>

**Ones To Watch (one-time)** — **RA21 and various initiatives** — Identity management is one of the key challenges in today's world. Content providers, libraries and consumers all have a vested interest in having access to scholarly resources at anytime from anywhere. Services such as OpenAthens (<https://openathens.org/>) are now being promoted by companies such as EBSCO (<https://www.ebscohost.com/discovery/technology/openathens>) and a variety of other solutions such as LEAN Library (now owned by SAGE <https://www.leanlibrary.com/download/item244>), and CASA (Campus Activated Subscriber Access) by Google Scholar in collaboration with hosting platforms such as Highwire

Press (<https://www.highwirepress.com/news/highwire-press-adds-casa-eliminate-barriers-campus-and-mobile-access-subscriptions>), and others provide new ways to eliminate access barriers for researchers. <https://ra21.org/>

**Best Effort** — **Taylor and Francis** — Kudos to T&F for pulling back on their plan to introduce a 20 year rolling (moving) wall on their periodical backfiles. This plan was strongly opposed by librarians around the world as it would have created extra work and expense for librarians and researchers to access older content which had already been licensed. <https://taylorandfrancis.com/>

**Lemon/Vaporware Awards** — **MLA International Bibliography** — The Modern Language Association (MLA) recently signed an exclusive contract to offer the very popular MLA International Bibliography only on the EBSCO platform. This has upset librarians worldwide since access was previously provided on other distribution platforms such as ProQuest and Gale. Many libraries tend to prefer one platform over another and popular discovery layers such as Primo or Summon (both from ProQuest) will no longer have access to the content from this database. <https://www.mla.org/Publications/MLA-International-Bibliography>

**Tipasa** — This new cloud-based interlibrary loan (ILL) manager from OCLC has not been received well by many in the ILL community. Some feel it was brought to market too early by OCLC and many are not happy that the most favored product in the market, Illiad, will be retired by OCLC. Not ready for prime time. <https://www.oclc.org/en/tipasa.html>



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