

# BioOne News

News and Updates  
from BioOne

## In this issue

BioOne 2010 Year in Review	1
Message from the Executive Director: View from UKSG	2
BioOne Adds Image Zoom Feature	3
New User Training Videos Available	3
Last Chance to Register for BioOne Publishers and Partners Meeting	3

## BioOne 2010 Year in Review

In 2010, BioOne realized growth in both revenue and circulation, despite the challenges presented by the global economy. Notably, these gains for BioOne's participating publishers were achieved *without* an annual price increase, in deference to the extraordinary financial constraints facing libraries.

### By the Numbers

In 2010 BioOne.1 was subscribed to by 1,399 institutions and organizations worldwide, an increase of 10.9% over 2009. BioOne.2, in its fourth year of operation, reached 714 global subscribers, 35.0% over last year's total. Worldwide sales increased by 15.4% over 2009, from \$4,360,603 to \$5,029,809 in total net sales. In addition, BioOne maintained its participation in various philanthropic programs, providing free access to more than 4,800 institutions in 105 countries throughout the developing world.

BioOne offered 160 publications from 123 publishers across three collections in 2010: BioOne.1 (87 titles), BioOne.2 (61 titles), and BioOne Open Access (12 titles). Through the contributions of these valued participants, the aggregation grew

### 2010 Statistics at a Glance

- 160 Titles from 123 Society and Nonprofit Publishers
- 114 Titles Participating in BioOne's Ancillary Sales Program
- 36 Titles Participating in BioOne's Member Access Program
- 110 Titles Ranked by ISI
- 64 Titles Available Exclusively on BioOne
- 88,227 Articles on Site
- 777,990 Pages on Site
- 24,972,834 Total Hits to BioOne
- 10,384,724 User Hits to Full-text Content
- 29,296 "My BioOne" Registrants
- 51,618 E-ToC Registrants

(Continued on page 2)

### Attention BioOne Publishers!

2010 Revenue Sharing checks and Annual Publisher Reports were distributed on **March 31**. If you did not receive this payment or communication, or if you would like to update your organizational contacts, please let us know immediately. **Surplus Sharing checks** for active publications will be disbursed on May 31.

21 Dupont Circle NW, Suite 800  
Washington, DC 20036

Phone 202.296.1605  
Fax 202.872.0884

[www.bioone.org](http://www.bioone.org)

Copyright © 2011



## Message from the Executive Director

It's that time of year—the snow is finally melting, the tulips are beginning to peek out, and conference season is upon us. BioOne will hold its annual Publishers and Partners Meeting at the end of the month (see the invitation to join us on the following page).

BioOne's natively branded global sales force is dedicated to selling and promoting the BioOne aggregation and all participating publishers across the world. Through a focus on consortial sales—amounting to over 74% of BioOne's total sales in 2010—BioOne brings its publishers into markets that they would be unable to penetrate on their own without significant investment of time and money.

This past week, John Parsons, BioOne Senior Sales Manager, and Manisha Bolina, BioOne Account Manager, represented the organization at the UK Serials Group (UKSG) Conference in Harrogate, UK. I'm pleased to share with you their valuable "report from the field":

*UKSG saw high attendance rates from across the UK, Northern Europe and beyond. The major themes of the conference were addressed against the backdrop of an economic downturn that is having an impact on libraries and publishers alike. This did not dampen the spirits of delegates, who discussed passionately the possible ways forward for content acquisition.*

*Is the age of the "Big Deal" behind us? Is print delivery in terminal decline? Will the future be PDA driven? These were some of the questions to which much debate was devoted. All parties were united in their commitment to explore innovative, interesting, and inspiring solutions to the dilemma—the result was a very dynamic, good-humoured and stimulating exchange of views!*

*The exhibition space was at the heart of the conference—and allowed everyone to visit the different stands of the publishers in attendance. BioOne was a focal point, with the draw of a Chinese Elm Bonsai tree. Many delegates looked longingly as they placed their entry form in the bowl—the lucky winner was Richard Parsons—Director and University Librarian from the University of Dundee, Scotland. He told us that the tree will have pride of place in his office—we'll come and check, Richard!*



*Harrogate was the perfect venue for UKSG 2011; the conference centre itself was in the heart of this historic spa town, with beautiful architecture, and we were blessed with wonderful spring sunshine all week.*

- Susi Skomal

(Continued from page 1)

to 777,990 pages comprising 88,227 full-text articles. The BioOne website drew 24,972,873 total hits in 2010, an increase of 7% over the previous year. Of this total, 10,384,724 (COUNTER 3-compliant) hits came from researcher accesses to abstracts and full-text articles.

### Publisher Revenue Sharing

So how does BioOne calculate its Revenue Share for participating publishers? Each publication is paid on an annual basis a pro rata share of BioOne's earnings based on their cumulative pages deposited and the hits they've received in the calendar year, relative to the database as a whole. Hits are defined for all publications as both successful and denied attempts to access publication abstracts and full texts (PDF and HTML). Hits do not include administrative usage, member accesses, or automated search engine "bot" hits.

In addition to the earnings described above, many publishers earn ancillary revenue through participation in optional pay-per-view sales and our Copyright Clearance Center's (CCC) rights and permissions management program.

BioOne absorbs applicable XML conversion charges and platform hosting fees for all publications as key benefits of participation. Thus, at no annual fee and in addition to earned royalties, BioOne participants are benefiting from over \$800,000 of annual technological investment.

As in prior years and subject to BioOne's independent CPAs audit of our fiscal year 2010 financial results, we expect to disburse a Surplus Share payment to active publications at the end of May 2011, representing participating organizations' pro rata share of BioOne surplus (net ordinary income). Only publications maintaining deposits of new issues through the calendar year are eligible for Surplus Share payments. ■

# BioOne Adds Image Zoom Feature

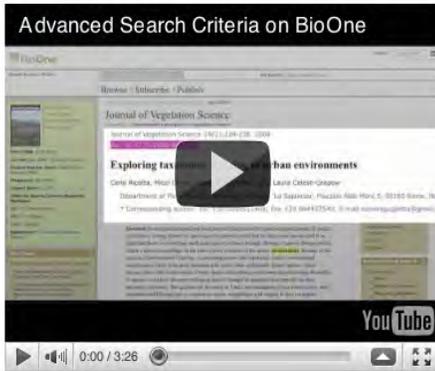
BioOne relies upon critical feedback from its community to tell us which technical enhancements and features are most worthy of our investment. Responding to popular demand, BioOne was pleased to debut a new image zoom feature last month that allows users to scale high resolution photos and images using their browser window, and to zoom in and out with just a click of the mouse. For BioOne content, which includes a wealth of rich imagery, this feature is already proving to be well worth the wait. For example, see the endangered Philippine Forest Turtle, *Siebenrockiella leytensis*, up close and personal (pictured to the right). Take a closer look at this new functionality by navigating to the included photo, here: [www.bioone.org/action/showFullPopup?doi=10.2744%2FCCB-0783.1&id=i1071-8443-9-2-145-f03](http://www.bioone.org/action/showFullPopup?doi=10.2744%2FCCB-0783.1&id=i1071-8443-9-2-145-f03).

We encourage you to contact us with other suggestions for features and functionality that would enhance your user experience on the BioOne site. ■



Source: *Chelonian Conservation and Biology* (doi: 10.2744/CCB-0783.1)

# New User Training Videos Available



On-demand, video tutorials are emerging as the preferred training tool for organizations across the Web. BioOne happily joined their ranks last month when we debuted a new user training section of the site with short videos on navigating and searching within BioOne, available at [www.bioone.org/page/resources/researchers/tutorials](http://www.bioone.org/page/resources/researchers/tutorials).

While there are only three videos available at present, we will be adding more soon, and would welcome your comments on

those topics from which you would benefit the most. Please contact Nicole Colovos at [nicole@arl.org](mailto:nicole@arl.org) with any suggestions.

Currently available videos:

### Basic Searching on BioOne

An overview of BioOne content, quick search, and options for managing your results (2:53)

### Advanced Search Criteria

How to use search criteria options to improve the quality and relevancy of your search (3:25)

### Image Zoom

How to use BioOne's one-click 4x zoom and pan functionality for high-resolution images (0:46)

Each video also includes links to watch from your mobile device. Or, you can subscribe to BioOne's YouTube channel "BioOneHelp" to be updated as new videos are posted.

## Last Chance to Register!

There is still time to register for the 8th Annual **BioOne Publishers and Partners Meeting**, to be held on Friday, April 22, from 8:30am–4:30pm.

This event provides an open forum for discussion among journal publishers, librarians, and leading industry providers, and enjoys a robust turnout and dynamic speaker lineup each year. We encourage participation by anyone interested in the activities, strategies, and continued development of BioOne.

### Highlights

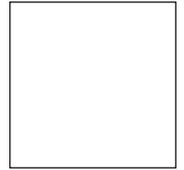
- BioOne Update
- Press/Library Collaborations
- Open Access Sustainability
- New Publication Models
- Mobile Content Delivery
- Open Journal Systems

### To Register

To register, simply send an email with your name, title, organization, and full contact details to Lauren at [lauren@arl.org](mailto:lauren@arl.org). There is no cost to register for or to attend this meeting, and all meeting materials, as well as breakfast and lunch, are provided for participants.

### For More Information

More information, including a full agenda, speaker list, accommodation details, and event directions, are available on the BioOne website at: [www.bioone.org/page/about/meetings/forthcoming](http://www.bioone.org/page/about/meetings/forthcoming). We look forward to seeing you in April! ■



## *Celebrating Ten Years Online*

2001–2011

From all of us at BioOne, thank you for helping  
us grow.

BioOne sees sustainable scholarly publishing  
as an inherently collaborative enterprise  
connecting authors, nonprofit publishers,  
academic institutions, research libraries, and  
research funders in the common goal of  
maximizing access to critical research.

---

## BioOne News

---

21 Dupont Circle NW, Suite 800  
Washington, DC 20036

Phone 202.296.1605  
Fax 202.872.0884

[www.bioone.org](http://www.bioone.org)

---

Publishers Communication Group  
(PCG) is the exclusive global dis-  
tributor of BioOne. For subscription  
information, please contact:

**Jenny Byrnes**  
**Subscription Coordinator**  
**BioOne**  
**875 Massachusetts Ave., 7th Fl.**  
**Cambridge, MA 02139**  
**Toll free (800) 552-3084**  
**Direct (617) 395-4046**  
**Fax (617) 395-4045**  
**[jenny.byrnes@bioone.org](mailto:jenny.byrnes@bioone.org)**

To subscribe or unsubscribe to  
BioOne announcements, please  
send an email to [lauren@arl.org](mailto:lauren@arl.org).