

BioOne News

News and Updates
from BioOne

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BioOne Mobile has arrived.

Learn more at
www.bioone.org/page/resources/mobile

BioOne 2011 Year in Review

BioOne celebrated its 10th year online in 2011. Despite the continued challenges presented by the global economy, BioOne enjoyed gains in both total revenue and global circulation in 2011, enabling an 8.3% increase in publisher Revenue Sharing consideration from last year. BioOne's publishing community was pleased to receive this revenue, which for many is of critical importance for sustaining their respective publication programs.

Following receipt of the Society's Revenue Share and annual publishing report, Sarita Maree, President of the Zoological Society of Southern Africa, said "The Society has benefitted immensely from our association with BioOne through excellent exposure for our journal." This is but a small sample of the gracious feedback that we have received from BioOne publishers, who also note their thanks to those subscribers whose BioOne patronage makes these distributions possible.

By the Numbers

BioOne worldwide sales increased by 9.2% in 2011 over the previous year,

from \$5,029,809 to \$5,491,157 in total net sales. In 2011 BioOne.1 was subscribed to by 1,461 institutions and organizations worldwide, an increase of 4.4% over 2010. BioOne.2, in its fifth year of operation, reached 972 global subscribers, an impressive 36.1% increase over last year's total of 714.

"The Society has benefitted immensely from our association with BioOne through excellent exposure for our journal."

—Sarita Maree, ZSSA

Increasingly, especially in emerging markets, BioOne sales are to "BioOne Complete", comprising both BioOne.1 and BioOne.2 titles. Notably, 44% of BioOne.1's and 58% of BioOne.2's paid subscribers come from outside North America. In addition, BioOne's participation in various philanthropic programs provide free content access to more than 2,500 institutions in the developing world.

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Attention BioOne Publishers!

2011 Revenue Sharing payments and **Annual Publisher Reports** were distributed on March 30. If you did not receive this communication or payment, 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.**



Message from the Executive Director

The annual rite of spring is here, for conferences focusing on all aspects of scholarly communications are now in full bloom. As a reminder, BioOne's 8th annual meeting is scheduled for April 20, in Washington, D.C. If you have not done so already, I urge you to consider attending, for we've put together a compelling agenda.

Two weeks ago, I attended the National Academy of Sciences E-Journal Summit in Washington, D.C. This invitational event provides a neutral forum for thought leaders from nonprofit and commercial publishing, academia, and industry to discuss the pressing issues of the day. Much like BioOne's Publishers and Partners Meeting, the aim of this event is to generate a thoughtful dialogue surrounding major issues facing the community. It did not disappoint.

One of the most compelling discussions focused on the recent industry trend towards "multidisciplinary," "bulk published," or "mega journals," such as *PLoS One* (Public Library of Science), *Scientific Reports* (Nature Publishing Group), and *AIP Advances* (American Institute of Physics). These "bulk publishing" programs—whether open access or subscribed—provide a way to rethink the peer-review process and drastically reduce the lag time between content creation and dissemination. The utility and potential for sustainable business models has captured the attention of the publish-

ing community, for as many as 15 such journals were launched in the past year.

Current publishing practices affected by the growing popularity of mega/multidisciplinary journals include the ability to provide data curation; tracking and meeting the needs of researchers; how to enhance the image or brand of a publication; the increased danger of fraudulent use; the proper level of peer-review; and the application and interpretation of article-level metrics. Such issues challenge large-scale publishing endeavors as much as they do the smaller, more specialized publications. In sum, scholarly publication is so rapidly and inexorably evolving that many agree that the landscape we now know will have dramatically altered within five years—if not before.

At the end of the month I will be traveling to Shanghai to speak at the "International Conference on Leadership and Innovative Management in Academic Libraries in the Age of New Technology," sponsored by Tongji University and the Chinese American Librarians Association. I look forward to sharing observations and valuable lessons for the entire BioOne community in the next issue of *BioOne News*.

- Susi Skomal

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BioOne At a Glance Through December 31, 2011

- 167 Titles from 126 Society and Nonprofit Publishers
- 116 Titles Ranked by ISI
- 60 Titles Available Online Exclusively with BioOne
- 97,058 Articles on BioOne
- 804,491 Pages on BioOne
- 27,653,238 Total Hits to BioOne
- 11,454,748 User Hits to Full-text Content (COUNTER-Compliant)
- 38,497 *My BioOne* Profiles Registered
- 6,572 Users with Saved E-ToC Alerts

BioOne offered 167 publications from 126 publishers across three collections in 2011: BioOne.1 (89 titles), BioOne.2 (66 titles), and BioOne Open Access (12 titles). Through the contributions of these valued participants, the aggregation grew to 804,491 pages comprising 97,058 full-text articles.

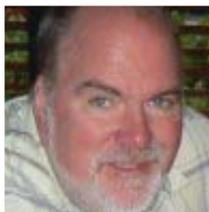
The BioOne website drew 27,653,238 total hits in 2011, an increase of 10.7% over the previous year. Of this total, 11,454,748 hits came from researcher accesses to abstracts and full-text articles (HTML and PDF). This figure represents "royalty-eligible" hits, and is in accordance with COUNTER's latest Release 3.

Publisher Revenue Sharing

Curious about how BioOne calculates earnings for participating publishers?

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BioOne Welcomes New North American Sales Manager



Please join BioOne in welcoming **Chris Homan**, who has recently joined the BioOne sales team in the position of North American Sales Manager. In this role, Chris will be responsible for working with existing and potential BioOne subscribing institutions throughout the US and Canada.

Chris brings to BioOne a wealth of experience in the academic publishing industry, most recently at EMC Publishing and previously at Adonis, where Chris was Regional Manager for the Americas.

Chris will work from BioOne sales partner Publisher Communications Group's Cambridge, Massachusetts office and from his home in Atlanta, Georgia.

Chris will also frequently be on the road, joining other BioOne sales team members at industry conferences and society meetings in order to learn more about our library community's changing needs and to provide training on BioOne's tools and features, including BioOne Mobile.

Chris looks forward to meeting many of you soon; please contact him directly with any questions or to arrange an introductory meeting. Chris can be reached at chris.homan@bioone.org. ■

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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 almost one million dollars in annual technological investment.

As in prior years and subject to BioOne's independent CPA's audit of our fiscal year 2011 financial results, we expect to disburse a Surplus Share payment to active publications at the end of May 2012, 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. ■

Last Chance to Register!

There is still time to register for the 9th Annual **BioOne Publishers and Partners Meeting**, to be held on Friday, April 20, 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 contributing to a thoughtful dialogue on the future of scholarly communications.

Highlights

- BioOne Update
- Fair Use in a Digital Age
- Strategies and Practices at Chinese University Libraries
- Open Access Transitions
- Mobile Site Evaluation
- Content Delivery in the Developing World

To Register

To register, simply send an email with your name, title, organization, and full contact details to Lauren at 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. We hope to see you there! ■

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

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