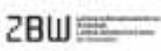




  TIB | Leibniz Information Science Center  
Library and Technical Sciences

  ZBW | Leibniz Information Science Center  
Library and Technical Sciences

## Optimizing access for authors, readers and customers

Guido F. Herrmann  
Managing Director Thieme Chemistry  
Georg Thieme Verlag, Stuttgart

Cologne, 13 – 14 December 2010

Cologne  
13th - 14th December, 2010

Expert Conference on  
 **OPENACCESS** AND **OPENDATA**

## Session 2

Framing the rules: Strategies for Open Access and Open Data

Chair: Klaus Tochtermann, German National Library of Economics, Kiel/Hamburg

11.30 h

Open Access in the European Research Area (ERA)

Celina Ramjoué, European Commission, Brussels, Belgium

12.00 h

Drivers for Open Access and Data: a funder's perspective

Malcolm Read, JISC, Bristol, UK

12.30 h

Optimizing access for authors, readers and customers

Guido F. Herrmann, Georg Thieme Publishers, Stuttgart, Germany



# Players in Scientific Publishing

**READERS**

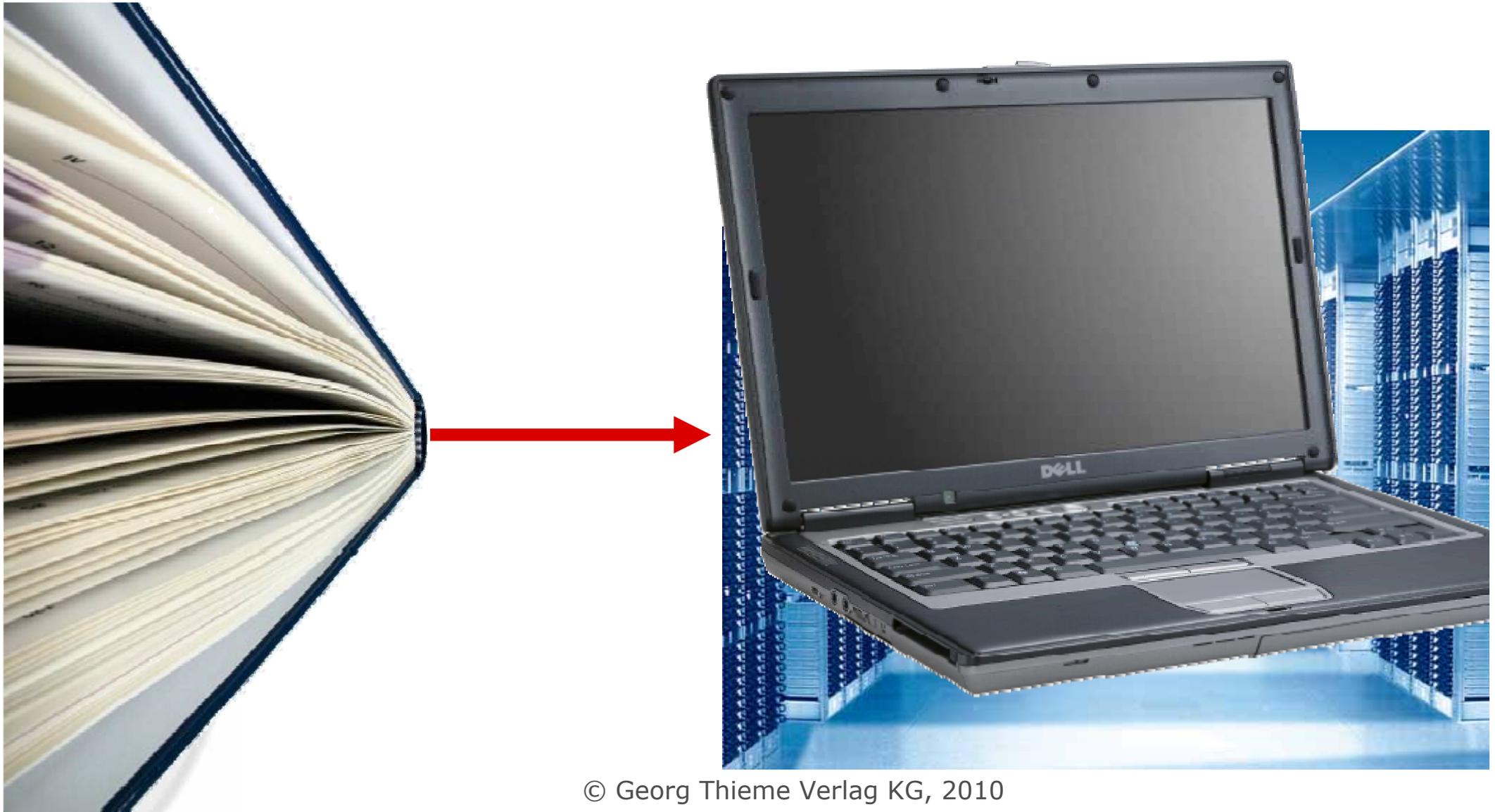
**FUNDING AGENCIES**

**AUTHORS**

**PUBLISHING HOUSES**

**LIBRARIES**

**COPYRIGHT**



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# ① Introduction



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# Open Access

## PAY TO PUBLISH OA **"GOLD"**

final published articles  
free upon publication on publisher's website  
pay-to-publish model

## DELAYED OA **"DELAYED"**

final published articles  
free some time after publication on publisher's website  
existing model

## SELF ARCHIVING OA **"GREEN"**

peer reviewed author mss  
systematic/self-archiving with a variable delay or  
embargo on institutional or subject repositories  
no model

## PRE-PRINT SERVERS

pre-prints  
free upon deposit on pre-print server  
no model

# Brussels Declaration on STM Publishing

Many declarations have been made about the need for particular business models in the STM information community. STM publishers have largely remained silent on these matters as the majority are agnostic about business models: what works, works. However, despite very significant investment and a massive rise in access to scientific information, our community continues to be beset by propositions and manifestos on the practice of scholarly publishing. Unfortunately the measures proposed have largely not been investigated or tested in any evidence-

The mission of publishers is to maximise the dissemination of knowledge through economically self-sustaining business models.

Publishers organise, manage and financially support the peer review processes of STM journals. The imprimatur that peer-reviewed journals give to accepted articles (registration, certification, dissemination and editorial improvement) is irreplaceable and fundamental to scholarship

Publishing in all media has associated costs.

international scholarly literature, yet less than 1% of total R&D is spent on journals

**Copyright protects the investment of both authors and publishers.** Respect for copyright encourages the flow of information and rewards creators and entrepreneurs

“One size fits all” solutions will not work.

whenever possible be made freely accessible to other scholars

**Publishing in all media has associated costs.** Electronic publishing has costs not found in print publishing. The costs to deliver both are higher than print or electronic only. Publishing costs are the same whether funded by supply-side or demand-side models. If readers or their agents (libraries) don't fund publishing, then someone else (e.g. funding bodies, government) must

**Open deposit of accepted manuscripts risks destabilising subscription revenues and undermining peer review.** Articles have economic value for a considerable time after publication which embargo periods must reflect. At 12 months, on average, electronic articles still have 40-50% of their lifetime downloads to come. Free availability of significant proportions of a journal's content may result in its cancellation and therefore destroy the peer review system upon which researchers and society depend

**“One size fits all” solutions will not work.** Download profiles of individual journals vary significantly across subject areas, and from journal to journal



2007

# Scientific Data

- Roundtable on Best Practices for Supplemental Journal Article Materials
- Co-Sponsored by the National Information Standards Organization (NISO) and the National Federation of Advanced Information Services (NFAIS)
- Washington, January 22, 2010



# Scientific Data



“The collection of research data is a huge investment. Permanent access to such data, if quality controlled and in interoperable formats, will allow better use to be made of this investment because it allows other researchers to (re)use them. Furthermore it allows re-analysis and could play a role in ensuring research integrity.”



“Who are the actors?”

All actors in the scientific endeavour (funding organisations, research performing organisations, universities, academies and learned societies, holders of public research grants, libraries and librarians) as well as publishers.”

EUROHORCs and ESF Vision on a Globally Competitive Era and their Road Map for Actions

# Scientific Data

- PARSE.Insight Project
- A two-year initiative funded in part by the European Union.  
<http://www.parse-insight.eu/>

PARSE (Permanent Access to the Records of Science in Europe)



“aims to highlight the longevity and vulnerability of digital research data and concentrates on the parts of the e-Science infrastructure needed to support persistence and understandability of the digital assets of EU research.”

# The STM-Market

2.000 Publishing Houses constitute  
the STM-Market:

Scientific Societies	→ ca. 30%
University Presses	→ ca. 4%
Independent Publishing Houses	→ ca. 64%

„The *stm* report: An overview of scientific and scholarly  
journal publishing “  
September 2009

# The STM-Market

STM Publishers employ worldwide  
110,000 – 120,000 people.

„The *stm* report: An overview of scientific and scholarly  
journal publishing “  
September 2009

# The STM-Market

25,400 scientific journals publish annually  
approx. 1.5 million papers.

„The *stm* report: An overview of scientific and scholarly  
journal publishing “  
September 2009

# The STM-Market

> 90% of scientific journals are available online.

1.5 billion scientific papers are downloaded each year.

„The *stm* report: An overview of scientific and scholarly journal publishing “  
September 2009

# The STM-Market

Annual Growth Rate of the Number of

Published articles: 3% 

Scientific journals: 3.5% 

Researchers: 3% 

(Currently: 5.5 million researchers worldwide)

„The *stm* report: An overview of scientific and scholarly journal publishing “  
September 2009

# Change

## Information Avalanche



# Change

Information Avalanche

New Channels



# Change

Information Avalanche

New Channels

Changing Media Usage Patterns

WIKIPEDIA



# Change

Information Avalanche

New Channels

Changing Media Usage Patterns

New Competition

bing

Google™  
Deutsch

YAHOO!™

# Change

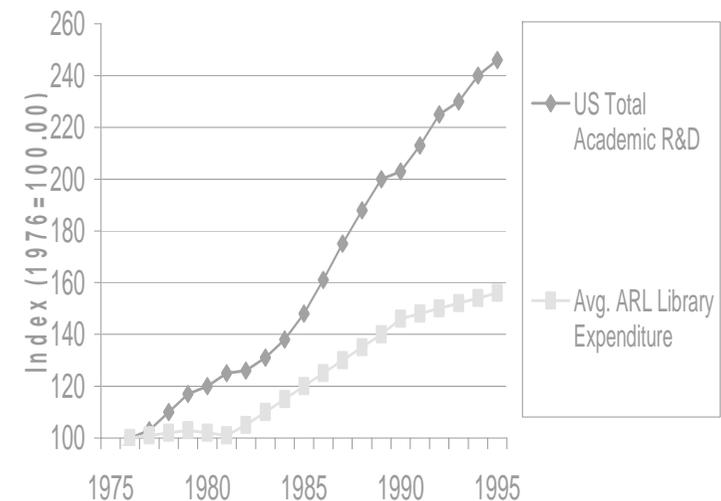
Information Avalanche

New Channels

Changing Media Usage Patterns

New Competition

**Budgetary Restrictions**



# Change

Information Avalanche

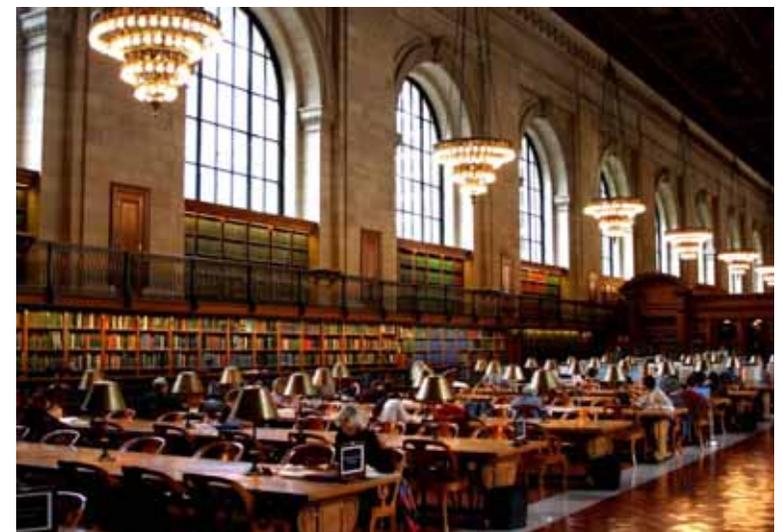
New Channels

Changing Media Usage Patterns

New Competition

Budgetary Restrictions

**Role of Libraries**



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The Objective of  
Scientific Publishing  
is to make  
Knowledge Workers  
more productive.

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# How is Knowledge created?



Facts/Data

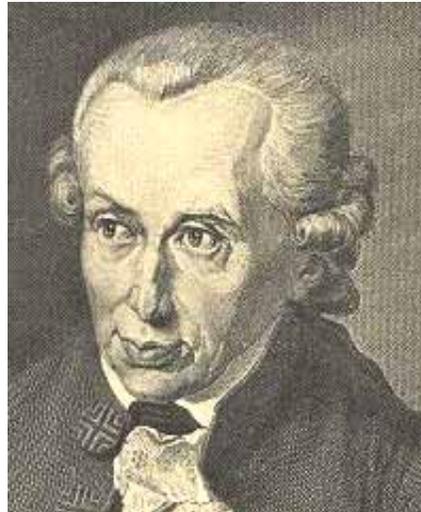
Information

Knowledge

Was kann ich wissen?

Was darf ich hoffen?

Was soll ich tuen?



*Immanuel Kant*

# Value

Facts/Data

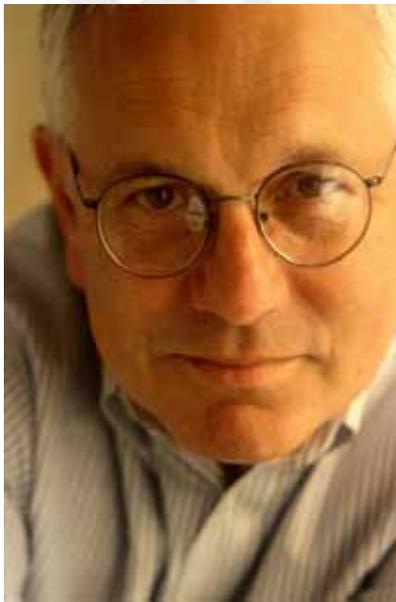
Information

Knowledge

But Information and Knowledge  
successfully retrieved and  
successfully applied by  
Knowledge Workers



# Publication



# Publication

*Roosendaal and Geurts 1997*

## Registration

which allows claims of precedence for a scholarly finding.

## Certification

which establishes the validity of a registered scholarly claim.

## Awareness

which allows actors in the scholarly system to remain aware of new claims and findings.

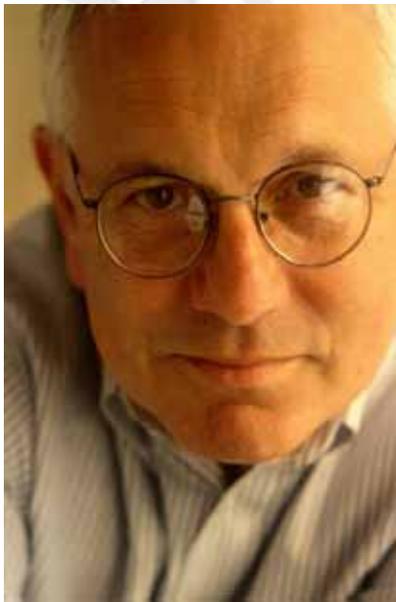
## Archiving

which preserves the scholarly record over time.

## Rewarding

which rewards actors for their performance in the communication system based on metrics derived from that system.

Benefit  
for the  
Author



# Certification

Benefit  
for the  
Author



Mene mene tekel u-pharsin

You have been weighed  
on the scales and found  
wanting.

*Belshazzar's Feast  
Rembrandt (1635)*



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# Certification

Benefit  
for the  
User



## Global Costs of Undertaking and Communicating the Results of Research Reported in Journal Articles

	£bn
Costs of Research Itself:	116.0
Publishing and Distribution:	6.4
Access:	18.6
Reading:	34.0
<b>Total Costs:</b>	<b>175.0</b>



Research Information Network, May 2008

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# 2 Open Access

# 1. Repository Policy



- Repository policy according to Sherpa/Romeo „blue“ standard
- applies to all peer-reviewed journals of Thieme Publishing Group



# 1. Repository Policy

## Thieme information sheet

### 2. Rules and Regulations

- 2.1 As a general principle, Thieme Publishing Group will not accept material for publication in a journal that has previously been published elsewhere.
- 2.2 Authors may
  - make the *Accepted Version* of their manuscript, including *Supplemental Data*, available on their *Personal Web Page* immediately after the article was published.
  - make the *Accepted Version* of their manuscript, including *Supplemental Data*, available on an *Institutional Repository* no earlier than 12 months after the article was first published whether it was published online at [www.thieme-connect.com](http://www.thieme-connect.com), in some other Thieme-produced electronic form, or in a print journal published by Thieme Publishing Group.
- 2.3 The file format of the archived version shall be the same as the file format of the article submitted by the author (usually .doc), or any other file format that has been generated from this version (e.g., PDF).
- 2.4 The archived version must contain a reference to the copyright of the publisher and a link to the *Published Journal Article* in the e-journals system of the Thieme Publishing Group ([www.thieme-connect.com](http://www.thieme-connect.com)), if the article has been published online.
- 2.5 Authors are not permitted to deposit the *Published Journal Article* in an *Institutional Repository*.

## 2. Open Access



Thieme offers an open article access option for authors of our journals.

- since 2006
- author chooses open access for his article  
publication fee: € 2.500  
(€ 1.250 for subscribers of the journal,  
other discounts available)
- very rarely used by authors



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## 3. Open Data

**40**  
YEARS  
1969 – 2009  
**SYNTHESIS**



**20**  
YEARS  
1989 – 2009

**SYNLETT**

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**German National Library of Science and Technology (TIB), Germany**

British Library (BL), UK

ETH Zurich Library, Switzerland

Institute for Scientific and Technical Information (INIST-CNRS), France

National Technical Information Center Denmark

TU Delft Library, Netherland

Canada Institute for Scientific and Technical Information (CISTI)

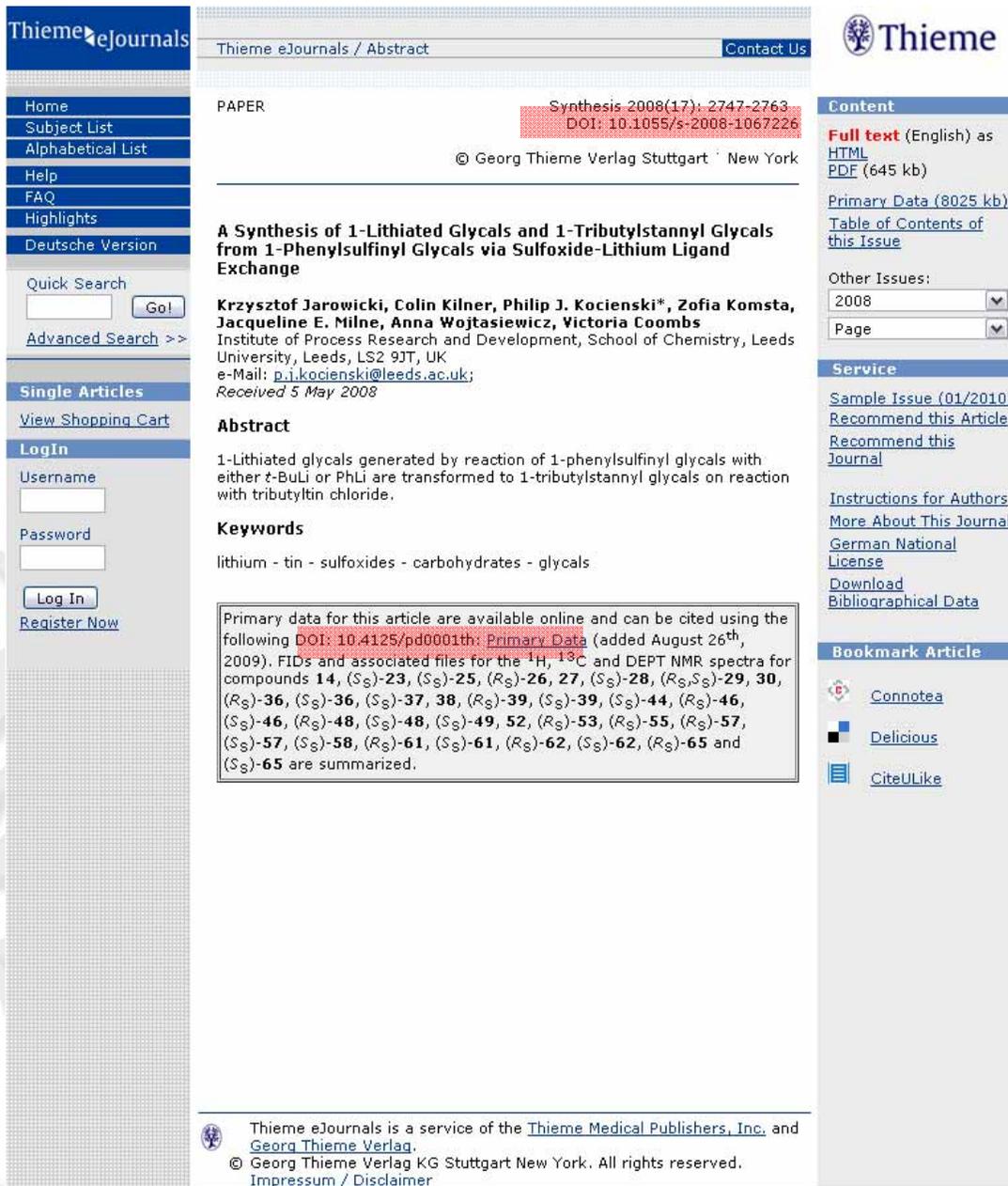
Australian National Data Service (ANDS)

California Digital Library (CDL)

Purdue University Libraries (PUL)

German National Library of Medicine (ZB MED)

GESIS- Leibniz Institute of Social Sciences



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PAPER Synthesis 2008(17): 2747-2763  
DOI: 10.1055/s-2008-1067226  
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### A Synthesis of 1-Lithiated Glycols and 1-Tributylstannyl Glycols from 1-Phenylsulfinyl Glycols via Sulfoxide-Lithium Ligand Exchange

**Krzysztof Jarowicki, Colin Kilner, Philip J. Kocienski\*, Zofia Komsta, Jacqueline E. Milne, Anna Wojtasiewicz, Victoria Coombs**  
Institute of Process Research and Development, School of Chemistry, Leeds University, Leeds, LS2 9JT, UK  
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Received 5 May 2008

#### Abstract

1-Lithiated glycols generated by reaction of 1-phenylsulfinyl glycols with either *t*-BuLi or PhLi are transformed to 1-tributylstannyl glycols on reaction with tributyltin chloride.

#### Keywords

lithium - tin - sulfoxides - carbohydrates - glycols

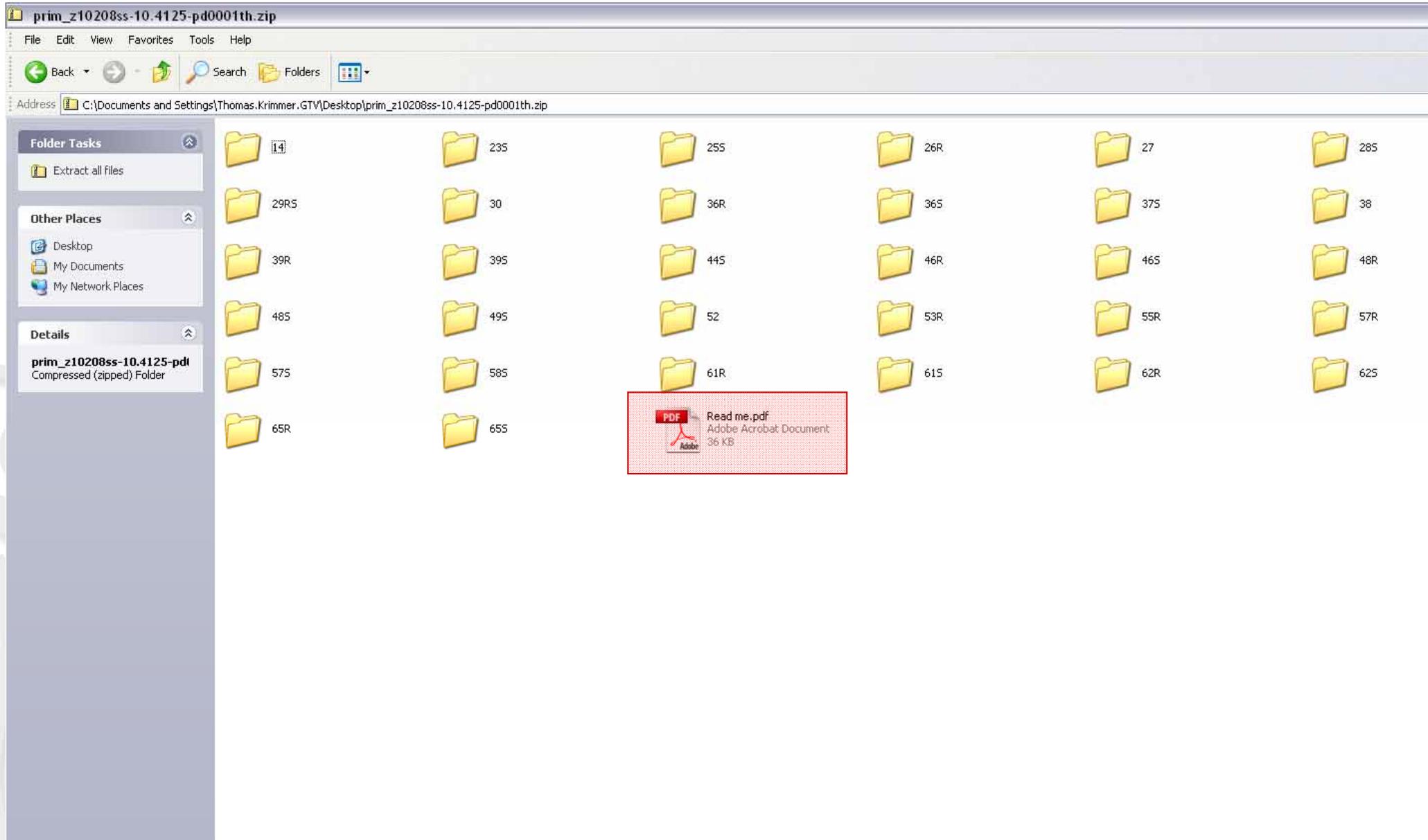
Primary data for this article are available online and can be cited using the following DOI: 10.4125/pd0001th: [Primary Data](#) (added August 26<sup>th</sup>, 2009). FIDs and associated files for the <sup>1</sup>H, <sup>13</sup>C and DEPT NMR spectra for compounds **14**, (*S<sub>S</sub>*)-**23**, (*S<sub>S</sub>*)-**25**, (*R<sub>S</sub>*)-**26**, **27**, (*S<sub>S</sub>*)-**28**, (*R<sub>S</sub>*,*S<sub>S</sub>*)-**29**, **30**, (*R<sub>S</sub>*)-**36**, (*S<sub>S</sub>*)-**36**, (*S<sub>S</sub>*)-**37**, **38**, (*R<sub>S</sub>*)-**39**, (*S<sub>S</sub>*)-**39**, (*S<sub>S</sub>*)-**44**, (*R<sub>S</sub>*)-**46**, (*S<sub>S</sub>*)-**46**, (*R<sub>S</sub>*)-**48**, (*S<sub>S</sub>*)-**48**, (*S<sub>S</sub>*)-**49**, **52**, (*R<sub>S</sub>*)-**53**, (*R<sub>S</sub>*)-**55**, (*R<sub>S</sub>*)-**57**, (*S<sub>S</sub>*)-**57**, (*S<sub>S</sub>*)-**58**, (*R<sub>S</sub>*)-**61**, (*S<sub>S</sub>*)-**61**, (*R<sub>S</sub>*)-**62**, (*S<sub>S</sub>*)-**62**, (*R<sub>S</sub>*)-**65** and (*S<sub>S</sub>*)-**65** are summarized.

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### SUPPORTING INFORMATION

#### **A Synthesis of 1-Lithiated Glycols and 1-Tributylstannyl Glycols from 1-Phenylsulfinyl Glycols via Sulfoxide–Lithium Ligand Exchange**

Krzysztof Jarowicki, Colin Kilner, Philip J. Kocienski,\* Zofia Komsta, Jacqueline E. Milne, Anna Wojtasiewicz, Victoria Coombs

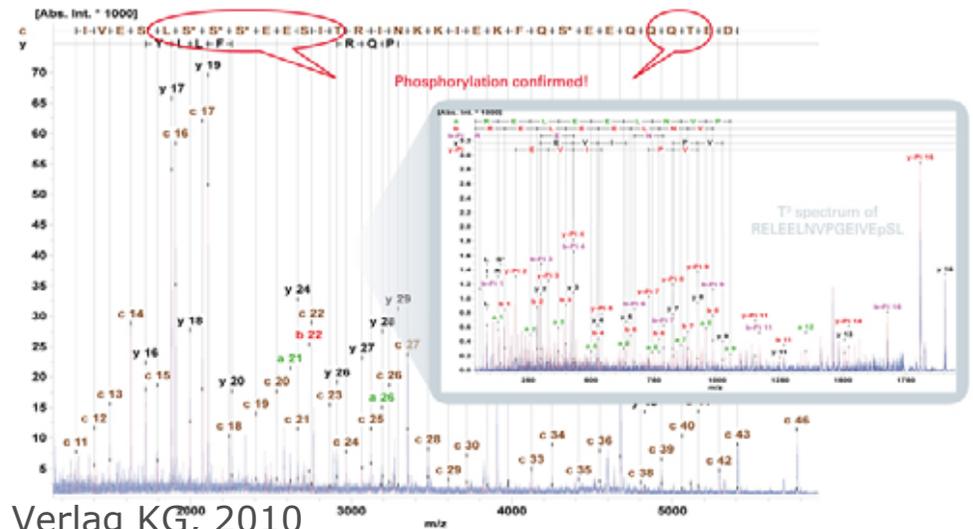
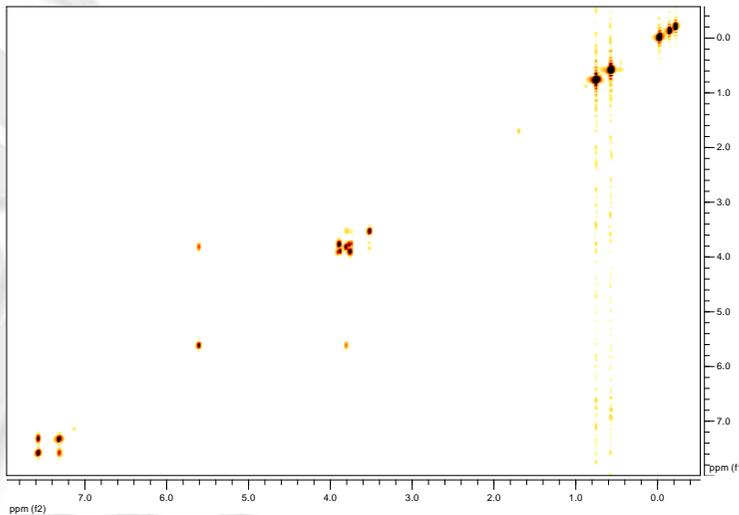
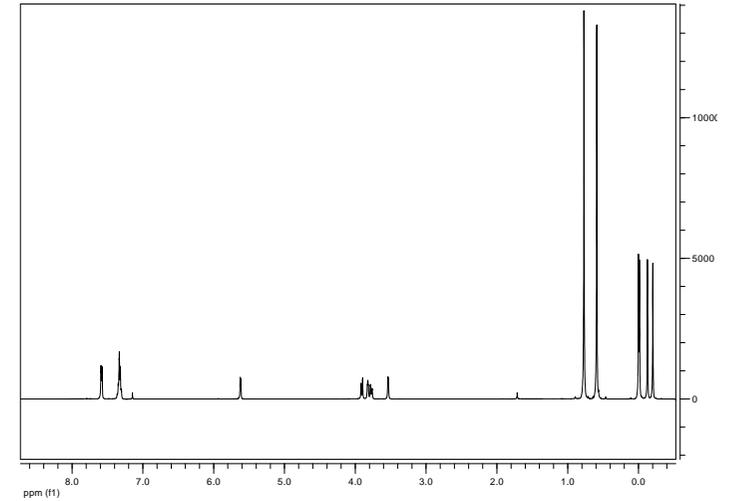
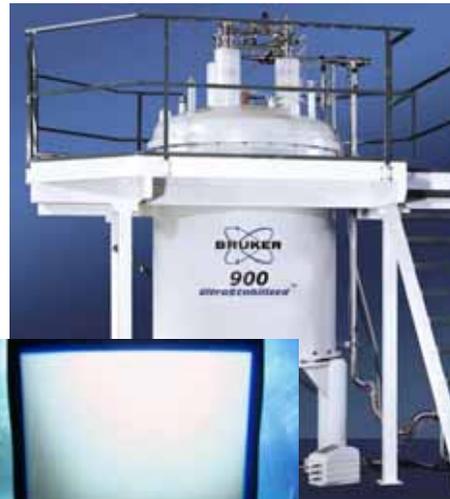
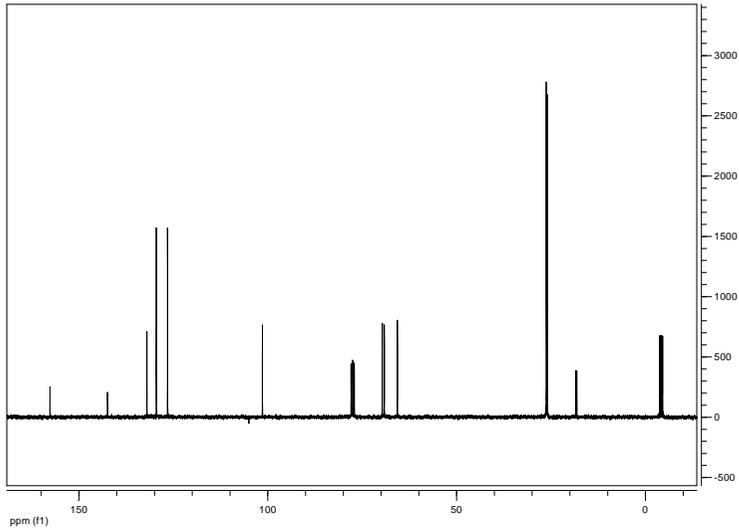
Institute of Process Research and Development, School of Chemistry, Leeds University, Leeds, LS2 9JT, UK

FID data and associated files for the  $^1\text{H}$ ,  $^{13}\text{C}$ , and DEPT NMR spectra are available for the compounds shown below. The files for each compound are contained in separate folders with sub-folders coded as follows:  $^1\text{H}$  (10),  $^{13}\text{C}$  (20), DEPT (21). The files can be processed using the following programs: MestReC, Bruker's WINNMR and XWINNMR.

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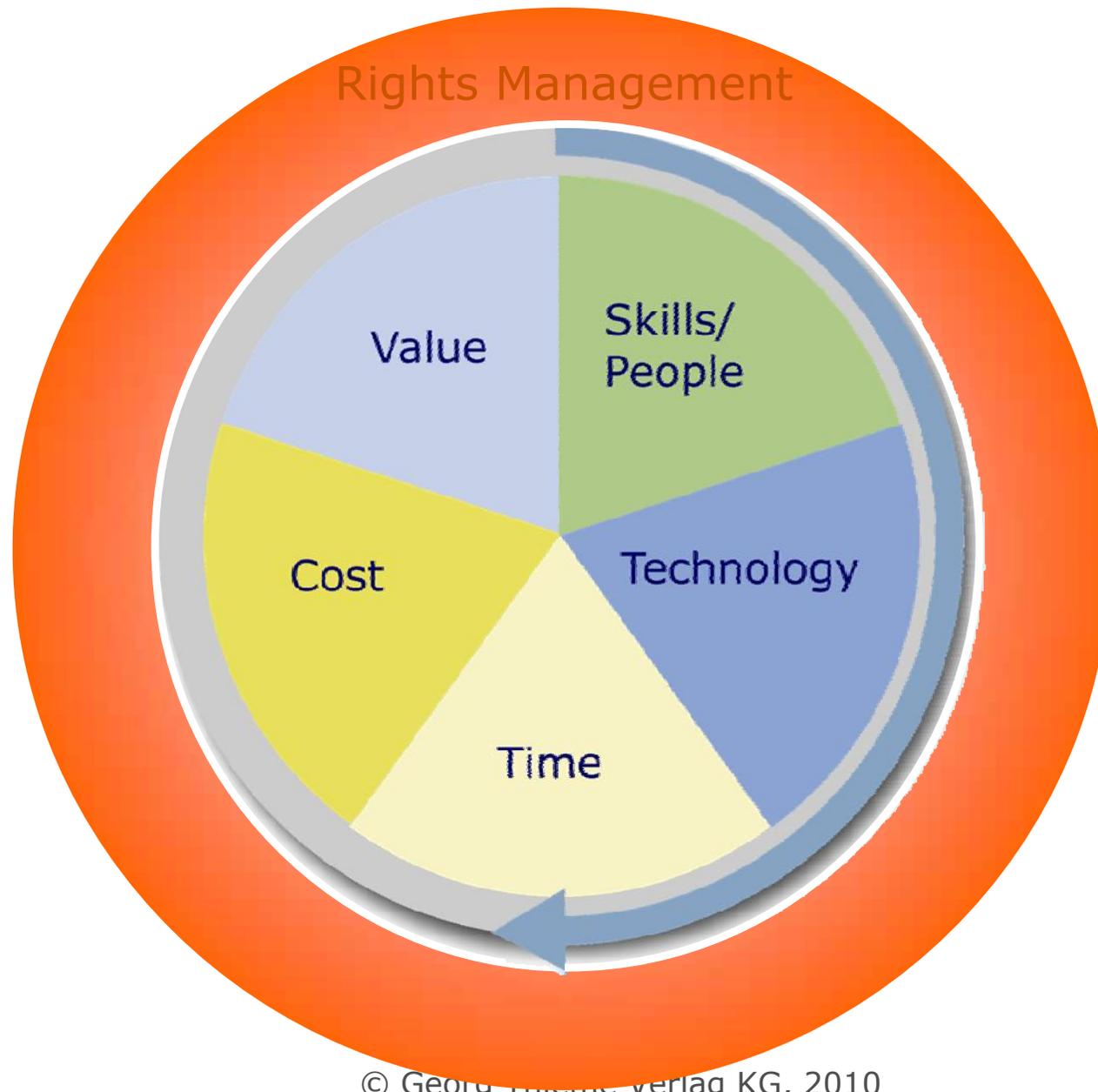


1 Introduction

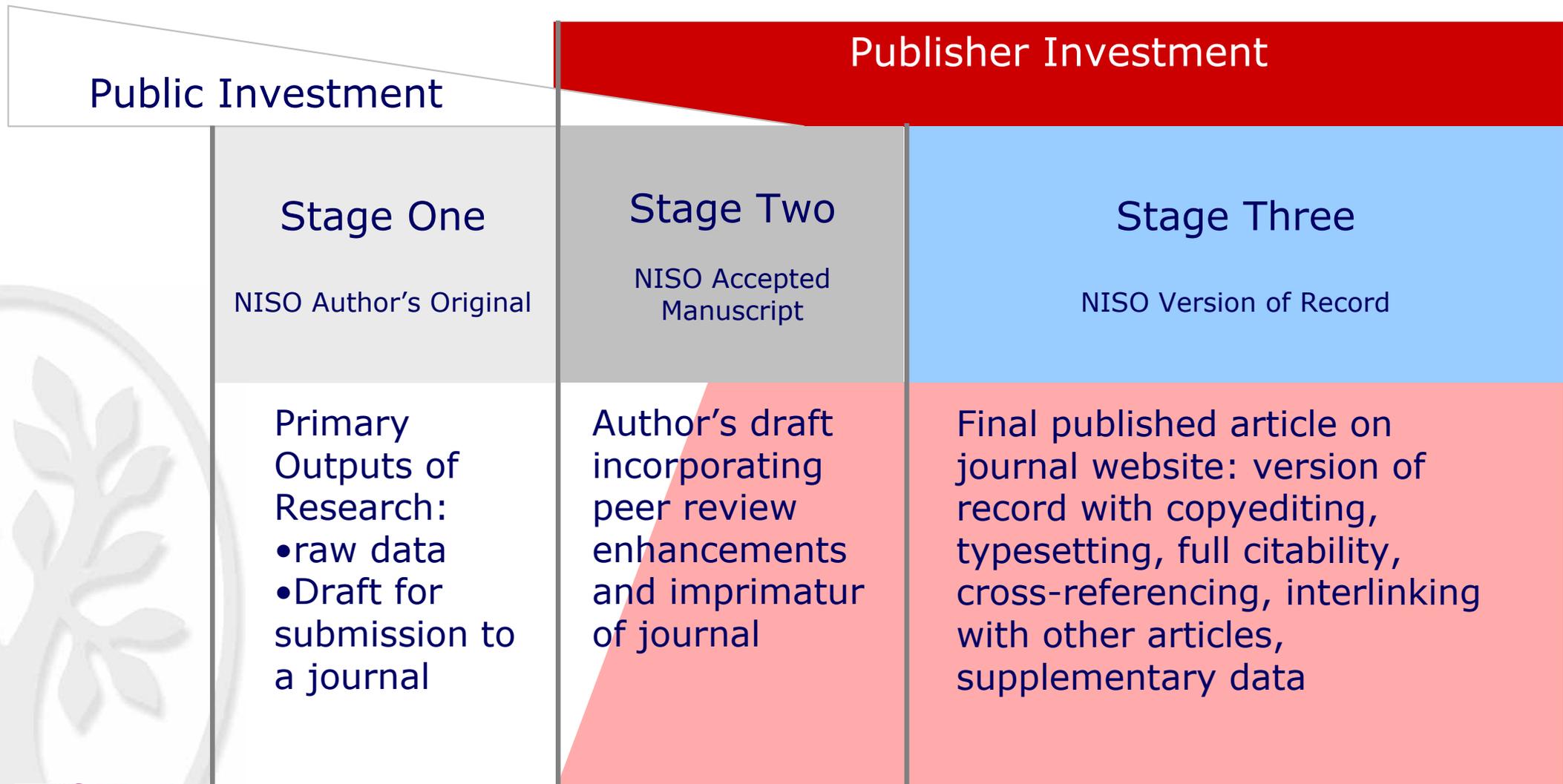
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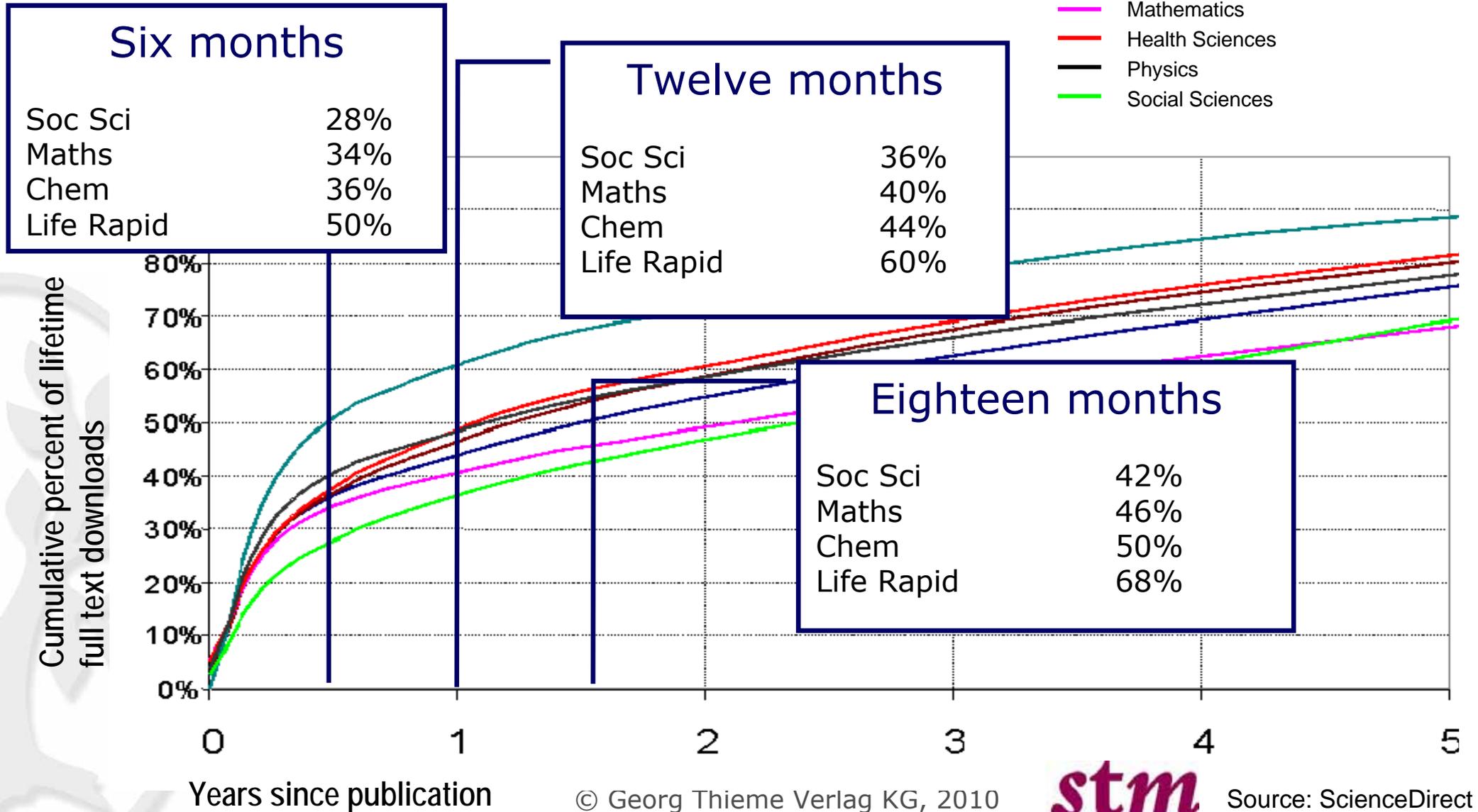
# 3 Conclusion



# Stages of Publication



# Delayed OA: Issues



Thank You!

