

27 November 2009

STM Innovations Seminar
STM Moving to Mobile - Everything on iPhones, smartphones and handhelds
Friday 4th December 2009

London Marriott Hotel Kensington, London, UK

Programme

- 8:30 Registration and Coffee
- 9:30 **Opening Keynote, Chair: Howard Ratner**, CTO Executive Vice President, Nature Publishing Group
Keynote – Beyond online newspapers. How technology can open up newspapers, create global audiences and renew a commercial model in decline. GNM: A work in progress
Mike Bracken, Technology Director, *The Guardian News and Media*
Mike will talk about the Guardian News Media (GNM) platform development, and how the strategy of mutualisation is changing the business model. From mobile to off-platform applications, Mike will explain how the transformative power of this new platform strategy is changing several aspects of a traditional publishing business.
- 10:30 Coffee & Tea Break
- 10:55 **Morning Plenary: Mobile Apps in STM, Chair: Eefke Smit**, STM Director, Standards & Technology
Chair: Eefke Smit, STM
- Mobile Publishing at NEJM**
Kent Anderson, Executive Director, International Business & Product Development, *New England Journal of Medicine*
The rapid adoption of smartphones, especially the iPhone, and the availability of functional bandwidth for these devices, is changing the publishing landscape. This presentation will review some of the broad metrics, specific metrics at NEJM, and 2-3 iPhone applications NEJM is launching.
- Nature on Mobile**
Howard Ratner, Chief Technology Officer, Executive Vice President, Nature Publishing Group
Several innovative STM publishers have launched, or will soon launch, their first mobile applications. This talk will explain Nature's approach to this exciting new delivery channel and its challenges.

Developing a Mobile Strategy at the IEEE

Gerry Grenier, Staff Director, Publishing Technology, IEEE

The IEEE has developed two mobile applications as the first steps in a broader mobile application strategy. The first of these is a search of the digital library, IEEE Xplore, and the second is a version of the American National Electrical Safety Code. Mr. Grenier will outline the development process behind both and will address future challenges such as rights management and fulfillment options.

ePub is the only format we need

Kaveh Bazargan, River Valley Technologies

Publishers are scratching their heads trying to decide which format to use for their eBooks. Here we would like to propose that the correct way to go is to have one open specification for the format, namely ePub. With a little effort, the eBook reader can render this to any other format.

12:35 Lunch

13:30 **Parallel A - Unique Identifiers for Researchers**

Chair: Howard Ratner, CTO, Executive Vice President, Nature Publishing Group

CrossRef Contributor ID

Geoffrey Bilder, Director of Strategic Initiatives, CrossRef

Unique identifiers of people are essential on a worldwide web that is becoming exceptionally interactive. How trustworthy is the source of my information and the people providing it? Simultaneously ID-systems for authors and researchers offer new means for knowledge discovery: who is working on what, and with whom? Find out all about the newest initiatives in this area.

Taking the guesswork out of author searching

Dr. Niels Weertman, Director, Scopus & SciVal Elsevier

Identifying an author's body of work is one of the most commonly performed literature research activities. This presentation will discuss the approach to author disambiguation that Elsevier has taken with Scopus in view of the challenges with grouping article output by individual researcher as well as use scenarios.

How ResearcherID will resolve name ambiguity in the scholarly ecosystem

David Kochalko, Vice President, Business Strategy and Development, Scientific and Scholarly Research, Healthcare & Science, Thomson Reuters

Disambiguating author names in published literature and databases is a vexing and steadily growing problem. There's simply too much "noise" and costs are high for all stakeholders in the research ecosystem. While there are many root causes, ResearcherID stands apart as a registry capable of bridging the gap by providing a unique identifier linking contributors with appropriate works. Thomson Reuters is prepared to share this solution with the global research community.

13:30 **Parallel B - Publishing Datasets**

Chair: Toby Green, Head, OECD Publishing

The web is becoming data-rich and sharing data is less of a taboo among researchers. Since funding agencies are increasingly mandating research data to be open and available for sharing, data sharing will probably become the new convention. How can publishers best serve this trend? What new features can be offered to allow readers to play with the data, re-use it and compare it with their own findings and approaches? How to facilitate the availability of datasets and connect them with the published knowledge? Some real-life initiatives will offer you some of the most promising options.

To Share or not to Share: The researcher's View on Datasets

Michael Jubb, Director, Research and Information Network, RIN

This paper will look at the motivations and constraints that researchers in various disciplines take into account in response to the policies of funders and publishers that require them to make their data available to others.

Harvard's Dataverse Network: A Data Sharing Solution

Merce Crosas, Development Director, Quantitative Social Science, Harvard University
Issues with data sharing are numerous. They include a) providing a persistent and verifiable data citation, b) giving proper credit and ownership to the author, distributor, and publisher of the data, and c) offering an easy-to-use tool that supports uploading, cataloging, and applying restrictions. The Dataverse Network provides a technology solution that addresses all these concerns. The software is open-source, can be used in several ways including without installing anything on your servers. It is in continuous active development at the Institute for Quantitative Social Science at Harvard.

DataCite – the international data citation initiative

Adam Farquhar, British Library, Head of Digital Library Technology e Strategy & Information Systems

This talk will introduce DataCite – the international data citation initiative. The long-term vision of DataCite is to support researchers by providing methods for them to locate, identify, and cite research datasets with confidence. DataCite will be launched on the 1st of December, 2009. The eight founding members include national and research libraries, and technical information providers from around the world who recognize the need to bridge the gap between published research and the datasets that underlie it. We will outline ways in which libraries, publishers, and data centers can work together through DataCite to close this gap.

Springer Images – Extracting value from Scientific Content

Brian Bishop, Director of E-Product Development & Innovation, Springer

15:10 Coffee & Tea Break

15:30 **Closing Keynotes – Where are suppliers taking us in the Mobile World**

Chair: Gerry Grenier, Staff Director, Publishing Technology, IEEE

Think iPhone, think Microsoft, think Google, think e-readers. In this session two major suppliers, one hardware, one software, will share where new developments are going and what they are cooking.

Reports of the Death of Paper are greatly Exaggerated

Willem Endhoven, VP Marketing and Business Development, iRex

With the digital reader market in the U. S. projected to reach 10 million units by the end of 2010, the common question now is how e-paper maintains its place alongside phones and netbooks, and justifies devices and a technology of its own. Using real commercial examples, Willem Endhoven of iRex explains why for STM publishers' input, size, principle and process mean current LCD based devices will never be a substitute for a tailored e-paper solution and how those solutions, like the DR1000, are already closing the digital content gap. The death of paper has long been predicted, but e-paper is its renaissance and it is essential STM publishers understand the new landscape it offers.

You're doing mobile, but are you thinking mobile?

James McCarthy, Business Marketing Manager, Microsoft Mobile Communications Business

16:30
Close

Mobile tech includes computers and phones of all sizes, supported by applications and services. While the technology is one consideration, companies find it takes more than this to be truly successful: understanding the issues, opportunities and effect of mobile technology on the people that use it, is key to digital content providers success and that of editorial collaboration in the modern publishing world. McCarthy comes from outside STM and scholarly publishing, but is very much a leading expert in the world of mobile communications and flexible working, having worked in mobile for 13 years. He is often invited to present on mobile technology and working issues at industry events and in other media, including BBC TV and radio.