

16 September 2010

STM Frankfurt Conference

iUser: It's all about me

The Westin Grand Frankfurt
Konrad Adenauer Strasse 7, 60313 Frankfurt, Germany
Tuesday, 5 October 2010

Programme

- 08:15 **Registration, Continental Breakfast & Networking**
- 09:30 **Welcome & Opening**
STM's newly elected Board Chair
- Viewing of new AGORA video**
Maurice Long, STM Director of Outreach Programmes
A new video illustrates how Burkina Faso's leading institute for agricultural and environmental research is using the Access to Global Online Research in Agriculture (AGORA) programme to access online scientific research journals. The end result is on maximizing production and is changing the way people do farming in the country.
- 09:45 **Keynote**
Beyond Publishing: how we open up to our users
Stephen Dunn, Head of Technology Strategy, Guardian News and Media
The story by *The Guardian*, as a true front runner on the web, shows how direct engagement with its own audience, partners and users creates new success and innovation. For *The Guardian*, the simple strategy of putting content on the web in the most efficient and optimal way and selling advertising against it, is coming to an end. The old strategy may not sustain the business and fulfill the Guardian's mission in the future. Pure digital publishing is different and goes beyond straightforward web publishing. It means you provide a platform to your users and partners providing value to them beyond the content. Head of Strategy, Stephen Dunn will explain how this new strategy of 'mutualisation' is taking place all the way across the organisation, in technology, editorial and commercial teams.
- Dunn will cover some of the new skills brought in, the platform they built including a focus on product management, users, and how this greater engagement has brought new success and innovation.
- 10:45 Refreshment Break
- 11:15 **Panel: Keeping up with the changing, demanding user**
Moderator: David Hoole, Director, IP Policy and licensing, Nature Publishing Group

Helping Researchers Create Scholarly Content

Martin Fenner, Clinical Fellow in Oncology, Hannover Medical School, Hannover, Germany

Research means creating scholarly content. Although we see many changes in how digital scholarly content is distributed and consumed (mobile devices just one example), researchers primarily care about content creation. STM publishers could do a much better job supporting researchers with digital content creation – in providing better tools and reconsidering licenses for content use.

Supporting social scientists in the iResearch Age

Paul Thompson, Director, Centre for Corpus Research, University of Birmingham
Technological changes in information and communication technologies are having a massive impact on the ways that social scientists access, conduct and communicate research work: we now work with huge quantities of digital data, make use of multimedia, and have the ability to communicate across space quickly and in different modes. With these technological advances, researchers are demanding more from publishers. In this talk, I will discuss the changing needs of the social scientist, particularly the need for publishers to help in storing and giving access to research resources, and also to sustain virtual networks for information sharing and knowledge construction.

Capturing the iUser: Web 2.0 “Freemium” Business Models

William Park, CEO, DeepDyve

To capture so-called iUsers, many of whom are unaffiliated with an institution and lack subscription access, publishers can learn from the experiences of many web 2.0 companies who attract customers with free but limited benefits, then upsell additional products and services. See how Zynga, an online gaming company, has grown to over 100M users and \$500M in sales in just 2 & ½ years – all this from games which are free to use . . . initially. Mr. Park will discuss how STM publishers could offer lower-cost, perhaps even free, access to their offerings and still make money without disrupting their core subscription business model.

12:45

Subito Update
Berndt Dugall

13:00

Lunch

14:00

Beyond Topic: How Readers Choose which Article to Read

Carol Tenopir, Chancellor’s Professor, School of Information Sciences, Director of Research and Director of the Center for Information and Communication Studies, College of Communication and Information, University of Tennessee

When faced with numerous articles on their topic, how do scholars make the decision of which articles to read? Scholars consider many factors when judging the potential quality of articles and deciding which articles to read. A recent project, commissioned by the Publishing Research Consortium, studied over 400 academics from 12 countries to understand the trade-offs readers make when selecting an article to read. Readers must use clues to judge an article’s quality and to estimate what value it may have to them, this study looks at the relative ranking of a variety of these clues. And not all scholars make the same rankings – there are some differences based on subject discipline, age, geographic location, and other demographics.

14:45

A Conversation with Robert J. Massie

David Worlock, Outsell, Inc. interviews Bob Massie, president of the American Chemical Society's Chemical Abstracts Service (CAS) since 1992. CAS is the world's leading publisher and distributor of chemical and related scientific information.

15:45

Close for non-Members

Members Forum

Update on issues critical for scholarly publishers

16:30 to 17:30

Members Only Drinks & Networking

Register online at:

http://www.stm-assoc.org/event.php?event_id=56

STM at the Frankfurt Book Fair - Visit us at our stand N439 in Hall 4.2