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INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

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Some facts about Scholarly Scientific Publishing

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Annual revenues generated from English-language STM journal publishing are estimated at about \$8 billion in 2008. The industry employs an estimated 110,000 people globally, of which some 50,000 work in the US and about 44,000 are employed in the EU.

Each year, millions of researchers around the globe rely on

- 24,500 active scholarly peer reviewed journals published by over 2,000 journal publishers collectively publishing 1.5 million articles per year (a total of 3 millions manuscripts is submitted to publishers annually on average)
- Annual article growth is about 3 – 3.5 % per year

Researchers' core motivations for publishing appear largely unchanged, focused on funding and furthering the author's career. Researchers' reading patterns, however, are changing:

- *They read more: on average 270 articles per year*
- *They spend less time reading each article: just over 30 minutes reading per article compared to 45-50 minutes in the mid 1990s.*

Peer review remains fundamental to scholarly communication:

- *A typical reviewer spends five hours per review and reviews eight articles per year.*

STM publishers are at the forefront of innovation and have developed tools which take readers beyond the traditional peer-reviewed research paper. Social networking and bookmarking, blogging, data and text mining tools, the use of semantic web, the development of a new structure for the scientific article and the development of applications for mobile devices are just some examples in this area.

The scholarly publishing industry is engaged in projects offering public access to certain communities, ensuring publishing ethics, developing new standards and tools & ensuring preservation of the minutes of science:

- **Research4Life:** *The collective name for three programmes – HINARI, AGORA and OARE - Research4Life provides developing countries with free or low cost access to academic and professional peer-reviewed content online. <http://research4life.org>*
- **patientINFORM:** *is a program that brings together the publishers of the world's leading medical journals and the U.S's most trusted health associations to provide patients and their caregivers access to some of the most up-to-date, reliable and important research available about the diagnosis and treatment of specific diseases. <http://patientinform.org>*
- **COPE - Committee on Publication Ethics.** *COPE is a forum for editors and publishers of peer-reviewed journals to discuss issues related to the integrity of work submitted to or published in their journals. <http://publicationethics.org>*
- **CrossRef with CrossMark and CrossCheck:** <http://www.crossref.org>
- **Counter:** <http://www.projectcounter.org/index.html>
- **ORCID - Open Researcher & Contributor ID :** <http://www.orcid.org>
- **Portico:** *Private Public partnership to provide a reliable, cost effective solution for longterm preservation. <http://www.portico.org>*

There is more access via different business models and more usage of scientific scholarly information than before:

- *96% of STM and 87% of arts, humanities and social sciences journals are accessible electronically (2008 data).*
- *Subscriptions: This model has evolved from its traditional paper base to electronic licensing and today 75% of journals are subscribed to as e-journals.*
- *Pay per View: Purchase of individual full-text journal articles from non-subscribed titles.*
- *Open Access (OA): Freely accessible publications for readers and users via funding from other sources (e.g. author fees, institutional or grant support). There are different approaches to Open Access (Full OA, delayed OA, other forms). It is estimated that*
 - *2% of articles are published in full OA journals*
 - *5% of articles in journals offering delayed OA**All major publishers offer some form of Open Access.*

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