

NEWS RELEASE - TECHNOLOGY

For Immediate Release

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STM launches 2015 Tech Trends

The International Association of Scientific, Technical and Medical Publishers (STM) have launched the latest version of their [Technology Trends for 2015](#). A colourful infographic shows the three core developments across the publishing industry which a group of 26 leading companies identified as key to the technological present and future of the publishing industry for the next 3 to 5 years.

The 2015 trends highlight data publishing and reputation management as significant drivers of the industry, all fed by the importance of the article itself connecting the large number of digital objects which now persist across scholarly publishing.

Sam Bruinsma, chair of the STM Future Lab Committee and Senior VP at Brill for Business Development, commented: "It is clear that in a digital environment, there are so many more new elements to include in the publishing

process than good old text. We are entering the non-text area more and more. The availability of research data is a clear token there, but there are other digital artefacts that can be made available to enrich the Record of Science, preferably well integrated in the body of literature. And that is where publishers can play an important role in terms of curation, discoverability and preservation.”

Eefke Smit, Director of Standards and Technology of STM and coordinator of the Tech Trends project, pointed to the implications of the 2015 trends. “People in these discussions identified that more precise reputation management by researchers may lead to the researchers themselves being a brand rather than the journal or publisher”. She added: “Researchers ask for a certain level of protection with the development of new technologies and there is not yet a clear sharing etiquette across the scholarly eco-system; how can researchers avoid being scooped when making their data available? Or how can we avoid the manipulation of new metrics? Researchers want to get credit for their work, and especially credit where credit is due. Publishers can play a really important role there in developing a sound sustainable scholarly eco-system, as they have always done”.

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Notes to Editors

- 1) STM's Tech Trends are produced annually by the STM Future Lab. The 2015 trends are available for download as a [poster](#). The official launch of the Tech Trends was at the STM Annual US Conference on the 23rd April 2015 – an [audio recording](#) of the launch is available.
- 2) [STM](#) is an international association of over 120 scientific, technical, medical and scholarly publishers, collectively responsible for more than 60% of the global annual output of research articles, 55% of the active research journals and the publication of tens of thousands of print and electronic books, reference works and databases. We are the only international trade association equally representing all types of STM publishers – large and small companies, not for profit organizations, learned societies, traditional, primary, secondary publishers and new entrants to global publishing.