

Simon Inger Consulting

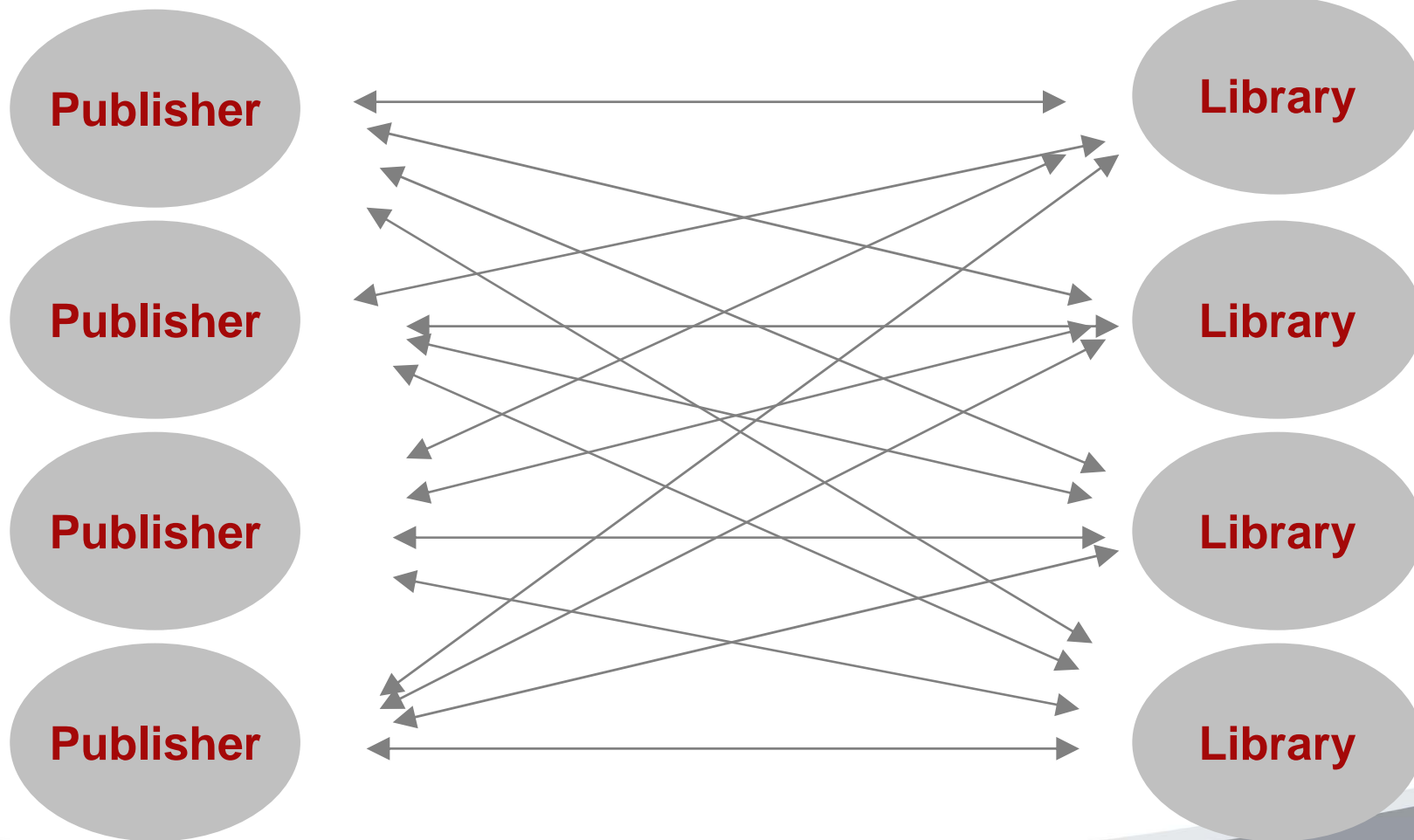


New Forms of Effective Intermediation

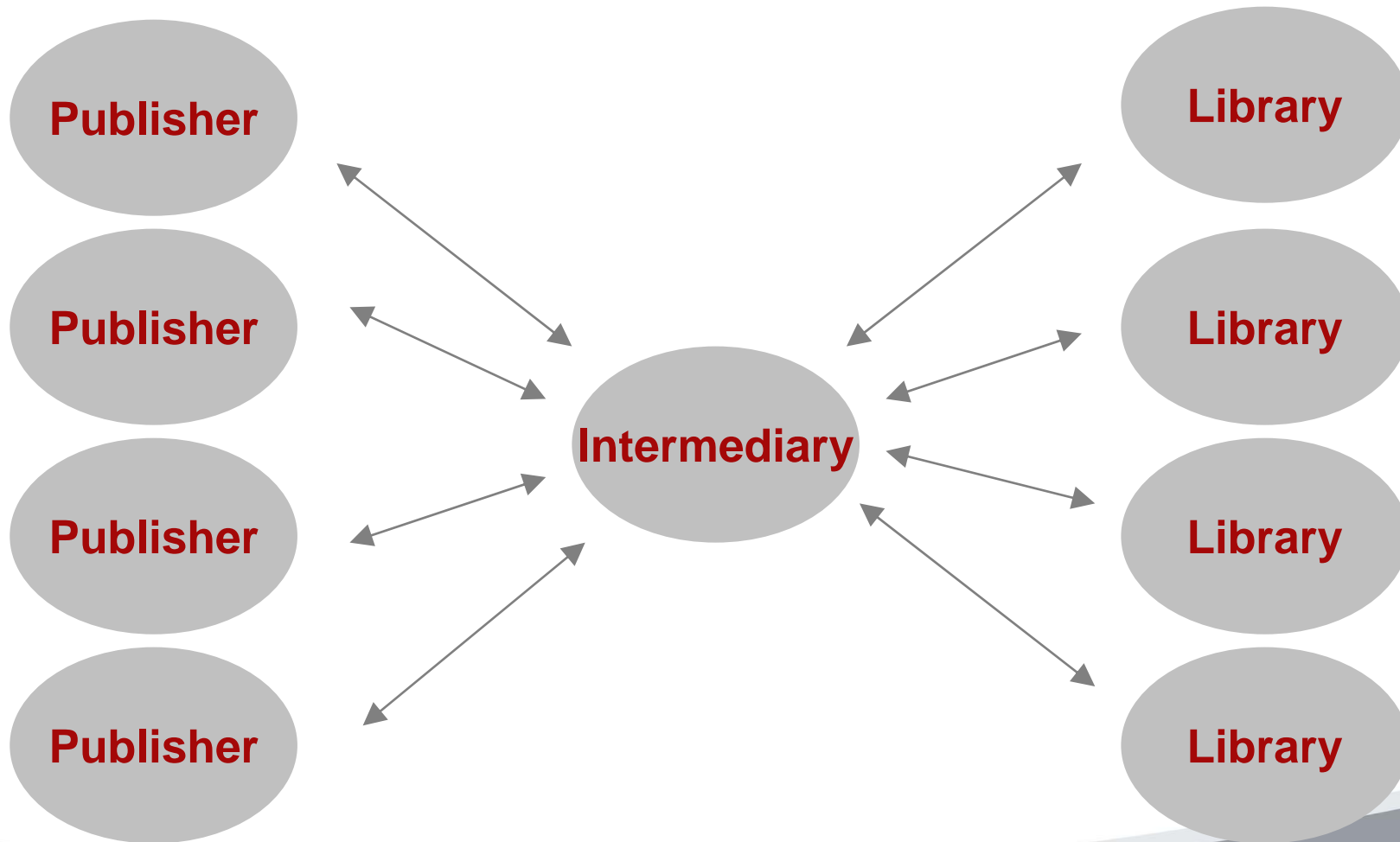
ASA Annual Meeting, London
25th-26th February 2008



No Intermediation



The Basic Case for Intermediation





We are all intermediaries



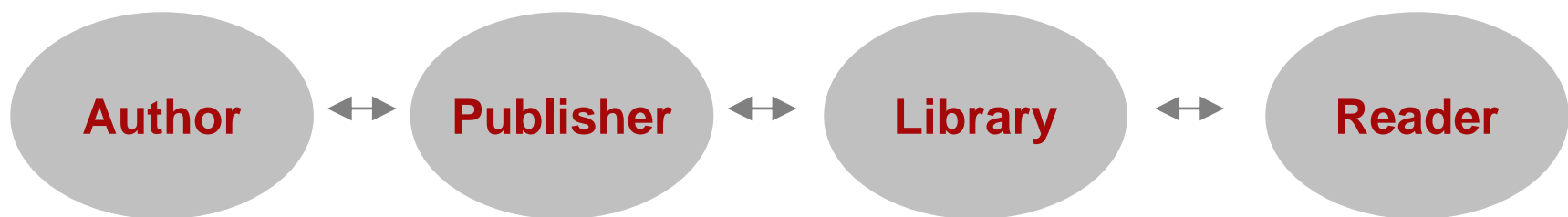


We are all intermediaries



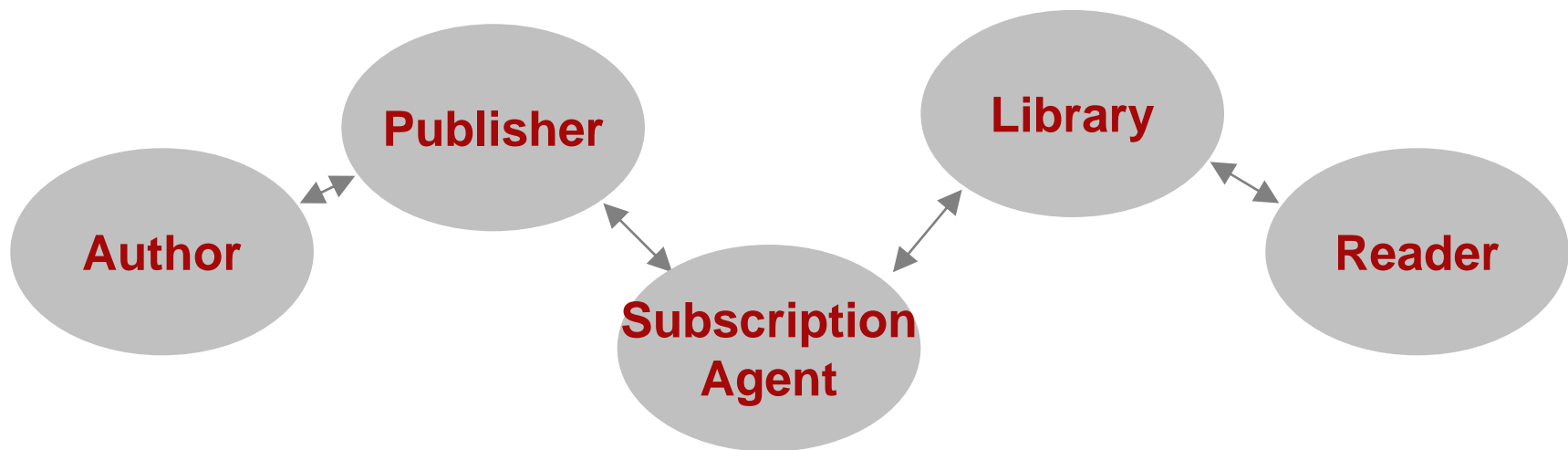


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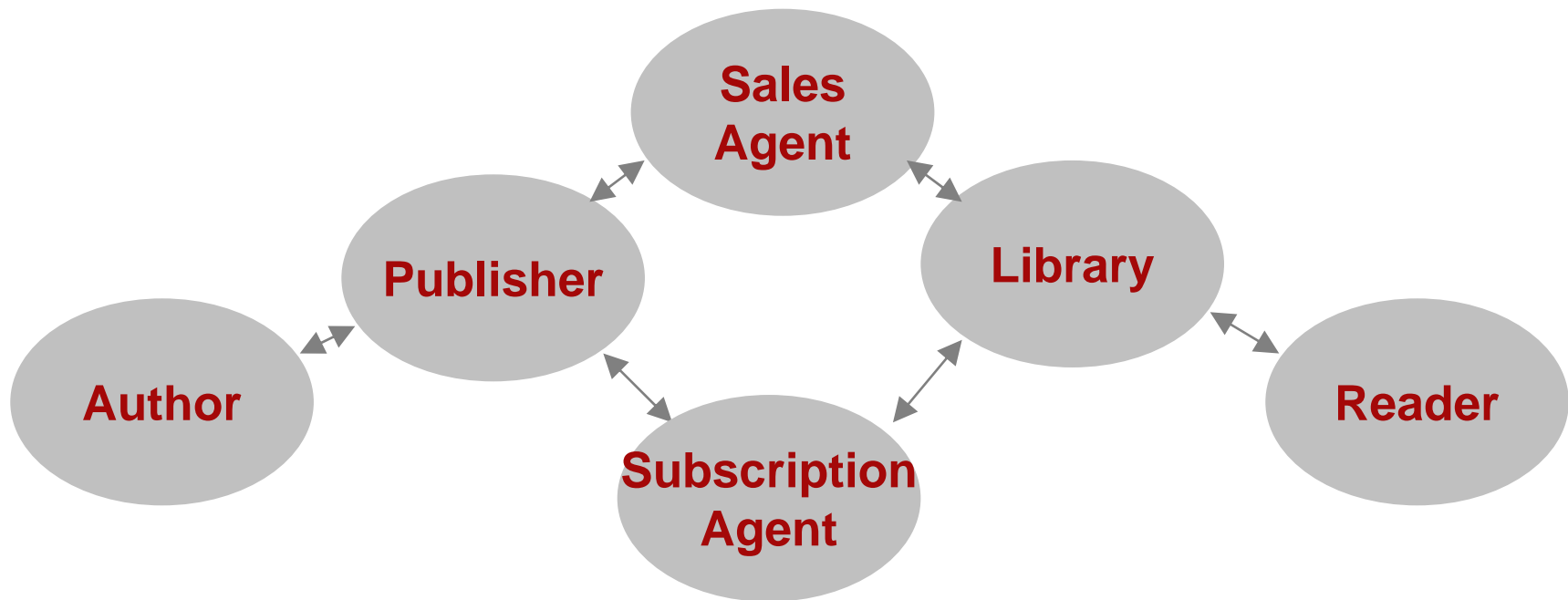


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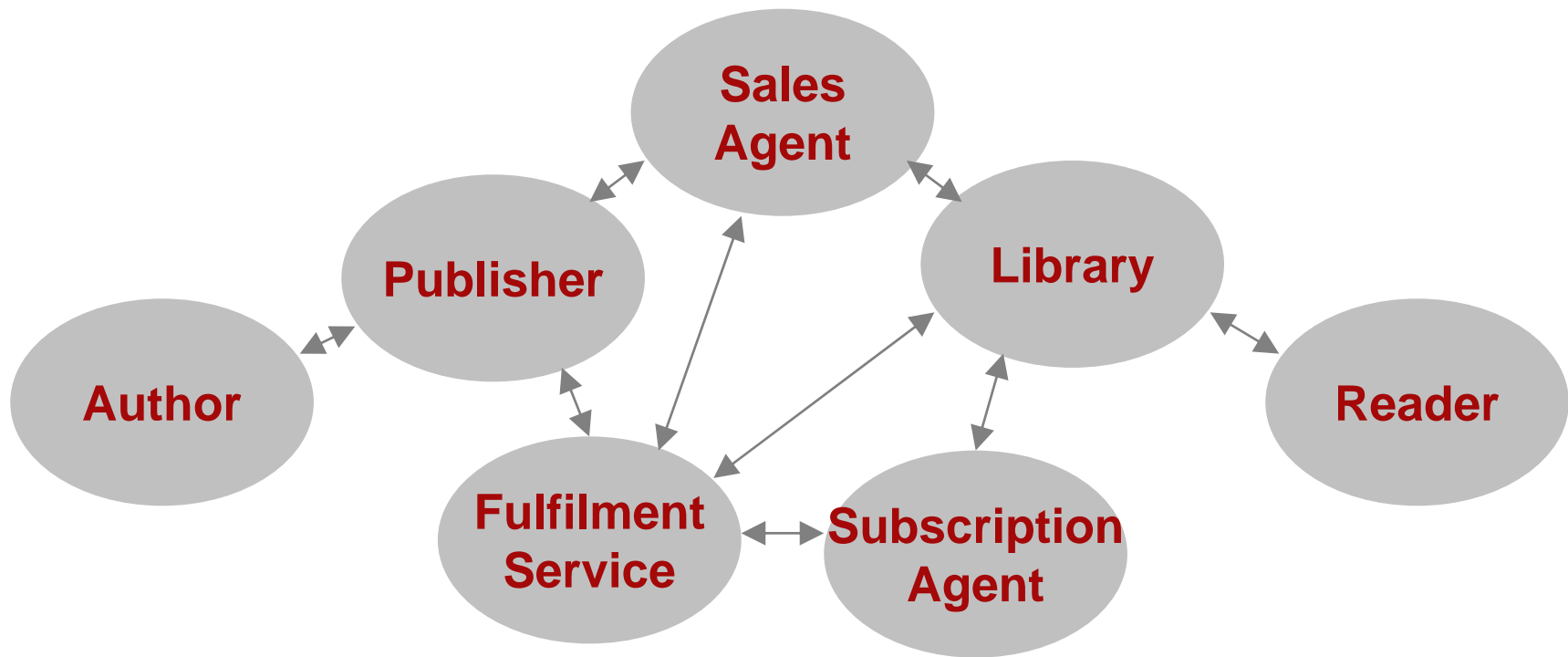




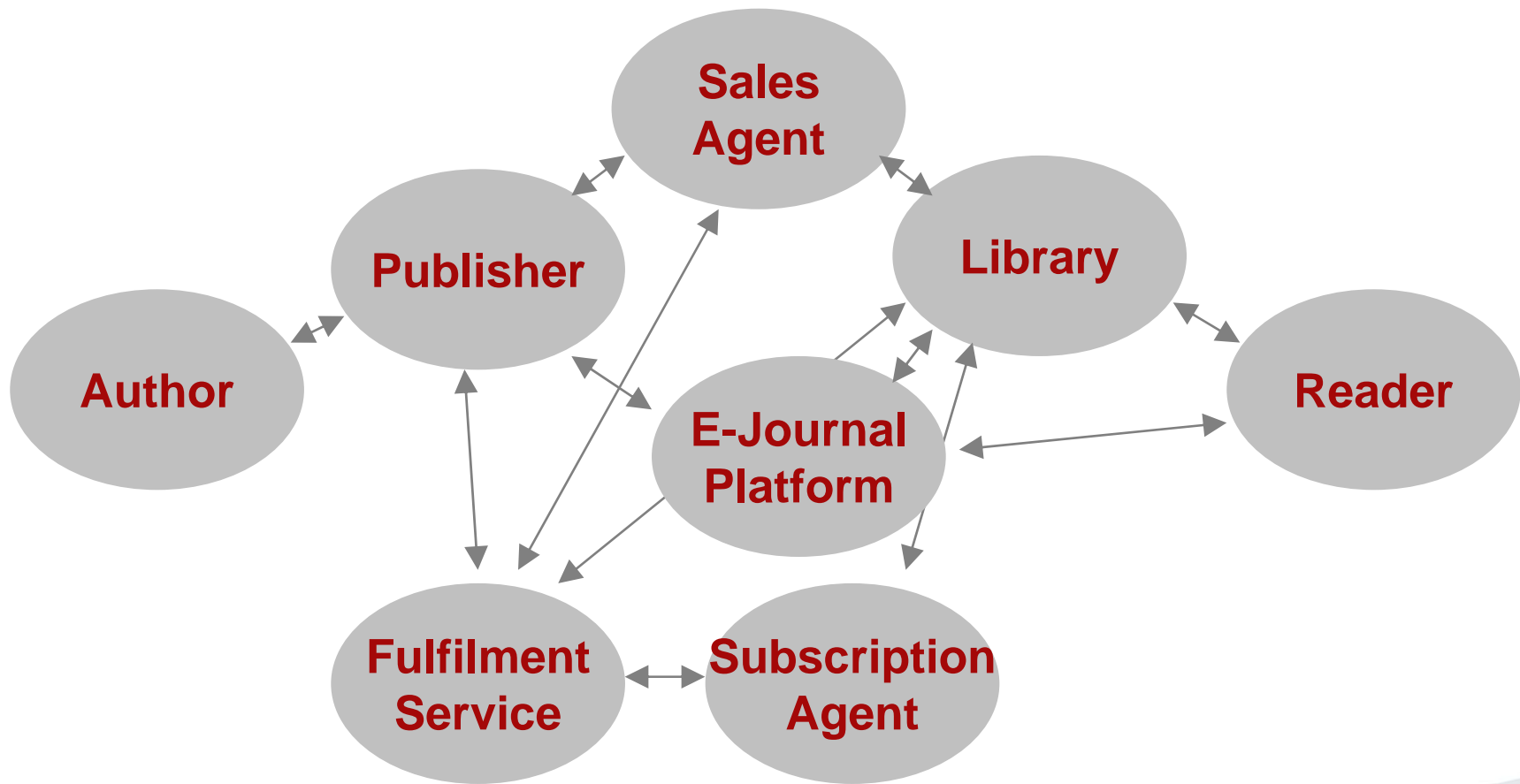
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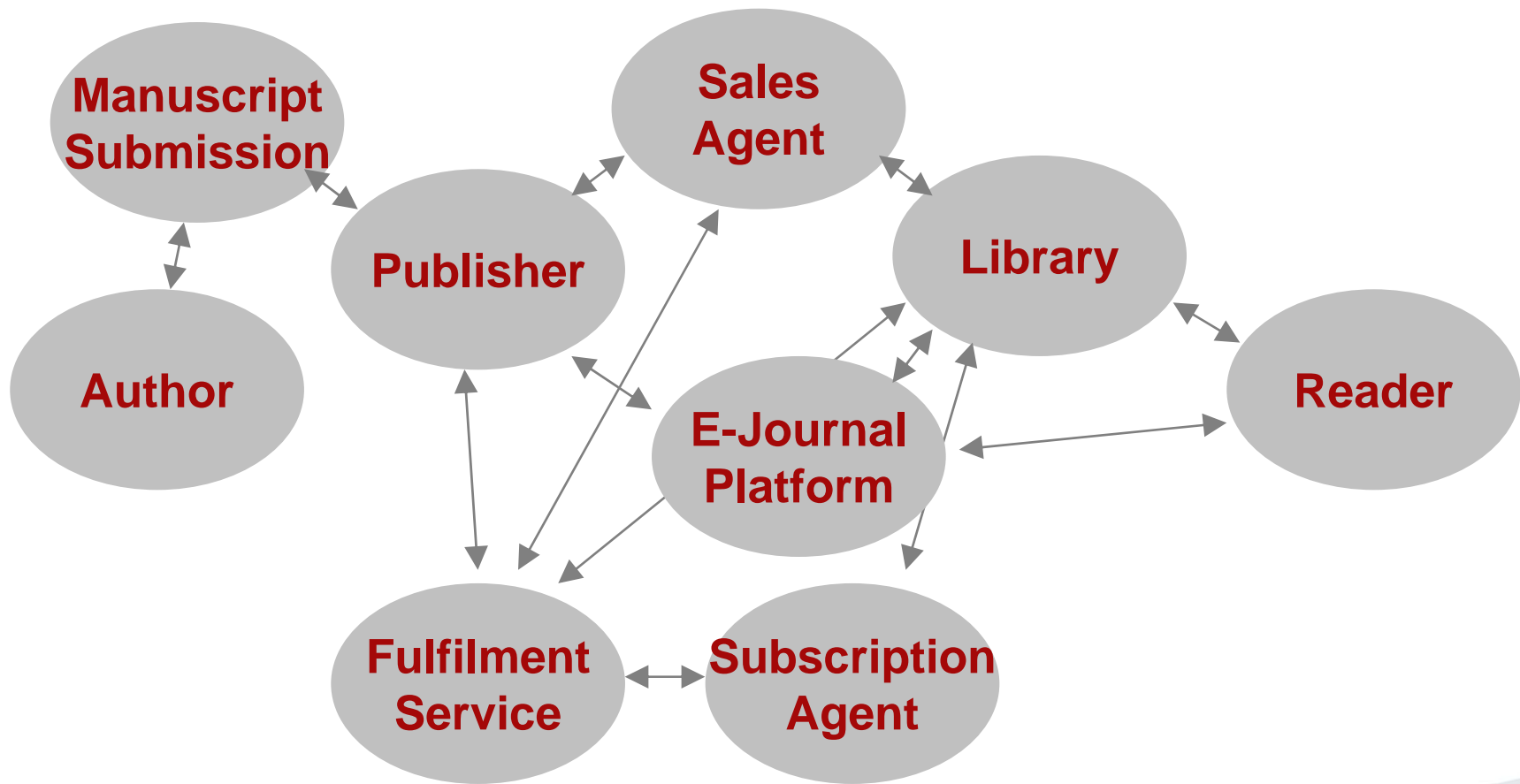
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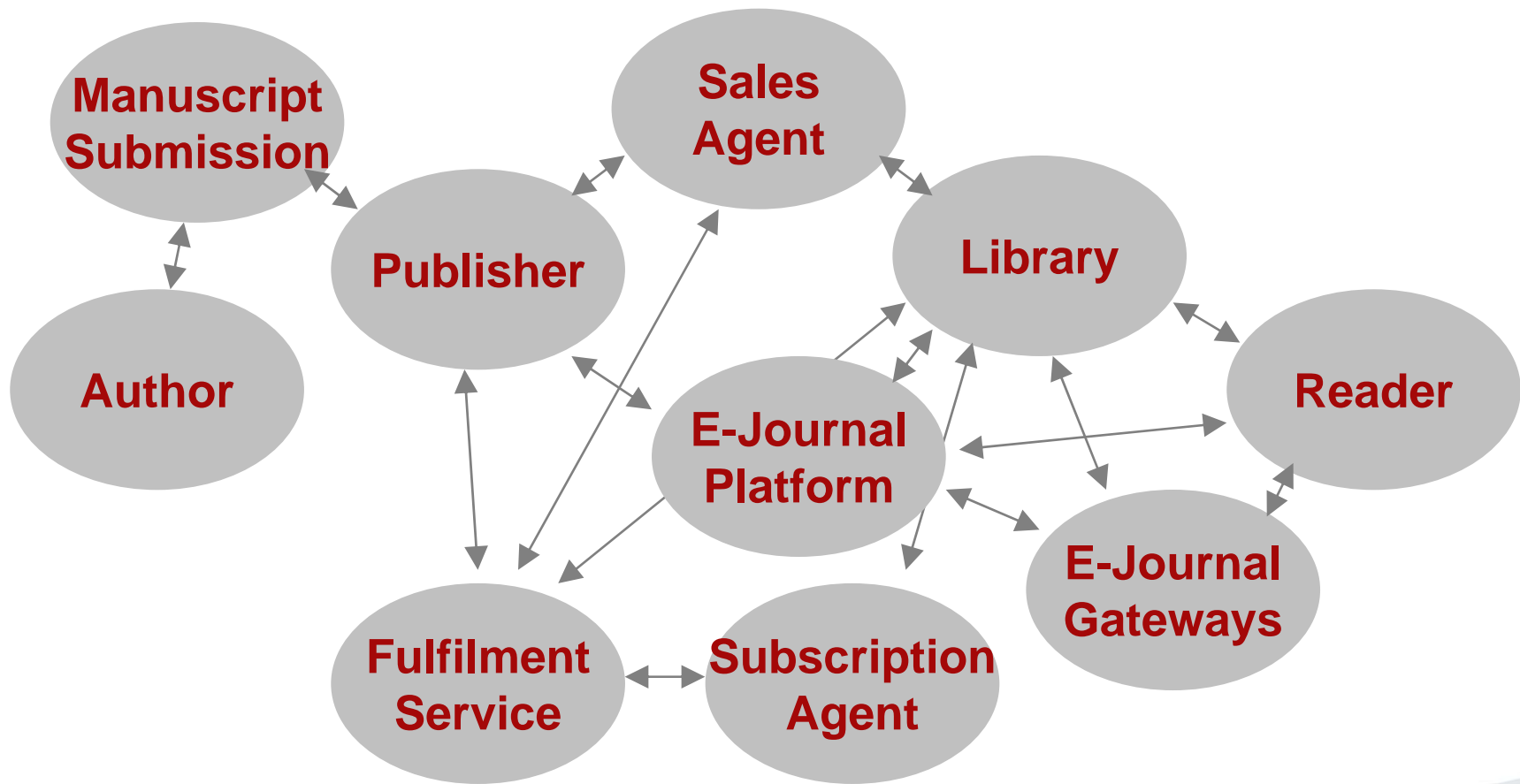
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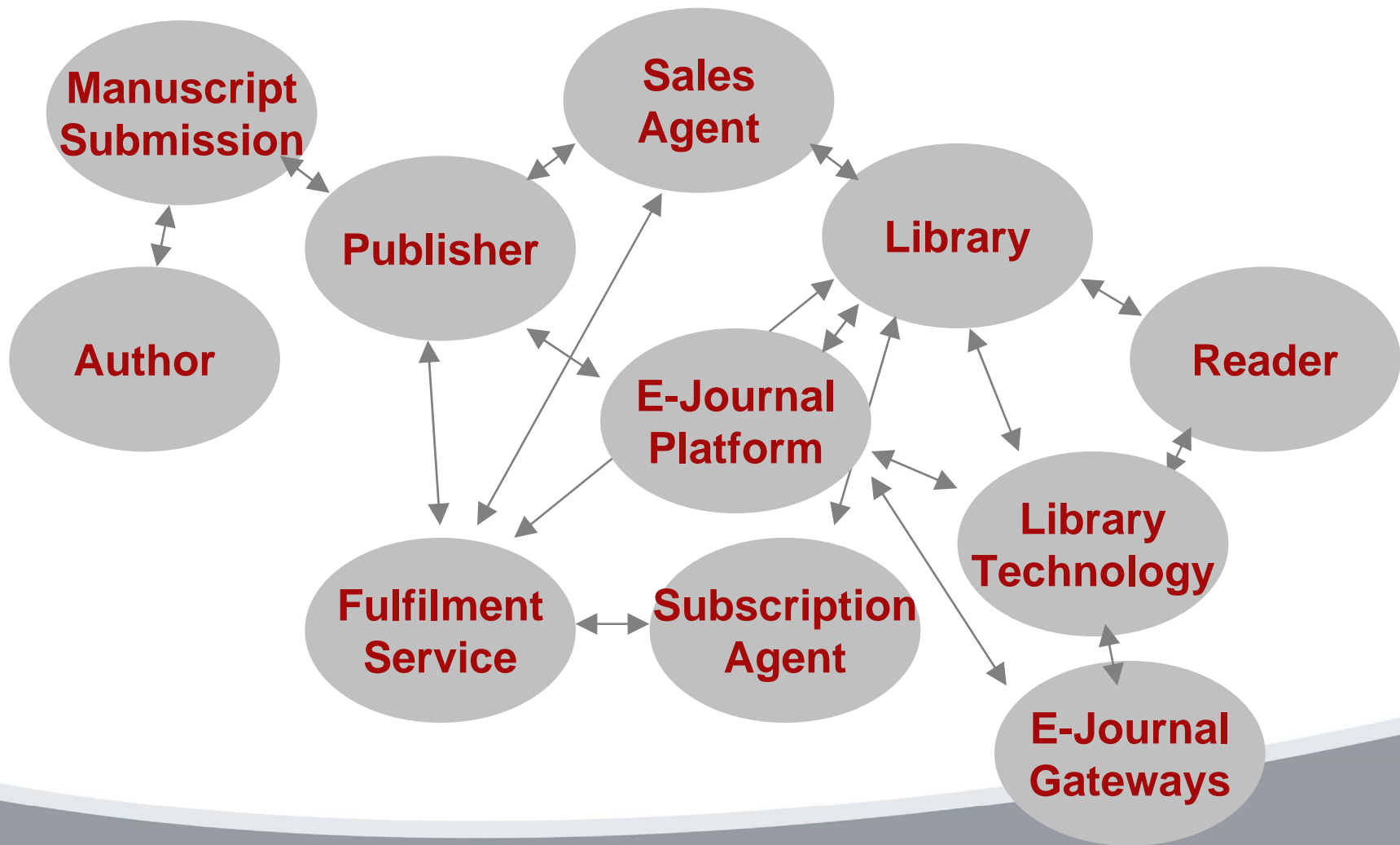
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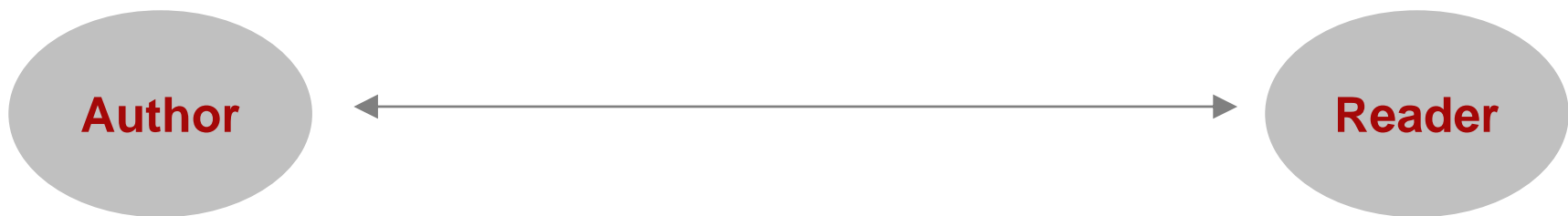


We are all intermediaries

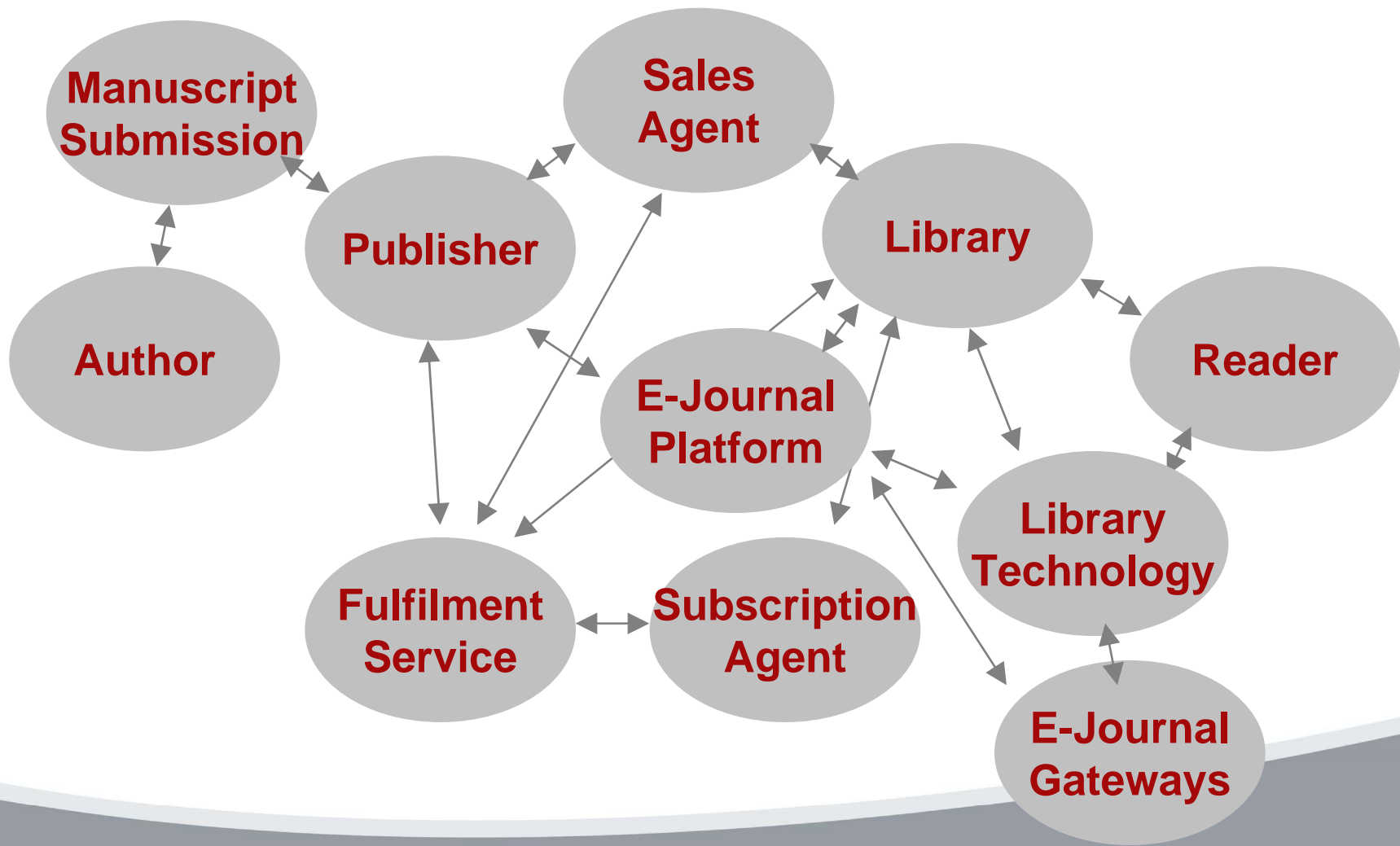




We are all intermediaries



We are all intermediaries

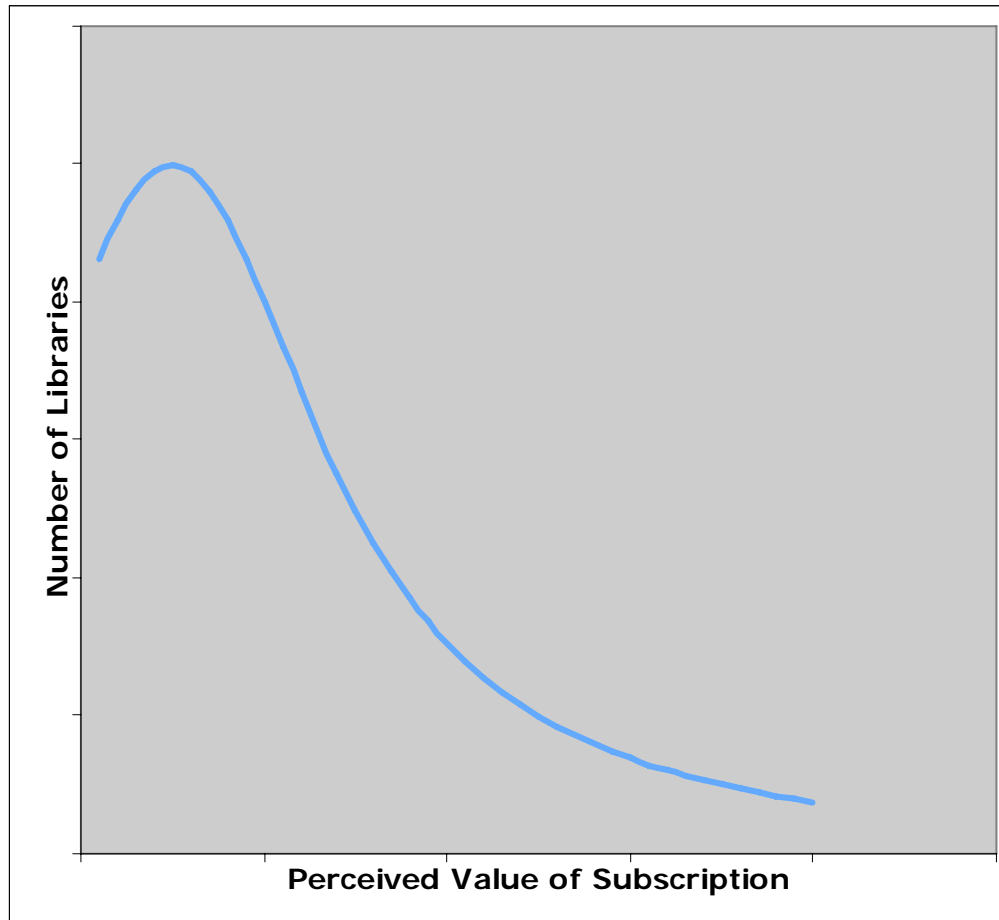


Where did they (we) all come from?

- Let's look at just three:
 - Sales & purchasing agents and organisations
 - E-journal gateways
 - Library technology

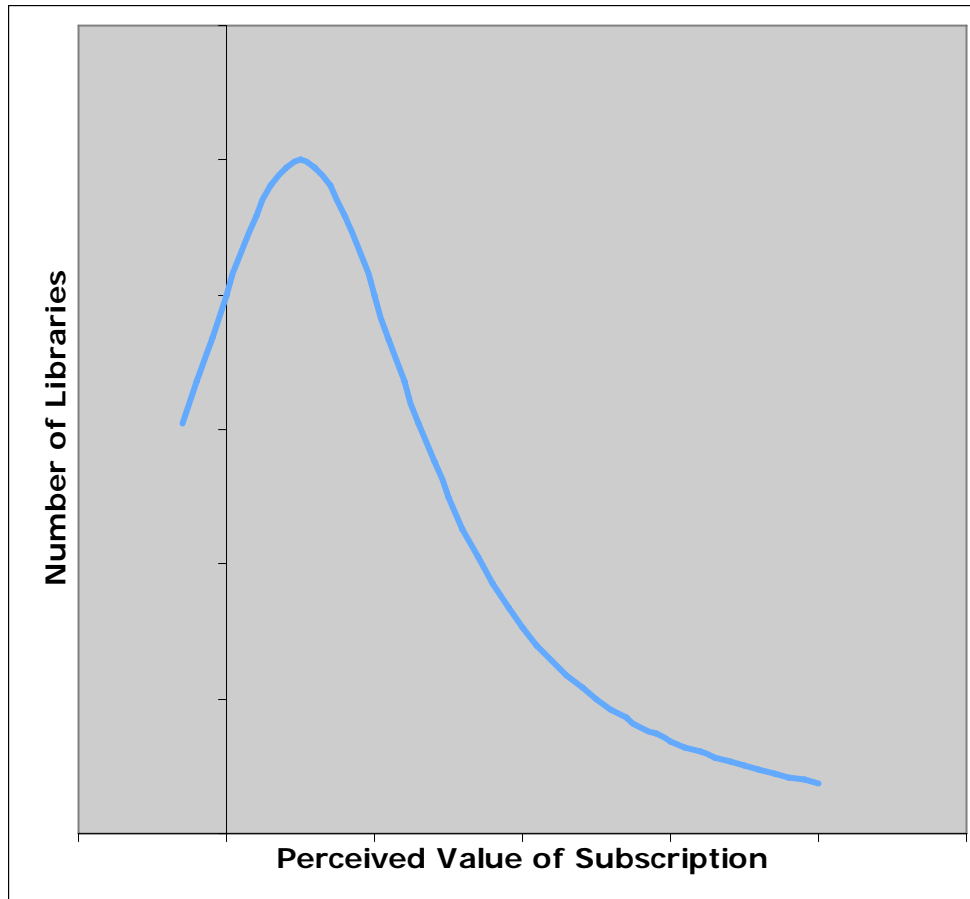


Value of Journal

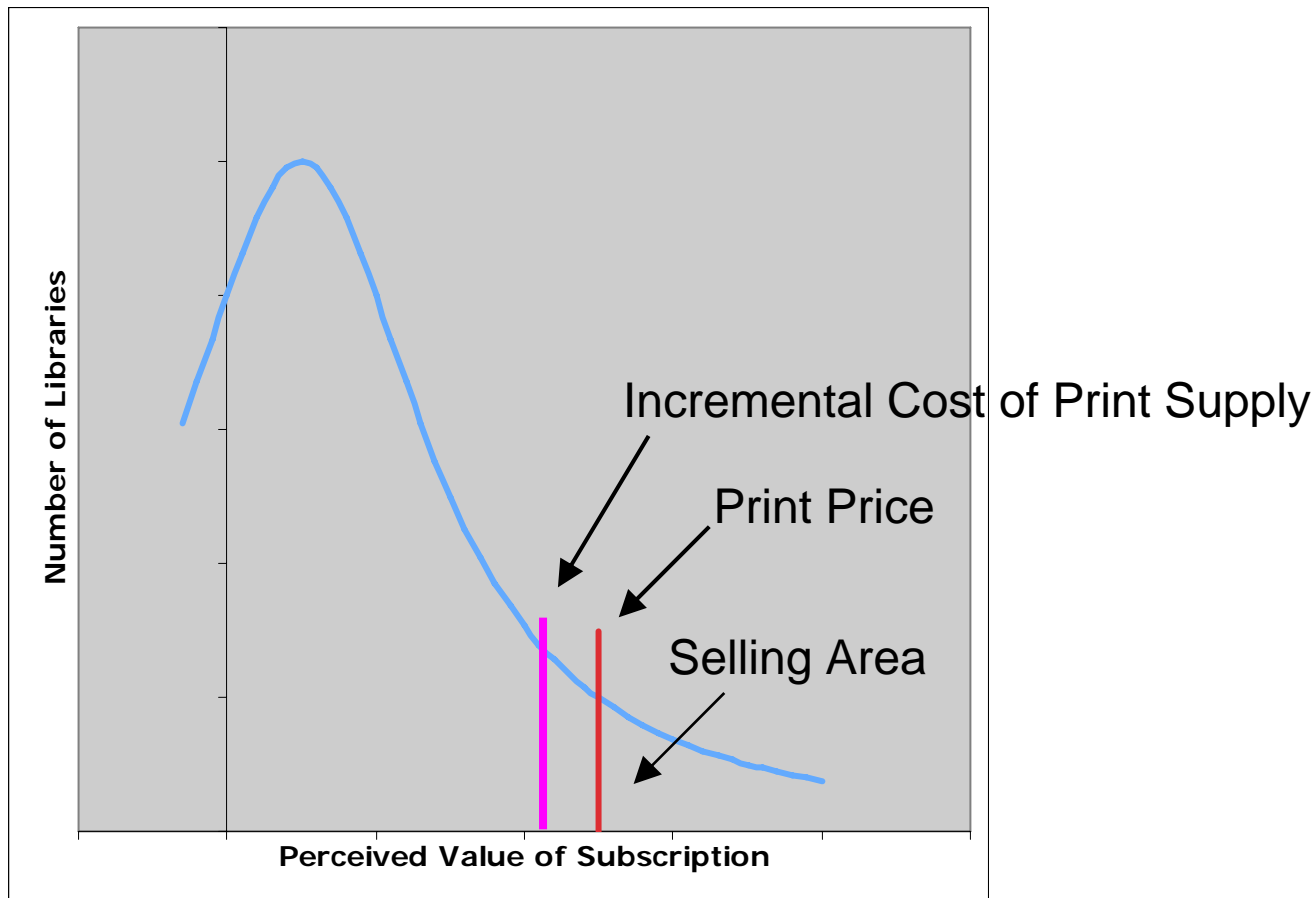




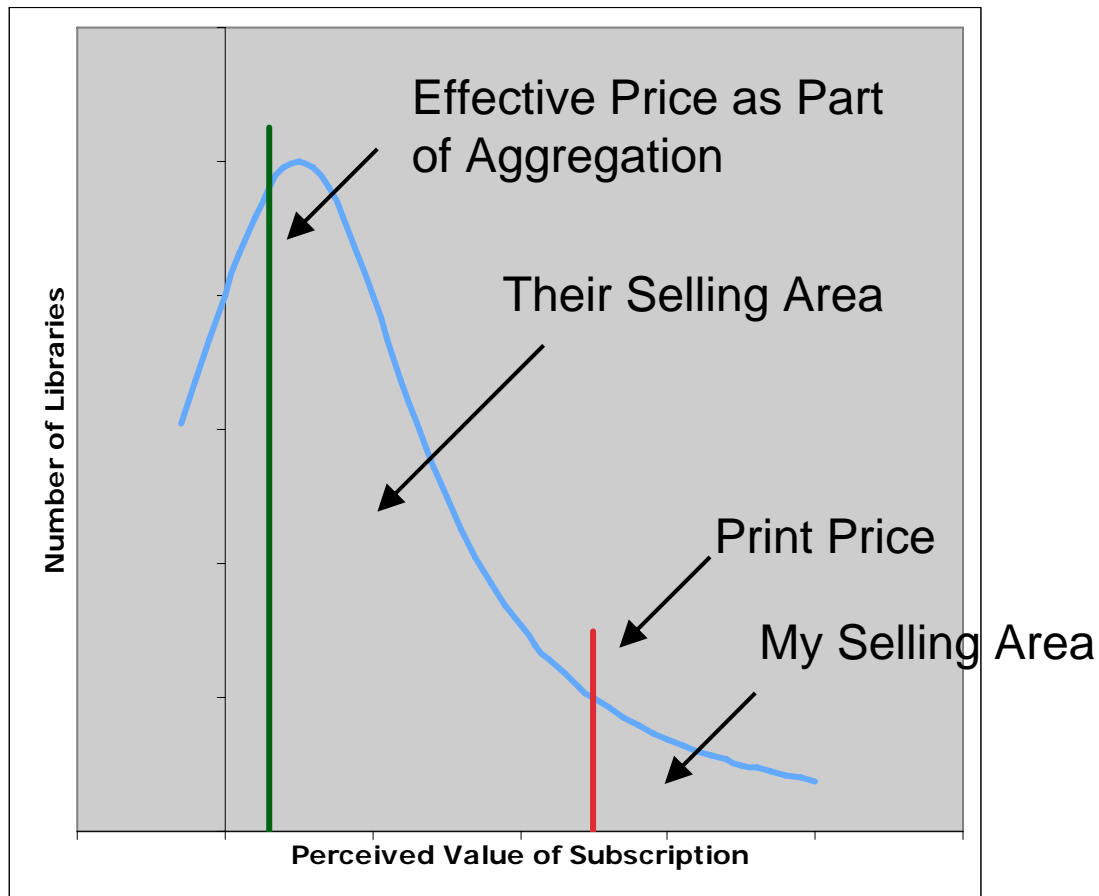
Value of Journal



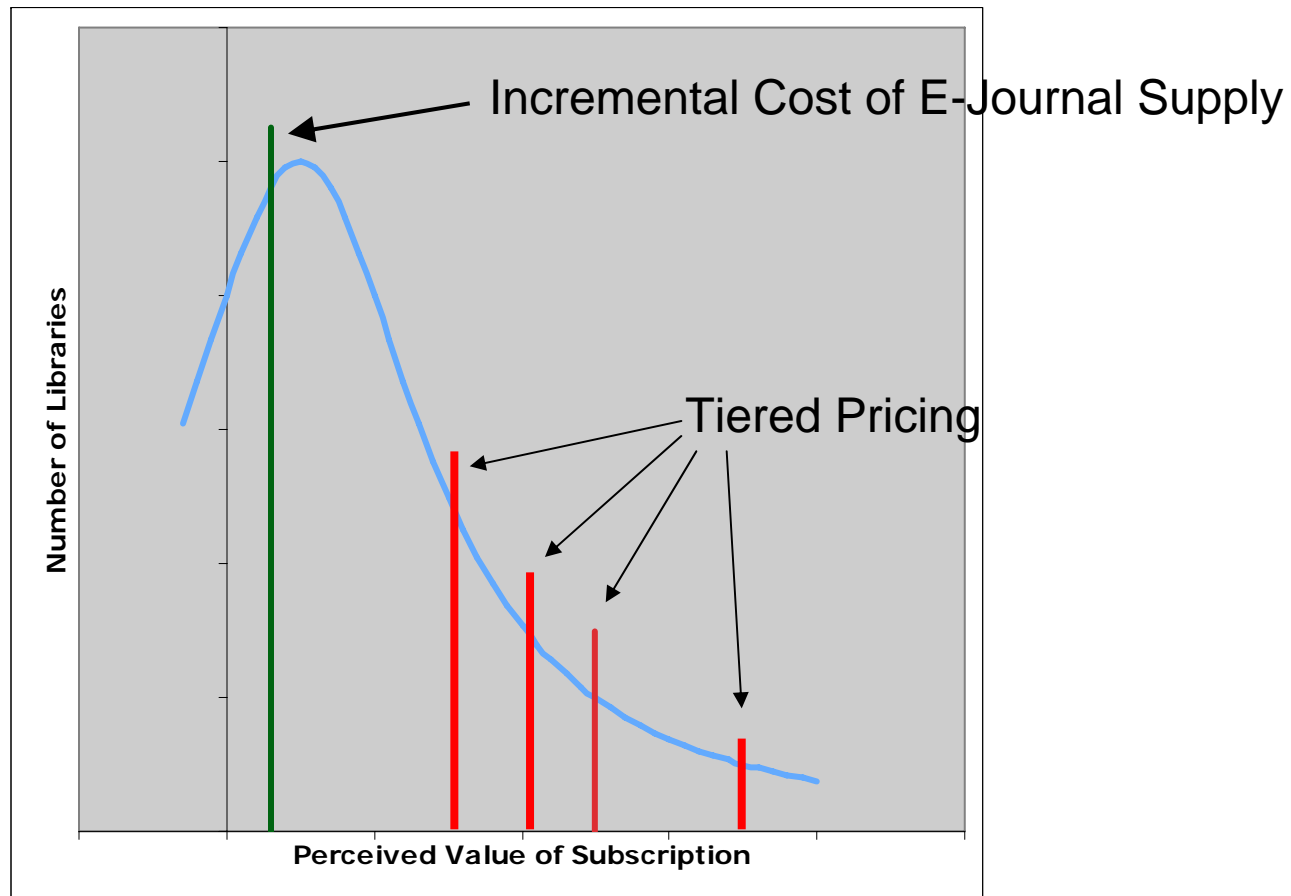
Value and Print Price



Aggregated Databases

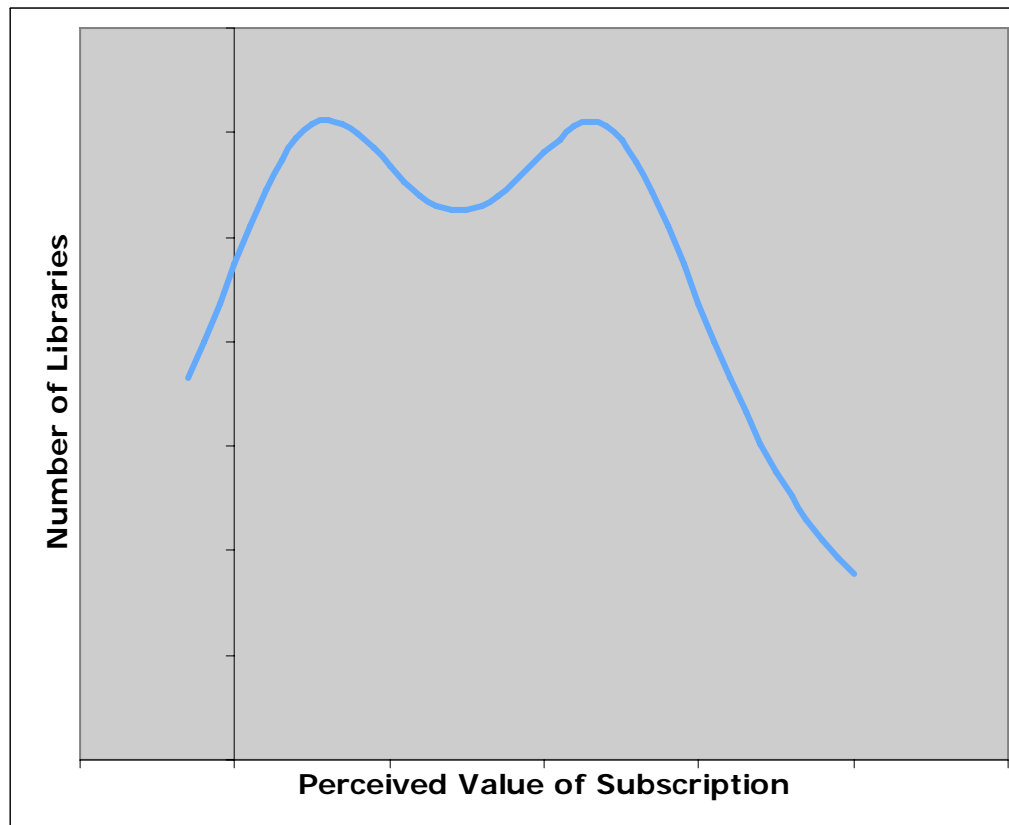


E-Journals





Value in multiple subjects





Needing to negotiate

- Publishers moved into closer librarian contact to maximise sales
- Subscription agents tend to be marginalised from negotiation
 - Agents still play a role, however
- New businesses emerge to represent publishers and sell on their behalf



New Players in Selling

- Larger publishers employ their own sales staff
- Smaller publishers share resource through new intermediaries:
 - PCG
 - Accucoms
 - Burgundy
 - David Charles



New Players in Buying

- Library consortia
- Outsourced buying/negotiation:
 - Content Complete



Packages for Consortia

- ALPSP
- Highwire negotiations in China

Intermediaries in Delivery





More Intermediaries in Delivery





Existing products that became gateways



Existing organisations that developed gateways

[sic]



the world's becoming
swetswise



New gateways

Google™

ingentaconnect



Journal platform providers



ingentaconnect

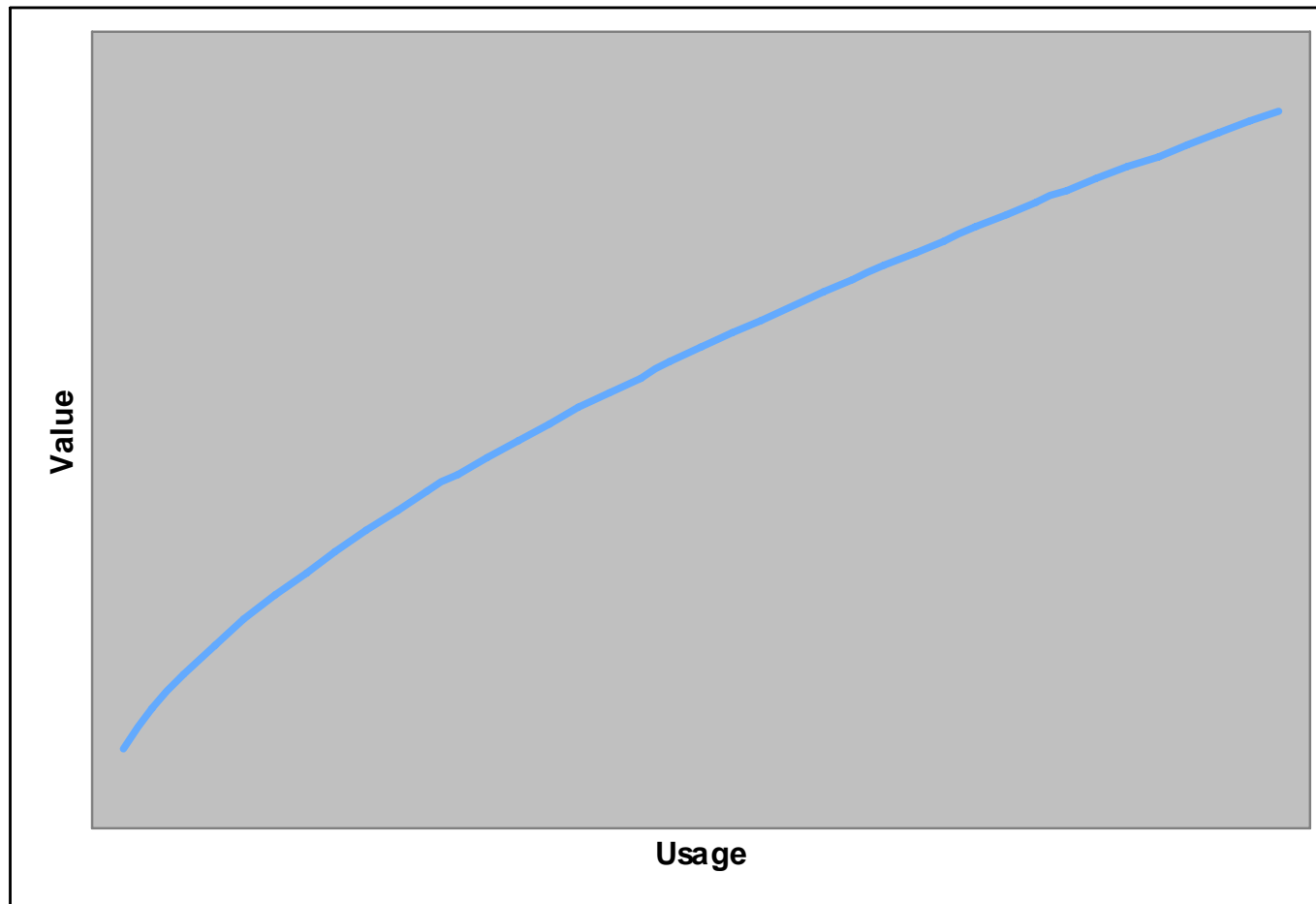


Library technology providers





Value and Usage





Gateway benefits for readers

- Some have some quality measure or filter
- Improved search through control language
- Knowledge of subscriptions
- Indexes critical mass of literature



Library technology benefits

- Link servers and knowledge bases
 - Show users which of several incarnations of a piece of content the library subscribes to, thus allowing them to navigate with certainty to content that they can actually read



Library technology benefits

- Federated search
 - Allows librarians to present their patrons with a single search interface that searches the library's preferred resources, such as professional A&Is and reduce (particularly students') reliance on Google
 - BUT
 - Tend to be slow and students still tend to use Google



Conclusions

- All intermediaries make a net contribution of value to the chain
 - If they didn't, they wouldn't exist
- The two key areas for new intermediaries have been in
 - E-journal licences/sales/buying
 - End user navigation