

ASIDIC newsletter

No. 93, Spring 2007

ASSOCIATION OF INFORMATION AND DISSEMINATION CENTERS

Spring Meeting Held in Orlando New Member Benefits Early Registration Discount for Meetings Now Available

ASIDIC's Spring meeting on March 11-13 in Orlando, FL was stimulating, challenging, and enjoyable. The 56 attendees heard a technical program entitled "Getting it Right: Building Content Services that Succeed in Transforming Markets". **Mike Mahoney** (NERAC) and **John Blossom** (Shore Communications) were Program Co-Chairs. **Deb Wiley** (Next Wave Consulting) was Local Host. A summary of the program appears below. On Monday evening, attendees enjoyed a tour of the Orange County Regional History Center, followed by dinner in the old courtroom.

New benefits for members were announced at the meeting (see below). Meeting registration fees have been adjusted to include a new discount for early registration.

MARK YOUR CALENDAR

August 10: Early Registration Discount Ends
September 9-11: Fall Meeting, Arlington VA
September 9: Members-only Session
March 9-11, 2008: Spring 2008 Meeting

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ASSOCIATION NEWS

Committee Reports

Treasurer and Finance: ASIDIC Treasurer **Mike Walker** (NewsBank) reported that ASIDIC's financial condition remains good, but there is concern that meeting attendance has been declining, which will inevitably impact finances. **Jay ven Eman** (Access Innovations), Finance Committee Chair, concurred.

Member Benefits: **Iris Hanney** (Unlimited Priorities), Chair of the Member Benefits Committee, announced that Information Today, Inc. (ITI) has graciously agreed to provide a 10% discount on all of its publications and conference registrations, except for its flagship publication, *Information Today*, for which the ASIDIC discount will be 50%. The discount applies to all employees of a member organization. This is a very significant and generous benefit, and along with the subscription to *Outsell's Insights* newsletter (formerly known as *OutsellNow* and before that, *EBriefs*), greatly enhances the benefits of membership in ASIDIC. Instructions on how to obtain the ITI benefit have been e-mailed to all members.

Special members-only sessions will be held at future meetings. **Barry Bealer** (Really Strategies, Inc.) is arranging the first one, to be held at the Fall 2007 meeting.

Membership: **Barry Bealer**, Membership Committee Chair, reported that four new members have joined ASIDIC—see the list below.

Standards: Standards Committee Chair **Drucilla Ekwurzel** (American Economic Association) reminded attendees that a major standard revising the Dublin Core elements is underway, and anyone wishing to receive alerts or make comments on pending standards can contact her by e-mail at ekwurzel@econlit.org and request to be added to a mailing list to receive further information

Sponsorship: **Carolyn Finn**, ASIDIC President thanked the three organizations that generously contributed sponsorship funds to this meeting. They are listed in this Newsletter.



Fall 2007 Meeting

The Fall 2007 meeting will be held September 9-11 in Arlington, VA at the Westin Arlington Gateway Hotel. Program Chair is **David Myers**, and Local Host is **Iris Hanney** (Unlimited Priorities Corporation).

Mark your calendar now and plan to attend this highly relevant and important meeting!

Fall Meeting Theme

The Fall Meeting theme is "Trends, Tactics and Truths in the Information Industry". The future direction of the Information Industry may not be as clear and evident as it may seem. The ASIDIC Fall Meeting will look at the big picture of the Information Industry and where is it headed, backed by evidential data, surveys and research. Industry leaders will discuss real-world strategies and lessons learned from those actually trying to be at the forefront of the trends. But beyond that, we will uncover what is really happening out at the frontier and hear the real truths— what worked, what didn't work, and the rest of the story.

Special Members-Only Session

As one of the benefits of membership in ASIDIC, a special Members-only session will be held at the Fall meeting on Sunday, September 9, from 3 to 5 PM. Barry Bealer is arranging the program entitled "Stone Age versus New Age (an industry feud!)". Print versus online, Listservs ver-

sus blogs—A generation gap. Come listen to both sides of the story when two panels comprised of “Stone Age” and “New Age” leaders feud over the reasons why you cannot ignore their domain. In many traditional information companies today, print revenue still dominates. On the other hand, startups and non-traditional information companies are ignoring “traditional” revenue models and are now pushing the envelope of business models and collaboration. The lines have been drawn. Now come and witness the face-off. Who will advance to the bonus round???



New Early Registration Discounts

Meeting registration fees have been adjusted to provide for early registration discounts. The Member registration fee is now \$400, and the Non-member fee is \$595. Anyone registering for the Fall meeting on or before August 10, 2007 will receive a \$75 discount. Other meeting fees are unchanged. **Be sure to register early**—don’t miss out on this significant discount!



Elections

Elections will be held at the Fall meeting to fill expiring terms for President and one Member-At-Large. The Nominating Committee consists of **Miriam Drake**, (Georgia Tech), Chair, **Kevin Bouley**, and **Jay ven Eman**. For further information, send e-mail to Miriam Drake at mdrake@bellsouth.net.



New ASIDIC Treasurer

Mike Walker (Newsbank) has resigned as ASIDIC Treasurer after six years of service on the Executive Committee. Three of those years were as Treasurer. His replacement is **Tim Ingoldsby** (American Institute of Physics).

Spring 2008 Meeting

The Spring 2008 meeting will be held March 9-11, 2008 in Las Vegas, NV. **Randy Marcinko** (Marcinko Enterprises) will be the local host.



President’s Column

By Carolyn Finn

ASIDIC made great progress since our September meeting in introducing new member benefits, including discounts for all Information Today, Inc. publications and conferences and a new Members-only session that will commence at the September 2007 meeting in Arlington, VA. Thank you **Tom Hogan Jr.** of Information Today, Inc. for your generous support of ASIDIC. Thank you also to ASIDIC Executive Committee members **Barry Bealer** of Really Strategies and **Iris Hanney** of Unlimited Priorities for exploring and arranging these member benefits.

I would also like to acknowledge the efforts of our outgoing Treasurer, **Mike Walker** of Newsbank. Mike has served as ASIDIC Treasurer for over three years, with a total of six years of service on the Board. Thank you Mike for your many contributions. **Tim Ingoldsby** of the American Institute of Physics is our new Treasurer. Tim will take over responsibility for keeping ASIDIC legally fit and fiscally trim.

ASIDIC held its Spring 2007 meeting in Orlando, FL at the Westin Grand Bohemian Hotel. **Deb Wiley** of Next Wave Consulting was our Local Host. **Mike Mahoney** of NERAC Inc. and **John Blossom** of Shore Communications Inc were Program Co-Chairs. Thank you to Deb, John and Mike for thinking out of the box to make this meeting successful and thoroughly unique. I would also like to thank **Reid Conrad** of Near-Time for donating wiki space to ASI-

DIC which allowed us to communicate and track meeting planning progress. Mr. Conrad has generously agreed to continue this wiki service for ASIDIC going forward.

The Spring Program entitled “Getting it Right: Building Content Services that Succeed in Transforming Markets” explored the opportunities that technology offers to empower customers and expand business. Thank you to our keynote speakers **Joe Wikert** of John Wiley & Sons, Inc. and **R. David Lankes** of Syracuse University and the Information Institute of Syracuse and to all our moderators, speakers, and sponsors. The meeting was a great success. First time attendees made up about one-half of total audience. Attendees participated enthusiastically in discussions and debates about leveraging new tools and technologies to advance the customer experience.

Call for Sponsors: Sponsorship opportunities are still available. Anyone interested in sponsoring the Fall 2007 meeting, please contact the ASIDIC Secretariat at info@asidic.org

See you in Arlington in September!




New Members

ASIDIC welcomes the following new members:

Information House Research
215 E. 15th St.
New York, NY 10003
Phone: 212 946-4352
Representative: Steve Greechie

Near-Time, Inc.
1289 N Fordham Blvd Ste A-410
Chapel Hill, NC 17514
Phone: 919 612-8003
Representative: Reid Conrad

Newstex, LLC
10 Potter Hill Drive
Guilford, CT 06437
Phone: 203 453-0189
Representative: Larry Schwartz

Nstein Technologies
75 Queen St Suite 4400
Montreal, QC H3C 2N6, Canada
Phone: 514 908-5406
Representative: Michael Chiz

William S. Hein & Co., Inc.
1285 Main St.
Buffalo, NY 14209
Phone: 716 882-2600
Representative: Daniel P. Rosati



TECHNICAL PROGRAM SUMMARY

Note: For more detail on those summaries for which "PowerPoint Presentation Available" is indicated, see the Final Program at <http://www.asidic.org/spring07.htm> and click on POWERPOINT SLIDESHOW.

Introduction

Publishers are facing a world that blends content and technology services with contributions from individuals and institutions into powerful new contexts that are changing how their markets use and pay for their products and services. These changes are forcing content companies to change their ideas of how to make money in publishing faster than ever before. At the Spring ASIDIC meeting, speakers considered the following issues:

- Where will the major publishing houses make more money—from technology integration, user communities, media channels or licensing?
- Are content technology companies becoming more powerful agents for creating publishing value than publishers themselves?
- Are users empowered to create, collect, organize and distribute content in individual and collaborative environments creating the most valuable content and context of all time?
- Are media companies that are trying to create more value for their audiences through enhanced data and community services becoming major competitors to enterprise-oriented publishers and content services companies?
- What is the most effective electronic content packaging for balancing control and user-driven distribution?
- How are value-added products and services creating a whole new definition of what it means to be a publisher today?



KEYNOTE ADDRESS

Change in the Publishing Business: From Licensors to Solutions Providers for Media and Enterprise Markets

Joe Wikert

VP and Executive Publisher, John Wiley & Sons, Inc.

PowerPoint Presentation Available

A very important question that is being ignored by too many publishers is, "How are major publishers and aggregators moving from being licensors to solution providers spanning media and enterprise markets?" The newspaper business is a prime example: how long has it taken them to recognize the influence of sites like Craigslist? What will it take in the print publishing business to change its perspective?

Blogs are one significant influence on publishing and illustrate what can happen: blogging can be a very refreshing business and because blogs connect their authors to a worldwide audience, contacts and inquiries can be very stimulating. The immediacy of updating a blog is especially important for a technology publisher.

Popular publishing myths are:

- Print is dead (but it might not be our first choice of a source for answers),
- Copyright is obsolete, and
- Publishers will have less relevance in the future.

To succeed, publishers must consider three critical questions:

1. What is your "Google solution"? Is Google your friend or foe? Do you work with them or against them?

- Will Google be a leader forever?
2. How are you evolving in your customer relationship? Are you establishing more direct contact with publishers?
 3. How are you fostering development of and contributing to the overall community ecosystem? Are you content to be viewed as an old-fashioned publisher who only controls marketing and distribution? If that is true, you are dead (even though you may not know it yet).

The publishing model must be changed so that information is available to the user when desired, and one can drill down when more details are wanted. This involves a major philosophical change: content elements must be broken down into their smallest pieces. Metadata assumes a new importance.

The following six rules will govern content providers in the future. Publishers must:

1. Overhaul their content acquisition and development processes,
2. Focus on their existing brands and building or acquiring new brands for the future,
3. Extend and embrace the community and embed themselves in it,
4. Focus on attracting only those authors with strong audience platforms,
5. Show their commitment to offering content on all presentation platforms, and
6. Become more comfortable and aggressive in introducing and leveraging advertising into the revenue model.

For further information and to become involved in discussions on these issues, visit Wikert's blog at <http://jwikert.typepad.com>.



Getting Search Right for Premium Content

Live Search and Premium Content

Mike Buschman

Program Manager, Live Search Academic,
Microsoft Corporation

PowerPoint Presentation Available

Windows Live Search was launched in December 2006. Its mission is to deliver the most relevant internet search results. However in many cases, the goal is not being met. Almost half of all queries are not answered to the satisfaction of users because the public crawlable Web contains only a small part of the world's information.

The Windows Live Book Search Library Program is focused on scanning and indexing out-of-copyright content at leading libraries around the world, and the Windows Live Book Search Publisher Program enables rights holders to submit in-copyright titles for inclusion in the Live Search index.. Three different "preview rights" allow publishers to specify which content and how much of it will be delivered to the user. A variety of publisher branding, promotional, and commerce opportunities are also available.

Live Search Academic, launched in April 2006, is designed to help students, researchers and university faculty conduct research across a spectrum of academic journals. It is a cooperative effort between Live Search Academic, industry associations, and leading academic and scholarly publishers and Live Search Academic contains over 23 million articles from over 30,000 journals.

The Live Search family of products incorporates searching and visualization and user ratings with documents in a single integrated search results screen. It is also integrated

with Nature Publishing's Connotea service, allowing searchers to tag the results of their searches. This is an example of the future of electronic research: incorporate social aspects, add value through live documents, and let the users rate the results.



Transforming Knovel's Library Services

Sasha Gurke

Sr. VP, Knovel Corporation

PowerPoint Presentation Available

Knovel was started in 1999 to produce interactive books. Books have a lot of value, but they needed more. Some content should be interactive to enable users minimize the amount of reading they must do to get the most relevant information from books. So the idea was to transform a book into a reference database.

Every electronic book publisher suffers from lack of usage, and there is an especially low penetration of electronic books into the corporate world. The content must be divorced from the format by putting the content into XML and storing it in a relational database. This will allow us to give answers to our users and also employ new pricing models. Text can be tagged with metadata (one challenge for Knovel is to determine who should do it) allowing more precise retrievals. As a result, the average time that a user spends on a book on Knovel's system is 10 minutes.



Adding Value to Open Scholarly Content

Gabriel Weaver

Tufts University Perseus Project

PowerPoint Presentation Available

Tuft's Perseus Project is focused on the humanities. The project's static content is freely available, but a dynamic version is also accessible using the Canonical Text Services (CTS) protocol, which allows associations to be made between content both

internal and external to the project. Using CTS, one can refer to all parts of the text, even a single character. A CTS URN can be thought of as a syntax for a "new and emerging content delivery mechanism" in which the content can be broken down into its separate parts, each of which can be manipulated separately. The associations add context to the underlying content and increase our understanding of it. The value of the content can be increased even further by connecting the structured data with external services such as search engines. CTS thus becomes a value-added service for referencing and retrieving text.



User Generated Content and Social Software in Science Publishing

Joy Moore

Publisher, US Academic Journals,

Nature Publishing Group

PowerPoint Presentation Available

The many-to-many capabilities of the Web have opened new ways of communication. New self-publishing models are having a large impact and are providing ways of sharing content and maintaining renewable resources.

The Nature Network was launched over a year ago as a platform for users to interact with each other on Nature's Web site (see <http://network.nature.com>). Forums, groups, blogs, job listings, etc. are available. The developers did not know what people would do on the site and are pleased with the response. Local versions of the site cover news; job listings proved to be a driver to get local advertisers on the site. People are happy to register and become part of the community of over 700 users. Nature Publishing also has an island on Second Life (called Second Nature!).



Social Media and Web2.0

Josh Hallett
Hyku, LLC

We can do something on the Internet that we have been doing for thousands of years: talk and interact. Does it matter who creates the media for this? Power lies in being part of a community and finding other users with interests common to yours. The developers of MySpace recognized this and have become leaders; over 385,000 users were recently added to MySpace in a single day. This concept has spread to other communities. For example, there is a community of dog owners, Dogster, which is a “MySpace for dogs”. 60% of teens with Internet access are creating new content and expect to be part of the process.

Traditional publishers want to build a community like a “walled garden”. Why not use what is already out there. If it is tagged properly, people will find it. For example, see Nikon’s stunning gallery, a stream of Nikon photos from Flickr. Nikon gave new cameras to 16 top photographers and put their photos in the gallery. In another example, the *Orlando Sentinel* has 200 bloggers who get unlimited space for their writings. Their comments are incorporated into news articles. Control of this type of content is by the participants, not by directive. Your perception changes because you know the authors. The publisher becomes part of the community, gets respect, and is able to find new markets. As long as the content is compelling, people will read it.



KEYNOTE ADDRESS

Developing an Open Infrastructure for the Greater Good

[PowerPoint Presentation available at
<http://quartz.syr.edu/rdlankes/Presentations/2007/ASIDIC.pdf>]

R. David Lankes

Director, Information Institute of Syracuse
and Professor, Syracuse University

Knowledge is created through conversation, the end of which may be an artifact. Organizations, countries, and societies can have conversations. Libraries have become obsessed with documents (artifacts). People want tools, systems, databases, etc. that allow participation and conversation and give them a voice. Users are attracted to participation, and Web2.0 tools facilitate this. Recent examples show this: MySpace has come to dominate its market as other systems (i.e. Geocities) have dwindled. Wikipedia usage has soared as Encarta’s has crumbled. Wikipedia exposed a desire by users to do group editing. Users do not define credibility by source; they go from one source to another to verify the information they want.

Participatory databases expose and acknowledge existing conversations and break down barriers to new conversations. People want a voice; they want to vote and discuss your content. If you do not cooperate or put up barriers, they will simply create another site with access to the same audience. No item exists in a vacuum; each one is a data point in a large conversation: “more like this” links are therefore very popular.

Library catalogs are actually inventory systems and are quite different from Amazon which is building a community that sells books. Do you have the equivalent of Page Rank in your catalog? If not, you are simply capturing artifacts. We are in a massive scale world that is generating 16 terabytes of

data a year. We must make sense of all that information and we must concentrate on a series of functions like wikis, not simply because other people are going it, but because they will promote finding and displaying information and having conversations about it. Libraries must be where the conversations are and find ways to be part of them rather than just repositories of “static” content. By building participatory systems, you gain value from user input and gain user loyalty by being part of their environment.



Getting Context Right: Balancing Professional and User-Generated Indexing

Empowering Interactive Publishing
Reid Conrad, CEO, Near-Time, Inc.
PowerPoint Presentation Available

Traditional forms of collaboration and publishing have become too restrictive. Communications and content among publishers, authors, subscribers, employees, contractors, consultants, clients, prospects, suppliers, partners and the Web itself are coming together. Near-Time, founded in 2003, is a hosted Web2.0-based new media platform for creating, sharing and publishing unstructured content. It delivers collaborative integration between public and private systems— intranets, extranets, and the open Web—in a hosted, secure environment.

Wikis are truly interactive documents for a large audience. Collaboration becomes publishing, and as applications get larger, the use of tags and metadata becomes more important. Most platforms support categorization and tags; using both gives a richness and diversity of content. They shape direction based on a context model, which will evolve.



Getting the Packaging Right: The Emerging Role of E-books in Content Marketing

*Denise Nason, Sr. Sales Executive, Safari
Books Online*
PowerPoint Presentation Available

Safari Books, a joint venture of O’Reilly Media and Pearson Technology Group, launched its e-reference library in 2001. The library is a market leading, exclusive online database of fully searchable authoritative information and contains nearly 5,300 books plus articles, Rough Cuts, Short Cuts, unpublished articles, video, and more. Safari has more than 33,000 individual subscribers, 1,900 enterprise customers, and 1,000 universities using its service. According to Tim O’Reilly, CEO of O’Reilly Media, “Safari reflects my long-term vision to change the world by capturing and disseminating the knowledge of innovators. We are not just about computers or computer books. We are really about solving information problems.”



Sasha Gurke, Sr. VP, Knovel Corporation
PowerPoint Presentation Available

Knovel now offers the content of over 1,000 premium e-books covering 18 major subject areas in the science, technology, and medical disciplines. The system is fully interactive and searchable and provides advanced features such as graphing and calculations. Searching is both full text and fielded; chemical structure searching is available, and results are relevancy ranked. The next generation of the Knovel Library is under development. It will provide 50% more content, new subject areas, and improvements to the search process.



Marge Gammon

Division VP, Library and Publisher Services, netLibrary (a division of OCLC)

PowerPoint Presentation Available

The role of the e-content aggregator is to collect diverse content from diverse publishers and offer it to users on a single platform with one interface and one search engine. netLibrary has aggregated over 130,000 e-books, 6,600 e-journals and 5,000 audio books. Electronic resources today come in many different “containers”, and in many formats. The vision of tomorrow is that the container becomes meaningless.

Panel Discussion

Denise Nason (DN)

Marge Gammon (MG)

Sasha Gurke (SG)

DN	What is the future of e-books? Is the jury still out? The reference model is exploding, and we cannot keep up with sales. When the e-book content is worthy and the packaging is right, they will be well accepted. Content selection and continuous updating are key; we cannot continue to be “cover constrained”.
MG	Information technology and computer sciences are the strongest titles. Any subject changing rapidly is also appropriate for an e-book. The average session length on netLibrary is 15 minutes, and average reading time in a book is 8 minutes. Nobody reads online; e-books are used for looking up answers to questions and solving problems.
SG	Branded content is important. We have seen a large increase in usage and have been experimenting with usage-based royalty models. Such pricing will entice publishers to give us more first-tier content; some of them still will not allow us to distribute their premium content. Engineers

	will not trust a book without references, but they will trust an established reference work. Even though a work as a whole may be ranked low in popularity, some tables within it are heavily used. We need to find ways to build communities around the data to increase its value.
MG	We were only able to build a substantial catalog by mimicking the print model. Most publishers still depend on sales of printed books; we must convince authors that the subscription pricing model is a good one. Publishers see e-books as a new market opportunity so they have started putting rights approvals in their contracts; they. Usage reporting is very important; publishers want detailed information.
SG	Some of our customers say that standardized reporting is acceptable; others want more detailed reports. Delivering reports can become a business! We need better standards. We also need strong customer support because interfaces are not as intuitive as they can be.



Getting Analytics Right: The Role of Value-Added Functionality in Publishing

Transforming the Future of Search with Visualization

Greg Merkle, VP, Product Design, Factiva
PowerPoint Presentation Available

Users want help with searching, and they want to know about the results they retrieve. Spell checking, auto complete, and similar tools help with searching, and exposing the metadata helps in understanding the results. Today’s digital natives have not been trained in Boolean searching, but they

can relate to visual displays of results. For example, histograms derived from metadata can show the occurrence of terms, record types, and sources—what is in a result set. It is even possible to dispense with the search box once the initial results have been retrieved; the user only needs to click on a data point to see the results. (For examples of searches using these visualization techniques, see the PowerPoint presentation.)



Dan Rosati, William S. Hein & Co.
PowerPoint Presentation Available

Hein is a small legal services company that has been providing services to law libraries for 35 years. It began in the 1970s providing microfilm and microfiche, and progressed to CD-ROM in the 1980s and Hein Online in the 1990s. The online system was developed based on customer feedback; the main lesson that Hein learned is that format matters. The online system now has 20 content collections (libraries) of documents and is completely image-based.



Ali Jepsen, VP, Infopi, Inc.
PowerPoint Presentation Available

We must know our customers—what they do and how, so we need to go and watch them at work. Why should we do something ourselves if somebody else is doing it better? Mashups allow us to be creative and flexible. We must not reinvent the wheel but instead make applications flexible and modular. Premium publishers have missed the mark with today’s younger generation. Context is content, and Google figured this out a while ago.



Getting Technology Partnerships Right: The Changing Role of Content Technology Providers

(Panel Discussion moderated by Barry Bealer, Really Strategies, Inc.)

- Frank Bilotto (FB)*
 VP, Publishing and Business Solutions, Muse Global, Inc.
- Bill Veiga (BV)*, VP, Business Development, Mark Logic
- Jabin White (JW)*, VP, Product Development, Silverchair Science + Communications

Has technology adoption by publishers been conservative or aggressive?	
JW	In STM, adoption is conservative, but it is slowly becoming aggressive.
FB	We must educate our clients because nobody wants to be first or last. Publishers are very conservative, so they must be educated.
JW	We must have quality products. Publishing used to be an easy and predictable business.
If technology companies only understood [...], relationships would be much better. (What do you think goes in the blank?)	
All:	Our needs. Customer needs. Political actions in companies to prove the technology is good. How hard we are working. Pricing policies. Interoperability. Threats to existing workflows and staff.
JW	Technology providers do not understand the publishing business.
BV	We are working with publishers to help them change their business models. Technology companies are becoming service providers.
If publishers only understood [...], our partnership would be better.	
FB	Is it the publisher’s job to under-

	stand our business? Why should they understand technology? I am there to help them solve their problems.
JW	With the right application of technology, they could make better products.
BV	What we do with other publishers so that we can help their business.

It is important for technology vendors to understand the value proposition. What are you actually paying for?

Some general observations about the partnership between technology providers and publishers:

- Technology providers do not know the publishing market and how fast it changes.
- Sales people know how to sell, but they do not know the details of their product and how it scales.
- Technology providers are unwilling to invest in partnerships with publishers. The sale is only the beginning of the process.
- Products change between the sale and implementation, which will cause problems.



Getting Monetization Right: Blending Models for Online and the Enterprise

Patrick Spain, CEO, HighBeam Research
PowerPoint Presentation Available

HighBeam is a paid online service with 45 million premium articles from over 3,000 magazine, newspaper, and newswire sources. It charges \$100/year or \$30/month for access and serves individuals. Its related service, Encyclopedia.com, contains 250,000 reference articles from Columbia, Oxford, Britannica, and other encyclopedias,

accompanied by 4 million free articles from several hundred magazines, newspapers, newswires, etc. Supported by advertising and free to users, Encyclopedia.com provides an introduction to HighBeam.com.

A blended model mixing premium content and ads is tricky, but it may be the best business model for content providers because it provides diversity. Don't put all of your eggs in one basket. However, when HighBeam blended premium content and ads with free content, the result was a disaster because it did not maximize advertising revenues and convert users of the free site to paid subscribers. Putting the free content on a separate web site to promote and get paid content articles indexed is working well. Ads on paid content sites are not a problem, although there is always balancing to do when you are using it to acquire customers. Users prefer free content but not yet, in our case, to the point where we make the same from free as paid content. It is important to put the free content high on the page—the deeper people go into the site, the more likely they are to pay for the content.



Blending Advertising and Premium Content Sales Models

Brad Warnick
 VP, Products and Technology, ECNext, Inc.
PowerPoint Presentation Available

ECNext enables publishers to answer the question, “Who else can use our content?” It disassembles and repackages content, creates and manages web sites, markets content through search engines, and helps publishers to monetize their content sales and advertising revenues. Publishers are able to attract a wider range of users. People are finding information online and may not use it for traditional purposes.

Blending free and paid content enables a producer to serve the needs of a diverse Web

audience. This is done by breaking large masses of content into smaller ones to increase its appeal to a Long Tail audience and provide marketing leverage. It is important to learn from your audience by listening to what they tell you, but more importantly, tracking what they do. Know your goal, and measure and test everything. You may find that things you think matter a lot may not matter at all. Testing is never done!



Getting Archiving Right: The Emerging Importance of Archiving Services

Archival Permanence at the

J. Paul Getty Trust

Nancy Enneking,

Institutional Archives Manager,

J. Paul Getty Trust

PowerPoint Presentation Available

The Getty Trust has five divisions: the museum, research institute, conservation institution, a grant foundation, and administration. It has 16,000 square feet of records in storage, but there were no uniform policies and procedures relating to records until the creation of a Records and Archives Department in 2001. This department develops, maintains, and implements records retention requirements and related records policies. Historically valuable documentation has been transferred to the archives for permanent preservation and access. Choosing what to keep and investing in the right records for the right users is critical to this process. The archival function includes managing paper records in traditional climate-controlled conditions, scanning paper or photos, and reformatting audiotapes for CD and DVD or .wav files.

Keeping electronic records raises special issues, and management staff must be involved early in the decision process when

the systems are being developed. Getty set up a digital repository that is as non-proprietary as possible. Committees examined the current systems and content issues, and decided which metadata to attach. Buy-in from existing staff was secured. Rights to images were secured on a case by case basis. Challenges in this process are both technical and resource-based. Major technology issues are storage and bandwidth. For example, one collection of 4,000 videos will require 50 terabytes of digital storage and major infrastructure enhancements just to move the files around. For “born digital” content, issues include who gets access, and who decides this, how they get access, and in what ways can access be legally provided. Disaster recovery must also be provided for.



Perseus’ Archiving Needs and What They Mean to Librarians

Gabriel Weaver, Tufts University Perseus Project

PowerPoint Presentation Available

User behavior depends on the data. For Perseus, the primary text is the beginning of everything. We are no longer just archiving text; we are archiving behavior as well. If the primary text is lost, we have lost everything. Some archiving considerations are:

- Be open. It is hard to maintain a black box. (Perseus allows people to download its raw data via a Creative Commons license.)
- Distribute for redundancy. Don’t put all your eggs in one basket.
- Use other institutions for reliability and quality.
- Access to knowledge should not be dependent upon a single organization.
- Define your behaviors in terms of well-defined, open protocols, and then think about how you want to

implement them.

- The more copies, the safer the data will be.
- Use mirror sites to distribute access to the data and user behavior.
- Librarians have many useful skills to do preservation professionally.

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ASIDIC FULL MEMBERS

Affiliation	Representative
	Carolyn Finn
Access Innovations Inc	Jay Ven Eman
American Economic Association	Drucilla N Ekwurzel
American Institute of Physics	Tim Ingoldsby
American Psychological Association	Linda Beebe
Aptara Inc	Ron Jones
CABI Publishing	Andrea Powell
Cambridge Scientific Abstracts	Matt Dunie
CEDROM-SNI	Mauricio Fernandez
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