Our Napster Moment:
Academic Publishing, Access and What’s Next
“Do you know that this will destroy the music industry?”
<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Media</td>
<td><img src="image1.png" alt="CD" /> <img src="image2.png" alt="Vinyl" /></td>
</tr>
<tr>
<td>Download Services</td>
<td><img src="image3.png" alt="Spotify" /> <img src="image4.png" alt="Pandora" /> <img src="image5.png" alt="Emusic" /></td>
</tr>
<tr>
<td>Streaming Services</td>
<td><img src="image6.png" alt="Spotify" /> <img src="image7.png" alt="Apple Music" /> <img src="image8.png" alt="Pandora" /></td>
</tr>
<tr>
<td>Emerging</td>
<td><img src="image9.png" alt="New Emerging" /> <img src="image10.png" alt="Snapchat" /> <img src="image11.png" alt="Instagram" /></td>
</tr>
</tbody>
</table>
GLOBAL MUSIC MARKET 2015 IN NUMBERS

- Digital overtakes physical with 45% of global revenues.
- Global music revenue: up 3.2%.
- Global digital revenues: up 10.2%.
- Consumption is exploding streams: up 93% in US.
Library-based discovery → Internet-based discovery
Have you obtained a pirated journal article, through Sci-Hub or other means, despite having access to it in some manner via a university library or institutional subscription?

Answered: 10,771  Skipped: 104

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Many U.S. Sci-Hub users seem to congregate near universities that have good journal access. The 5 cities with most requests were Ashburn, VA (98,857), New York, NY (73,608), East Lansing, MI (68,315), Fremont, CA (59,369), Mountain View, CA (50,637).

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Alex Holcombe @ceptional - Jun 17

Getting access to a journal article via my university library: minimum 55 seconds. Via pirate site Sci-hub: 5 seconds (just paste the DOI).
14.5 B Requests

2.5 B Resolve

12 B Fail
12 B Turnaways

35% of denied requests come from likely authorized users = 4.2 Billion Lost Downloads Annually
| Meet User Expectations | Works Regardless of Location or Starting Point | Avoid creating another ID and balance security and usability | End-to-end traceability for detecting fraud | Low cost and maintenance for library |

*Solution must reflect diversity and evolution of authentication*

*Integration with organization document fulfillment methods, such as ILL*
First Interaction

Dual-polarised metal-mountable UHF R polarisation diversity

Sign In or Purchase to View Full Text

Download

(Identity Established)
Subsequent Interactions
<table>
<thead>
<tr>
<th>Multiple Publishing Models</th>
<th>![Lock and Dollar Sign]</th>
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</thead>
<tbody>
<tr>
<td>Individual Access Options</td>
<td>![ShareLinks Logo]</td>
</tr>
<tr>
<td>Improved Institutional Access</td>
<td>![Document Transfer]</td>
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</tbody>
</table>
“Researchers’ access to scholarly content is at a historic high.”
Thank you!

Kendall Bartsch
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