

PEAK and Elsevier Science

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TULIP goals

- to determine the feasibility of networked distribution of journal full text
- to study reader usage patterns
- to understand -- through the implementation of prototypes -- alternative costing, pricing, subscription and market models that might be viable with electronic journal systems

Michigan the lead TULIP site

- three implementations
 - MIRLYN
 - CAEN
 - Web
- host to many visiting delegations

PEAK pricing

- per article -- \$7 and continued availability to the requesting individual
- generalized -- \$548 for bundle of 120 articles (\$4.57 per article); once article acquired, continued community use
- traditional subscription -- flat annual price of \$4 per issue; unlimited access
- Michigan “participation fee”

ScienceDirect pricing

- print + 15%, transactions on non-subscribed titles at \$30; no restrictions on what titles selected or cancelled (can select subset)
- “full commitment” -- total spend + 7.5% and generous allowance for free transactions; substitution of titles permitted
- electronic-only available, discounted 10%
- platform fee

Comparison

- platform *vs* participation fees
- content as % of print *vs* flat \$ per issue
- transactions -- free allowance/\$15-\$30 *vs* \$7 per article
- generalized -- no comparable SD model, although free transaction allowance accomplishes *almost* the same thing

Access to the whole database

- Vanderbilt (PEAK)
 - as of May, 1999, had accessed articles from 637 journals, of which 384 (55%) not subscribed to in paper
- OhioLINK (ScienceDirect On Site)
 - 13 universities averaged (per university) 70% of the use from non-subscribed titles
 - 48% of the article downloads from titles not held in print

Transition after PEAK to SD

- question: why not adopt the generalized subscription model?
- belief that any model denominated in transactions has an inhibiting effect on use
- want to continue to encourage flat rate, use-all-you-want models
- gave 12 PEAK libraries unlimited access

PEAK emphasis on choice

- clear message that librarians prefer to have choices in their pricing/product models
- introduction of ScienceDirect Web editions is one response to that message
- will be other product and pricing announcements coming soon that also reflect the desire to provide more choices