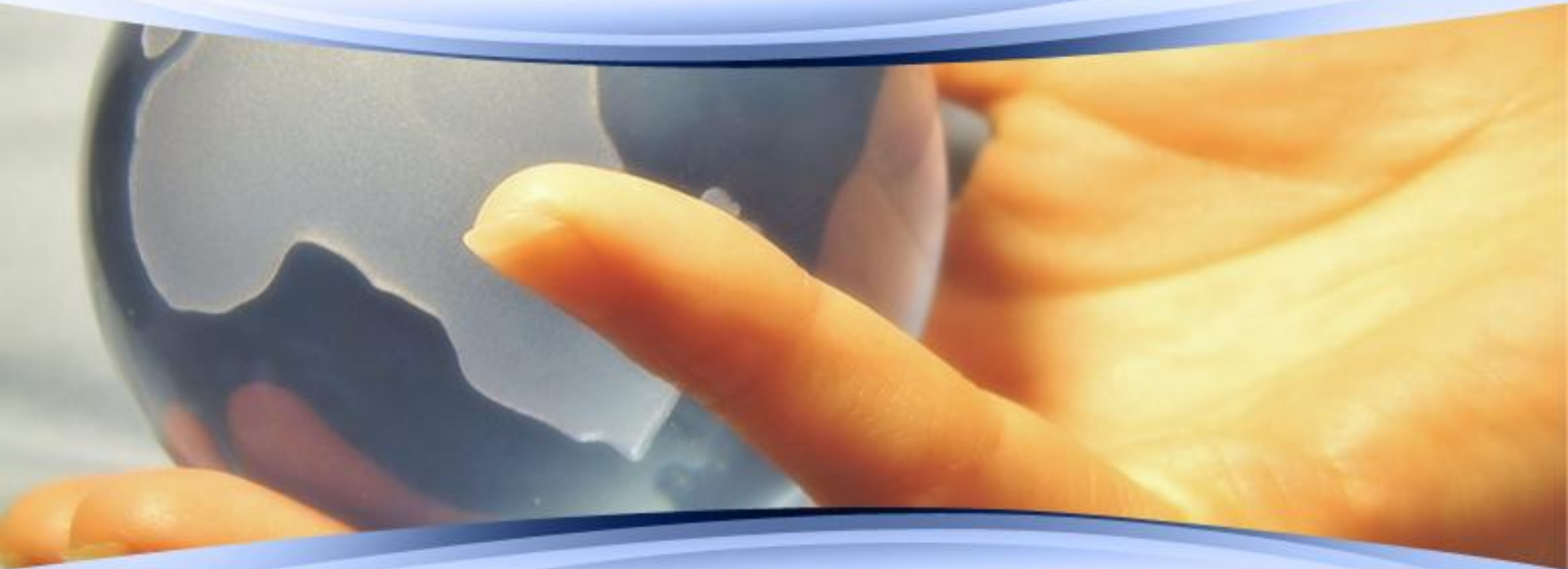# Canadian Association of Learned Journals
Ottawa May 2009

Advantages, Disadvantages, Questions and Concerns Related to Signing on with Journal Aggregators

Clive Wright, EBSCO Publishing

What is an Aggregator?

A company supplying a product with a combination of resources from multiple providers

- Reference materials
- Web sites
- Podcasts
- News articles
- Sports scores
- Weather forecasts
- …anything

How Does Journal Aggregation work?

- An aggregator collects (licenses) content
- The content is separated into articles and chapters
- The articles and chapters are tagged with metadata
- The metadata is searched
- The relevant articles are returned
- An aggregated database is not an electronic journal catalogue

What Benefits does an Aggregator bring to a Publisher?

What are the Publisher's Goals?

Increase subscriptions

Increase advertising revenue

Increase memberships

Improve Journal citation ranking

Promote author/faculty/university

Generate more submissions

Identify new prospects

Identify Editorial Hotspots

Royalties

What are the potential downsides to working with an aggregator?

It depends on the aggregator

- Do they share your wish to increase subscriptions?

- How do they represent your content?

- Which institutions are they providing content to?

- What is the extent of their reach?

What Safeguards Do Aggregators Provide?

It depends on the aggregator

- Will they remove content with dubious rights issues?
- Will they speak to librarians and acquisition managers about subscription decisions?
- Will they make product decisions based on your target market?

What do I do next?

Key points to take away

• Embrace the conversations with aggregators…there is much positive potential

• Ask about their business model

• Can they help reach your goals?

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