

- ❖ EBSCO shares publishers' goals in maintaining & growing subscription business
- ❖ We also promote brand recognition; society membership; home page traffic and submissions

- ❖ No work...no cost. We take existing data format and all publishers receive royalties
- ❖ Usage Statistics are available by institution, article or author
- ❖ EBSCO Publishing has a 99% publisher renewal rate, with most extending agreement to include additional content

## CONTENT LICENSING

# PARTNERSHIPS WITH EBSCO PUBLISHING

## About EBSCO Publishing

EBSCO Publishing is a subsidiary of EBSCO Industries, Inc., ranked by Forbes as the 168<sup>th</sup> largest privately-owned company in the U.S. Together with our publisher partners, EBSCO and its sister division, EBSCO Subscription Services, have served the library and research communities for more than 60 years. EBSCO Publishing is the most prolific aggregator of full text materials, offering a growing suite of more than 250 bibliographic and full text databases. EBSCO currently licenses over 77,000 full text content sources, from over 5,100 publishers, for inclusion in its databases.

## EBSCO: The Natural Partner

EBSCO is the largest intermediary between libraries and publishers, sharing the interests of both the libraries that we serve and the publishers with whom we work.

- ❖ EBSCO is the only subscription agent that is also an aggregator
- ❖ EBSCO shares publishers' goals in maintaining & growing subscription business
- ❖ EBSCO introduces publishers to opportunities for supplemental revenue streams
- ❖ EBSCO understands the unique needs of different publication partners (commercial publishers, learned societies, associations, etc.)

## Increased Exposure

EBSCO is recognized as the leader in the database marketplace. According to an Independent Study conducted by *Library Journal*, "The number one reference source owned by academic (and public) libraries in electronic-only format is EBSCOhost databases." Not only does EBSCO supply its databases to thousands of universities, biomedical institutions, schools, and other libraries in the United States and Canada, but the company is the leading database provider for libraries outside of North America. At present, EBSCO provides nation-wide access to its databases in more than 70 countries, including developing nations with emerging economies. As a result, publishers and learned societies participating in EBSCO's databases gain increased exposure for their publications in the world's most prestigious institutions, and in markets where these publications may not currently have strong penetration. Increased exposure to publications in non-core markets may lead to:

- ❖ Proliferation of scholarship
- ❖ Improved brand recognition
- ❖ Additional home page traffic
- ❖ Increased journal subscriptions/book sales
- ❖ Increased society membership

## Sales Power

EBSCO's sales power is a great asset to our publisher partners. The company has a sales staff of more than 300 professionals worldwide, who are trained to sell magazine & journal subscriptions as well as research databases.

Not only is EBSCO the largest, most successful sales organization in the industry, but all sales people have a deep knowledge of the industry and the needs of the customers whom we serve. As an example, EBSCO has many librarians on staff working in the capacity of sales representatives, customer account

### Databases Complement Journal Subscriptions

EBSCO is the only full text database vendor that aggressively and proactively works to not only prevent subscription cancellations, but to promote the purchase of both subscriptions and databases. EBSCO encourages customers to consider the consequences of individual subscription cancellations, and positions databases and subscriptions as complementary resources. The following are some ways that EBSCO markets this message and promotes this concept:

- ❖ Librarians examine usage statistics to make decisions to increase their subscriptions
- ❖ EBSCO's market brochures clarify this issue in the main paragraph on the inside covers
- ❖ EBSCO sends listserv messages to customers on this topic
- ❖ EBSCO's Web site clarifies this issue for library customers
- ❖ EBSCO's Sales staff is well-educated on this topic, and reinforces this important issue in person with customers
- ❖ EBSCO's senior management writes articles covering this topic
- ❖ EBSCO participates in panel discussions at library conferences to discuss this issue
- ❖ EBSCO's aggregated databases are not available for purchase as perpetual access or archival solutions

Customers must continue to subscribe to EBSCO's databases in order to maintain access to archival data.

specialists, trainers, etc. We sell our databases in presentations alongside representatives from our subscription division. We continually promote subscriptions to help publishers reach their objectives. Through increasing publisher partnerships, EBSCO Publishing continues to expand their worldwide presence and increasing its market share.

### Publisher Benefits: Royalties

Royalties are shared between publisher partners. The royalty calculation is based on the number of years of content on EBSCO products, the number of titles or amount of data licensed, the subscription price(s) for the title(s), and the number and type of databases on which the content appears.

### Licensing Agreement, Logistics & Processing

- ❖ EBSCO asks all of its publisher partners to sign a licensing agreement upon entering into a formal relationship.
- ❖ EBSCO's Content Licensing managers are always ready to answer questions about the agreement.
- ❖ EBSCO will be incorporating current & future issues onto its products. Where appropriate, back issues of the publication may be discussed.
- ❖ Once the content has been assigned to a database, EBSCO will contact the publisher about the delivery of content.
- ❖ There are no costs to the publisher. The publishers send their electronic content in pdf and EBSCO Publishing load the content on to the databases as quickly as possible.

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## Content/Data Delivery

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- ❖ EBSCO can accept electronic data in many forms.
  - If the publications are not readily available electronically, EBSCO will accept hard copies, and make PDFs on site using scanners.
- ❖ Our preferred and recommended format for content is at the article level, as a native PDF.
- ❖ Files can be sent electronically by E-mail, FTP transfer, or by mail on a disk or CD-ROM. More information about sending electronic data and contacting our IT staff is available in a separate document.

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## Ongoing Relationship

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- ❖ Once an agreement is signed and a method for delivering content is determined, the publisher's title is ready to go 'live' on the EBSCO products for which it has been selected.
- ❖ Generally, it can take three to nine months from the day a publisher signs an agreement to the day their publication is up and running on EBSCO's products.
  - Please note, the majority of the processing and administration effort is on the part of EBSCO.
  - Once a publisher signs an agreement, the only job that remains is for the data (or hard copy) point of contact to deliver content as new issues are published.
- ❖ Royalty payments are made to the name of the company as cited in the licensing agreement.
- ❖ Your Content Licensing manager will remain your primary point of contact at EBSCO Publishing.