



## **Added values in the electronic environment – expectations and solutions**

*Caren Andresen*

Swets Information Services GmbH  
Mainzer Landstraße 625-629, D-65933 Frankfurt am Main  
candresen@de.swets.com - www.swets.de

We are pleased to present the results of Swets Information Services' fifth consecutive study of STM publishers' e-pricing and access conditions. The main purpose of this survey is to provide both our publisher and customer market with an overview of industry developments as they relate to e-pricing and access policy decisions of e-journal publishers.

Our survey results are based on feedback from 50 publishers (both large and small) based in the US, Canada, the UK, Europe, Japan and Australia. The survey's emphasis is on web-based full text journals (frequently the electronic versions of existing peer-reviewed scholarly print journals). The core topics in the survey were selected from the vantage point of a subscription agent involved in handling a variety of electronic and print titles.

Past surveys have indicated a steady move towards uniformity in terms of publisher e-pricing and access policies in general. Continued increases have been witnessed again, e.g. in such areas as combined electronic and print pricing (1999: 62%, 2000: 70%, 2001: 73%, 2002: 80%, 2003: 82%) and in publishers providing usage statistics (2000: 40%, 2001: 50%, 2002: 53%, 2003: 70%). In other areas very little change is reported: publishers offering pay-per-view (82%) and publishers offering access after cancellation (82%).

We did find that an increasing number of publishers offer a mix of pricing models. We see this mix often composed of the two leading pricing policies:

1. electronic free with print,
2. an applied surcharge for electronic over print.

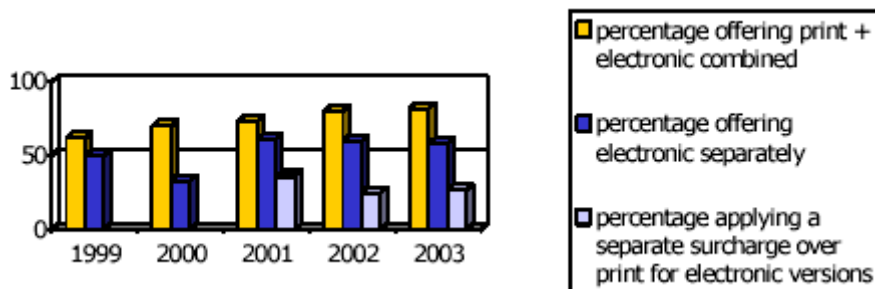
Examples:

### **Combined and separate print and electronic pricing**

In 2003, 82% of respondents indicated that their electronic versions are combined with print at one price. We have witnessed a steady increase in this



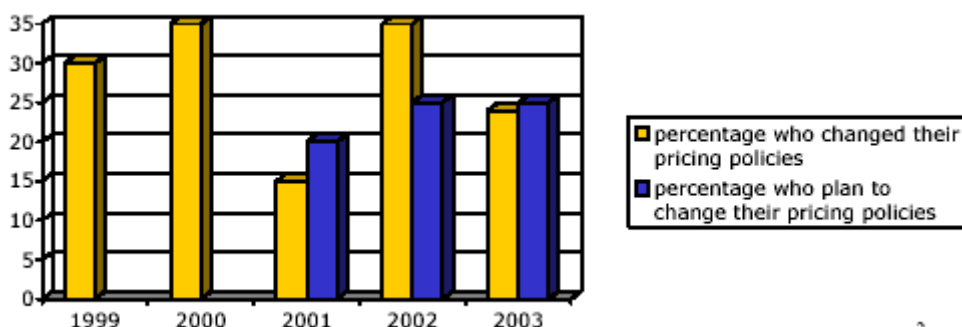
area over the past three consecutive surveys: 62% in 1999, 70% in 2000, 73% in 2001 and 80% in 2002.



As for publishers offering their electronic versions separately from print, 58% in our 2002 survey indicated they do so. This is just 2% lower than what was recorded in 2001. Among respondents, the pricing ranged between 80% and 100% of the print price. In 2002 the range was between 75% and 125%.

27% of 2003 respondents apply a separate surcharge to electronic versions and indicate prices ranging between 3% and 35% over print. In 2002, 25% of respondents indicated they do this and the range was between 5% and 20%.

### Changes in pricing policies:



In 2002, 35% indicated that their pricing had changed from 2001.

In 2003, 24% indicated that their pricing had changed from 2002 and 17% indicated that they intend to change their pricing policies for 2004.

For more information about

- Consortia- and Multi-Site Policy
- Requirement for licenses
- Pay-per-view
- Access after cancellation, policy for archives
- User statistics and
- Cross Ref

**We are pleased to welcome you on our Swets booth.**