PORTICO

Overview of

Portico Publisher Relations

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NDIIPP Digital Preservation Partners Meeting
January 9, 2006

Portico's Mission

To preserve scholarly literature published in electronic form

and to ensure that these materials remain available

to future generations of scholars, researchers, and students.

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Portico's History

- In 2002, JSTOR initiated a project known as the Electronic-Archiving Initiative, the precursor to Portico.

- The Initiative built upon the seminal work of the E-Journal Archiving Program launched by The Andrew W. Mellon Foundation (1999).

- The goal of the project was to facilitate the community's transition to reliance upon electronic scholarly journals by developing a technological infrastructure and sustainable archive able to preserve scholarly e-journals.

- The pilot phase of the project engaged academic libraries of various sizes and 10 scholarly publishers.

Lessons from the Pilot

- Technological challenges are plentiful.

- Collaboration is essential to accomplish preservation of electronic resources.

- Access to archived literature is a key issue for both publishers and libraries, but they come at it from different perspectives.

- Financial support for the archive must be secured from diverse sources.

Outcome of Pilot: Portico

- Portico was launched in 2005 by JSTOR and Ithaka, an independent not-for-profit organization affiliated with JSTOR, with support from The Andrew W. Mellon Foundation.

- Portico builds upon and significantly advances JSTOR's efforts to reduce costs system-wide by eliminating the need for each library to independently preserve journals and enabling savings through reduced reliance upon print.

- Portico provides a robust e-journal archiving infrastructure to JSTOR, and JSTOR supports this work in fulfillment of its archival mission.

- Portico's infrastructure supports and is open to the preservation of a broad range of electronic scholarly, peer-reviewed resources.

What Portico Is

- An organization with a mission and singular focus to provide a permanent archive of electronic scholarly journals to ensure that over the long term a valid, reliable copy of the work exists and is accessible.

- A centralized archive that is open to all peer-reviewed journals. Archived journals may have a print version in addition to an electronic version or they may be available only in electronic form.

Portico's Approach to E-Journal Archiving

- Publishers deliver to Portico the "source files" of electronic journals (SGML, XML, PDF, etc).

- Portico converts or "normalizes" the files from their original proprietary format to an archival format based on the NLM Archival DTD and deposits the content in the Portico repository.

- Portico retains the source files for the long term; the normalized files will be migrated as needed to new formats.

- Portico preserves the intellectual content of the journal, including the text, images, and limited functionality such as internal linking. "Look and feel" and publishers' value-add features are not preserved.

Portico's Original Access Model

- Publishers establish a "moving wall" of up to 10 years for each archived title. The moving wall enables the archive to provide enough access to demonstrate to its vested constituents that the archived content is safe and does so without threatening publishers' revenues from existing subscriptions and products.

- Publishers permit Portico to provide "perpetual access" beyond the moving wall to those supporting libraries who can not receive satisfactory access from the publisher upon canceling a subscription.

- For libraries supporting the archive, campus-wide access is granted in accordance with the moving wall and without regard to library collections or subscriptions.

Portico's Original Access Model

Barriers:

- "Moving wall" access too threatening to publishers' current e-journal business model

- Not all publishers fill post-cancellation access claims and saw Portico interfering with their business model

- Libraries did not require – or desire - duplicative access for material already accessible via a licensed resource.

Portico's Original Business Model

Publishers:

- Set-up Fee (one-time, per publisher) to help fund initial conversion tools development.

- Deposit Fee (annual, per journal) to defray the cost of adding new content as it is published.

Libraries:

- Archive Development Fee (one-time, per library) to provide for infrastructure development and future migrations.

- Annual Archive Support Fee to support ongoing archive operations.

Portico's Original Business Model

Barriers:

- Two-part fee too complex and resulted in a level that publishers were unwilling to expend since archiving is not part of their core activities.

- Deposit fee per journal disincentives publishers to deposit full list of journal titles in the archive.

- Combination of one-time and annual payment raised meaningful barrier for some potential library participants putting archival support beyond their reach.

Portico's Revised Access Model

- For participating libraries, trigger events initiate campus-wide access. Trigger events include:

  – When a publisher ceases operations and titles are no longer available

  – When a publisher ceases to publish a title and it is not offered by another publisher or entity

  – When back issues are removed from a publisher's site and are not available elsewhere

  – Upon catastrophic failure by publisher delivery platform for a sustained period of time

  – When a publisher chooses to rely upon Portico to meet perpetual access obligations.

- Pre-trigger event, select librarians at participating libraries are granted password-controlled access for verification purposes.

Portico's Revised Business Model

Annual Journals Revenue	Annual Archive Contribution
>$200 million	$75,000
$100-200 million	$50,000
$50-100 million	$25,000
$10-50 million	$15,000
$5-10 million	$5,000
$1-5 million	$2,500
$500k-1 million	$1,000
$250-500k	$500
<$250k	$250

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The Portico Service: Publisher Benefits

- Reduces (or eliminates) publisher's internal archiving costs.

- Meets library demand for a trusted, third-party archive.

- Meets library demand for post-cancellation access without negative impact on publisher's operations.

- Converts source files to archival format and conducts future format migrations.

Portico Participating Publishers

- Elsevier
- American Mathematical Society
- John Wiley & Sons, Inc.
- The Berkeley Electronic Press
- UK Serials Group
- Symposium Journals

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Portico's Revised Business Model

- The one-time Archive Development Fee is eliminated.

- An Annual Archive Support payment is based upon a library's total Library Materials Expenditures.

- Typical library contribution levels are expected to range from $1,500 to $30,000.

The Portico Service: Library Benefits

- May facilitate acceleration of the transition from to preferred electronic resources without sacrificing future accessibility.

- Reduced system-wide preservation costs by enabling cooperative action.

- Provides, when appropriate, a means to secure perpetual access and gain continuity of collections.

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Questions?

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