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Leaving the Big Deal, revisited

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Ending the Big Deal: Truth and Consequences

ALCTS CRS Acquisitions

ALA Annual, June 24, 2012

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Are Big Deals Good or Bad Deals?

It doesn't matter.

Eventually, you won't be able to afford them
regardless.

Truth about the Consequences

- Lose access - to inessential titles
- ILLs increase, but manageably
- Workload decreases, not increases
- University reaction is minimal, and not always negative
- Ultimate power in negotiations is in the buyer's hands
- Six figure savings (annually) at SIUC

Lost Access

- Wiley: 597 titles
- Elsevier: 242 titles

ILLs, Wiley

- From 597 nonsubscribed titles
- 20% had ILL request in post-departure 24 month period
- 9% had more than one request
- Total of 228 requests, compared to 11,254 downloads the year prior to departure
- Or, 9.5 ILLs per month vs. 938 downloads per month

ILLs, Elsevier

- From 242 nonsubscribed titles
- 26% had ILL request in post-departure 24 month period
- 12% had more than one request
- Total of 189 requests, compared to 19,452 downloads the year prior to departure
- 8 ILLs per month vs. 1621 downloads per month

What does this tell us?

Use statistics are extremely inexact measurements of the actual need for resources by the university community (“unreliable signals of value” in economese)

Lies, damned lies, and COUNTER statistics

Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	YTD Total
6	45	0	14	6	2	3	9	2	8	5	1	101
1	5	1	0	10	4	3	0	6	58	5	0	93
3	6	9	11	280	1	4	8	51	16	25	6	420
2	5	2	5	5	4	9	15	28	125	44	5	249
0	13	8	8	0	4	62	5	8	6	30	10	154
20	1	5	0	7	15	6	7	15	34	139	12	261
4	7	11	10	10	6	71	5	0	5	4	4	137
19	5	19	3	3	12	144	6	6	18	11	4	250
3	17	9	104	24	15	7	0	1	4	1	4	189
0	0	0	0	44	3	9	5	2	1	0	8	72
1	0	1	0	0	1	1	1	284	2	4	5	300

Workload

- Reconciliation (of local titles within the Big Deal) is essentially no different than title by title management
- Big Deals involve much more movement of titles

University reaction

- Still only three complaints
- Favorable response from administration
- Negative reaction can be minimized by informing and involving all stakeholders

Negotiations

- Prepare for potential reaction from publisher
 - New or increased “content” fee
 - Increase in subscription price (to the list price)
- Time departure with cancellation project
 - Multiyear deal may be best option, so an adjustment to base is essential for savings

Market Concentration

In 1994, the 10 largest publishers in terms of overall sales revenue with EBSCO represented 19% of EBSCO's total sales revenue dollars.

In 2009, the 10 largest publishers accounted for 50% of EBSCO's total sales.

Powell, A. (2011). Times of Crisis Accelerate Inevitable Change. *Journal Of Library Administration*, 51(1), 105-129. doi:10.1080/01930826.2011.531644

In 2011, the figure reached 60%

Our Share of the Blame

- Cancellations disproportionately made to the publications of smaller publishers, for institutions with Big Deals
- Smaller publishers sell out to the bigger commercial publishers, for protection of subscriptions and income

Thanks!

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