Who are IWA Publishing?

- We spread knowledge about our most valuable resource, water – helping to improve global health and well-being
- Not-for-profit, society has 10,000 members
- 16 journals, c2,500 articles in 2018 – most journals published from London office
- *Water Research* is published with Elsevier
- *Ingeniería del Agua* co-published with UPV – OA, Spanish + Portuguese language journal
- 20-30 books *per annum* – backlist of 850 titles
The society publisher’s dilemma: work with a big publisher to gain scale (but lose control), OR go it alone and be ignored by librarians?
The past – an unsuccessful experiment

• Society publishers formed ISPG to collectively sell e-access to consortia – more reach than selling separately

• Started by 16 HighWire publishers in 2010

• At peak, 22 publishers and 64 journals – most in Biomedicine

• Dragonfly Sales & Media began representing ISPG soon after – directly in North America, through agents elsewhere

• Sales coverage uneven

• BUT Genuine new reach and revenue – esp. in Asia

• Dragonfly bankruptcy in 2018 – losing publishers
Introducing the Independent Scholarly Publishers Group

What is the Independent Scholarly Publishers Group (ISPG)?

- ISPG is a collection of highly ranked medical and life science journals all hosted on HighWire (a division of the Stanford University Libraries).
- ISPG journals have very high impact factors and are ranked at the top of their respective disciplines.
- ISPG is comprised of seventeen independent, prestigious publishers (mainly learned societies).
- The ISPG collection consists of forty journals and one eBook series. For a complete listing of publishers and available content, please see reverse side.
- ISPG is managed by Dragonfly Sales & Marketing Consulting.

What is the mission of ISPG?

- ISPG’s goal is to make available high ranked journal and eBook content to interested researchers, readers and libraries around the globe.
- ISPG works with academic consortia, hospitals and corporations that conduct research.

Global Network of Sales Organizations

ISPG has chosen sales organizations around the globe to promote their content and negotiate with interested libraries and other parties. Our global sales network consists of:

- Europe: Publishers Communication Group (Giovanna Pignataro; gpignataro@pcpgplus.com)
- Middle East: Swets (Rakesh Malik; rmalik@in.swets.com)
- India: Swets (Ganesan Hariharan Subramanian; ghsubramanian@in.swets.com)
- China: Charlesworth (Lily Huang; sales@charlesworth.com.cn)
- Asia (excluding China but including Hong Kong): EMpact (Renee Guan; rguan@ebSCO.com)
- Australia/New Zealand: EMpact (Darren Viollet; Dviollet@ebSCO.com)
- Latin America: EMpact (Julian Pena; jpena@ebSCO.com)
- North America: Dragonfly (Tom Taylor; tom.taylor@dragonflypubservices.com)

Dragonfly Sales and Marketing Consulting manages and coordinates the sales and promotion efforts with the various sales organizations on behalf of ISPG.

Please note that not all ISPG content is available in every territory.

ISPG Access Management

- Since all of the journals are hosted on the prestigious HighWire platform, access to the journal and eBook content is easy to manage.
- The access arrangements for libraries and their patrons will be managed by the various sales organizations in each territory.
The present – a curate’s egg

- Charlesworth consortial deal in China – circulation growing
- ISPG 2 is continuing with eleven publishers – deals in HK, South Korea, Taiwan and Thailand; NB very time intensive
- Ebsco + iGroup – small deals in South Korea and India
- Aggregagent – negotiating first deal, hopefully for 2019
- Read + Publish deals in the Netherlands and Austria – reaching 61 institutions; also help by increasing OA output
- These are useful additional circulation and revenue – but a small fraction of what bigger publishers achieve
The future? A land of milk and honey!

- We are working on Swedish Read + Publish deal ourselves
- We are talking to a US consultant who may negotiate deals for us in North America
- Collaborating with SPC publishers on possible German deal – the Society Publisher’s Coalition (SPC) may have valuable role to play, [http://www.socpc.org](http://www.socpc.org)
- Other deals are under discussion – the limiting factors being our time and capacity to conduct multiple complex negotiations in parallel
- Collective agreements would help us all advance
The ideal – or, where would we like to be?

- **Collective strength** – opening sales opportunities that would be closed to individual learned society publishers
- **Valued by the library community** – alternative to offerings of major commercial houses
- **Fair, transparent agreements** – which others could use
- **Generating additional revenue and valuable usage**
- **Multi-year deals** – increasing predictability
- **Collegiate atmosphere** – non-monetary benefits of interaction between publishers facing similar challenges