



PROJECT MUSE®

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# Building Blocks for Successful Participation:

## *Project MUSE Publisher Programs*

Elizabeth W. Brown



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# Introduction

- 2017: Journals Power Hour!
- Books Power Hour??
- 2018: Project MUSE Publisher Power!!

# List of Features and Services for all Content on Project MUSE

- Access to 200+ years' worth of electronic scholarly publishing expertise
- State of the art hosting platform, with full text retrieval and advanced search features
- Archiving and preservation
- Email alerts and RSS feeds
- Supply metadata to third-party linking and library discovery systems partners. KBART and MARC records. For books, DAM vendors
- Article-level metadata supplied to MUSE linking and vendor partners
- Indexing coverage in Google and other external search engines
- Best-in-class usage statistics
- Product development and compliance with current standards
- Abuse monitoring
- Transparent financial reporting
- Promotion of publisher content and brands in conference materials, social media (organic and paid), and on MUSE site.

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# One Size Does Not Fit All

- University presses
- “Independent Journals” from academic departments, societies etc.
- Small, medium, large organizations
- Publishers who use MUSE as their primary electronic platform
- Publishers who have their own platforms



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# Journal Building Blocks

- Journal Collections
- Packages sold to Institutions
- Hosted Journals
- Open Access
- Single Title Electronic Subscriptions
- Society Access for Individuals
- Article Sales

# Journal Building Blocks

Collections

Hosted Journals

Institutional Packages

Single Title Electronic Institutional Subscriptions

Open Access

Fulfillment

Access

Society Individual Member Access

Article Sales to Individuals

Back Issues Hosting

Collections Flavor

Hosted Journals  
Flavor

DOI Deposit/CrossRef

Flexible Publishing (Article by article)

Content Promotion

Sample issues, temporary free articles, social  
media



# Journal Building Blocks

Collections

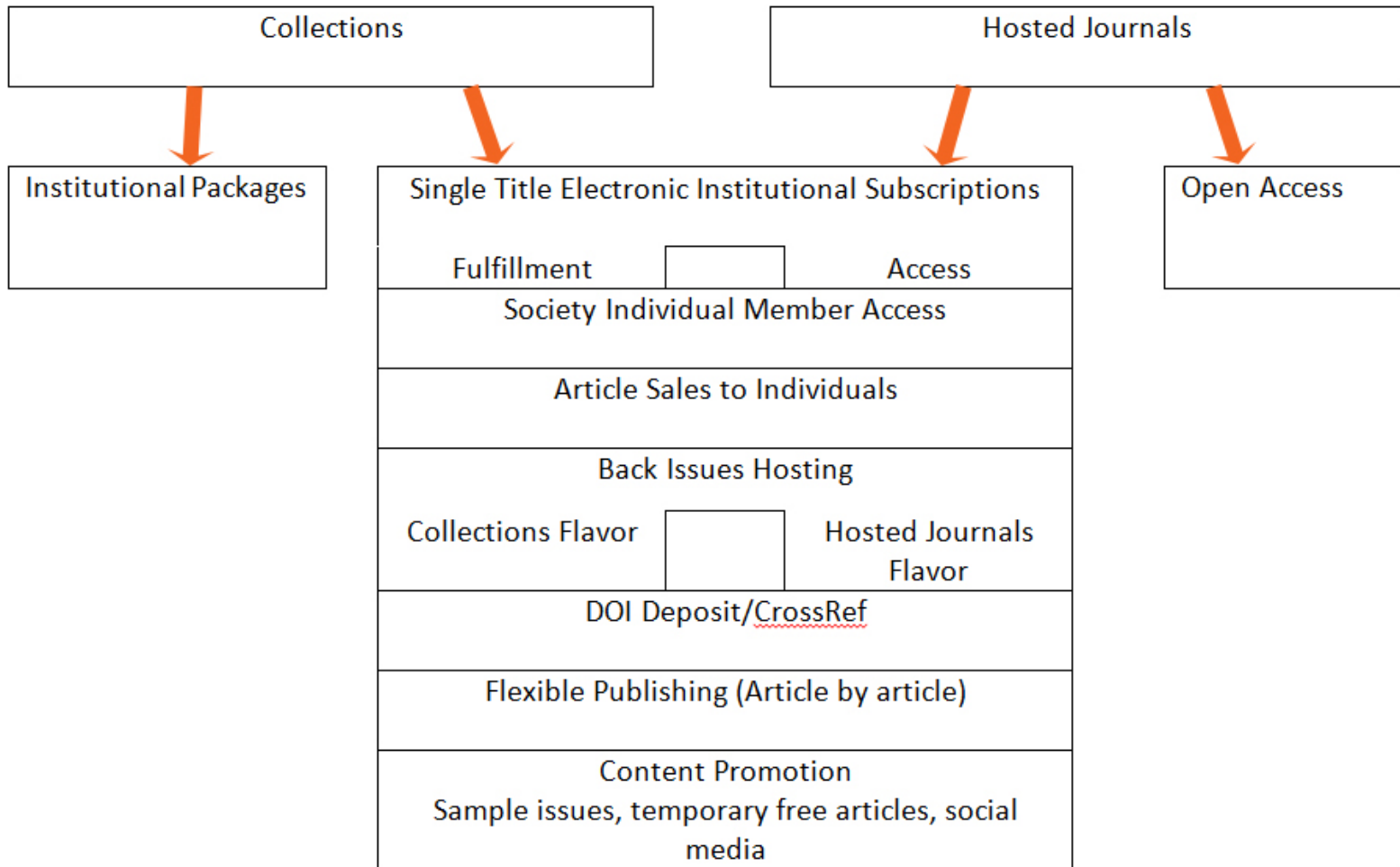
Hosted Journals

Institutional Packages

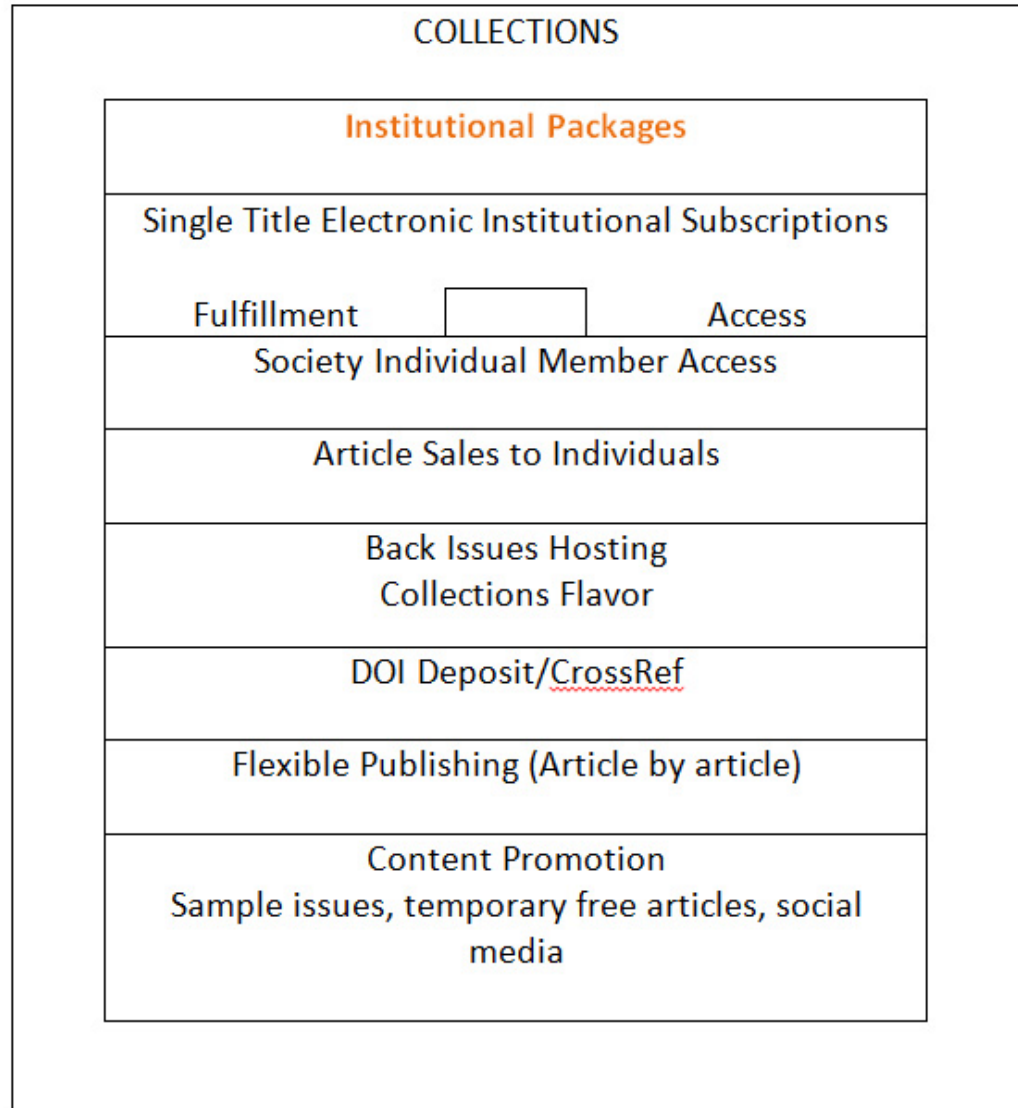
Single Title Electronic Institutional Subscriptions	
Society Individual Member Access	
Article Sales to Individuals	
Back Issues Hosting	
Collections Flavor	Hosted Journals Flavor
Flexible Publishing (Article by article)	
Content Promotion Sample issues, temporary free articles, social media	

Open Access

# Journal Building Blocks



# Journal Building Blocks: Collection Journals





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# Collections

- No fees
- MUSE produces journals; develops the interface, features, and functionality; promotes and markets; sells collections worldwide
- Revenue covers MUSE operating expenses
- Pay royalties to publishers

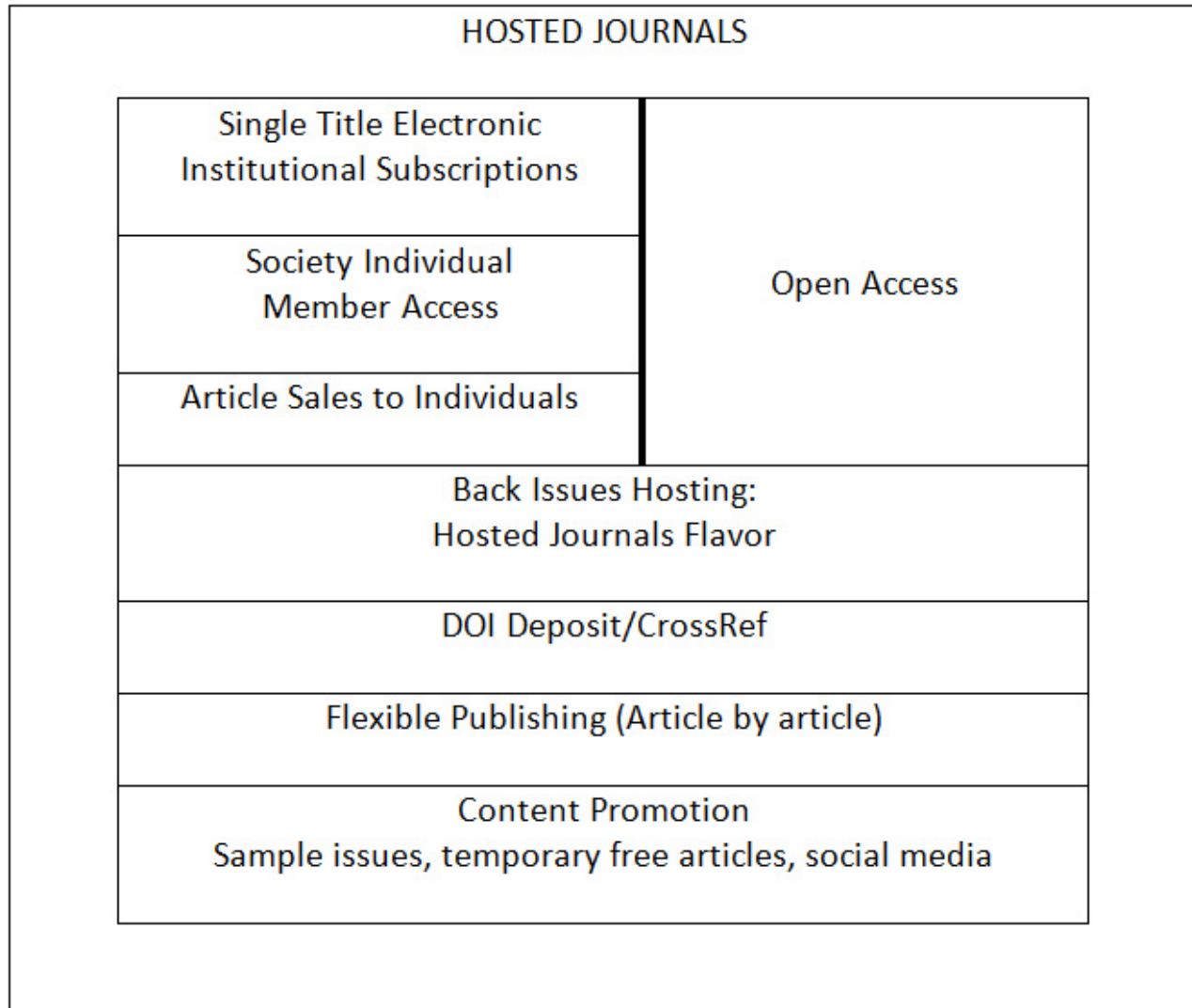


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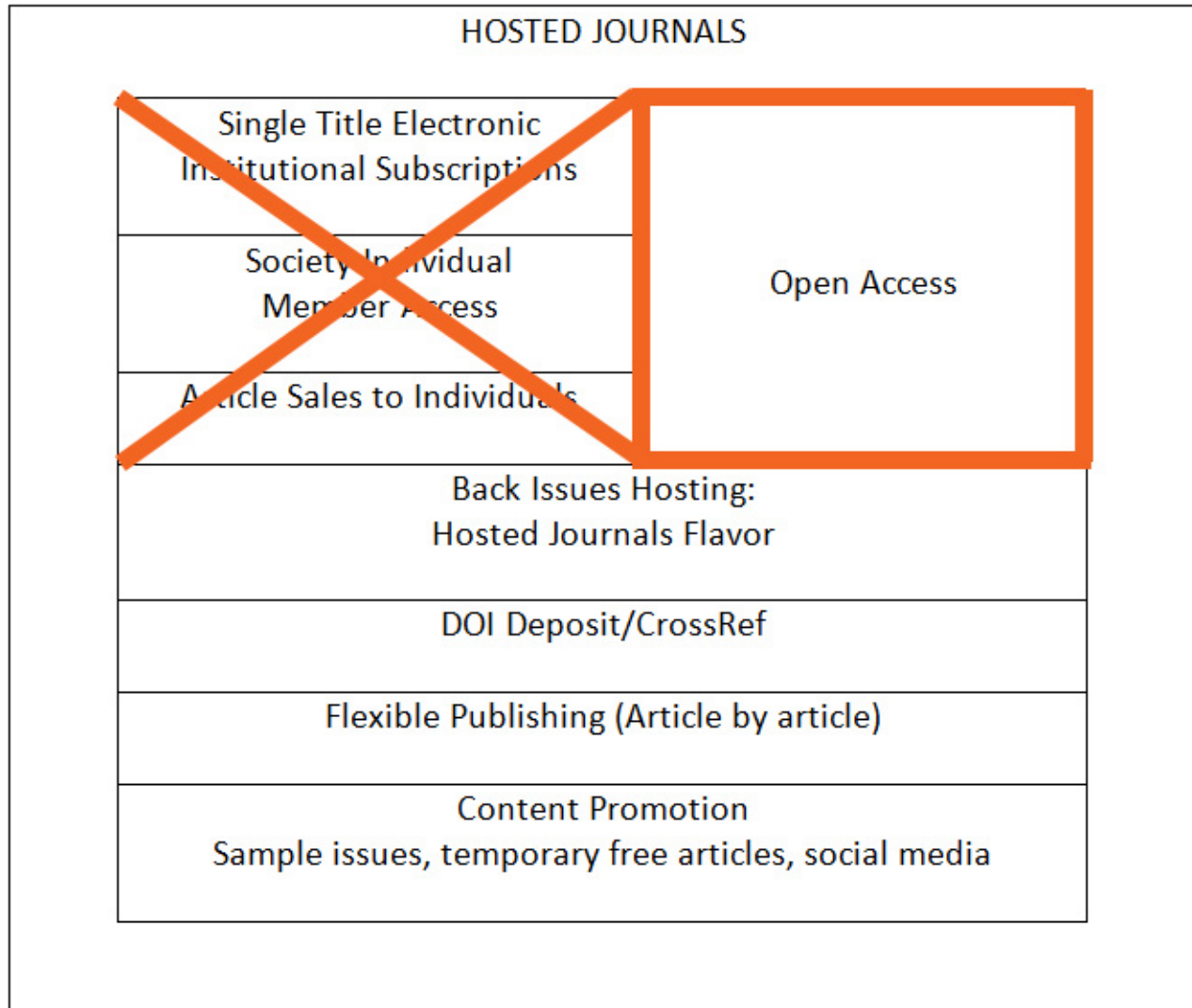
# Collections

- Current content
- All new journals go into Premium Collection
- Multidisciplinary – designed to grow
- Mature product - very limited growth
- This year we will add 15 new titles

# Journal Building Blocks: Hosted Journals



# Journal Building Blocks: Hosted Journals





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# Hosted journals program

- Fee-based (Annual fee + processing fees)
- MUSE produces journals; develops the interface, features, and functionality.
- Fees cover MUSE expenses
- Publishers are responsible for the business model
- Journals can join program at any time of year
- Journals can apply to transfer to the collections



## Collections

## Hosted Journals

Institutional Packages

Single Title Electronic Institutional Subscriptions

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Open Access



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# Single Title Electronic Subscriptions

- Sales, access, order fulfillment
  - MUSE posts prices, generate and mail invoices, collects payments, authenticates, provided access
- Authorization and access services
  - Publisher fulfills subscriptions, passes subscriber information + IP addresses to MUSE
- Access provided on calendar-year basis
- Managed by JHU Press Journals Circulation



# Society Member Access

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- No charge
- Referring URL
- Individuals, not institutions
- Protect your institutional usage



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# Back Issues Hosting

- MUSE offers back issues hosting for collections and hosted journals
- Hosted Journals: Just add whatever issues you like!
- Collections: a separate service is offered
- Collections: older back issues program was phased out



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# Article Sales

- Article sales directly to end users
- Reach unaffiliated users
- Also reach users at institutions that don't have every MUSE journal
- Flat fee added to the publisher price



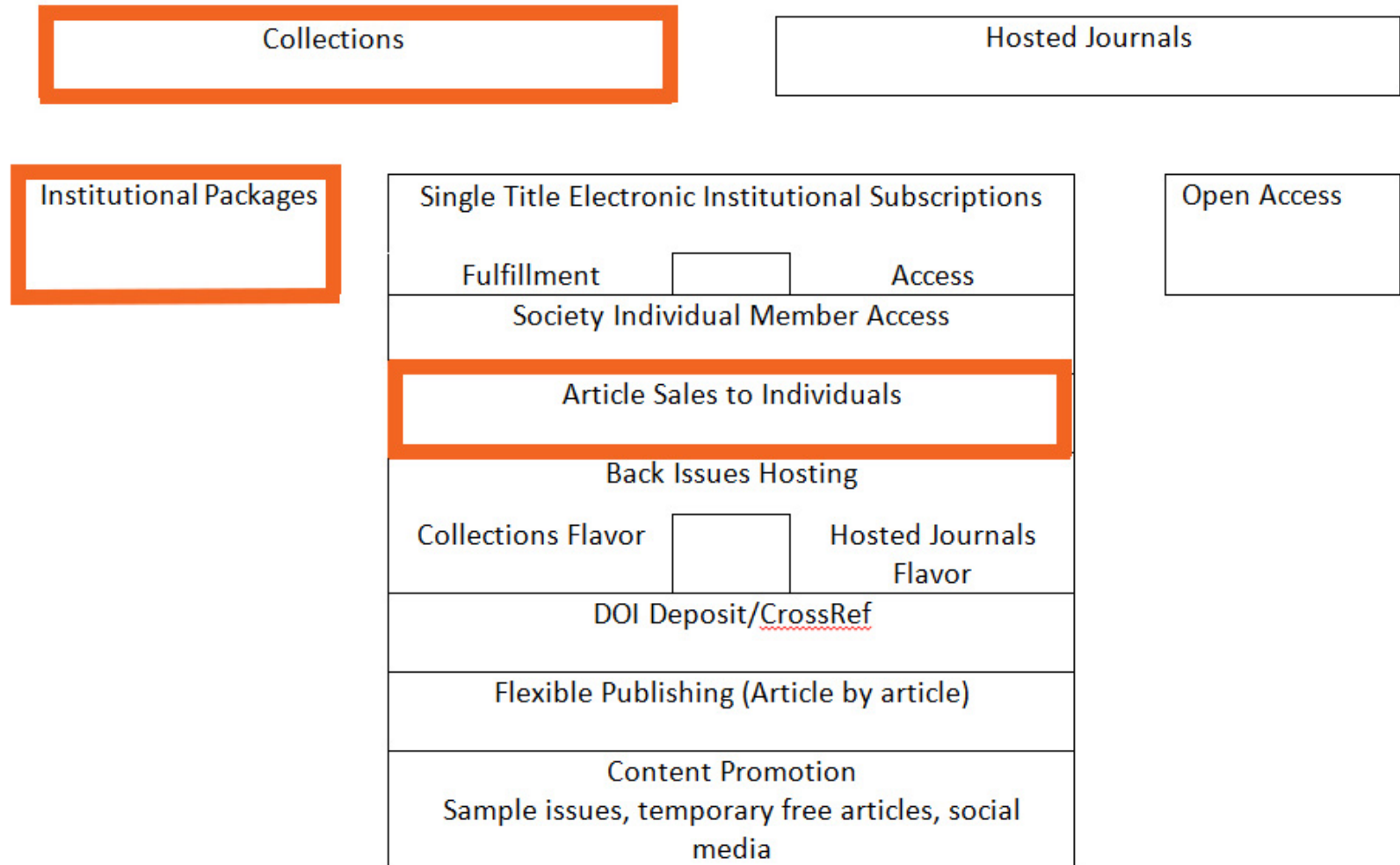
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# Additional Services

- Free DOIs and CrossRef
- Flexible Publishing
  - Early release articles
  - Article by article issues
  - Digital-only content
- Content Promotion
  - Free sample issues and free articles

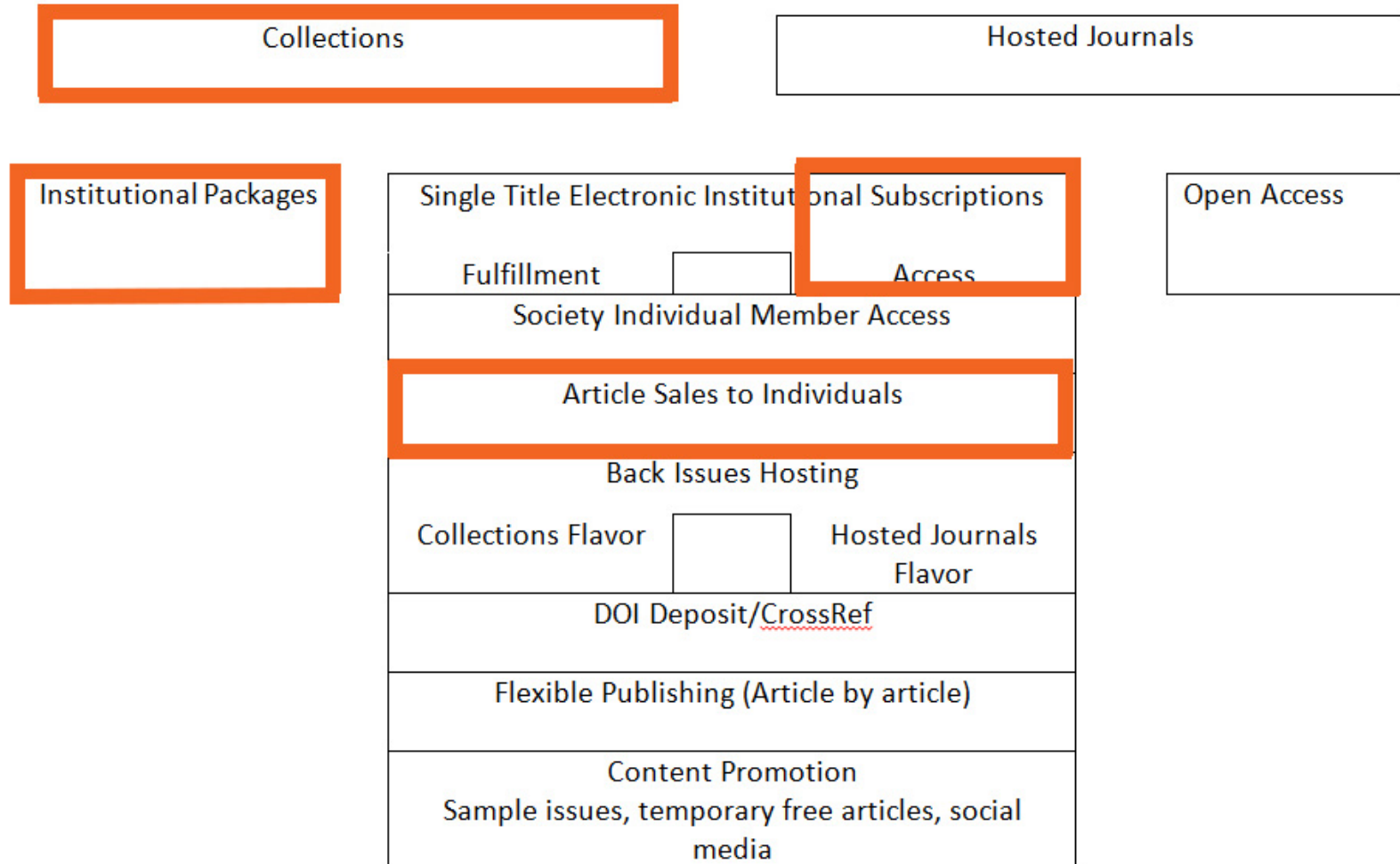
# Journal Building Blocks

Example: Journal program has its own platform



# Journal Building Blocks

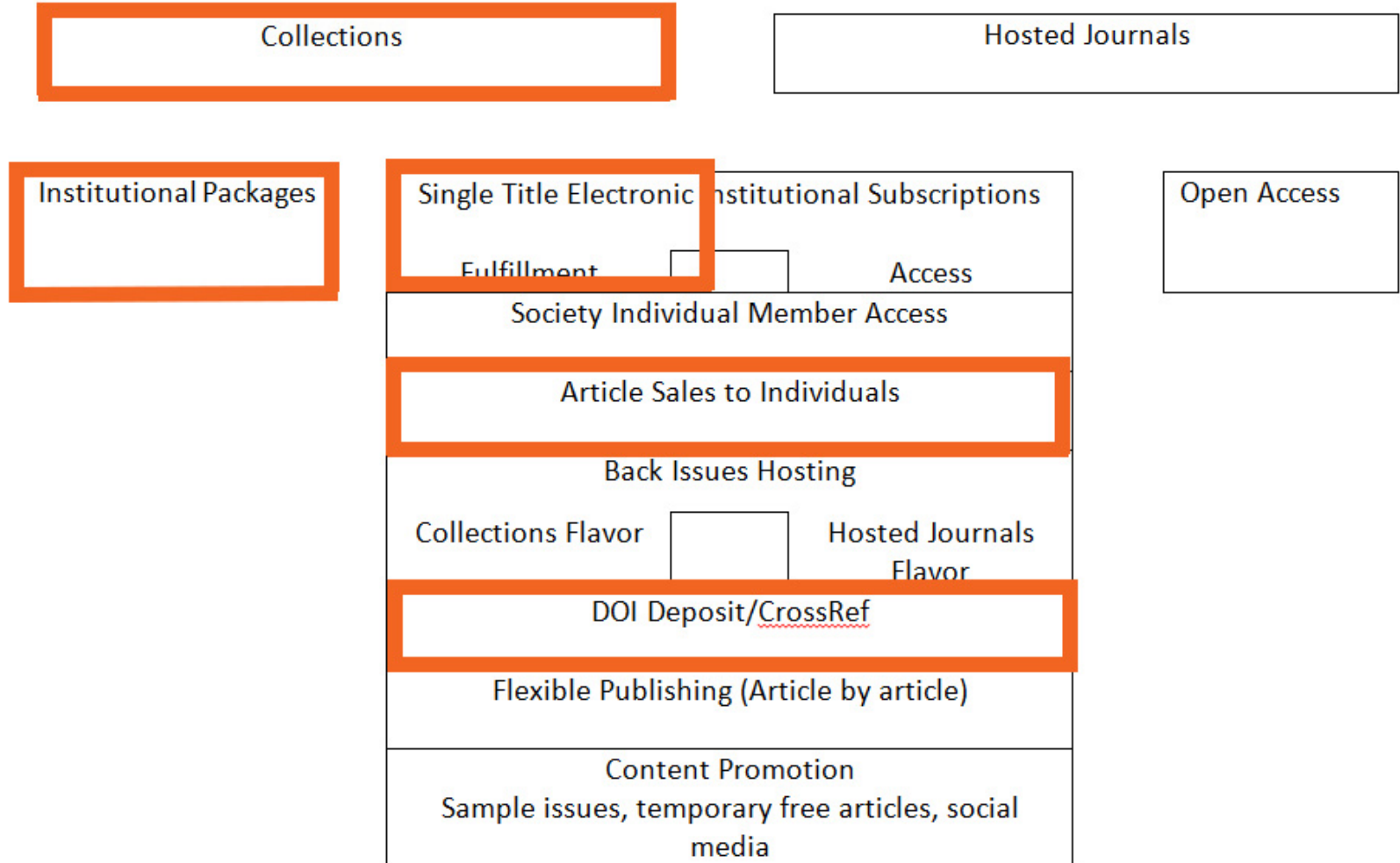
Example: Journal program has its own platform





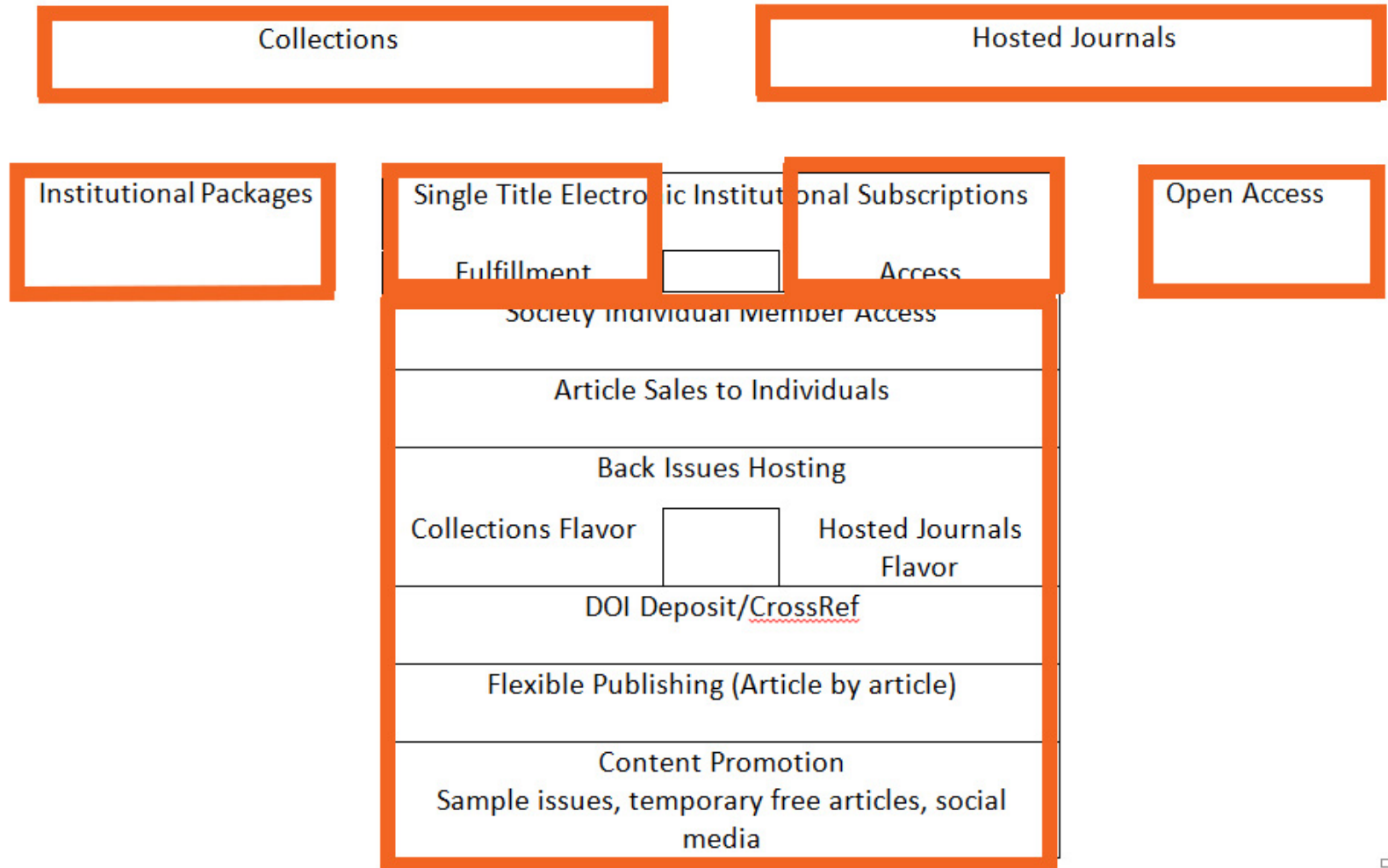
# Journal Building Blocks

## Publisher has one collection journal



# Journal Building Blocks

Growing journal program; MUSE is platform





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# MUSE as Journal Platform

- Not just for collections any more!
- Consider MUSE when looking for a new journals platform
- Interested in books and journals together on your own platform? Yep, MUSE has that covered
- Need something I haven't listed today? Ask me.



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# Books Building Blocks

- Project MUSE Books Collection
- Single Title Sales Program
- Single Select Books
- Open Access Books

# Book Building Blocks

**Project MUSE Books Collections**

**Single Title Sales Program**

**Single Select Books**

# Book Building Blocks

**Project MUSE Books Collections**

**Single Title Sales Program**

**Single Select Books**



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# Book Collections

- “Complete” collections by year
- Subject and area studies collections
- Supplement collections
- Books submitted and produced, then released in January
- Current year’s frontlist are estimated and priced; books launch throughout the year



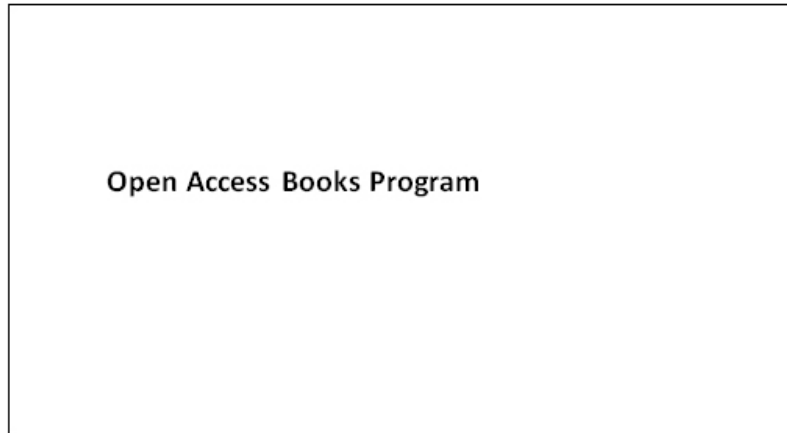
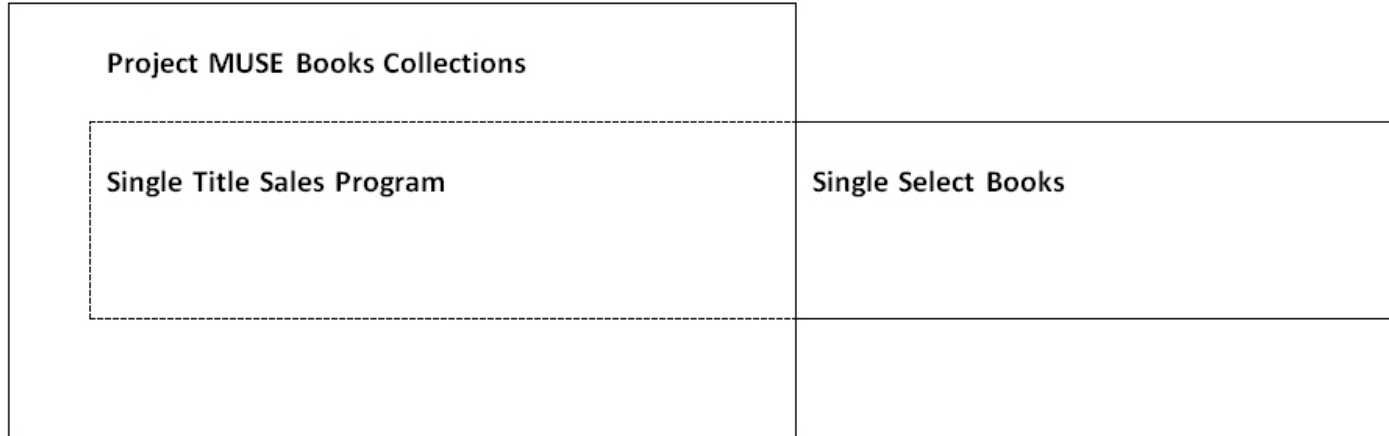
# Single Title Sales Program

- For libraries that don't want collections
- Publishers select books for single title sales
- Collections + single title sales help publishers reach the most libraries
- Please remember to opt in books you are adding!
- Work with Gobi Library Solutions and Oasis

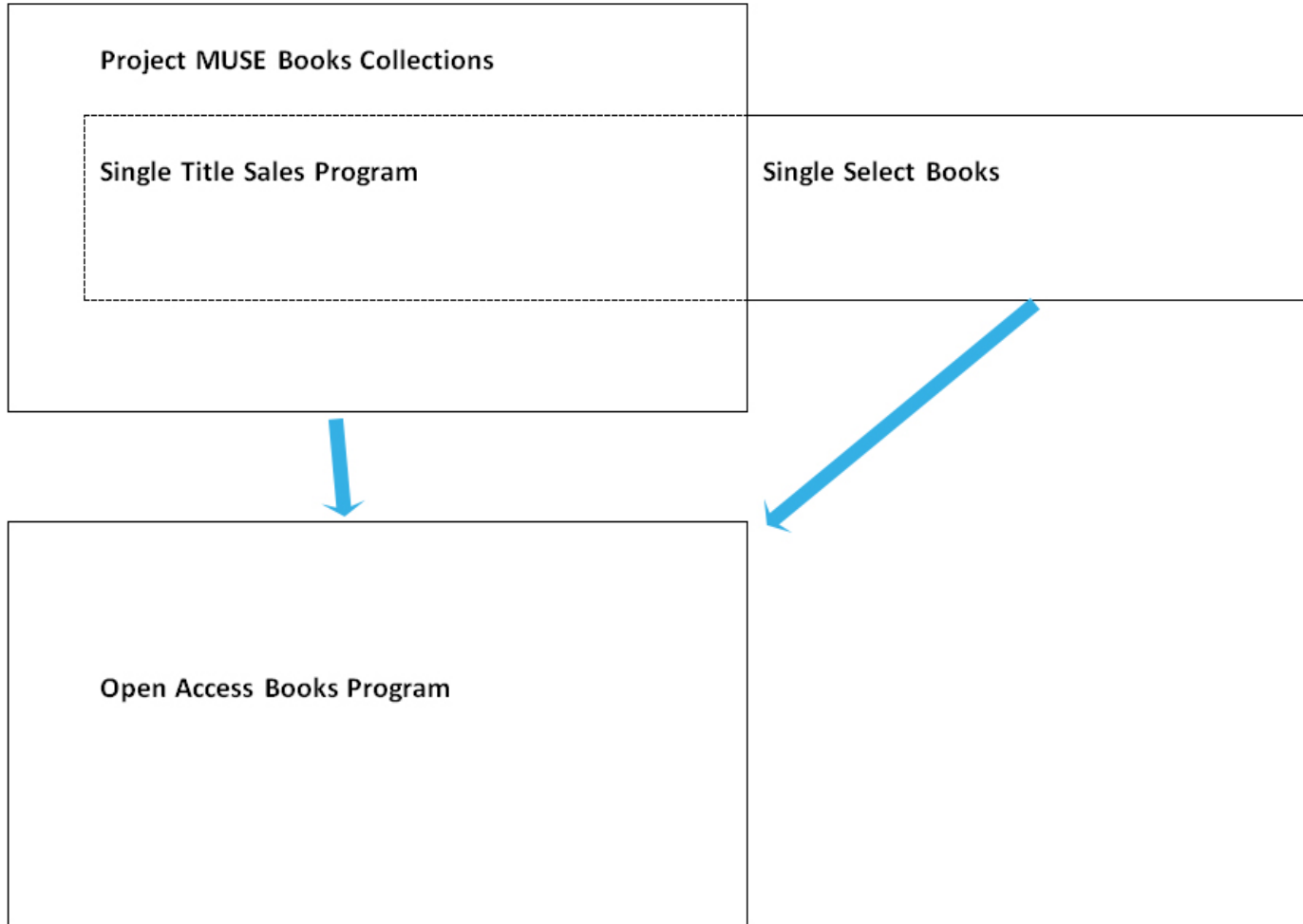
# Single Select Books

- Books are in single title sales program only
- Publishers can put certain number of books in Single Select; the rest in collections
- No DRM; unlimited users
- Allows publishers to submit books that they wouldn't submit for collections

# Book Building Blocks



# Book Building Blocks





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# Coming Down the Pike

- New policies for book withdrawals
- “Perpetual access” = books with rights reversions can remain accessible to libraries that purchased
- Easier to withdraw books that no longer fit the collections

# Coming Down the Pike

- Chapter-level sales!
- Want to talk to publishers to get feedback about both withdrawal policies and chapter sales

# Thank you!

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