A very mixed “economy” of...

With regard to this last point, it is worth pointing out that a product like **AIP Articles On Demand** is great for a company with moderate research needs. But no company with heavy research activity will find a better bargain than a straightforward subscription, because subscriptions offer the best price-per-download rate for high-use organizations. Indeed, this is part of the reason we tend to be wary of offering article-bundle products like AOD to academic institutions. The need to maximize the serials budget makes the price of even the biggest AOD bundle look far more affordable than a typical AIP journal subscription. Many librarians will be drawn to what seems like a lower-cost version of the same content. But it can quickly become apparent in many institutions that the download activity will require that an AOD bundle be replenished several times a year to keep up with researchers’ needs, so the “value” of the bundle can disappear very quickly.

What Future do We See for Products Like AIP Articles On Demand? Will We Offer it to Academic Institutions as well as Corporations?

The broader answer is that AIP already practices differential pricing. We tier our journal prices according to the research levels of our subscribers, so that smaller, less research-intensive institutions pay less than bigger, more research-intensive institutions. Academic institutions with consortia licenses to AIP content pay differently than single-site subscribers. Institutions in emerging economies pay little, or nothing, to access AIP content. We want to offer our content in whatever way best suits the needs, interests, and budgets of our customers. While we do fear cannibalizing our bread-and-butter subscriptions by offering an article-bundle product to academia, we are also — librarians and publishers alike — moving to more evidence-based metrics of price and performance. **COUNTER** is the key initiative here, but measures of quality (whether Impact Factor or eigenvalues or h-indexes or the next new thing) will matter, too. It is not hard to imagine the near-future, when an information provider and an information consumer will together find an optimal way to deliver content not for the cheapest price, but for the best value. Subscriptions, site licenses, customer-owned-and-operated archives, author- or funder-paid open access, article-based deposit accounts — all of these options will be part of the menu of access models available to the librarian in the brave new world that is right around the corner.

**Is Deep Dyve Another Game-changer?**

As I was writing this article, **Deep Dyve** announced a pay-per-view service that will charge only 99 cents an article for a 24-hour “rental.” This has been called an “iTunes-like” model, but users cannot download or save the article — it literally is “pay per view,” since the only thing the buyer can do is read the article onscreen. **Deep Dyve** also offers $9.99 per month and $19.99 per month subscriber plans with more user rights than the 99 cents per article option. But it is clearly the 99 cents price point that has attracted everyone’s attention. Publishers’ single-article fees tend to be high enough not to undermine the value of a subscription. But such formulations derive from the print era, when single-article sales were all done by third parties and were hard for a publisher to regulate or monitor. The article economy in the days of print was thus largely an “invisible” economy, which publishers feared more than encouraged. In the current online era, when article sales can be much more effectively tracked, the new **Deep Dyve** model offers an experiment that many publishers will want to join. If **Deep Dyve** can get enough publishers involved to achieve the same kind of comprehensive service that Amazon provides for books, it could become an enormously significant player. Sure, we’re all nervous about cannibalizing subscriptions — but in a moment of huge economic uncertainty for our traditional revenue streams, experiments like this may be the only way to find new and sustainable business models.

**Rumors from page 26**

Prior to joining **ProQuest**, **Rod** worked for the **Thomson Corporation** for ten years and has held a variety of sales, marketing and publishing positions with **Addison Wesley**, **Prentice Hall**, and **W.H. Freeman**. He received his BA degree in political science from **Assumption College**, in Worcester, Massachusetts. I also found out that **Rod** was born in Canada but has Louisiana roots as well. What you don’t learn from people when you have time to listen!

I don’t think I told y’all about seeing the gorgeous **Kathy Ray** at the **Acquisitions Conference** in Oxford, England last year! Did I? **Kathy** was one of the excellent speakers at this Conference and I discovered that she is married to **Ron Ray** once of University of the Pacific! **Ron** has left libraries and is now working in IT and he and **Kathy** are located in beautiful, exotic **Sarjah** in the United Arab Emirates. Talk about glamorous!

And, guess who else has traveled to foreign parts? The industrious **Joseph J. Brainin** has

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**Doug LaFrenier**

**BORN AND LIVED:** I was born in Massachusetts as an “Army brat” and grew up on Army bases around the country. I attended 10 schools in the 12 grades. **FAMILY:** I’m married and we have four cats. **PROFESSIONAL CAREER AND ACTIVITIES:** I started out as a copywriter of book jackets for *Macmillan*. Worked for *McGraw-Hill* and *Scientific American*, and had my own freelance copywriting business for several years. **IN MY SPARE TIME:** We spend weekends at our house in the Catskills, which I’ve been fixing up for years. **FAVORITE BOOKS:** A recent one is *Cloud Atlas*. **GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:** Retire. **HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** A very mixed “economy” of subscription-based and OA research content. Best subscription-based journals will continue to attract high quality authors but the sheer volume of research will require more non-traditional publishing. Peer review will still be important.