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To: Colleagues in the Information Industry

Subject: Supporting Customer’s Rights to Electronic Linking

Perhaps one of the most exciting changes brought about by technology is the ability for customers to navigate from A&I databases to fulltext articles and from fulltext information back to bibliographic resources. This ease of linking between these electronic resources owned by a customer increases the value and utility of both types of products. This synergy truly represents an instance where the whole is greater than the sum of its parts for everyone involved.

We at CSA believe that customers subscribing to CSA content (i.e. our A&I databases), should be able to link to the associated fulltext articles, as long as the customer has rights to the content. As such, we have done everything to facilitate this linking. Conversely, we also encourage fulltext publishers to provide links to our bibliographic resources.

Unfortunately, some organizations refuse to support broad-based linking. CSA believes that this is wrong and not in the best interest of the customer. Accordingly, CSA is terminating relationships with aggregators and content providers who refuse to allow mutual customers to link to data which they own or license.

We hope you share our deep concern about this issue. We strongly urge you to explore how broad-based linking can benefit your customers. Also, please convey the need for broad-based linking to your associated aggregators and content providers.

As an industry, we should not ignore the impact of linking technology. Rather, we should embrace broad-based linking and use it to the advantage of our customers.

Best regards,

James P. McGinty
President, Cambridge Information Group
jmcginty@csa.com

Matt Dunie
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mdunie@csa.com

P.S. CSA facilitates links to the following content providers:

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