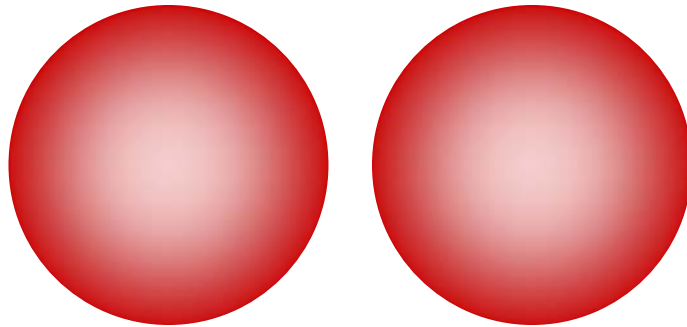
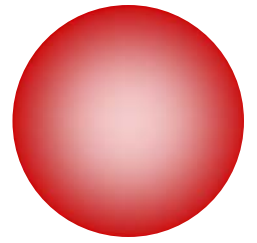
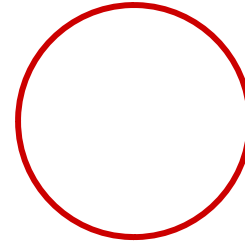
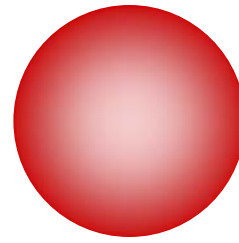
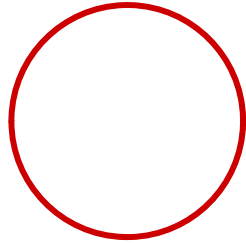
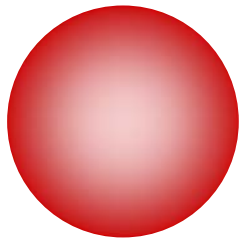


Alternative routes to the reuse of copyrighted journal content



David Hoole
Nature Publishing Group
OAI 6, Geneva, 2009



A mission we still share...

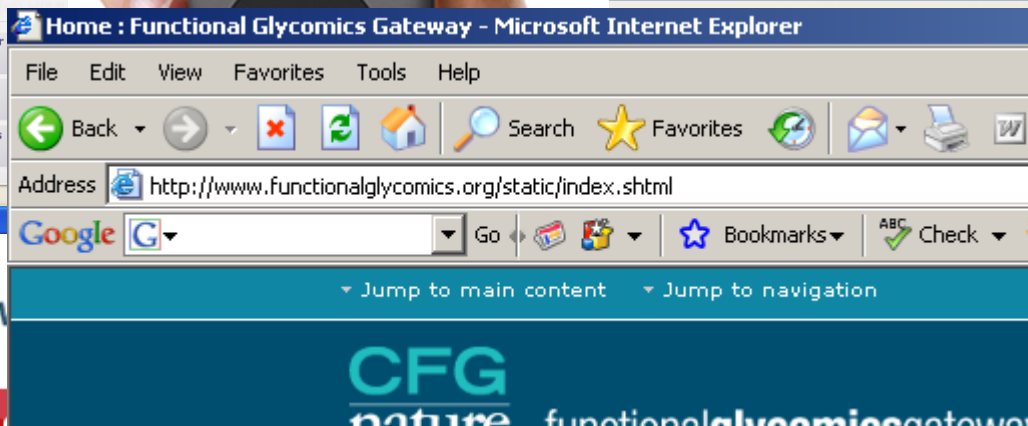
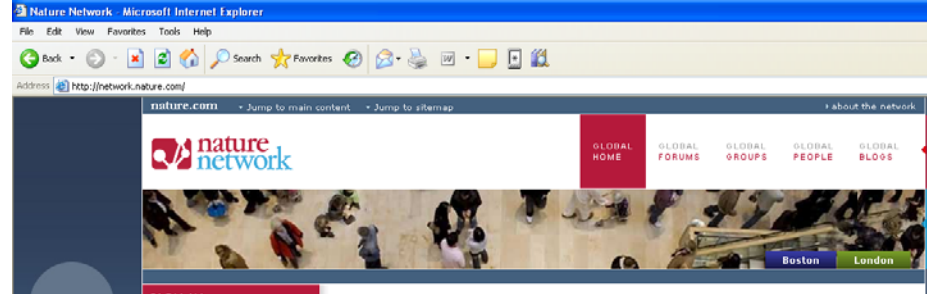
THE object which it is proposed to attain by this periodical may be broadly stated as follows. It is intended

- FIRST, to place before the general public the grand results of Scientific Work and Scientific Discovery ; and to urge the claims of Science to a more general recognition in Education and in Daily Life ;
- And, SECONDLY, to aid Scientific men (sic) themselves, by giving early information of all advances made in any branch of Natural knowledge throughout the world, and by affording them an opportunity of discussing the various Scientific questions which arise from time to time.

NPG was created in 2000

The image displays a collage of Nature journal websites. The top row features the 'nature immunology' website with a dark blue header and a search bar. Below it is the 'nature neuroscience' website with a teal header. The third row shows the 'nature medicine' website with a red header. The bottom row features the 'nature photonics' website with a blue header. A sidebar menu on the left lists various journal categories and navigation options. A 'Current issue' section for 'nature photonics' is visible, dated December 2008, featuring articles like 'The dynamics of spinning light' and 'Nonlinear optics: Doped silica'. A 'Subscribe to Nature Photonics' button is also present.

Innovation at NPG



Experimenting with business models

This screenshot shows the homepage of the journal *Molecular Systems Biology*. The browser window title is "Molecular Systems Biology - Microsoft Internet Explorer". The address bar shows the URL <http://www.nature.com/msb/index.html>. The page features a blue header with the journal logo and a search bar. A navigation menu on the left includes links for "Journal home", "Archive", "Focuses", "Structured data", "Online submission", and "For authors". The main content area includes a "Welcome" message, a "Latest" article with an impact factor of 9.954, a "Featured article" titled "Targeted tandem affinity purification of PSD-95 recovers core postsynaptic complexes and schizophrenia susceptibility proteins", and a "Top 10 downloads" list. An advertisement for "MILESTONES CUTANEOUS BIOLOGY" is also visible.



This screenshot shows the homepage of Nature China. The browser window title is "Homepage: Nature China - Microsoft Internet Explorer". The address bar shows the URL <http://www.nature.com/nchina/>. The page features a red header with the "nature CHINA" logo and a search bar. Below the header, there are three main sections: "最新研究亮点" (latest research highlights) with an image of a traditional Chinese building, "论文推荐" (recommended papers) with an image of two women, and "赞助商" (site sponsor) with an advertisement for AstraZeneca (阿斯利康) circled in red. The AstraZeneca logo and name are visible in both English and Chinese.

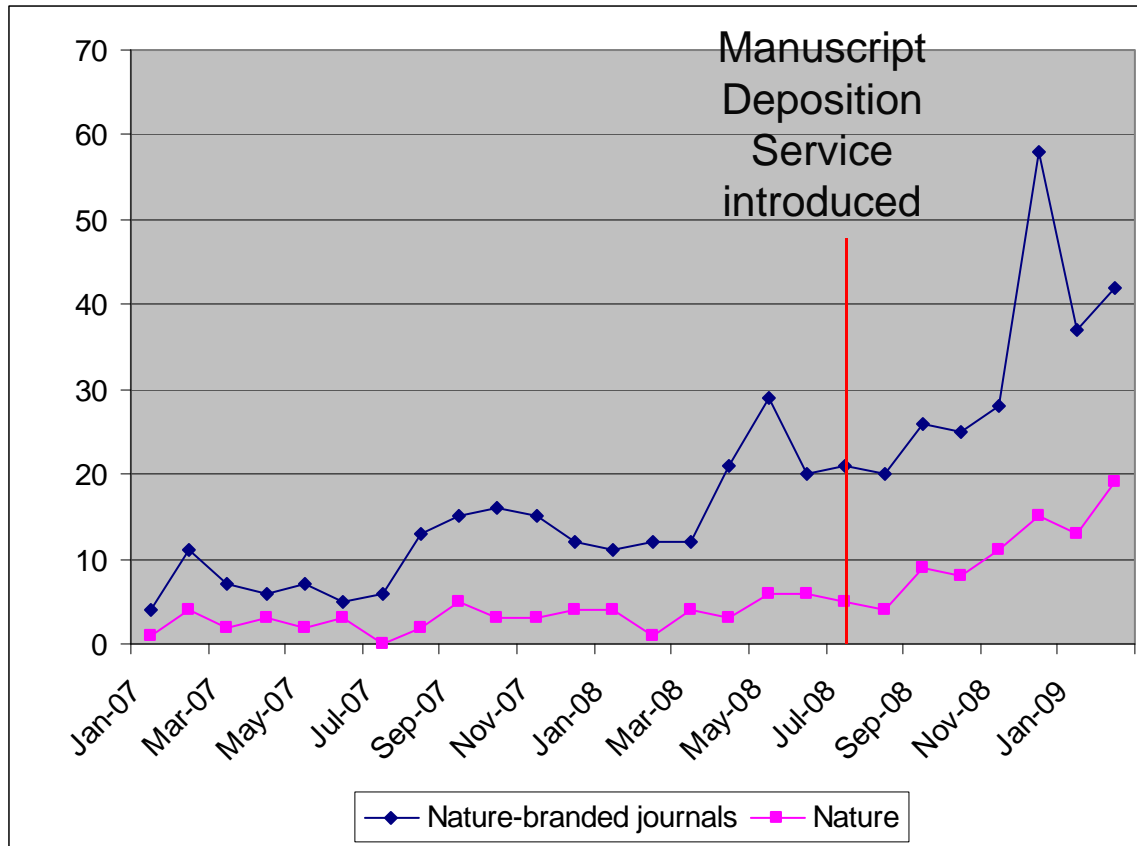
Hybrid journals at NPG

- Cancer Gene Therapy,
- European Journal of Clinical Nutrition
- European Journal of Human Genetics
- Genes and Immunity,
- International Journal of Impotence Research,
- Journal of Exposure Science and Environmental Epidemiology
- Journal of Human Hypertension
- Journal of Perinatology
- Molecular Psychiatry
- The Pharmacogenomics Journal
- Prostate Cancer and Prostatic Diseases.

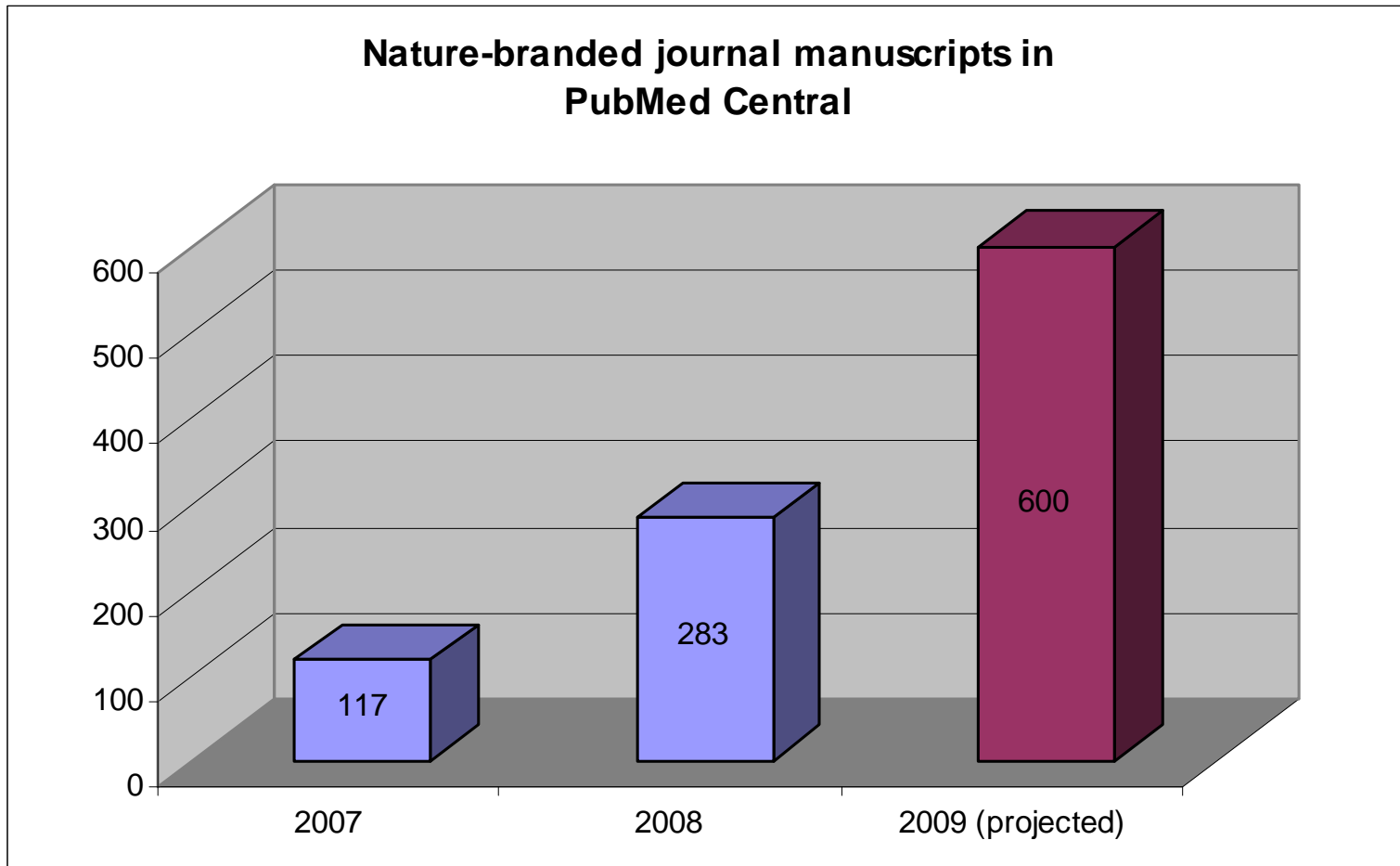
NPG's Manuscript Deposition Service

- Available on 43 journals (EJP)
- Authors opt in at submission, uploaded at acceptance
- Release date set for 6 months post-publication
- PMC contacts PI who confirms, generating NIHMS number
- NPG will deposit to any repository respecting the embargo, and capable of accepting build uploads (SWORD protocol)
- PMC first, but in discussions with Harvard, MIT etc

Manuscripts to PMC - uptake of MDS



NPG building PMC



Derivatives vs no derivatives

Commercial-No Derivative Works 3.0 Unported - Microsoft Internet Explorer

es/by-nc-nd/3.0/

Attribution-Noncommercial-No Derivative Works 3.0 Unported

Creative Commons — Attribution-Noncommercial-Share Alike 3.0 Unported - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://creativecommons.org/licenses/by-nc-sa/3.0/>

Attribution-Noncommercial-Share Alike 3.0 Unported

You are free:



to Share — to copy, distribute and transmit the work

Under the following conditions:



Attribution — You must attribute the work to the author or licensor (but not in any way that suggests endorsement or your use of the work).



Noncommercial — You may not use the work for commercial purposes.



No Derivative Works — You may not create derivative works from the work.

You are free:

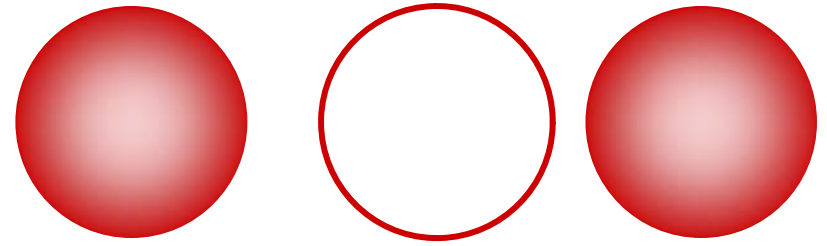


to Share — to copy, distribute and transmit the work

PEER Project = more archiving

- PEER (Publishing and the Ecology of European Research)
- Supported by the EC eContent*plus* programme
- Studying impacts of authors self-archiving in repositories in Europe
- Runs 2009-2011
- 50,000+ manuscripts from up to 300 journals
- Two tracks: author deposit and publisher deposit
- Participating journals: Deposit on behalf of authors, provide metadata
- Three research threads: behaviour, usage, economics
- NPG: 16 journals participating + 12 in control group

Current status



- Low levels of OA articles with derivatives
- High levels of self/publisher-archived manuscripts
- Self archived manuscripts subject to author copyright and NPG's licence-to-publish

Manuscript #: [journal name] (“the Journal”)

Title of the contribution:

..... (“the Contribution”)

Author(s):

..... (“the Authors”)

To: Nature Publishing Group, a division of Macmillan Publishers Ltd (“NPG”)

1. In consideration of NPG agreeing to publish the Contribution the Authors grant to NPG for the full term of copyright in the Contribution and any extensions thereto, subject to clause 2 and 3 below, the exclusive licence (a) to publish, reproduce, distribute, display and store the Contribution in all forms, formats and media whether now known or hereafter developed (including without limitation in print, digital and electronic form) throughout the world, (b) to translate the Contribution into other languages, create adaptations, summaries or extracts of the Contribution or other derivative works based on the Contribution and exercise all of the rights set forth in (a) above in such translations, adaptations, summaries, extracts and derivative works and (c) to license others to do any or all of the above.

2. Ownership of copyright remains with the Authors, and provided that, when reproducing the Contribution or extracts from it, the Authors acknowledge first and reference publication in the Journal, the Authors retain the following non-exclusive rights:
 - a) To reproduce the Contribution in whole or in part in any printed volume (book or thesis) of which they are the author(s).
 - b) They and any academic institution where they work at the time may reproduce the Contribution for the purpose of course teaching.
 - c) To post a copy of the Contribution as accepted for publication after peer review (in Word or Tex format) on the Authors own web site or institutional repository, or the Author’s funding body’s designated archive, six months after publication of the printed edition of the Journal, provided that they also give a hyperlink from the Contribution to the Journals web site
 - d) To reuse figures or tables created by them and contained in submitted to a pre-print service such as arXiv or Nature Precedings (in accordance with that service’s standard licence terms).
5. The Authors warrant and represent that:
 - a) The Authors are the sole authors of and sole owners of the copyright in the Material. If the Material includes materials of others, the Authors have obtained the permission of the owners of the copyright in all such materials to enable them to grant the rights contained herein. Copies of all such permissions are attached to this licence.
 - b) All of the facts contained in the Material are true and accurate.
 - c) The Author who has signed this Agreement below has full right, power and authority to enter into this Agreement on behalf of all of the Authors.
 - d) Nothing in the Material is obscene, defamatory, libelous, violates any right of privacy or infringes any intellectual property rights (including without limitation copyright, patent or trademark) or any other human, personal or other rights of any kind of any person or entity or is otherwise unlawful.
 - e) Nothing in the Material infringes any duty of confidentiality which any of the Authors may owe to anyone else or violates any contract, express or implied, of any of the Authors, and all of the institutions in which work recorded in the Material was carried out have authorised publication of the Material.
6. The Authors authorise NPG to take such steps as it considers necessary at its own expense in the Authors’ name and on their behalf if it believes that a third party is infringing or is likely to

Making archived manuscripts more useful

- Wellcome Trust wants to see more manuscripts in the OA subset on UKPMC
- NPG supportive of reuse (eg in text mining, but not republication)
- Need specific terms and conditions for reuse of archived manuscripts

NPGs Summary terms for reuse of archived manuscripts

Users may view, print, copy, download and text and data-mine the content in such documents, for the purposes of academic research, subject always to the additional conditions set out in the full terms and conditions .

Detailed Terms and Conditions

Articles published by Nature Publishing Group (NPG) which are made available through academic repositories remain subject to copyright. Any reuse is subject to permission from NPG. The following restrictions on re-use of such articles apply:

Academic research only

1. Archived content may only be used for academic research. Any content downloaded for text based experiments should be destroyed when the experiment is complete.

Re-use must not be for Commercial Purposes

2. Archived content may not be used for purposes that are intended for or directed towards commercial advantage or monetary compensation by means of sale, resale, licence, loan, transfer or any other form of commercial exploitation ("Commercial Purposes").

Wholesale re-publishing is prohibited

3. Archived content may not be published verbatim in whole or in part, whether or not this is done for Commercial Purposes, either in print or online.
4. This restriction does not apply to reproducing normal quotations with an appropriate citation. In the case of text-mining, individual words, concepts and quotes up to 100 words per matching sentence may be reused, whereas longer paragraphs of text and images cannot (without specific permission from NPG)

Moral rights

5. All re-use must be fully attributed. Attribution must take the form of a link – using the article DOI – to the published article on the journal's website.
6. All re-use must ensure that the authors' moral right to the integrity of their work is not compromised.

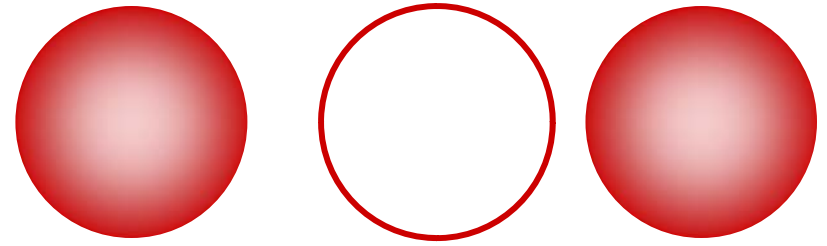
Third party content

7. Where content in the document is identified as belonging to a third party, it is the obligation of the user to ensure that any reuse complies with copyright policies of the owner.

Re-use at own risk

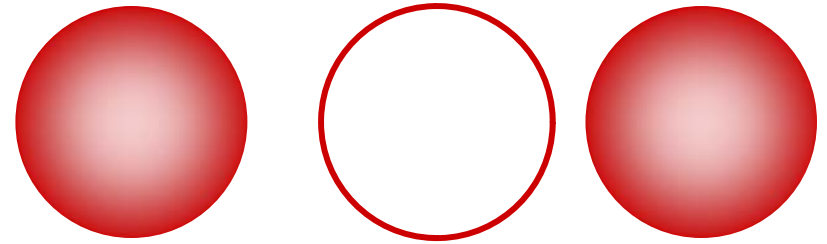
8. Any re-use of NPG content is at your own risk and NPG accepts no liability arising from such re-use.

Looking forward

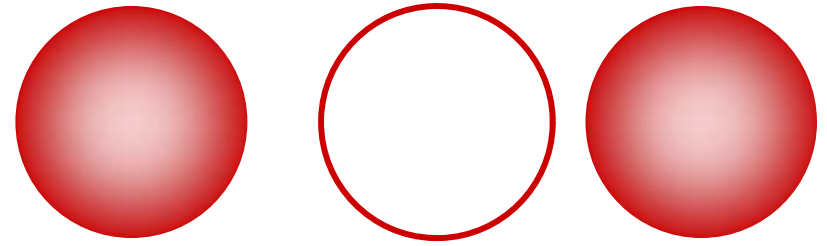


- Mixed models here to stay
- Version control and quality assurance issues
- What unimagined reuses might be out there?

Coming soon



A new paradigm



- Authors choose
 - Subscription (with archiving) or open access ✓
 - derivatives or no ✓
- Libraries choose
 - subscription (online only site licence) ✓
 - prepay PPV, or pay as you go PPV ✓
- Efficiencies
 - peer review ✓
 - no print (intended) ✓