

New Content & Business Models in the New Publishing World Order

Online communities: a world of opportunity

How new forms of discovery through online sharing
can lead to wider content distribution and increase revenues

Sharon Mombrú, BlueInsights

SSP Annual Meeting, Boston, May 29 2008

BlueInsights

Background

- New ventures and e-strategy consulting practice
- Background in scientific publishing - strategy, product development, sales & marketing
- Building an online platform for professional communities to store, share and discover information

Vision

- Empower users to more easily discern and prioritise relevant information through their self-selected and trusted network

Aims for this meeting

- Create awareness of the role of online communities in scholarly communication
- Form partnerships with organisations whose goal is to foster knowledge exchange among niche scholarly communities

Agenda

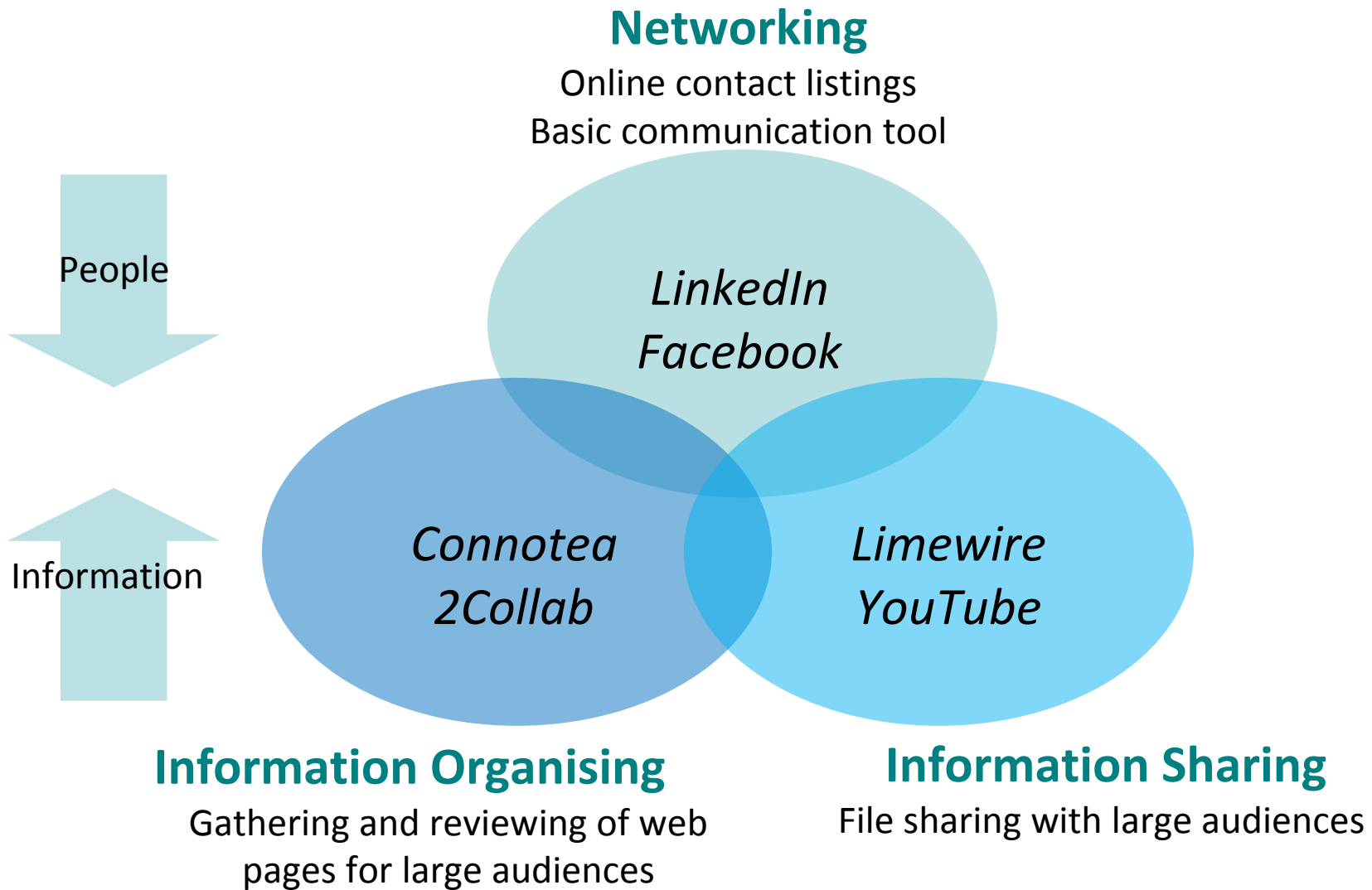
Main topic

- How online communities offer new business opportunities to publishers

Agenda

- I. Trends in online communities and online information sharing
- II. New forms of promotion through peer recommendations
- III. Potential business opportunities

Online communities: merging of main functions



Network - LinkedIn



Account & Settings | Help | Sign Out

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Advanced Search People [] Search

- Home
- Groups
- Profile
- Contacts
- Inbox (13)

Add Connections

Sharon
Momburu
Internet entrepreneur and consultant
What are you working on?
Your profile is 80% complete [Edit]

Contacts

Connections | Imported Contacts | Network Statistics

Add Connections Remove Connections

Connections

Building connections between people
Basic communication via connections
LinkedIn Answers: tapping into people's expertise

Show contacts with new connections [advanced options](#)
Showing 125 of 120 connections 4 outstanding sent invitations

A	Aluffi Pentini, Chiara Marketing Manager chiara.aluffi-pentini@alumni	39
B	Andersen, Bjørn Senior Solutions Architect at FAST Search and Transfer Inc andersen12345@hotmail.com	177
C	Anolli, Alessandra Marketing Director at St Jude Medical aanolli@guidant.com	165
D	Azhar, Azeem Entrepreneurial type azeem@azhar.co.uk	500+
E	Barr, Lisa M. Experience Public Relations Professional prworld@gmail.com	49
F	Bell, Harriet Product Director, The Lancet at Reed Elsevier harrietbell@gmail.com	114

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Information Sharing - LimeWire

- Individuals sharing files with large audiences

The screenshot displays the LimeWire application window titled "LimeWire: Enabling Open Information Sharing". The interface includes a menu bar (File, View, Navigation, Resources, Tools, Filters, Help), a search bar, and a sidebar with categories like Media, Artist, and Album. The main area shows search results for "magnet:mc.com:6346 (236)". A table lists various Shakespeare plays with columns for Quality, #, License, Name, Type, Size, Speed, and Bitrate. The "Shakespeare - Macbeth" file is highlighted. At the bottom, there are buttons for Download, Browse Host, Stop Search, and Junk. A Downloads section at the very bottom shows two files: "Shakespeare - Macbeth.txt" and "Shakespeare - Henry VI, Part 3.txt", both with a status of "Complete" and 100% progress.

Quality	#	License	Name	Type	Size	Speed	Bitrate
★★★★★			Shakespeare - Coriolanus	bit	170.1 KB	T3 or Higher	
★★★★★			Shakespeare - Cymbeline	bit	126.5 KB	T3 or Higher	
★★★★★			Shakespeare - Hamlet	bit	184.2 KB	T3 or Higher	
★★★★★			Shakespeare - Henry IV, Part 1	bit	146.0 KB	T3 or Higher	
★★★★★			Shakespeare - Henry IV, Part 2	bit	154.0 KB	T3 or Higher	
★★★★★			Shakespeare - Henry VI, Part 1	bit	135.1 KB	T3 or Higher	
★★★★★			Shakespeare - Henry VI, Part 2	bit	154.0 KB	T3 or Higher	
★★★★★			Shakespeare - Henry VI, Part 3	bit	149.3 KB	T3 or Higher	
★★★★★			Shakespeare - Henry VIII	bit	149.6 KB	T3 or Higher	
★★★★★			Shakespeare - Julius Caesar	bit	119.3 KB	T3 or Higher	
★★★★★			Shakespeare - King John	bit	123.3 KB	T3 or Higher	
★★★★★			Shakespeare - King Lear	bit	159.0 KB	T3 or Higher	
★★★★★			Shakespeare - Loves Labours Lost	bit	23.3 KB	T3 or Higher	
★★★★★			Shakespeare - Macbeth	bit	106.7 KB	T3 or Higher	
★★★★★			Shakespeare - Measure for Measure	bit	131.7 KB	T3 or Higher	
★★★★★			Shakespeare - Merchant of Venice	bit	123.6 KB	T3 or Higher	
★★★★★			Shakespeare - Merry Wives of Windsor	bit	132.8 KB	T3 or Higher	
★★★★★			Shakespeare - Much Ado About Nothing	bit	124.5 KB	T3 or Higher	
★★★★★			Shakespeare - Othello	bit	113.2 KB	T3 or Higher	
★★★★★			Shakespeare - Pericles Print of Tyre	bit	64.6 KB	T3 or Higher	
★★★★★			Shakespeare - Richard II	bit	135.6 KB	T3 or Higher	
★★★★★			Shakespeare - Richard III	bit	181.9 KB	T3 or Higher	

Name	Size	Status	Progress	Speed	Time
Shakespeare - Macbeth.txt	106.7 KB	Complete	100 %		
Shakespeare - Henry VI, Part 3.txt	149.3 KB	Complete	100 %		

Information organising: Connotea



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- Bookmarking and reference management for researchers, clinicians and scientists
- Sharing references with all members or self-created groups

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- Nucleotide
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- substitution
- genomics
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- Dosage compensation
- Genome Evolution
- placenta
- imprinting

[NONRANDOM DISTRIBUTION OF GENES WITH SEX-BIASED EXPRESSION IN THE CHICKEN GENOME](#)

Evolution 60 (9), 1945 (2006)

[info:doi/10.1554/06-233.1](#)

Posted by [meisel](#) to [sex bias](#) and [sex chromosomes gene expression](#) on [Tue Apr 09 2008](#) at 20:33 UTC | [info](#) | [related](#)

[Biology Direct | Abstract | 1745-6150-3-9 | Endogenous retroviruses of the chicken genome](#)

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[Structural and functional analysis of a 0.5-Mb chicken region orthologous to the imprinted mammalian Ascl2/Mash2-Igf2-H19 region](#)

Hiroyuki Sasaki *et al.*

Genome Research 15 (1), 154-65 (01 Jan 2005)

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Posted by [echuong](#) to [candidate imprinting placenta Chicken](#) on [Fri Nov 09 2007](#) at 00:14 UTC | [info](#) | [related](#)

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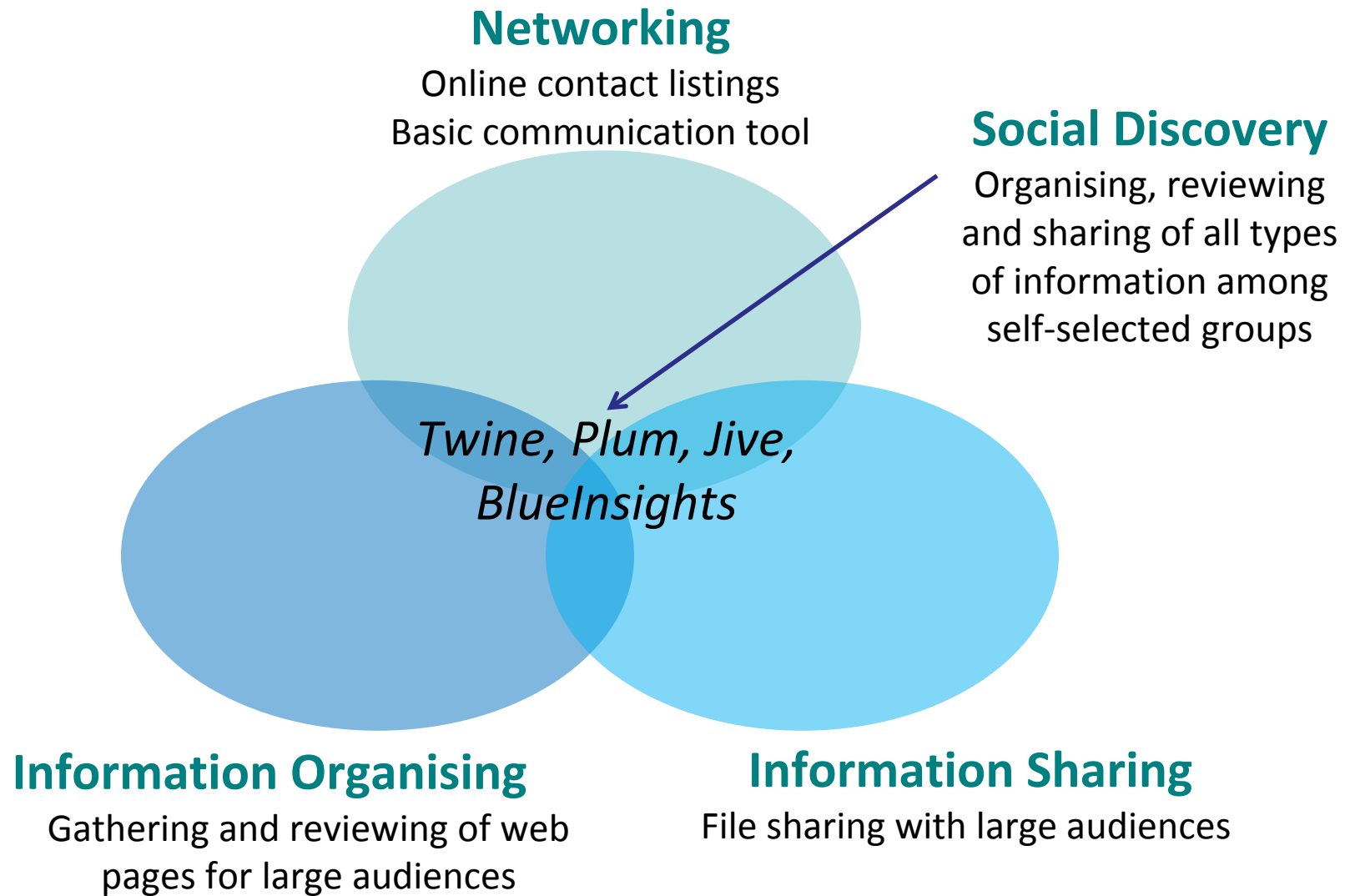
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Related tags:

Online communities: merging of main functions



Social Discovery: BlueInsights (prototype demo)

- Store and selectively share all types of content
- Build network in order to share
- More relevant filtering and distribution of information via users' peer network, offering better discovery

Impact of merging networking, organising and sharing functions

- Social networks as content discovery platforms
- Discovery driven by recommendations of peers
 - 25% of users find out about movies and TV shows via peer recommendation within the network
 - 20% purchased music based on peer recommendation and have searched a social network to find new music to purchase

Source: Entertainment Media Research, UK, January 2008

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The opportunity of online sharing: promotion through peer recommendations

- Content owners regard online communities as a threat because of the ease of sharing
- Online sharing is a form of peer recommendation, replacing verbal or Email recommendation
- Content owners shouldn't overlook the opportunity to leverage these endorsements as another form of promotion and distribution
- New business models are essential in this new environment

Online sharing: the best recommendation you can get

Benefits to publishers

- Greater visibility of publishers' content and brand
- Potential to drive traffic to publishers' sites
- Alternative source of subscription revenues

Publishers' options

- Allow network effects to develop gradually
- Participate in forming groups and lead the communication process on social platforms

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Business opportunities for scholarly publishers

Today's business models tend to be journal-based. Search and peer recommendation are article-based and therefore require new models.

More flexibility

- Allow for packages across journals and preferably publishers (individual items selected by user or recommended by peers)
- Introduce a credits system (e.g. iTunes, iStockphoto)
- Offer sharing rights at different price points (e.g. as managed by CCC)

Prerequisites to survive in this new environment

- Ensure access rights are clear to end-users as well as to the community platforms: embed in the article file or store in a centrally-accessible location
- Ensure the peers' recommendations are converted into traffic: enable seamless linking from the shared article to the appropriate copy on the publisher's site
- Introduce standardised one-click payment methods (e.g. PayPal)
- Actively work with and support community platforms

Summary and conclusion

- Sharing of information is becoming increasingly popular in online communities
- Sharing is the ultimate form of recommendation
- Publishers can harness this form of free promotion to their benefit
- Publishers should prepare their content and platforms for this trend and work with community-based platforms

Questions regarding how to handle copyright issues in
online sharing environments?

Please attend the **Copyright session** on
Friday 30 May 8:45 – 10:15 am

Thank you

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