

## Evolution of Journal Pricing

Digital distribution of scholarly research has enabled a more equitable access to content in Canada; but at what cost?

### Print Distribution



- Priced by title
- Institutions negotiated with vendors
- Smaller institutions couldn't afford all titles

### Digital Distribution



- Publishers are free of physical distribution costs
- Universities are no longer constrained by shelf space
- Digital technology allows researchers to mine, map, link and share content

### The "Big Deal"



- The Big Deal offers unlimited access to a publisher's entire collection for an annual fee
- Universities form consortia to pool their buying power
- The Big Deal ensures a steady and predictable revenue stream for publishers

### Benefits



- Universities of all sizes have access to a wider range of research than ever before
- An explosion of digital content allows scholars to identify connections in unrelated disciplines

### Challenges



- Increased consolidation and market power of publishing industry = increased profitability
- Subscription rates continue to increase more quickly than university budgets and general inflation
- Big Deals are increasingly tough to break, and there are few or no palatable alternatives

### Proposing a National Strategy



- Canada needs innovative strategies that work across jurisdictions
- In the short term, we need practical strategies to secure access to electronic journals and databases
- In the long term, we need new organizational, business and scholarly communication models to meet researchers' information needs

*The CRKN represents these strategies, bringing together universities in Canada across 10 provinces and in both official languages, to create a national foundation for acquiring scholarly research content in digital formats.*