



## 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.

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