Effects of Piracy on the Research and the Scholarly Communication Ecosystem

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Glen P. Campbell
Managing Director, BMJ Americas
What is piracy in the context of publishing?

Piracy is the unauthorized use of copyrighted works.

- Book and journal piracy, whether in print or digital form, costs publishers around the world billions of dollars annually.

- It creates significant harmful effects in journals, throughout the book chain, hurting publishers, distributors and retailers, but also authors and readers.

- In the digital age, electronic files can be created and spread widely within short time periods. Sharing illegal copies for free online means publishers lose out on sales, authors lose out on royalties, and societies lose revenues.

- It also leads to a decline in the perceived value of journal and book content.
What is piracy in the research context?

- Plagiarism
  - Author credit and derivative works
  - Control of the content – *Best Practice*

- Data theft
  - Corruption and manipulation
  - Integrity of the literature
Effects of Piracy on Research -

Four trends continue to increase the value of research information:

1. Interdisciplinarity
2. Collaboration & Mobility
3. Emerging Markets
4. Data intensity

Science is becoming more global and more complex.
Role of the Journal - Oldenburg’s Letters

• [We must be] ever careful of registering as well the person and time of any new matter as the matter itself; whereby the honor of ye invention will be inviolably preserved to all posterity. [Oldenburg, 24 November 1664]

• all Ingenious men will be thereby incouraged to impart their knowledge and discoveryes [Oldenburg, 3 December 1664]

• [I should not] neglect the opportunity of having some of my Memoirs preserv’d, by being incorporated into a Collection, that is like to be as lasting as usefull [Boyle, 1665]

• “[Phil. Trans. should be] licensed under the charter by the Council of the Society, being first reviewed by some of the members of the same.” [R.Soc. Order in Council 1/3/1665]
Authors, Editors, Readers
Publishing costs and investments - then

1980-1995

Editorial

Production

Marketing & Sales

Advertising

Finance
Publishing infrastructure and ongoing investments - now

1995-2017

Editorial/Publishing
Academic Relations – Bibliometrics
Strategy & Business Analytics
Legal
Government Affairs
Production & Manufacturing
Journal & Content Technology
Innovations & Product Development
Search Engine Optimization
Commercial Sales – Print & Online
Finance
User Center Design
Data and AI
Piracy – effects on business model

- Subscription revenues – usage, IF, quantity
- Monetizing websites – hits, views, downloads
- New products and associated revenues
- Increased costs – legal & regulatory
- Investment in the future
Costs and implications

JOURNALS

• STM have spent more than one million dollars on piracy issues in past year.

• Individual publishing houses have increased legal resources. ACS estimates 75% of one full time lawyer’s time is now spent on piracy issues. BMJ spends some five days month on piracy issues – immediacy overtakes other work.

• Additions to staffs include Chief Security Officer; installation of additional 24X7 monitoring capabilities (and staff time associated with that); new software fixes to “build a perimeter.”

• Work by staff analyzing usage, contact libraries that have been shut off due to excessive downloads, etc.
Costs and implications

BOOKS

• Library Genesis has 100 Cornell University Press titles, 800 form JHU, 2000 from Harvard, 4,800 from MIT. - No compensation, no royalties.

• “I am in the midst of publishing my 45th book, with another 5 chapters in published books. Also approximately 75 articles in journals, digital libraries, etc.”

• Just informed by his reputable publisher that they will no longer publish his books because piracy prevents them from getting a return on investment.

• Returned from Indonesia with a disk containing 22,000 book titles.
"We don’t want people to think we’re taking a position against open access. We’re taking a position against theft, and hacking, and phishing."

— Peter Berkery
Executive Director, AAUP
THANK YOU!

gcampbell@bmj.com

@glenorchyp