



WILEY

About

- wiley.com
- Headquarters: Hoboken, New Jersey, USA
- Global academic publishing company

People

- **Todd Toler**
Digital Product Management,
Wiley Online Library

Goals

- Needs to innovate to advance and accelerate position in changing industry
- Add value to research content to help researchers achieve their desired outcomes

Approach

- Wiley Online Library uses ReadCube Connect across more than 1000 journals to enable interactive PDFs and retain readers for longer
- Wiley has integrated the Altmetric badges on all article pages to provide authors and readers a view on the attention the published articles have received

Results

- With the Readcube dashboard, Wiley Online Library can better monitor pay article pay per view performance going forward, which was something they really couldn't do effectively in the past
- The integration of Digital Science solutions into Wiley Online Library has allowed Wiley to bring key vertical innovations to their full text platform quickly, without the need to build it themselves



Todd Toler

Wiley Online Library tools up for new opportunities, increased engagement and expanded access

John Wiley & Sons is the third largest academic publisher in the world with a portfolio that includes 1500 journals, books and major works of reference.

Founded over 200 years ago, the company has a long legacy in academic publishing and has lived through the transformation of the industry from one based on printed material to the modern digital era in which its output is predominantly available online.

Digital product management director Todd Toler is responsible for the Wiley Online Library that at present comprises 6m articles spread across more than 700 subject areas. He says his role is to work with publishers, society partners, authors and institutions to understand their needs and to ensure that Wiley's product technology division has the right technology solutions in place to serve those needs. Some of these solutions will be provided by external technology partners – among them Readcube and Altmetric.

Emphasis on author needs

New technology-enabled trends have had a significant effect on traditional business models. Chief among these is the Open Access model, which shifts the onus on payment from the reader of scientific journals to the author. "Open Access has reinvigorated our industry because of this renewed focus on the author," says Todd. "But regardless of business model, the emphasis should be on the author."

He maintains that adding more value to the content of its publications is key to a sustainable business model. "Journals were created 350 years ago and are not the ideal technology for scientific collaboration today," he says. "We feel that we have a lot of room to improve. About 90% of the value of a journal is delivered digitally, but we still act as if it is delivered in print. We have to think about digital workflows and adding value to the content we deliver to the scientific community."

Deeper, richer, more connected experience

Wiley's strategy is to create a deeper, richer, more connected experience with the research content it publishes. This includes smartening up the content, getting more types of articles through the submission system, letting peer-reviewers see data-enriched content and integrating published articles more closely with supplemental data, all of which is delivered online.

"It's all about supporting increased researcher productivity," Todd says. "We are trying to usher in the future of research communications. At the moment, it's journals but we have to ask ourselves what will journals evolve into? What are people trying to do when they collaborate around research and share their science?"

Todd emphasizes the need to enhance the article reading experience: "There are limitations to the static paginated artifact called the PDF that

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WILEY AND THE ATTENTION ITS ARTICLES AND AUTHORS GET

- In Wiley's altmetrics survey (run at the end of a pilot for Altmetric), 77% of its editors, authors and reviewers agreed or strongly agreed that article metrics enhance the value of a journal article
- 50% of respondents indicated that they were more likely to submit a paper to a journal that supports article metrics

people just want to grab. We want to raise the game by connecting rich content experiences to drive subscriber value," says Todd. "People will continue to subscribe if they feel the content is valuable. We need to support open science, open data in repositories, open linking and open standards so that all this great content that is created can be found. We have to get beyond the idea of the typeset article as we are running quickly into the limitations of the model."

Content enrichment in chemistry

As an example of integrating supporting information, Wiley's organic chemistry journals can now accept an author's entire Chemdraw file. The file can be passed through a scheme parser. In the article, compounds in a figure can be clicked into by readers so they can get more detailed information. "We are doing similar things in protein science by identifying the protein identification codes and turning them into links," says Todd. "The article is systematically linking out to its underlying data. This is the richer 3D version of the article."

Reasons to partner

Todd highlights two key reasons for choosing to partner and select technology solutions from Digital Science. One is the speed to market advantage of working with an agile third party provider, and two is the provision of cross-publisher vertical technology that no one publisher should really build themselves in silo.

Todd remarks that Readcube brings the PDF enrichment layer to Wiley Online Library much faster than it could have done itself. "Readcube invented this space, the embedded rich PDF. It brought a more sophisticated toolset to our individual transaction business."

Todd is adamant that no one publisher should have to build their own versions of everything so the researcher has to take different routes to different destinations. "There shouldn't necessarily be the Wiley version of the article manager, and the Elsevier version of the article manager, some things should be multi-publisher." Todd stresses: "Altmetric! Why would we build this ourselves? Does the world need another alt metric platform?"

Todd believes that publishers should get together and collaborate on certain areas, and Altmetric, and ReadCube are multi-publisher brands with a strong user focus.

ReadCube encapsulates both values for Todd. It is in a niche executing in a way that Wiley admires. "The benefit of working with ReadCube is based on how much would have cost us (Wiley) to build similar technology ourselves," remarks Todd. "Readcube handles the next generation of pay per view for us." Readcube helped accelerate Wiley's plan for Online Library in terms of article fulfilment needs – Pay Per View, article rental and other new kinds of institutional access. "We are running a valuable business through ReadCube. We want less access denials and that is the way to measure the success of ReadCube for Wiley. More access to the content from different types of people is what we want to deliver for our library customers, and the puts emphasis on Wiley's focus on researcher productivity and accessibility.

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For more information on Digital Science Publisher Solutions email publishers@digital-science.com

Shared values

Todd also remarks that part of the reason for partnering with the Digital Science companies was an admiration of the company's values – scientists building software for scientists. Todd comments: “For instance, we liked ReadCube for the energy, drive and creativity and a lot of speed. The user interface looks really great with a Silicon Valley patina to everything they do. Everything was really nicely designed which was rare three or four years ago in academia 2.0, simple and clean, with an emphasis on user experience.” For Todd, it looked like “Founders Rob McGrath and Sinisha Hrvatin came out of their dorm room in Harvard and had all the right instincts about what was the most difficult and frustrating thing about accessing journal content. They were young and clever and started producing great software. We were impressed with how fast they were executing, and how well everything looked as it came out.”

Supports innovation story

Integrating solutions such as ReadCube Connect and Altmetric supports Wiley innovation story and this helps support Wiley's society publishing acquisition program. Todd remarks: “It might help us sign our next society. Our innovation story combines to help us acquire more content to grow. ReadCube has been good a story for us with societies and libraries, we are very happy with the brand halo effect and the affiliation with Nature via ReadCube.”

Challenged to innovate

Wiley like many STM publishers faces challenges around accelerating the delivery of innovations to the market. Todd comments: “It takes a long time in scholarly publishing to get onto new ways of working. There are entrenched vendors and technologies in publishing.” There are the editorial systems that are used for submissions that Wiley don't control, to the workflows the typesetters use. Todd remarks that it's very difficult to get new types of content through these systems. This is what makes the use of a solution such as figshare attractive. Todd comments: “One of the reasons we will partner with figshare is that it is a bit immune to the normal publishing workflows. Figshare offers publishing integration widgets that allow it to render new types of content in the context of our article. We don't have to process that content, the user can deposit it directly in figshare or we can just give it directly to figshare.” The societies which we publish journals on behalf of, also have preference for certain editorial systems. Wiley works with Scholar One, Aries Editorial Manager, and E-journal Press. Todd says: “We don't own these editorial systems. Those systems feed legacy operations in that are no good at sharing new types of content such as data. Figshare is integrating with E-journal Press and Scholar One and providing them with research object uploaders.”

We are at the crossroads where the dynamic nature of the content is outgrowing a lot of the publishing systems that push the manuscripts around. The digital native Open Access publishers PeerJ, F1000Research and E-life, are getting users onto new workflows, and are thinking about richer content. Todd and his team at Wiley is also thinking about digital-first publishing and linking to things such as data sitting in a repository, an author's figure, a meeting abstract and so on.