

*Key public initiatives in the Context
of French Scientific Edition in Social
Sciences
and Humanities*

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The landscape

LE POIDS DES DIFFÉRENTES CATÉGORIES ÉDITORIALES DANS LES VENTES EN VALEUR ET VOLUME

	CA milliers €	% CA	Var. %	Ex. milliers	% Ex.	Var. %
Littérature	638 763	24,2%	(0,2%)	110 491	25,1%	(0,2%)
Beaux livres et livres pratiques	444 371	16,8%	(6,6%)	64 924	14,7%	(8,4%)
Enseignement scolaire	372 427	14,1%	(4,0%)	59 013	13,4%	(8,2%)
Jeunesse	354 270	13,4%	3,5%	90 495	20,5%	4,0%
Bande dessinée	245 572	9,3%	1,0%	43 900	10,0%	0,9%
Sciences humaines et sociales	244 927	9,3%	11,9%	18 979	4,3%	1,0%
Documents et actualités	106 581	4,0%	(0,7%)	12 889	2,9%	(4,9%)
Dictionnaire et encyclopédies	80 367	3,0%	(7,3%)	17 886	4,1%	7,4%
Sciences et techniques, médecine, gestion	79 271	3,0%	(13,6%)	4 637	1,1%	(18,9%)
Cartes géographiques et atlas	36 632	1,4%	(8,0%)	11 604	2,6%	(10,6%)
Religion et ésotérisme	35 515	1,3%	0,3%	6 085	1,4%	(5,2%)
Total	2 639 881			440 901		

Source : SNE, Statistiques nationales de l'édition 2013, données 2012, variations 2011-2012

Sciences humaines et sociales	184 836	6,8%	-8,9	14 547	3,2	-19,5
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Landscape – some figures – 1

- A very large number of publishers :
 - 500+ for 15300 books,
 - 1500+ for 2800 journals,
- For some very limited sales :
 - Books :
 - 600 average, 450 median, 300->1200 core,
 - sales divided by 4 since 1980'
 - Journals : 300 median subscription, 150->1200 core,
 - University presses : 440 average

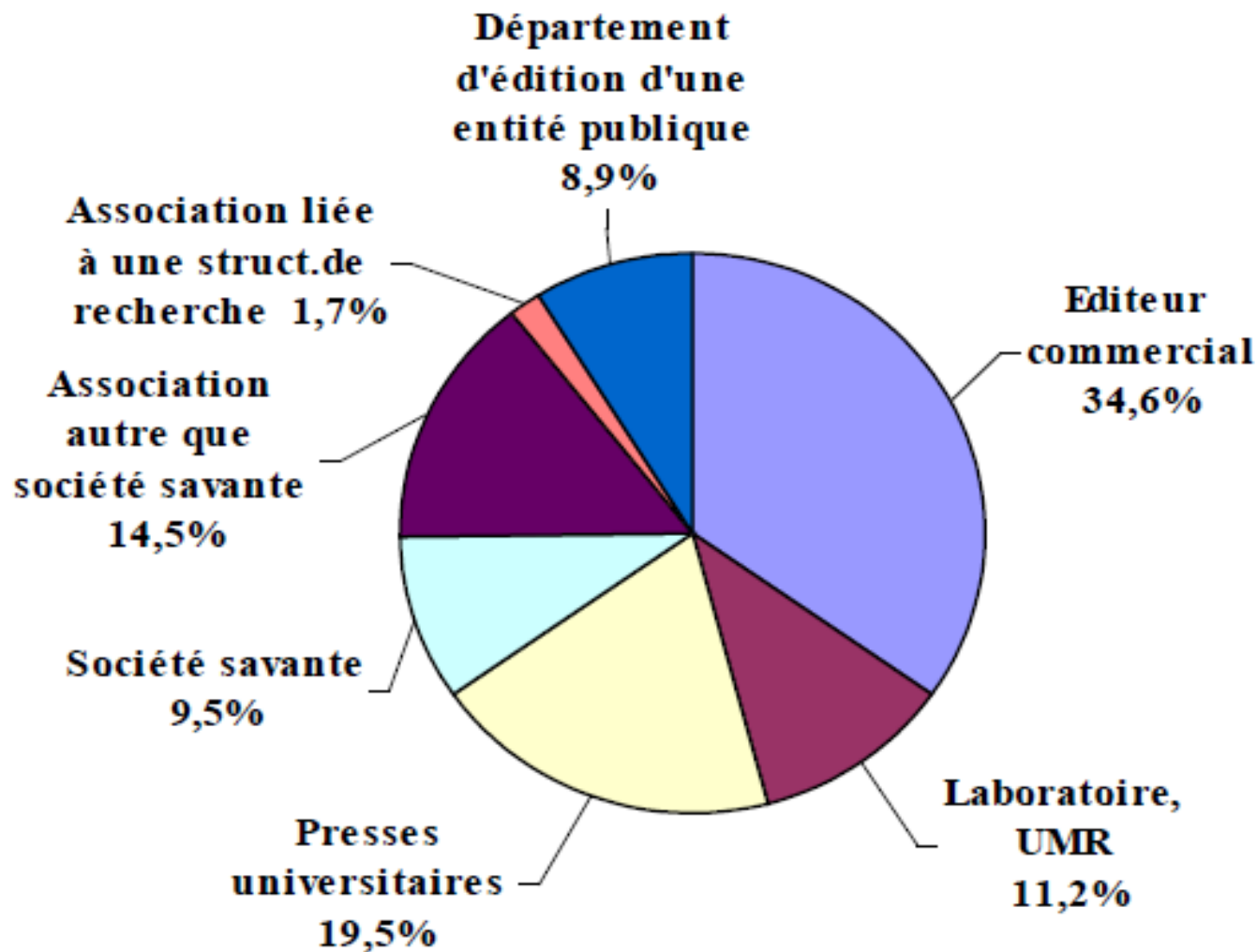
Landscape – some figures - 2

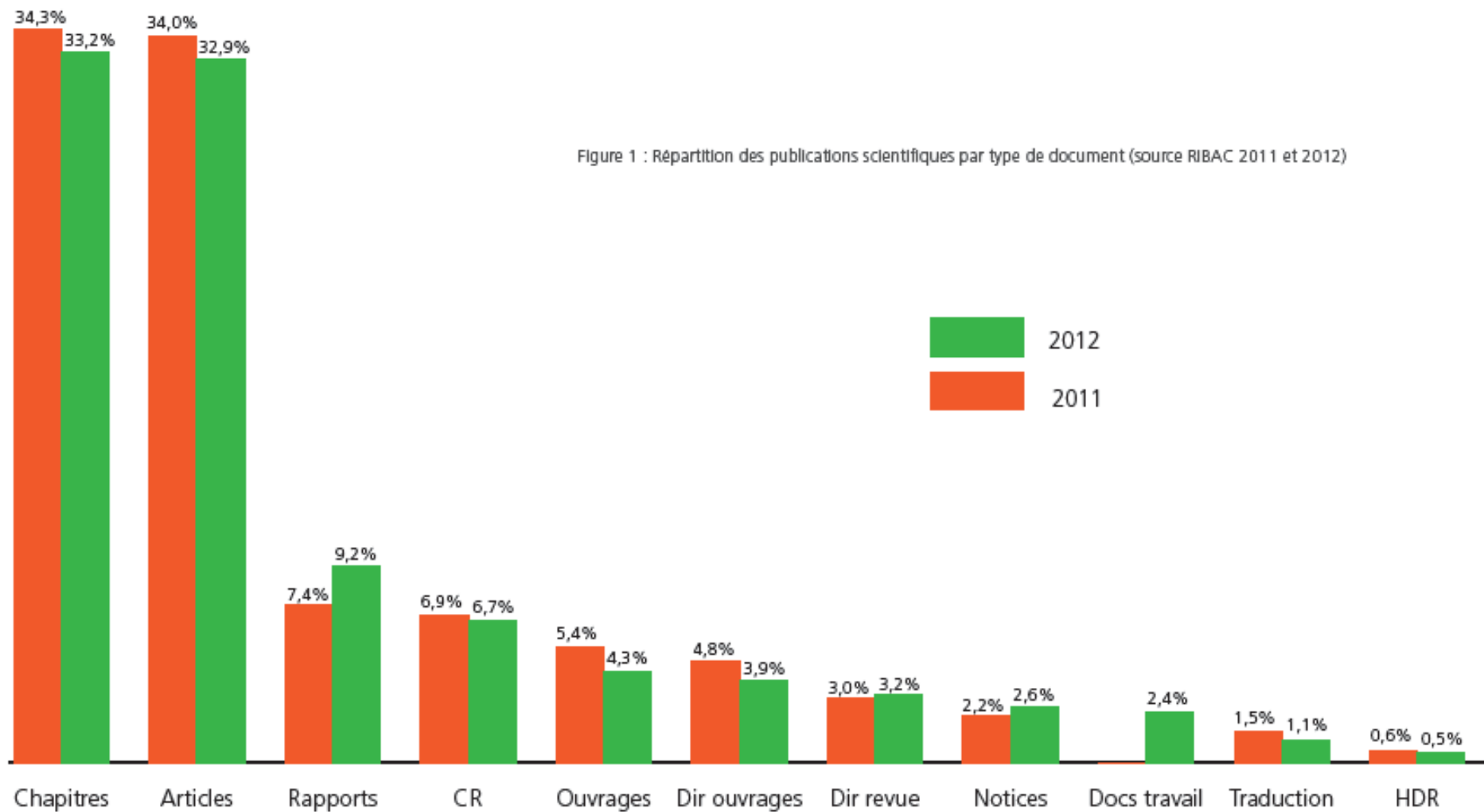
- More academics, less sales – 115M. Euros turnover in 2009.
- Libraries and research centers :
 - A 45 millions euros/year budget for humanities and social sciences,
 - 75% of the turnover of books published at a research level,
- Export :
 - 25% of the turnover for books,
 - Less than 50% for journals.

Landscape – some figures - 3

- A « mixed » economy :
 - Turnover : 40% public sector / 60% private sector,
 - Some extra public support :
 - Some direct grants,
 - Indirect staffing support,
 - In a difficult economical context.
 - University presses : a public driven publishing activity :
 - 19% of the global turnover,
 - A massively granted activity,
 - A large part of the dynamics of the higher-education research editorial sector,
 - Niche publishing : average 440 prints / books.

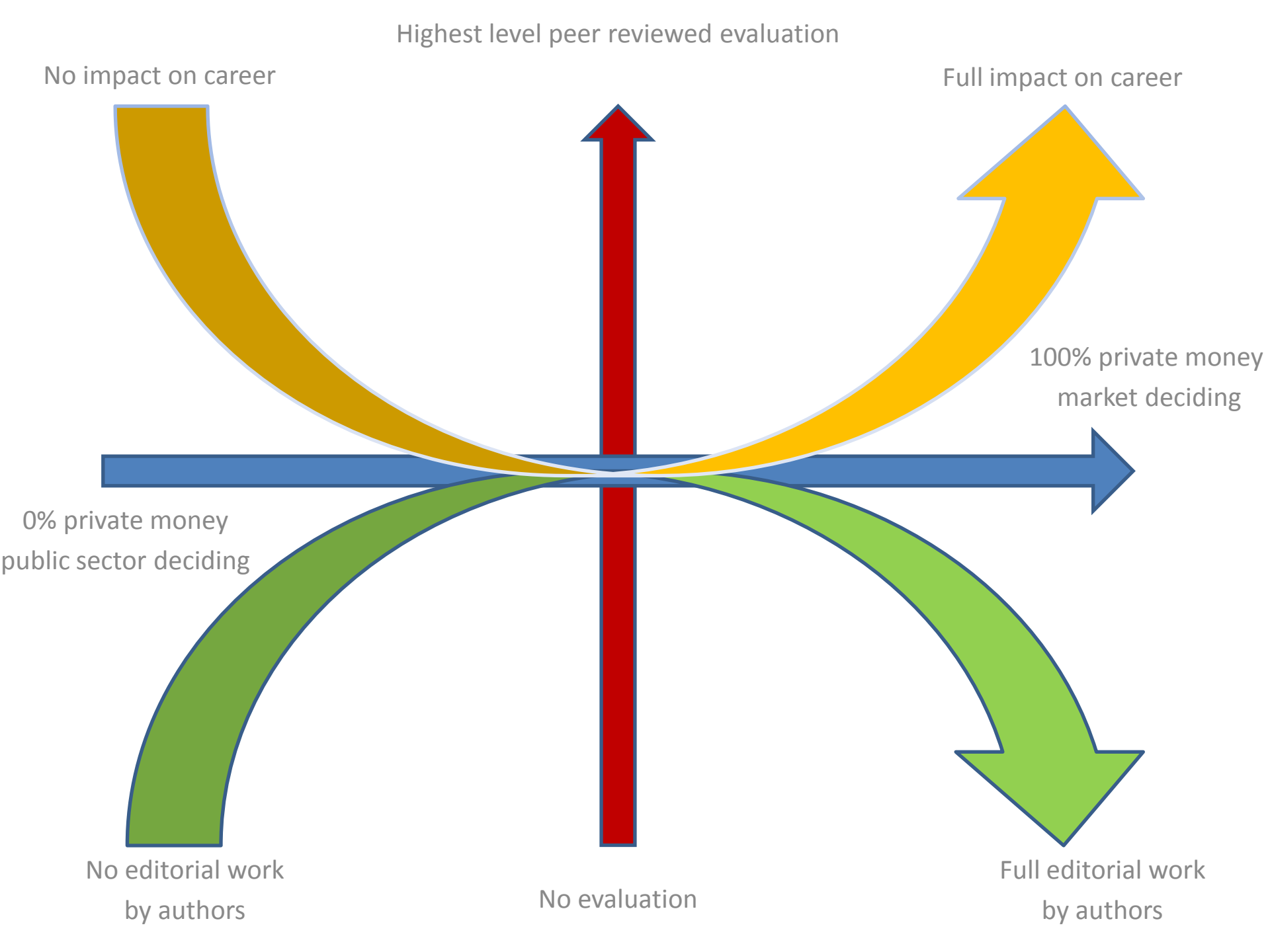
Type de structure éditrice





Source : RIBAC / CNRS

Evaluation, publication, model, career



Zone rouge = œuvres commercialisées

Zone Grise = œuvres épuisées et orphelines

Zone Blanche = œuvres du domaine public

Zone verte = œuvres sous licence libre

Zone noire = pratiques illégales

Lionel MAUREL, cleo conference, 2011

<http://www.inaglobal.fr/edition/article/uecleo-penser-la-complexite-du-livre-numerique>

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Grey zone = 75%

More trends /1

- Scientific communication in HSS is different from STM :
 - Writing is part of the intellectual creation process (ex. history) <-> STM,
 - Monographs are important to central compared to journals (see INSHS<CNRS),
 - > excellence is in monographs / chapters of books
 - Journals are closely connected to school of thoughts,
 - Publications not only in English are still very important and have to < usage of various languages is the main warrant of intellectual diversity.

More trends /2

- Acknowledgement of « value » is far larger than the research community -> science to society transfer <-> « for researchers only » in STM
- The European « one piece for all » open innovation vision is not so relevant in HSS compared to STM
- Gold Open Access is questionable in HSS : who will pay for?
- The moving wall / the embargo matter is tricky in an uncertain economical context for HSS publishing sector : questionable 12 months vision from European Commission
- The danger for HSS : being satellized in the margins of large STM platforms < STM model is not HSS compliant.

French initiatives in this context

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Cairn - <http://www.cairn.info/>

OpenEdition - <http://www.openedition.org/>

Persee - <http://www.persee.fr>

Features in common

- Public or mixed funding,
- Mainly French speaking (VS English only),
- Platforming : aggregators (not publishers),
- Part of international French speaking networks (Erudit consortium – Québec, ...)
- A strategy in common : facilitating international access (metadata) to French scientific content
- Developing an offer compliant with HSS specific needs
- Including @books in HSS since high priority for HSS researchers

CAIRN, a private-public partnership in HSS

/1

- From 2005
- Initiative from 4 French speaking publishers and BNF
- Key principles :
 - All kind of publishers (public, private, scientific societies),
 - Various moving wall / embargo : from zero to +5years,
 - Last 12 months = 18% of access,
 - Half-life = 3,5 years
 - Mostly recent years – from 2001.
- Starting with journals, larger now :
 - @Books from 2010, including French university presses (ex. PUF 2014 agreement for research monographs),
 - @Pocket books from 2011 (« que sais-je? »)
- Journals : 230 titles in French, =20% of the scientific titles in French

CAIRN, a private-public partnership in HSS

/2

- International strategy :
 - A French and an « international » website < dvpt. Worldwide (65 countries)
 - Translation into English of 3000 key articles < giving access to major articles in HSS – publishers/Cairn/CNL,
 - Improving English-compliant metadata for items in French < ex. 50.000 abstracts in English -> more visibility (direct , search engines), full summaries in English, compliance with the « Chicago manual of style »...
 - Giving some details about the « context » (editorial baseline) of each journal on the international website,

-> giving better access, either in French or in English, to the French schools of thought.

OpenEdition, the freemium model/1

- HSS public initiative < French research infrastructure
- 4 platforms :
 - Revues.org < 1999 < 400 journals, 14 languages, mainly French,
 - Calenda.org < 2000 < announcement platform for events < 20.000 events
 - Hypotheses.org < research blogs platform for HSS < 1000 blogs in 10 languages
 - Open Edition books < 50 publishers < 2000 @books in HSS

OpenEdition, the freemium model /2

- the freemium model :
 - 10% paying users / 90% free users < sustaining « free » access to research content in HSS
 - free users : access to content in HTML mode
 - Paying users : added value for users and libraries :
 - Pdf, epub
 - No DRM
 - Statistics
 - Alerts
 - APIs
 - Customization
 - 2/3rd income to publishers – 1/3rd income to platform dvpts.
- > content for users, revenue for publishers, services for libraries.

Persee – a French digital library for researchers

/1

- 2005 goals :
 - Giving free access to French key journals in HSS,
 - Highlighting French research in HSS,
 - Giving to researchers a one-stop digital library for various journals
- Public funding : CNRS and universities
- 2015, key principles :
 - Highlighting valuable French publications in HSS,
 - Fostering free access to scientific heritage and research,
 - A digital library by researchers for researchers < Persee as a research tool
 - Complementarity with other French initiatives (Cairn, OpenEdition, ...)
- Seeking excellence : peer-reviewed journals only

Persee – a French digital library for researchers

/2

- 500.000 documents online, including books
- 50% domestic / 50% international audience
- A scientific selection committee
- Various moving wall / embargo : from 2 to 5 years
- Long term preservation included : CINES agreement since 2008
- The future of Persee :
 - Connecting to partners for « seamless » access (ex. Revues.org),
 - Including grey litterature,
 - Giving access to iconographic materials,
 - International strategy : translating website and metadata into English, Spanish, German.

-> *By researchers, for researchers in HSS.*

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