Fully Digital
Coming of age in 2010

- What we did
- What’s happening now
- What we – all of us – should think about
Boundary conditions

- I’m here to talk about *formal* communications
- … that are for professionals
- … and they are a Good Thing
Core competencies

- Journals in general:
  - “selection” of articles (different editors with different aims and scopes)
  - editorial temperament
  - peer review
  - methodical organization, normalization, and preservation of content

- AAS in particular:
  - A rational business model
  - A sensible intellectual property model
A little history

- Meeting abstracts (1992)
- and finally meeting abstracts again (BAAS 2011)
Three main strategic drivers

1. Provide more **underlying numerical materials**  
   *Encourage standard formats and protocols*
2. Manage the **evolution of print**
3. Adjust **business model** to account for #1 and #2
ApJ institutional print

FPCA II - 14 April 2010
Future of print

- Enterprise-scale printing being phased out
- Print products in the future will be determined by the customer
  - AAS can focus on scholarly communication (core competencies from earlier slide)
  - All content, including legacy articles, will be available for print on demand
  - Regional digital printing and binding will reduce carbon footprint
Adaptation of business model

- Subscriptions → online-only
  - Make sure pricing remains fair, competitive
  - Custom print vendors handle web-to-print transactions
- Author fees have to be based on digital items
  - Word count, N figures, M tables, P data sets, etc.
  - Aggregate author charges should be equivalent
Data and linkages to data

- Data in the journal
- Data outside the journal
  - Link resources together: object names (SIMBAD), data set names (ADS et al.)
- Text as data
  - Access to structured text for mining
- Nurture partnerships with important partners
  - ADS, CDS, VO, et al.
  - CrossRef, Portico, other scholarly community
  - Datacite? Etc.
The 80-80 rule

- Article numbering
- Reprints for authors
- Interconnected data assets…
- … oh, sorry, the other 800%
  - "e-science"
  - Plagiarism
  - Researcher ID
Externalities abound

- Spontaneous generation of new partners
- Government mandates
- Globalization
- DMCA and other Comedies
- Conservation, preservation
- Statistics that don't matter
- Information overload
- “How hard can it be?”