

Press Release

Emerald Announces Digitisation of Complete Archive

British Library assists in project digitising articles dating back to 1800s

UNITED KINGDOM

4 October, 2007 Emerald Group Publishing Limited is pleased to announce a project underway to digitise the full archive of its journal titles in the areas of business, management, library and information services, materials science, and engineering. Working with the British Library, more than 50,000 articles from over 120 journals are to be processed into PDF format and made available electronically for the first time. Called Emerald Backfiles, the electronic archive is due for release in early 2008.

Emerald Group Publishing has initiated the digitisation project to capture the earlier published articles as part of its 40th anniversary commemoration activities. The British Library, with its vast journal collections, will be responsible for the digitisation programme as well as helping Emerald locate elusive paper copies that are not held at the British Library.

Mat Pflieger, The British Library's Head of Sales and Marketing – Priced Services, comments "Many of Emerald's titles began as far back as the 1800's. Today, it is an expectation that researchers are able to access papers published in 1800s as readily as those published in 2007. As the national library of the United Kingdom, and with a collection spanning over 250 years, the British Library holds on site over 90% of the project content and has additionally supported Emerald in sourcing those elusive older papers not held by the British Library. The provision of a single sourcing and digitisation programme removes the usual logistical issues associated with such projects and means we are able to provide Emerald with a simple and secure digitisation solution".

"When complete, the Emerald Backfiles will provide business and management scholars and social historians electronic access to materials which hitherto now, only existed in print," said Emerald's Director of Publishing, Rebecca Marsh. "Because the papers are being processed into PDF format, the contents of each article will be fully searchable, making Emerald Backfiles a robust resource for researchers."

Emerald Backfiles will include articles from such seminal publications such as British Food Journal, European Journal of Marketing and Journal of Documentation. Further information can be found at ww2.emeraldinsight.com/backfiles or via email to backfiles@emeraldinsight.com.

Contact

Gillian Etienne, Head of
Corporate Communications
Emerald Group Publishing Limited
T +44 (0)1274 777700
getienne@emeraldinsight.com

Ben Sanderson at the British Library Press Office
T +44 (0) 1937 546126 ben.sanderson@bl.uk
or Lawrence Christensen T + 44(0) 20 7412 7114
lawrence.christensen@bl.uk

About Emerald

www.emeraldinsight.com

Established in 1967, Emerald Group Publishing Limited is the world's leading publisher of management journals and databases. Emerald celebrates 40 years of publishing excellence in 2007. Consistently ranked at 98 per cent in customer satisfaction surveys, Emerald was voted "Best Customer Support" by readers of The Charleston Advisor. Emerald is COUNTER-compliant, meeting the international code of practice for reports that allow clients to measure usage of online information products and services in a consistent manner.

Emerald publishes over 180 titles, 93 per cent of which are peer-reviewed. Titles such as Management Decision, European Journal of Marketing, Journal of Documentation, Library Hi-Tech, Journal of Knowledge Management, Industrial Management and Data Systems and The TQM Magazine are published by Emerald, along with a core collection of library and information science journals. 36 Emerald journals are now ranked by Thomson Scientific (formerly ISI) – an important indicator of their high quality within the research community.

The Emerald online collection of journals, abstracts and resources, Emerald Management Xtra, is designed for business schools and management departments worldwide. For managers in corporate and public organizations, Emerald Management First provides fast and friendly access to applied research, ideas, insights and interviews from the world's best management thinkers.

About The British Library

The British Library is the national library of the United Kingdom and one of the world's greatest research libraries. It provides world class information services to the academic, business, research and scientific communities and offers unparalleled access to the world's largest and most comprehensive research collection. The Library's collection has developed over 250 years and exceeds 150 million separate items representing every age of written civilisation. It includes: books, journals, manuscripts, maps, stamps, music, patents, newspapers and sound recordings in all written and spoken languages. Further information is available on the Library's website at www.bl.uk.

Press Release

Innodata Isogen and British Library announce partnership to provide digitisation and conversion services for publishers

LONDON

June 28, 2007

The British Library announced today that it has selected Innodata Isogen, Inc., (NASDAQ: INOD), a leading provider of content-related IT and BPO services, as its development partner for its Publisher Digitisation Service. This new service – announced in an earlier press release by the British Library – offers a “one-stop-shop” for publishers who digitise and publish archive material from journal collections. See: www.bl.uk/digitisationservices

Under the agreement signed June 27, Innodata Isogen will provide data conversion, including XML mark-up and enrichment, to British Library customers. In addition, Innodata Isogen will provide, where needed, content-related consulting services to customers of the digitisation programme. Innodata Isogen and the British Library will jointly promote the programme.

Mat Pflieger, the British Library's head of Sales & Marketing said: “By partnering with Innodata Isogen we can offer the publishing industry an end to end content sourcing and digitisation solution that can save time and money, while removing the logistical and content sourcing frustrations associated with archive and conversion programmes. Our strength in content and primary digitisation, coupled with Innodata' Isogen's knowledge; technological expertise and production capabilities can deliver a real benefit for publishers embarking on digitisation programmes.”

“We're proud to have been selected as the British Library's development partner,” said Jack Abuhoff, CEO and chairman of Innodata Isogen. “With more than 388 miles of shelves, holding 150 million items, the British Library is able to greatly assist publishers in finding and then digitising materials. We can then convert this digitised data into web-ready formats at massive scales and build searchable XML repositories. Taken together, this represents a unique solution to publishers needing to create full digital archives.”

The British Library devised the Publisher Digitisation Service to help publishers leverage a major untapped asset – their backfiles. A recent study commissioned by the British Library found that 20 to 25% of the material downloaded from STM publishers' platforms are at least five years old. However, many publishers face a huge hurdle when they attempt to digitise those backfiles – they don't have access to the original content. Some academic and scientific publishers have had to source as much as 75% of their archival content from third parties before it could be digitised. With its vast serial collections, the British Library can help publishers avoid this problem, while also saving them the costs of shipping the material to another location.

Innodata Isogen is the world's leading provider of data conversion services, having helped execute four of the world's largest XML conversion projects.

For Innodata Isogen information contact:

Al Girardi
Vice President, Marketing
T 201-371-2520
agirardi@innodata-isogen.com

For British Library information contact:

Mat Pflieger
Head of Sales and Marketing
T +44 (0)20 7412 7297
mat.pflieger@bl.uk

About Innodata Isogen

Innodata Isogen (NASDAQ: INOD) helps organizations create and manage information more effectively and economically, providing a comprehensive range of content-focused IT and BPO services to solve information management and publishing challenges. Headquartered just outside of New York City, Innodata Isogen has two additional solution centers in North America, seven production facilities in Asia (the Philippines, India and Sri Lanka) and a technology and tools development center in India.

About the British Library

The British Library is the national library of the United Kingdom and one of the world's greatest research libraries. It provides world class information services to the academic, business, research and scientific communities and offers unparalleled access to the world's largest and most comprehensive research collection. The Library's collection has developed over 250 years and exceeds 150 million separate items representing every age of written civilisation. It includes: books, journals, manuscripts, maps, stamps, music, patents, newspapers and sound recordings in all written and spoken languages. Further information is available on the Library's website at www.bl.uk.

Press Release

Backfile digitisation: a market review

British Library white paper highlights the benefits of backfile digitisation for publishers, customers, end users and authors

LONDON

May 21, 2007

A British Library-commissioned study about the drivers for archive digitisation by publishers has identified some of the complexities involved while also highlighting a range of the opportunities that digitisation creates.

Journal Backfiles in Scientific Publishing, which can be downloaded from the British Library website at: www.bl.uk/digitisationservices, details how digitisation can add value to existing deals, generate increased interest in – and links to – backfile articles, and can also help complete existing holdings of customers.

The paper was written by Jan Willem Wijnen, an independent consultant in online publishing who worked for several years at Kluwer Academic Publishers and later Springer, as business developer. It examines the drivers behind backfile digitisation from a variety of perspectives: reasons for publishers to do it, benefits for customers (libraries) and benefits for end-users.

In terms of unlocking huge amounts of old material, some might argue that this material might be outdated, but the paper points out that some 15% of articles read by scientists are older than five years and, further, that having such content available online in a searchable format would be likely to increase use substantially.

For publishers, digitising backfiles has the potential to increase revenue, increase usage of their internet platform, strengthen customer relations and provide an additional service to authors, editors and societies. SAGE Publications made extensive use of the British Library's recently-launched backfile digitisation service (see: www.bl.uk/news/2007/pressrelease20070103.html) and the Library's integrated approach has already attracted a number of other major publishers.

"Analysis of usage statistics of STM publishers' platforms has revealed that about 20 – 25% of the downloaded articles are at least five years old," reports Jan Willem Wijnen in the study. "Surprisingly, the percentage of old article downloads is higher in biomedical areas than in humanities. Scientists and researchers are using substantial amounts of older literature. Making these articles accessible via a nearby computer instead of a distant library would certainly be attractive for them. It is very likely that older articles will be used even more extensively if additional online functionality is added to these articles, such as links."

For more information on the Publisher Digitisation Service, contact Mat Pflieger on T +44 (0)20 7412 7297 or mat.pflieger@bl.uk

For media enquiries, contact Ben Sanderson at the British Library Press Office on T +44 (0)1937 546126 or ben.sanderson@bl.uk

About the British Library

The British Library is the national library of the United Kingdom and one of the world's greatest research libraries. It provides world class information services to the academic, business, research and scientific communities and offers unparalleled access to the world's largest and most comprehensive research collection. The Library's collection has developed over 250 years and exceeds 150 million separate items representing every age of written civilisation. It includes: books, journals, manuscripts, maps, stamps, music, patents, newspapers and sound recordings in all written and spoken languages. Further information is available on the Library's website at www.bl.uk.

Press Release

Backfiles unlimited

British Library launches fully integrated journals digitisation service for publishers

LONDON

January 3, 2007 The British Library has launched a new service that offers a 'one-stop-shop' for publishers who wish to digitise archival material from their journal collections. The Publisher Digitisation Service draws on the unrivalled breadth of the Library's collections as well as its expertise in converting large volumes of print material into digital format.

Backfiles represent a substantial untapped asset for many publishers, but as long as substantial portions of each title's run remain in analogue format, a cost-effective way of exploiting that content will not be fully achievable. Most academic publishers are either planning, or have already begun, the process of digitising archival material from their journals collections and making it available online.

For many, however, one of the first major hurdles they face is sourcing the full text content they need to do this. For a variety of reasons, few publishers have maintained comprehensive archives of all their titles – current and defunct – and some have had to source as much as 75% of their archival content from third parties in order to carry out digitisation. Because of the vast extent of its serial collections, the British Library can save publishers time and money in locating such material.

One of the Publisher Digitisation Service's earliest customers was SAGE Publications, which began its journals backfile digitisation project this time last year and looked to complete it in 12 months. The original scope of the project was approximately two million pages (20,000 journal issues) but grew to over 2.8 million as the project progressed and SAGE acquired more journals. SAGE had less than 25% of its own journals content available for digitising, so it had to turn to other sources for locating and scanning the missing issues.

"Although much of the content was fairly easy to locate, several hundreds of issues were rare and extremely difficult to find," said John Shaw, Director of Publishing Technologies at SAGE Publications. "The British Library proved to be an incredibly valuable resource for journal content. Library staff were easy to work with, responsive, expeditious, well organised, and provided high-quality images of the content that was requested."

He added: "It is fair to say that SAGE would have been unable to meet its ambitious goal of locating and digitising its content without the assistance and expertise of the British Library."

As well as offering the full range of the UK national library's collections, the Publisher Digitisation Service also offers logistical advantages: content is located and digitised in one place and can be delivered to the publisher by FTP, thereby avoiding the risks and costs associated with obtaining material physically from a variety of sources.

Mat Pflieger, the British Library's Head of Sales and Marketing – Priced Services, said, "We have already worked with a number of leading publishers to support their digitisation programmes and because everything is done on site we can provide timely outputs to agreed daily targets. Projects are also fully managed by an appointed account manager. For all these reasons we can save publishers time, money and headaches in managing their digitisation programme."

For more information on the Publisher Digitisation Service, contact Mat Pflieger on [T +44 \(0\)20 7412 7297](tel:+442074127297) or mat.pflieger@bl.uk

For media enquiries, contact Ben Sanderson at the British Library Press Office on [T +44 \(0\)1937 546126](tel:+442074127297) or ben.sanderson@bl.uk

About the British Library

The British Library is the national library of the United Kingdom and one of the world's greatest research libraries. It provides world class information services to the academic, business, research and scientific communities and offers unparalleled access to the world's largest and most comprehensive research collection. The Library's collection has developed over 250 years and exceeds 150 million separate items representing every age of written civilisation. It includes: books, journals, manuscripts, maps, stamps, music, patents, newspapers and sound recordings in all written and spoken languages. Further information is available on the Library's website at www.bl.uk.