

# *CrossRef Web Services*

**NEW SERVICE**

CrossRef Annual Meeting  
Howard Ratner, CWS Chair  
1 November 2006

# CrossRef is about Content Visibility

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- With your publications registered in the CrossRef database, thousands of participating organizations – publishers, intermediaries, and libraries – will automatically pick up links to your content

# CrossRef Web Services

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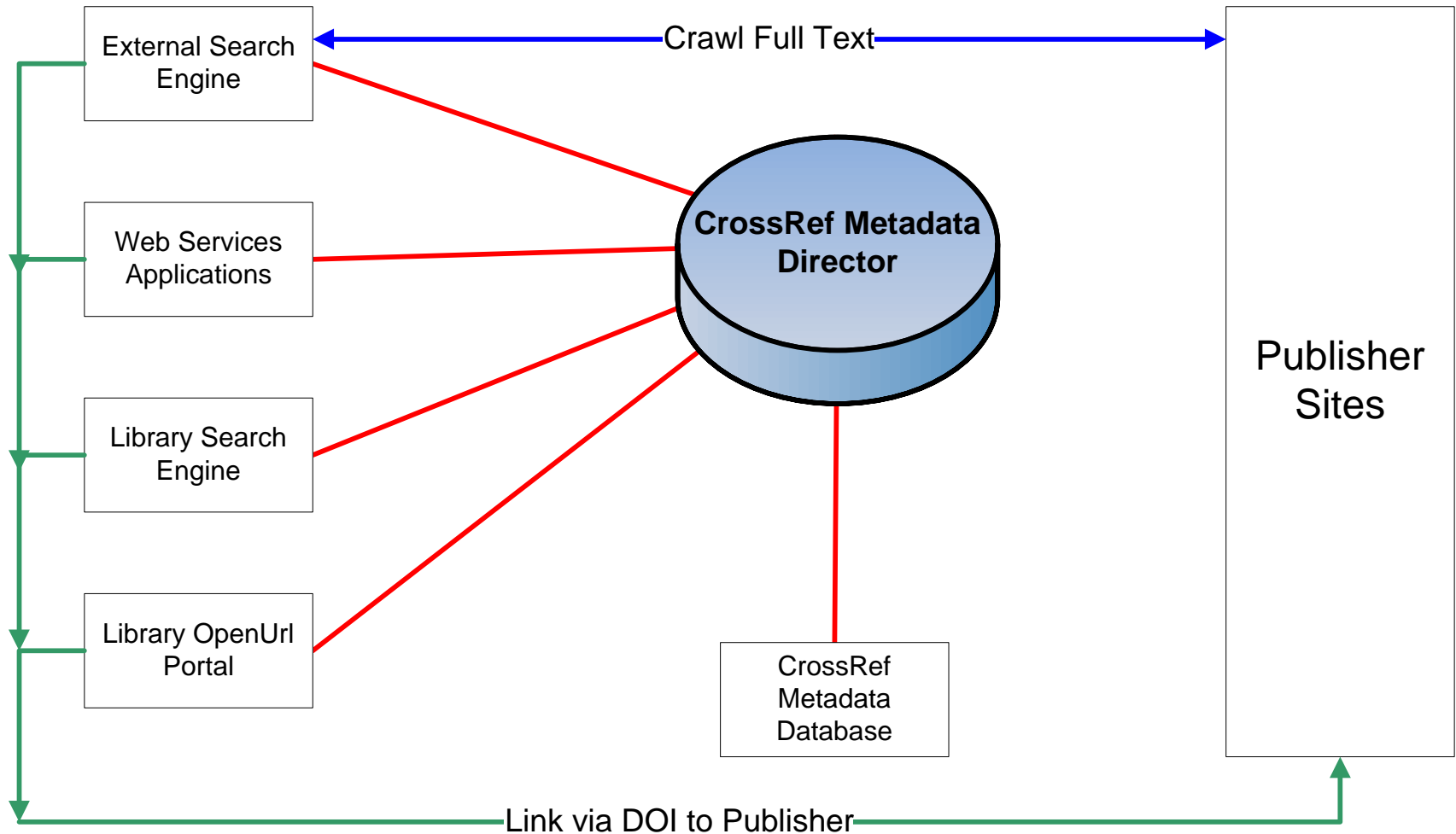
- The next step in CrossRef's evolution
- Suite of tools to enhance the visibility of publishers' content, by distributing standardized metadata to authorized search services and other qualified partners
- Primary implementation of CrossRef Web Services initiative
  - Provide a central point for the distribution of metadata for millions of identifiers from hundreds of publishers
  - Utilize common/existing distribution protocols and technology

# CrossRef Web Services

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- Includes a variety of metadata gathering implementations
  - FTP and OAI-PMH (+ others?)
  - Provides standard terms of use for search engines, affiliates, libraries, and other partners to use the available metadata
- CrossRef members choose whether to participate

# CrossRef Web Services



# CWS Working Group

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- Technical team:

- Mark Doyle, APS
- Paul Dlug, APS
- Gerry Grenier, IEEE
- Tony Hammond, NPG
- Mat Miehle, NPG
- Chuck Koscher, CrossRef
- Craig Scott, Elsevier
- Chris Shillum, Elsevier
- Greg Suprock, NPG
- John Walker, Wiley

- Policy team:

- Amy Brand, CrossRef
- Diana Bittern, Kluwer/Ovid
- Bob Kelley, APS
- Tim Ingoldsby, AIP
- Richard O'Beirne, OUP
- Ed Pentz, CrossRef
- Howard Ratner, NPG
- Bernard Rous, ACM
- Craig Van Dyck, Wiley
- Ammy Vogtlander, Elsevier
- Lois Wasoff, CrossRef Counsel



# CWS Timeline 2006

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- June
  - CWS launches, with Board-approved Authorized Search Partner agreement and basic batch processes
  - Members notified about CWS and global opt-out
- July
  - Microsoft signs on
- September
  - Board approves CWS for Affiliates
- October
  - Scirus and EMBL-EBI sign on

# CWS & Search Engines

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- An XML feed of authoritative publisher metadata improves indexing
  - *reduces occurrence of erroneous citations in search results (automated extraction of metadata is prone to errors)*
  - *makes it possible for crawlers to locate all content to be indexed on a publisher's site*
  - *leads to more frequent updating of index, as crawlers identify metadata records whose timestamps have changed*

# Eligible Search Partners

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- Do not charge end-users for searches
- Do not charge for links or referrals from search results to publishers' sites
- Use the DOI as the link to the full text object associated with such Digital Identifier, and always, where applicable, display the DOI as bibliographic metadata
- In search results...the Definitive Version will be listed before any other versions of the same content and designated as the final published version or other mutually agreed upon term
- Apply the Search Partner's ranking algorithm consistently and without commercial influence

# Authorized Affiliate Uses

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- Display the fully formed citation to a work, which citation must include a link to the Definitive Version of a work using the DOI
- Verify metadata previously obtained by the Authorized Affiliate
- Enhance the process of indexing the Enabled Content
- Redisplay Licensed Metadata and DOIs in the Authorized Product as part of a link to the Definitive Version



# CWS procedures

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- When a CWS partnership is executed participating members are sent
  - executed agreement for review
  - standard case-by-case opt-out form
    - Publishers are not to return form unless they wish to opt out of that particular partnership or to exclude references or specific titles from their available data
- Publishers have 30 days to respond but will always have the right to exclude their data at any time for any reason

# CWS fees

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- CrossRef membership means your data is included at no cost unless you say so
- Introductory pricing for search partners & CWS affiliates

Web Services fees - introductory six-month pricing for 2006

% CrossRef Publisher participation	revenue <\$1 m	revenue \$1 -10 m	revenue > \$10 m
<50%	\$2,500	\$10,000	\$50,000
51-75%	\$2,750	\$11,000	\$55,000
76-100%	\$3,000	\$12,000	\$60,000



# Next Steps

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- Technical
  - Complete OAI-PMH implementation
  - Encourage metadata quality initiative
  - Target next technical interface
- Marketing
  - Market to more search partners
  - Market to more affiliate partners
  - Develop librarian partnership model



# Thank you!

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For more information:

<http://www.crossref.org/04intermediaries/webservices.html>

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