
Panorama de la edición científica internacional

Oxford University Press

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Oxford University Press



- **Segunda editorial universitaria.**
- **Más de 6000 títulos al año.**
- **Ventas superiores a 110 millones de unidades al año.**
- **Más de 300 revistas académicas.**
- **Una media de 3 millones de artículos descargados al mes.**
- **2000 - Lanzamiento del OED online.**
- **2004 – Primeros artículos en Open Access.**

La misión de OUP

**CREAR RECURSOS
ACADÉMICOS Y
EDUCATIVOS DE
PRIMERA CLASE Y
HACERLOS LLEGAR A
TODO EL MUNDO**



El mercado anglosajón de publicaciones académicas

OXFORD
UNIVERSITY PRESS

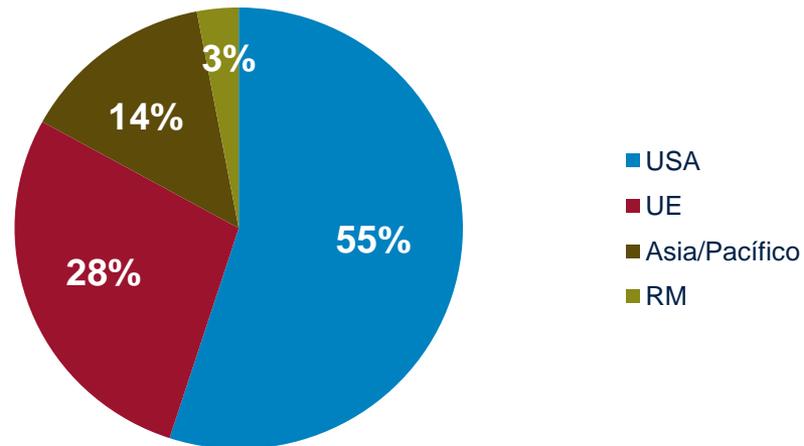


La edición científica en inglés

El sector en cifras

- La cifra de negocio está alrededor de los 25.200 millones de dolares.
- Las revistas científicas representan el 40% y los libros el 16%.

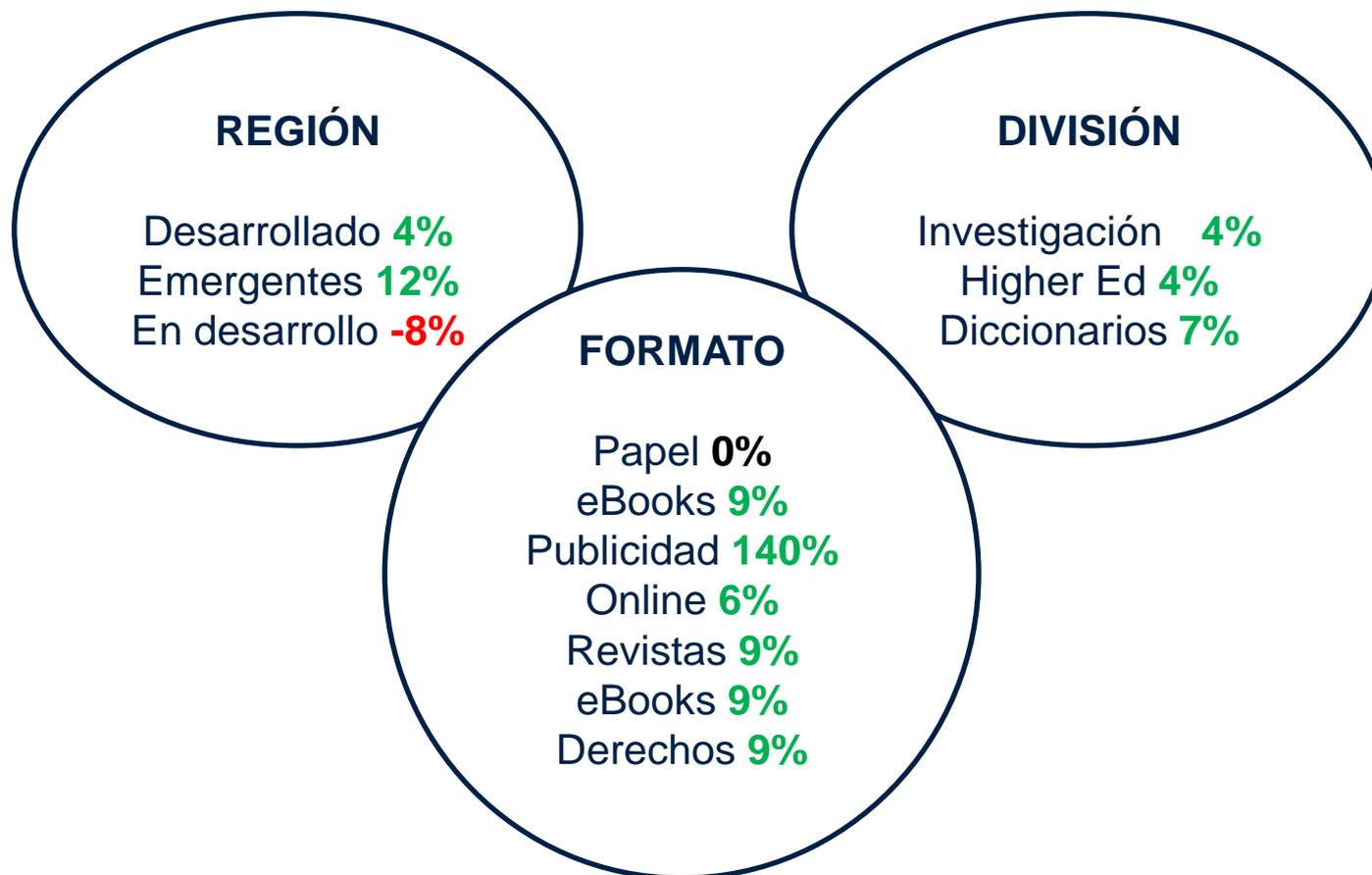
Contribución global



La edición científica en inglés

Revistas científicas

- 28.100 revistas académicas con revisión de pares en inglés.
- 2 millones y medio de artículos publicados al año.
- Un crecimiento en torno al 3% anual, similar al crecimiento de investigadores académicos.
- El 96% de publicaciones en ciencias y el 87% de publicaciones en arte y humanidades están disponibles online.
- Apenas han desaparecido las versiones en papel.



Innovación

El PDF de un libro ya no es innovar*



¿Qué significa innovar?

- Innovación editorial significa romper las barreras asociadas al libro físico, ya sea a través de consideraciones materiales, ya sea a través de factores conceptuales.
- Innovación en publicaciones académicas significa desarrollar herramientas y funcionalidades que permitan enlazar, conectar y analizar el conocimiento generado, a una escala antes inimaginable, facilitando la función investigadora.

Innovación en funcionalidades

- Más de 550 ediciones académicas
- 166 autores clásicos
- Equivalente a 284.000 páginas impresas

The screenshot shows the Oxford Scholarly Editions Online (OSEO) website. At the top, there is a navigation bar with links for 'About', 'News', 'Subscriber Services', 'Take a Tour', 'Contact Us', and 'Help'. A user is logged in as 'Welcome, J Harris' with links for 'My Content' and 'Sign Out'. Below the navigation bar is a search area with a search box and buttons for 'Advanced Search' and 'Find Location in Text'. The main header reads 'Oxford Scholarly Editions Online'.

Below the header, there are three main sections:

- Left sidebar:** A 'Browse' button, 'OXFORD UNIVERSITY PRESS - MAIN ACCENT', and a featured blog post titled 'Reading the Restoration' with the subtitle 'An introduction to the newest module on OSEO...'. Below this is a statistics box showing: 246 editions, 343 plays, 8134 poems, 8614 other works, and 119,950 print pages.
- Center:** A 'Welcome to Oxford Scholarly Editions Online' section. It states: 'Available for the first time online, Oxford's scholarly editions provide trustworthy, annotated texts of writing worth reading.' It also mentions: 'OSEO currently includes writers active between 1485 and 1700. Browse our complete author list, including Donne, Marlowe, and Shakespeare.' Below this is a 'Getting started:' section with four bullet points:
 - Go straight in to some [selected works](#), or use [quick how to videos](#)
 - See the [complete list](#) of included editions
 - [Read more](#) about the site, [follow our tour](#), or watch the [full story](#)
 - Explore our [blog post archive](#), including posts by the [editorial board](#)
 - Find out [what's next](#) with the content updates
- Right sidebar:** A 'News' section with a RSS icon. It features three news items: 'Reading the Restoration', 'Wimbledon, Shakespeare, and strawberries', and 'Visit our stand at CILIP Umbrella 2013!'. At the bottom of this section is a link for 'Oxford Scholarly Editions Online at ALA'.

At the bottom of the page, there is a footer with 'OXFORD UNIVERSITY PRESS' and 'Copyright © 2013. All rights reserved.' followed by links for 'Privacy Policy', 'Legal Notices', and 'Credits'. On the right side of the footer, it says 'Access brought to you by: Oxford University Press - Main Accent' and 'Log out'. At the very bottom, there is an 'Oxford Index' logo and a search bar with the text 'Search across all sources in Oxford Index'.

Innovación en funcionalidades

Oxford Scholarly Editions Online

MAIN TEXT NOTES RESET PANELS

William Shakespeare

Hamlet

THE PERSONS OF THE PLAY
[-] The Tragedy of Hamlet, Prince of Denmark

1.1
1.2
1.3
1.4
1.5
2.1
2.2
3.1
3.2
3.3
3.4
4.1
4.2
4.3
4.4
4.5
4.6
4.7
5.1
5.2

Main Text

Claudius and Polonius [hide behind the arras].

Enter Hamlet

HAMLET To be, or not to be—that is the question:
Whether 'tis nobler in the mind to suffer
The slings and arrows of outrageous fortune,

60 Or to take arms against a sea of troubles,
And by opposing end them? To die, to sleep—
No more ; and by a sleep to say we end
The heartache and the thousand natural shocks
That flesh is heir to—'tis a consummation

65 Devoutly to be wished: to die, to sleep.
To sleep, perchance to dream. Ay, there's the rub;
For in that sleep of death what dreams may come,
When we have shuffled off this mortal coil,
Must give us pause. There's the respect

70 That makes calamity of so long life.
For who would bear the whips and scorns of time,
The oppressor's wrong, the proud man's contumely,
The pangs of disprized love, the law's delay,
The insolence of office, and the spurns

Notes

- 3.1.0 The *Lords* called for by Q2 ↗ and F ↗ have nothing whatever to do in this scene, and have, therefore, been omitted from this initial direction. Shakespeare seems to have begun it thinking he would need them, and then to have forgotten all about them.
- 3.1.0.2 *Guildenstern*] CAPELL; *Guildenstern, and Lords* FQ2 (*subs.*)
- 1 circumstance] F conference Q2
- 1 drift of circumstance i.e. manipulation of the course of your talk. The *circumstance* of F ↗ looks very much like a 'second thought'. The *conference*, meaning 'conversation', of Q2 ↗ makes excellent sense, but it does not carry

Innovación en funcionalidades

The screenshot displays the Oxford Scholarly Editions Online interface. At the top, there is a navigation bar with 'MAIN TEXT' and 'NOTES' tabs, and a 'RESET PANELS' button. Below this, the main content area is divided into three panels: a left sidebar for navigation, a central 'Main Text' panel, and a right 'Notes' panel. The 'Main Text' panel shows a scene from Hamlet with annotations. The 'Notes' panel contains detailed annotations for specific text elements. Two callout boxes highlight specific features: 'Navegación y control de paneles' points to the sidebar and navigation controls, and 'Herramientas/Utilidades' points to the toolbar at the top right.

Oxford Scholarly Editions Online

MAIN TEXT NOTES RESET PANELS

William Shakespeare

Hamlet

THE PERSONS OF THE PLAY
[-] The Tragedy of Hamlet, Prince of Denmark

Main Text

Claudius and Polonius [hide behind the arras].

Enter Hamlet

HAMLET To be, or not to be—that is the question:
Whether 'tis nobler in the mind to suffer
arrows of outrageous fortune,

Notes

- 3.1.0 The Lord: called for by Q2 ↗ and F ↗ have nothing whatever to do in this scene, and have, therefore, been omitted from this initial direction.
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Navegación y control de paneles

Herramientas/Utilidades

Innovación en funcionalidades

Oxford Scholarly Editions Online

MAIN TEXT
 NOTES

Main Text

DUKE SENIOR Thou seest we are not all alone unhappy.
 This wide and universal theatre
 Presents more woeful pageants than the scene
 Wherein we play in.

JAQUES All the world's a stage,

pg 151

140 **And all the men and women merely players.**
 They have their exits and their entrances,
 And one man in his time plays many parts,
 His acts being seven ages. At first the infant,
 Mewling and puking in the nurse's arms.

145 Then the whining schoolboy with his satchel
 And shining morning face, creeping like snail
 Unwillingly to school. And then the lover,
 Sighing like furnace, with a woeful ballad
 Made to his mistress' eyebrow. Then, a soldier,
 Full of strange oaths, and bearded like the pard,
 Jealous in honour, sudden, and quick in quarrel,
 Seeking the bubble reputation
 Even in the cannon's mouth. And then the justice,

Notes

rising (vezin, 1882), munching an apple (Asche, 1907; Bryant, 1979), miming each of the ages (Alan Rickman, 1985, reviving a long-dead tradition).

● 140 **merely** players nothing else but actors.

● 146 **shining** (from being scrubbed)

creeping like snail Proverbial: 'As slow as a snail' (Tilley S579 ↗).

● 148 **ballad** There is an implication of vulgarity here; compare the ballads Antolycus sells in *Winter's Tale* 4.4 ↗.

... **pard** with a beard leopard's whiskers Jonson
 ice of [a soldier's] face
 ch in a beard' (*Cynthia's*
 cited by Steevens (1785)

● 151 **sudden** hasty, impetuous, rash

● 152 **bubble reputation** brief, worthless glory. Proverbial: 'Honour (reputation) is a bubble' (Dent B691 1 ↗).



Notas destacadas

Innovación en funcionalidades

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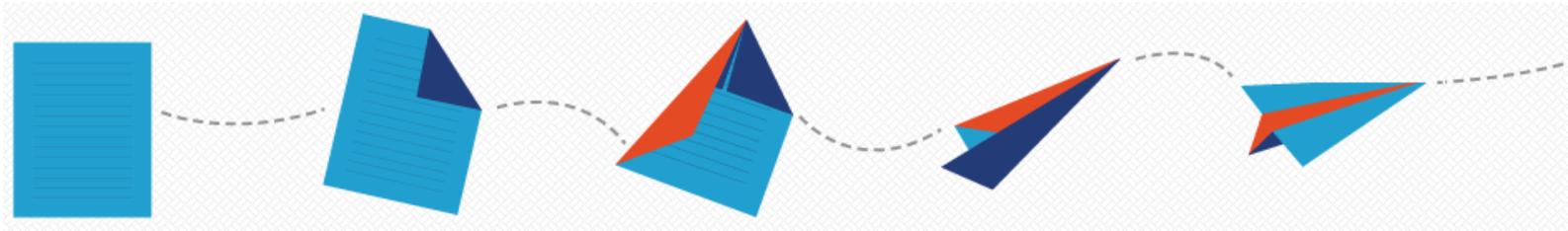
Paneles deslizantes al tamaño deseado

Innovación en servicios



- Ofrecemos ediciones de inglés para investigadores que estén preparando documentos académicos para su publicación, presentación o divulgación.
- Nos encargamos de la corrección de errores, tanto gramaticales como de otra índole.
- Parte del proyecto de generación de ideas por parte de empleados.

Innovación en servicios



En sus primeros seis meses, Oxford Language Editing:

- ✓ Recibió pedidos de más de **más de 30 países.**
- ✓ Se editaron trabajos en **25 de las mayores disciplinas.**
- ✓ Recibió el **20% of sus pedidos de China**, el 10% de España y el 10% de Rusia.
- ✓ Se editarón más de **300,000 palabras.**

Innovación en comunicación

El reto:

¿Cómo creamos relaciones directas con nuestros lectores?

La solución:

Marketing por disciplinas

Innovación en comunicación



Innovación en comunicación

Puntos fuertes de Twitter

- Los académicos lo usan para interactuar entre ellos.
- Los contenidos de OUP se ajustan bien y son fácilmente compartibles.
- Ofrece una muy buena interacción en tiempo real.
- Dirige con éxito tráfico a nuestros contenidos.

Innovación en difusión

Open Access

- Se ajusta a la misión de OUP de facilitar la mayor difusión posible de investigación de alta calidad.
- Finch Working Group 2012.
- OUP lleva publicando en OA desde 2004. Desde ese momento el crecimiento en OA ha provado su efectividad en algunas disciplinas.
- Nucleic Acids Research se movió de un modelo de suscripción a OA en 2005. Desde el 2013 es la publicación con mayor Factor de Impacto en su especialidad.
- En OUP se utilizan varios modelos de negocio de OA.

Innovación en difusión



Open Access Books

- Proyecto para comprobar la viabilidad de monográficos bajo modalidad de OA.
- Financiado por JISC Collections y el Arts and Humanities Research Council (AHRC).
- Primera fase 2013-2014. Segunda fase 2015-2017.

Tendencias editoriales

- Text y Data Mining: publicaciones de la salud.
- Nuevos formatos de artículos: HTML enriquecido.
- PDF enriquecidos: formato 3D PDF para publicaciones geofísicas.
- Versionado de artículos: PLOS y F1000Research.
- Megajournals.
- Gráficos en vivo: F1000Research.
- Microartículos: Elsevier.
- Big data: Elsevier Research Trends.

Muchas gracias