

# New horizons \*

Judy Luther

*President Informed Strategies*

*Chair:*

Tom Hogan, President, ASIDIC

Hogan expands on the theme of the 1998 ASIDIC Conference by introducing four speakers who will present novel approaches to information service delivery.

*Speakers:*

Mark Capaldini	President and CEO, Congressional Information Services <i>Lexis-Nexis Academic Universe: A Subscription Service with Advertising</i>
Anne Mintz	Director of Information Services, Forbes <i>Packaging Content for the Web</i>
Susan Stearns	Director of Enterprise Marketing, Northern Light technology LLC <i>Research on the Web-A Rich Vein of Information or a Mine Field?</i>
Deborah Hull	COO, Ovid Technologies <i>On the Marriage of Information Types</i>

## New Horizons

Tom Hogan, President of Information Today and current president of ASIDIC, chairs the final session looking at novel approaches to information service delivery.

Mark Capaldini, President and CEO of Congressional Information Service (CIS), tells the story of CIS' success in selling Lexis-Nexis to the academic market. CIS captured 70% of the market in 18 months with the majority sold through a mega consortia deal to over 600 colleges. CIS created a price structure with a diminishing cost/student which prompted the deal to grow from one million FTE to five million FTE.

Librarians agreed to allow advertising to lower the cost, and CIS established an advisory board which created guidelines for acceptable ads, eliminating alcohol and tobacco companies and restricting graphics and audio but allowing click throughs. Though click throughs are lower than the industry average, students usually complete the registration form for ads from America Online, Citibank, J. Crew, Honda, and Sony.

Anne Mintz, Director of Information Services for Forbes magazine, describes Forbes ad-based Web site. The site has sponsors for each day of the week (Gateway, Microsoft, etc.), and each one sponsors

---

\*In cooperation with the Association of Information and Dissemination Centers.

particular topics such as mutual funds, personal finance, e-business. Forbes is looking at e-commerce as a way to generate new revenue and doesn't know if advertisers will keep both online and print ads.

More than 50% of Forbes' users logon from their offices during work hours. On a monthly basis there are 2.5 million users, and 85% are not current subscribers. Forbes hosts the two pages after the initial click to allow the person to register so Forbes knows what type of ad to show.

Susan Stearns, Director of Enterprise marketing for Northern Light, positions the company's service as a single source for both Web information (free) and its special collections (fee). Although users can choose to search the Web and/or special collections, 70% chose both.

To deal with the limited indexing by search engines, Northern Light describes and indexes all documents, allowing users to search by folders which classify documents by type, language, and source in an automated fashion.

Deborah Hull, COO of Ovid Technologies, speaks to the marriage of information types as Ovid was bought by Walters Kluwer. Ovid now offers the content of 310 full-text journals, software in the form of search engines, and access as a Web provider. Ovid's vision for the future includes the linking of full-text journals with bibliographies and evidence-based medicine products and eventually books and drug information so a user can enter the database and leave with answers to his/her questions.

Last year Ovid introduced EBMR (Evidence Based Medicine Reviews), which was very successful with 300 sales generating a half million dollars. Ovid is working on a Primary Care Library which brings together information from five different disease management texts. The EBMR knowledge platform includes summary content, textbooks, reference books, tables, EBM resources, guidelines, and continuing medical education courses. Users want the same look and feel for all these products, and the challenges include licensing diverse content from different publishers in different formats with different production schedules for one product.