



BRILL

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# Beyond journals

*Developing a platform strategy for Brill,  
a publisher with many content types*

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Director of Product Management & Global Distribution

1 December 2015 • STM Digital Publishing

# Brill Overview

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BRILL

- Scholarly publisher founded in 1683 in Leiden (NL)
- Offices in Leiden, Boston (US) and Singapore (SG)
- 130 staff
- Leading in selected areas of the humanities, social sciences & international law
- 240 journals, 450 book series, 140 databases
- Publicly listed (Amsterdam Stock Exchange)



# Brill

## Tradition in diversity

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- Subject areas that involve non-Latin fonts
  - Middle East & Islamic studies (since 1730)
  - Asian studies (since 1839)
  - Others, e.g. linguistics, classical studies



# Brill

## Tradition in diversity

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- Special content types – next to journals and monographs
  - 1873/78: Awards for “oriental printed editions” at world exhibitions
  - 1886-90: Four-volume Chinese dictionary
  - 1890: First preparations of “Encyclopaedia of Islam” (1<sup>st</sup> edition, 1913-1936)
  - 1990s: Brill becomes the leading publisher for research around the Dead Sea Scrolls



# Brill

## Tradition in diversity



### Encyclopaedia of Islam

**1st ed.**  
(1913-36)



**2nd ed.**  
(1960-2005)



**CD-ROM**  
(1999)



**BrillOnline**  
(2006/13)



**3rd ed.**  
(2007-)



1915

1960

1995

2005

2015

 **HighWire Press** STANFORD UNIVERSITY

SCIENCE  DIRECT®

ingentaconnect 

## Digital journal publishing

# Brill

## Tradition in diversity

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- Online resources at Brill (Dec 2015)
  - 240 active journals
  - 5.300 e-books
  - 55 online reference works
  - 8 bibliographical databases
  - 15 online dictionaries
  - 62 primary source collections



- Stimulate cross-resource discovery and usage
- Find balance between two extremes
  - “One size fits all”
  - “One platform for every product”
- Present products in a transparent way to buyers

# BrillOnline

## How to organize diversity

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- Based on subject areas? – but then:
  - Resources belong to several fields
  - Scholars prefer cross-discipline searching
- Instead: strong reasons to organize by content type
  - Different functions in the scholarly workflow
  - Different content structure & functionalities
  - Different business models



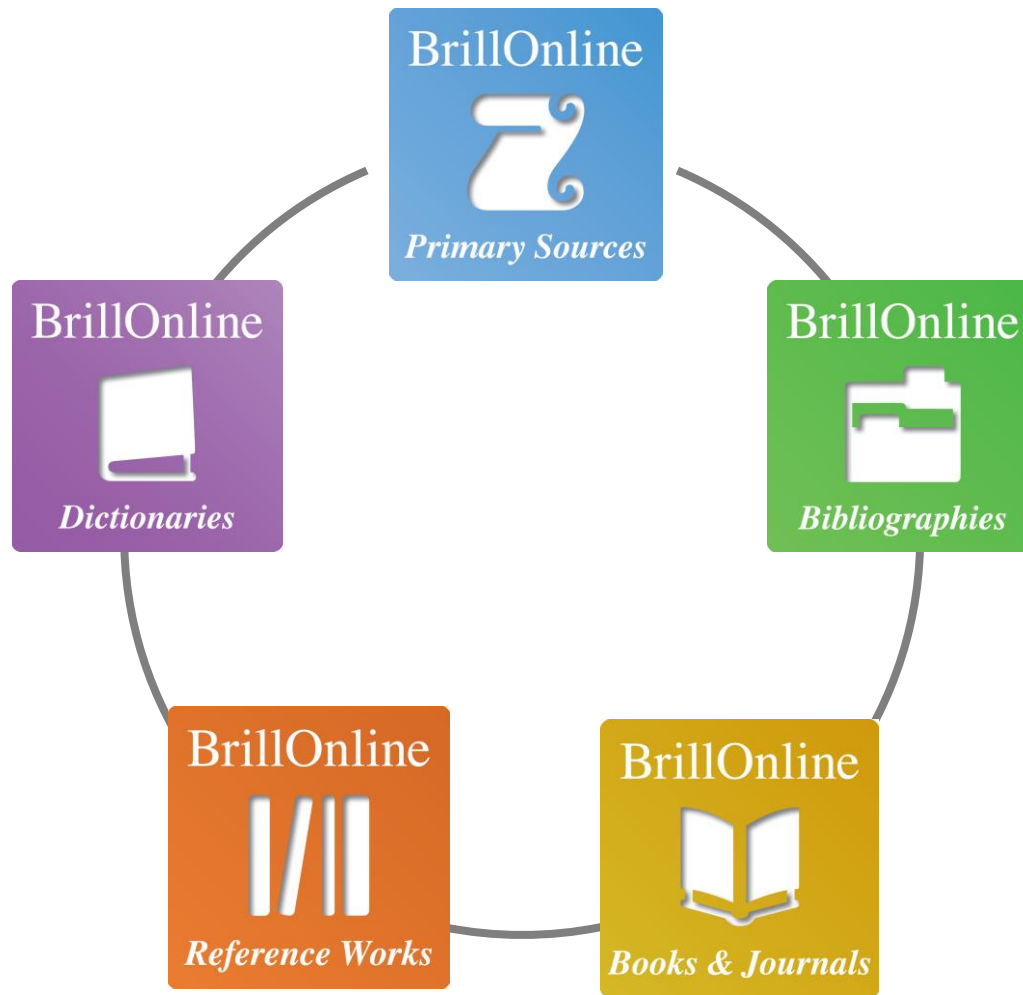
# BrillOnline

## How to organize diversity

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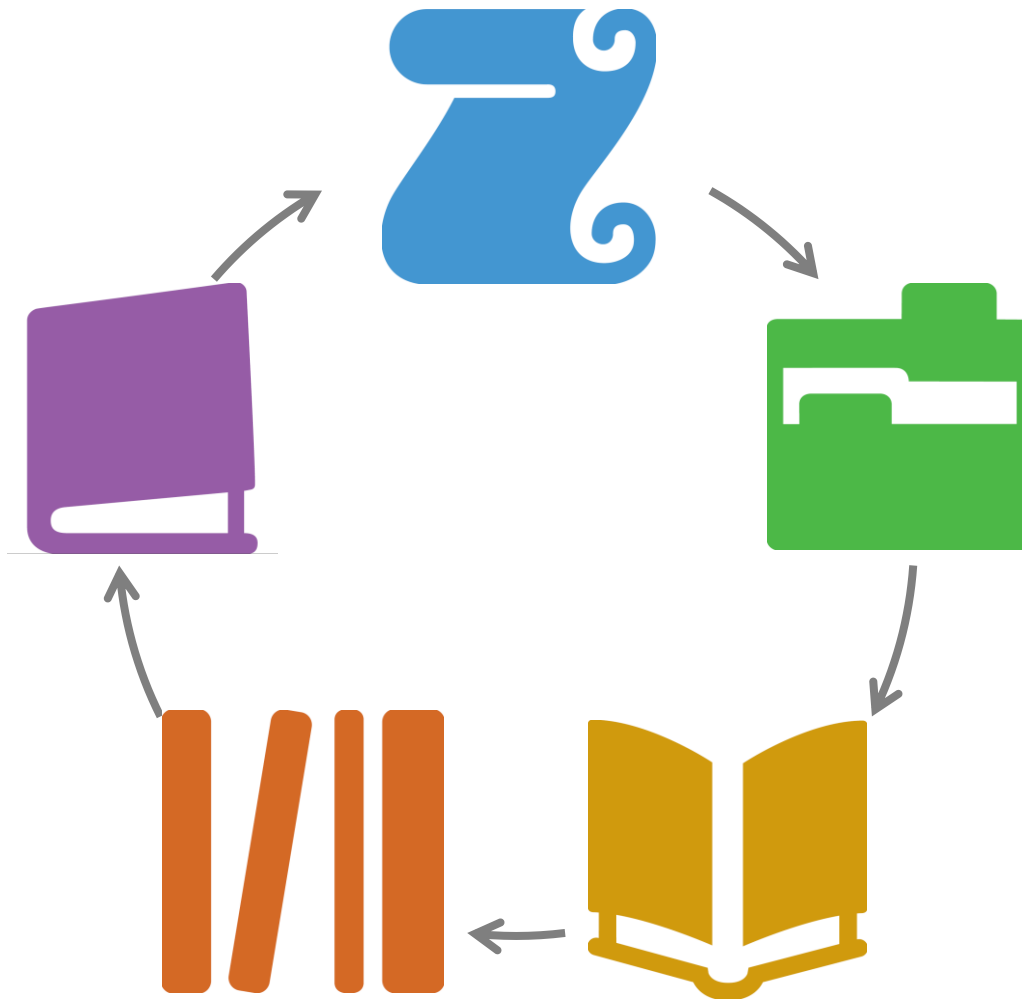
# BrillOnline

## How to organize diversity

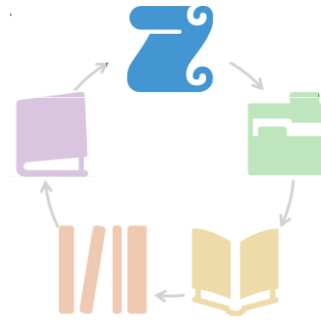
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# BrillOnline Primary Sources

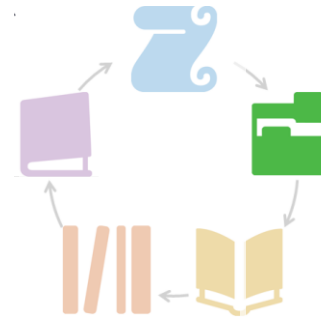


- **Use case:** study original material
- **Business model:** access per collection
- **Special functionality:** good document viewer, full-text search vs metadata search



**Example:** Early Western Korans Online

# BrillOnline Bibliographies

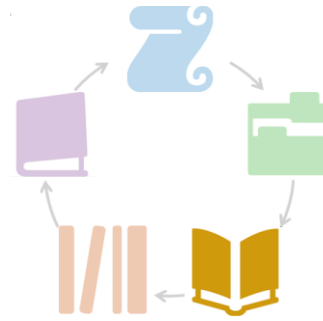


- **Use case:** scan related specialty literature
- **Business model:** access to whole works or entire platform
- **Special functionality:** e.g. not to display high-level results (because they are the product)



**Example:** search Index Islamicus

# BrillOnline Books & Journals

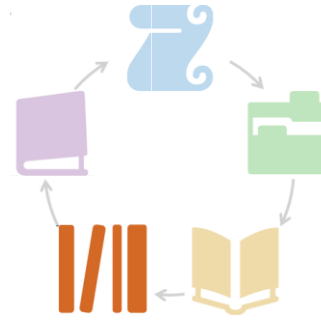


- **Use case:** browse and read articles & chapters
- **Business model:** access to whole works or single units, also: collections & archives
- **Special functionality:** table of content alerts (journals), visualization of book series (books)

The screenshot displays the Brill Online Books and Journals interface. The top navigation bar includes links for Home, E-Books, Journals, All titles (A-Z), Subjects, Collections, and Series. The main content area shows the title 'European Qur'an translations, 1500-1700' by Thomas E. Burman. It provides detailed metadata: Source: Christian-Muslim Relations. A Bibliographical History, pp 25-34; Subjects: Religious Studies; Publication Year: 2014; Chapter DOI: 10.1163/9789004281110\_004; E-ISBN: 9789004281110. A 'Read' button is available for the full text chapter. The page also includes a table of contents for the E-Book, listing 'Preliminary Material' (pp i-xi) and 'Introduction: Christians, Muslims and empires in the 16th century' (pp 1-10). On the right, there is a login section for BRILL, with fields for Username and Password, and buttons for Sign In and Sign out. A 'Sign in via your institution' link is also present.

**Example:** monograph about Quran translations

# BrillOnline Reference Works



- **Use case:** obtain authoritative overview in a defined sub-field
- **Business model:** access to whole works or entire platform
- **Special functionality:** internal cross-references from article to article

BrillOnline Reference Works

Home > Search

lepanto

Search

Filter by access

- Full Access (147)
- No Access (0)

Filter by Publication Date

- Since 2015 (1)
- Since 2014 (19)
- Since 2013 (20)
- Since 2012 (79)
- Since 2011 (85)

▼ More

Filter by subject

- Middle East and Islamic Studies (84)
- Jewish Studies (29)
- History (17)
- Religious Studies (10)
- Classical Studies (7)

Search results for 'lepanto' returned 147 results. Modify search

Sort Results by Relevance | Newest titles first | Oldest titles first

More results from BrillOnline:

- 69 results Bibliographies
- 10 results Books & Journals
- 0 results Primary Sources

**Lepanto**  
(908 words)

Author(s): Kramers, J. H.

, is the Italian form of the name of the Greek town Naupactos which the Turks call İne Bakhtî. This is how the Turkish form is transcribed, e. g. by Leunclavius ( *Annales Turcici*, p. 35) while von Hammer ( *G. O. R.*, iii. 318) transcribes it as Aina Bakhtî, which he translates ¶ "Spiegelglück"; in view of the Greek form however it is very probable that the Turks originally pronounced it İne Bakhtî. The town is situated in the ancient Locris, north of the strait which leads from the Ionian Sea towards the Gulf of Corinth. It was since

Your access is provided by: BRILL demo user  
[Sign out](#)

Tools

Register to use personal tools, or sign in if you have an existing user account.

Email

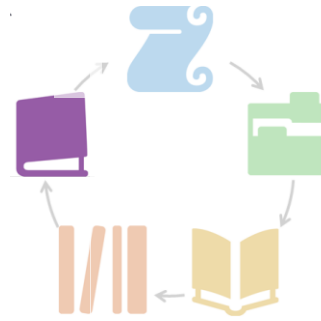
Password

[Sign in](#) [Password reminder](#)

[Give us your feedback](#)

**Example:** search "Lepanto"

# BrillOnline Dictionaries



- **Use case:** understand linguistic contexts (also historically)
- **Business model:** access to whole works
- **Special functionality:** visualize context of words



**Example:** Dictionary of Qur'anic Usage



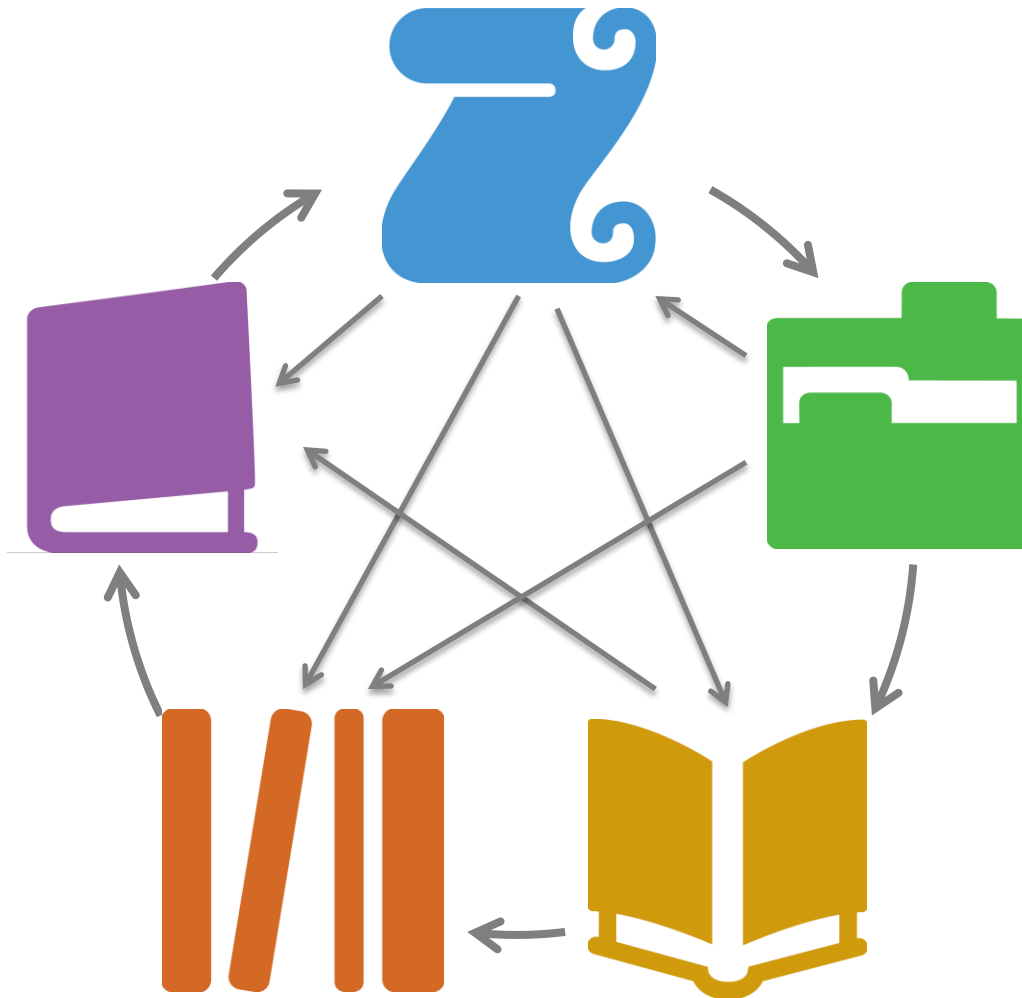
# BrillOnline

## How to organize diversity

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# BrillOnline.com (& Brill.com)

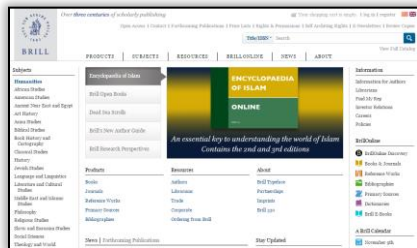
## Organizing diversity



Current  
situation

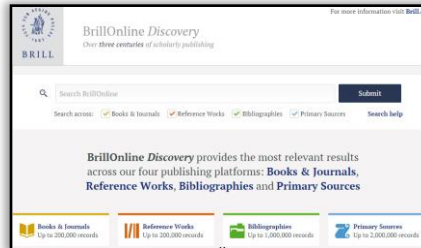
**Brill.com**

Corp. Website & Catalog

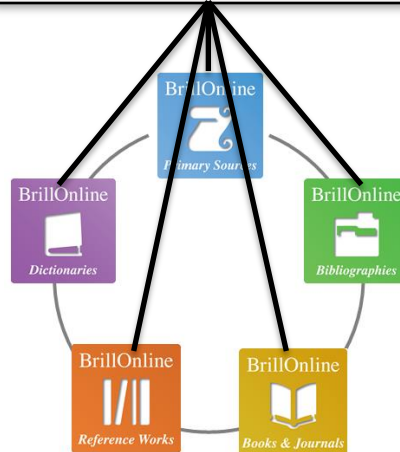


**BrillOnline.com**

Linking Hub



Single-product  
platforms



Content-type  
platforms



Permanent  
portals (e.g.  
Islamic Stud.)

Temporary  
portals (e.g.  
70 yrs. UN)

Subject-based  
platforms



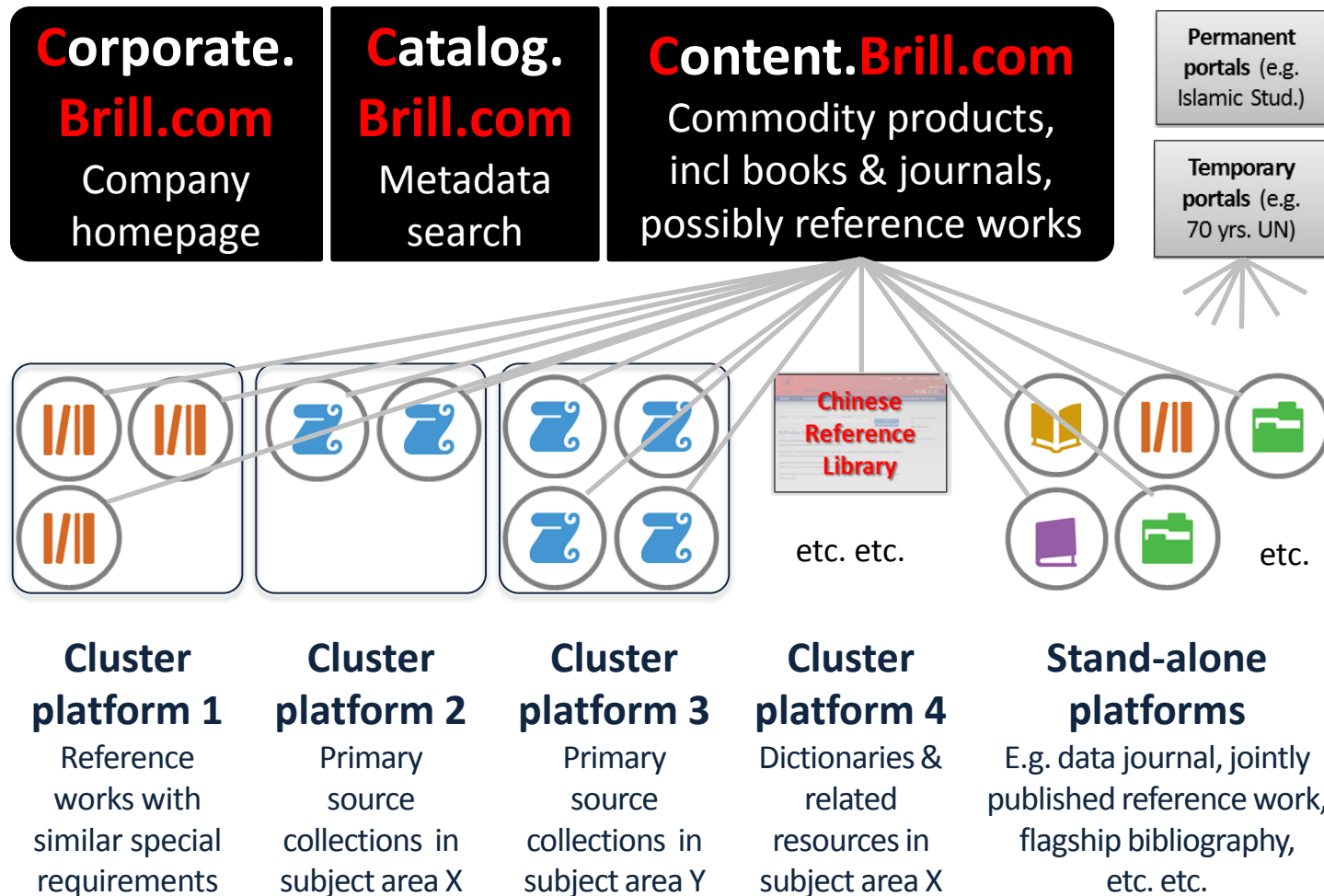
Non-Brill  
platforms

# Brill.com (“three C’s”)

## Organizing diversity



Proposed  
situation



# Brill online resources

## How to organize diversity



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- **Challenge 1:** Division by content type is arbitrary Proposed
  - **Measure:** Stop thinking in terms of content types, instead: create one main platform (commodity products) with satellite platforms (custom products)
- **Challenge 2:** Cross-discipline searching can do harm in certain cases
  - **Measure:** Split up certain satellite platforms by subject area (e.g. Primary Sources)
- **Challenge 3:** Linking hub BrillOnline.com is hardly being used
  - **Measure:** “Upgrade” that main platform into the new linking hub
- **Challenge 4:** Single-product platforms are difficult to integrate
  - **Measure:** Treat those just like any other satellite platforms in this new concept
- **Challenge 5:** Subject portals have no easy place in a platform architecture
  - **Measure:** Distinguish between subject portals as entry points (on level of main platform) and as resource libraries (on level of satellite platforms)
- **Challenge 6:** Google shows each product twice: on Brill.com & BrillOnline.com
  - **Measure:** Find a way to combine catalog & content (and corporate) under one roof
- **Challenge 7:** Librarians need easy overviews of products
  - **Measure:** Link each product back to complete product lists (per content type)



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Thank you!  
Questions?

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