

Lessons Learned from Re-Evaluating Big Deals with Unsub

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OurResearch

**The value of
the Big Deal is
declining**

What's the Big Deal?

Kenneth Frazier

Presenter

SUMMARY. This paper is based on a presentation given by Ken Frazier in tandem with Loretta Ebert. The term “Big Deal” is used to describe licensing agreements that provide expanded or complete access to the e-journal content of major publishers. The author discusses the liabilities and opportunities created by a library collection development strategy that avoids buying into Big Deals and focuses instead on journal cost-effectiveness. Even the most cost-effective Big Deals are not financially sustainable and can, at best, provide a transition to a more open and affordable scholarly communication system. *[Article copies*

[The Serials Librarian - What's the Big Deal?](#) (2005)

Is the Value of the Big Deal in Decline?

By **ROGER C. SCHONFELD** | MAR 7, 2019

50 COMMENTS

BIG DEAL | **BUSINESS MODELS** | **CONTROVERSIAL TOPICS** | **ECONOMICS** | **METRICS AND ANALYTICS**
| **TECHNOLOGY** | **TOOLS**

[Is the Value of the Big Deal in Decline? - The Scholarly Kitchen](#) (2019)

**Don't just
blindly cancel**

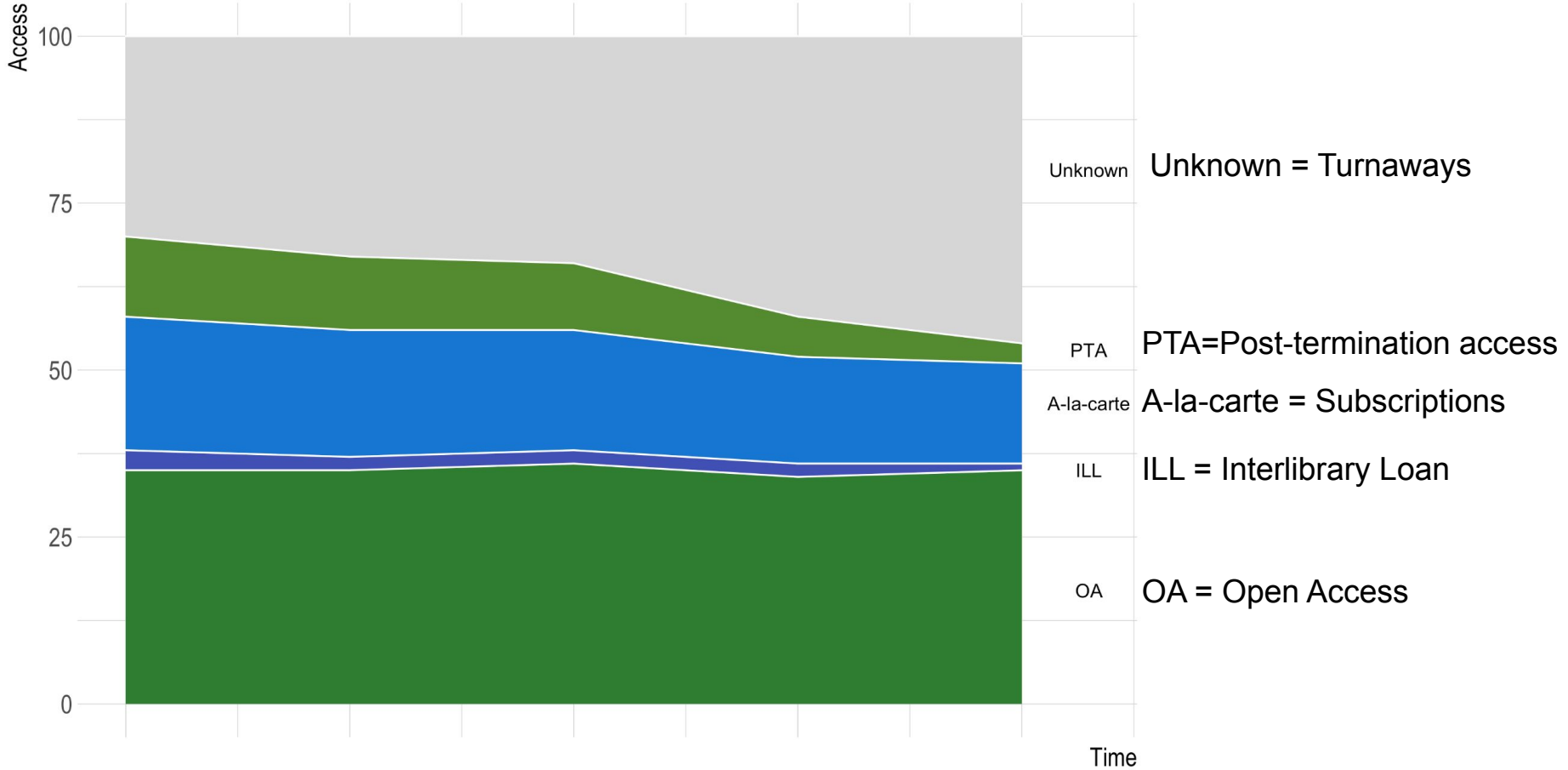
**What factors
to consider?**

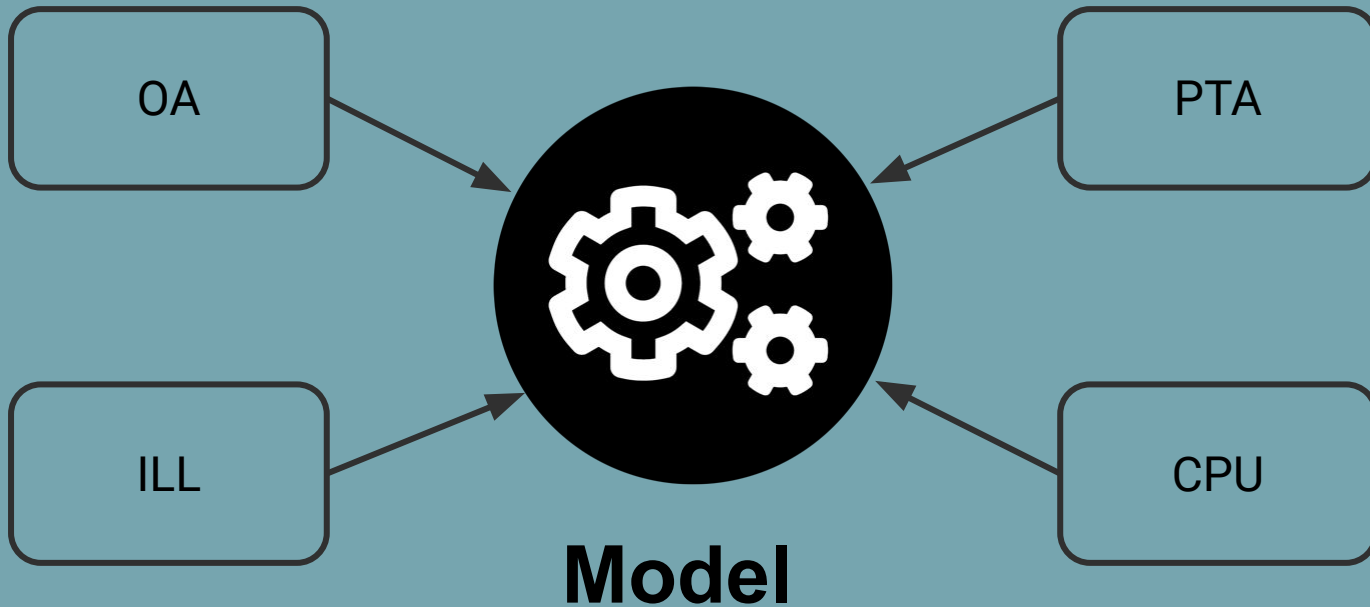
Factors to consider



- **Open Access**
- **Interlibrary loan**
- **Post-termination access**
- **Cost per use**

Factors through time

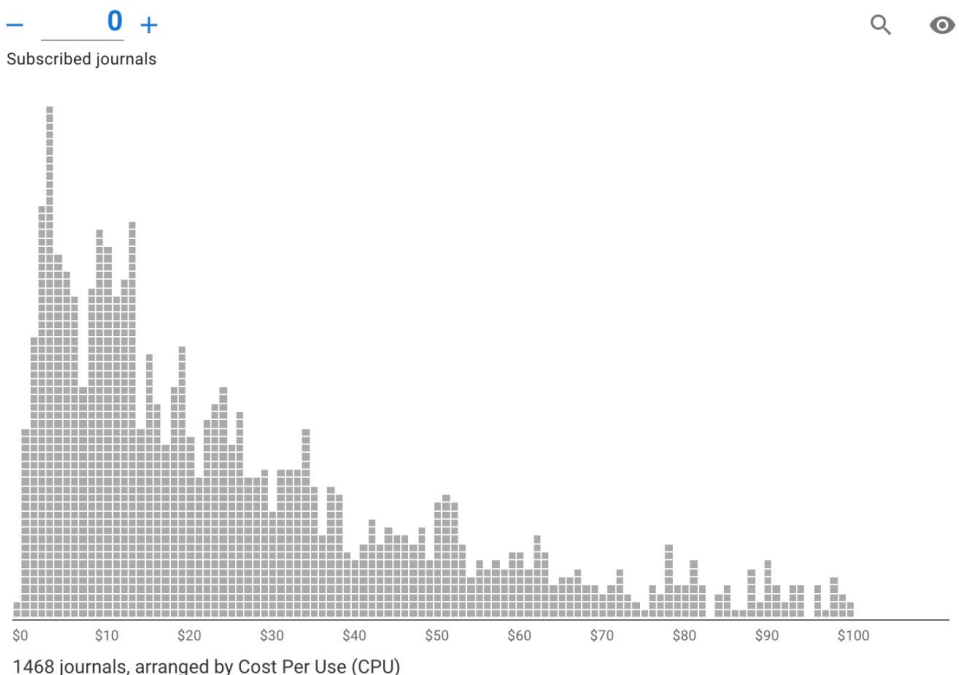
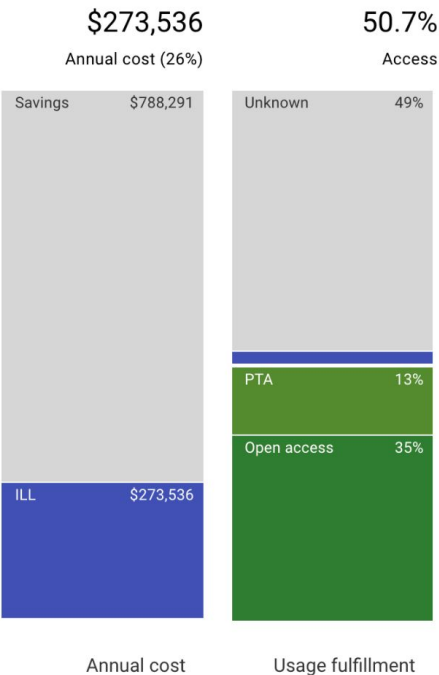






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Lessons Learned

**1. 0A makes a
big difference**

2. PTA and ILL

**3. Institution size
correlates w/
cancellation savings**

**4. No easy
answer to how
many titles**

**5. Saving
money on a big
deal is a win**

**6. Tracking
journal metadata
is not easy**

7. Factors we don't directly account for are still important

[The Buyback Dilemma: How We Developed a Principle-Based, Data-Driven Approach to Unbundling Big Deals](#) McLean & Ladd 2022

**8. Docs, Docs,
Docs!**

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