Editorial

Although there were 650 registered delegates at this year's UKSG conference in Warwick, it would appear that there were another 1,300 who were attending vicariously through the conference blog. Maybe these were our colleagues who were unable to attend, checking up on us (and our enthusiastic bloggers certainly made this possible), maybe it was the 100 unfortunate people who were too late to register, but either way they were able to follow the activities of the most successful conference yet. The vast majority came from Europe and North America, but we also had 67 hits from Asia, 31 hits from Oceania, and – most interestingly – 23 from Africa. Of the total traffic, 40% came directly to LiveSerials, whilst 40% came from referring sites (UKSG and Ringgold sites were top) and 18% from search engines (primarily Google).

All this adds to the UKSG Committee and your Editors' thoughts that we should develop UKSG's communications channels on the back of this success. So how can we integrate these channels? It has been decided to re-launch *Serials*-eNews (we can't believe it has been going for five years now) and a user survey is being undertaken to see what the members really want from a newsletter. We will be updating the format and including more editorial comment. However, we also recognize that news is breaking daily and we hope to expand the use of the blog to stimulate discussion on this news. Furthermore, let us not forget lis-e-journals, which is another UKSG-sponsored medium for discussion and interaction. The logical progression would seem to be picking up interesting threads from the lists, developing discussion on the blog and then developing the stories in *Serials*-eNews. Charlie Rapple reports that interestingly, the pattern of traffic on the blog shows that people tend to look at the blog earlier in the week, with a peak each Monday that tails off towards the end of the week. The end of the week is when people pick up *Serials*-eNews.

Of course, *Serials* is where it all started, and the Editorial Board of *Serials* is involved in all the communication channels and is a form of Publications Committee for UKSG, having also developed *The E-Resources Management Handbook* – a dynamic open access handbook which is getting rave reviews around the world.

This month's *Serials* publishes some of the conference papers, with Melinda Kenneway's thought-provoking paper on marketing – we wonder when will we be attending the UKSG conference in Second Life? T Scott Plutchak's paper got the top ranking in the conference feedback and you will all want to read about the new fantastic adventures of the librarian. The

dilemma of e-textbooks is addressed by Tom Daly whilst Jason Price counts his journals in this issue and looks at the hazards of price-per-use comparisons in the next issue. We were delighted that the first UKSG research projects were covered in Briefing Sessions at the conference and Peter Shepherd and James Culling have summaries here. The full research is available through the UKSG website and work is continuing to develop both these exciting projects.

Paul Harwood and Nol Verhagen update us on the current state of consortia in the UK and Europe – papers from the ASA Annual Conference. Your Editors also congratulate Paul on completing the London Marathon – turn to the People section for the proof!

So a feast of communication for UKSG members, and please give us feedback on the ways that you would like us to let you know what is happening in the serials world.

Finally, someone mentioned at the conference that we never sign our Editorial; this issue's picture shows us, your undersigned Eds, with our canal boat on the Oxford Canal (a bit of a comedown from the country cottage).

Helen & Hazel