What the Future holds in store for GreyNet International:
Findings from a Business Report 2010-2011

by
Dominic J. Farace and Jerry Frantzen
TextRelease/GreyNet, Netherlands
BUSINESS STRUCTURE

- In 1992, GreyNet was founded and launched by TransAtlantic, which was a sole proprietorship.
- In 1998, GreyNet became a subsidiary of MCB University Press, which was a limited company.
- In 2003, GreyNet was re-launched by TextRelease, a sole proprietorship

MISSION

"GreyNet is dedicated to Research, Publication, Open Access, and Education in the field of Grey Literature"
GreyNet Members 2010

ASSOCIATE MEMBERS:

- British Library, United Kingdom 2008 ...
- FLICC-FEDLINK, United States 2010 ...
- INIST-CNRS, France 2005 ...
- NTK, Czech Republic 2010 ...
- NYAM, United States 2005 ...

INSTITUTIONAL MEMBERS:

- IIA, Inc., United States 2010 ...
- CVTISR, Slovak Republic 2010 ...
Partnerships and Agreements

- ICSTI Partnership 2009 ...
- INIST-CNRS OpenSIGLE 2007...
- EBSCO/LISTA-FT Journal Licensing 2005 ...
- CSA/PAIS, MLA, and LISA A&I Services 2006 ...
- SCOPUS/Elsevier, Thomas Reuters A&I Services 2009 ...
- EBSCO, Swets Subscription Agents 2005 ...
- Emerald (former MCB) Content licensing 2009
- De Gruyter|Saur Monograph 2010 ...
International Conference Series on Grey Literature

The GL Conference Series began as a biannual event in the early ‘90s, however with its relaunch in 2003, the conference series became an annual event. The GL Series maintains a transatlantic character alternating between Europe and North America. However, participants from recognized organizations worldwide attend.

Past and Present Sponsors:

- BL
- BIOSIS
- CRL
- CUA
- CVTISR
- DTIC
- EAGLE
- EBSCO
- EU
- EWI
- FLICC-FEDLINK
- GESIS
- ICSTI
- INIST-CNRS
- IIA
- JST
- LLC
- NASA
- NTIS
- NLE
- NLM
- NTK
- NYAM
- OSTI-DOE
- Swets
GreyNet Publications

GreyNet Associate Members constitute ‘Corporate Authorship’
for all of its serial and non-serial publications

Serials:

- Conference Proceedings on Grey Literature, ISSN 1386-2316
- Conference Programs on Grey Literature, ISSN 1386-2308
- TGJ, International Journal on Grey Literature, ISSN 1574-1796
- GreyNet Newsletter, ISSN 1877-6035
- Workbook on Grey Literature, ISSN 2211-1425
GreyNet Resources and Services

Net-based

- GreyNet Website  www.greynet.org
- GreySource Index  greysourceindex.html
- GreyText Archive  greytextrarchive.html
- GreyNet Help Desk  greynethome/helpdesk.html
- GreyNet Listserv  listserv@greynet.org
- Conference Site  www.textrelease.com
- WHOIS in GL  textrelease.com/whois2010.html
Open Access to GreyNet’s Collections
OpenSIGLE Repository

1993-2010

Over 230 metadata records originating in the GL Conference Series including the full-text papers, PowerPoint Slides, Abstracts and Biographical Notes are now openly accessible to net-users via the OpenSIGLE Repository. This web-based resource has become a significant reference tool for GreyNet’s referral service,
http://opensigle.inist.fr/handle/10068/697753
Research and Education

Over the years, GreyNet has collaborated with researchers and authors in carrying out projects that would provide sustained benefits for the international grey literature community:

1993... Bibliographic Database and Literature Reviews
1995... International Guide to Persons and Organizations
2004... Construction and Analysis of a Citation Database
2005... Author Survey on Grey Literature
2007... Design of an accredited Distance Education Course
2008... Open Access Project with GreyNet as Data Provider
2010... Study on Peer Review in Grey Literature
Use and User Statistics

- Affiliates in over 50 countries worldwide
- Contact with 200+ Organizations
- Author base exceeds 300
- Distribution List peaks 1400 email addresses
- Website page views exceed 50,000
- Etc.

Financial Indicators

Since its relaunch in 2003, GreyNet has increased and diversified its sources of revenue. Where it was initially dependent on conference fees, other sources of revenue now issue from membership fees, sponsorship fees, advertising, publication sales, journal licensing, royalties, and educational initiatives.
Sources of Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>1997</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>Courses/Seminars</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Publications</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Memberships</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Translations</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Sponsors and advertisers</td>
<td>18%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>
**Type of Infrastructure?**

Online Survey Results 2010

To serve the GL Community

<table>
<thead>
<tr>
<th>Type of Infrastructure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole Proprietorship</td>
<td>3.7%</td>
</tr>
<tr>
<td>Foundation</td>
<td>33.3%</td>
</tr>
<tr>
<td>International Association</td>
<td>59.3%</td>
</tr>
<tr>
<td>Subsidiary Company</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

Most feasible for GreyNet

<table>
<thead>
<tr>
<th>Type of Infrastructure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole Proprietorship</td>
<td>7.4%</td>
</tr>
<tr>
<td>Foundation</td>
<td>18.5%</td>
</tr>
<tr>
<td>International Association</td>
<td>70.4%</td>
</tr>
<tr>
<td>Subsidiary Company</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

Vision for GreyNet International

**International Association**