

Open access is possible!

Preparing for the Transition from
Subscriptions to Open Access

AISA Annual Congress

Pisa, 22 October 2015



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Disrupting the subscription journal's business model...

Disrupting the subscription journals' business model for the necessary large-scale transformation to open access

A Max Planck Digital Library Open Access Policy White Paper

Published: 28 April 2015
DOI: <http://dx.doi.org/10.17617/1.3>
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Abstract

This paper makes the strong, fact-based case for a large-scale transformation of the current corpus of scientific subscription journals to an open access business model. The existing journals, with their well-tested functionalities, should be retained and developed to meet the demands of 21st century research, while the underlying payment streams undergo a major restructuring. There is sufficient momentum for this decisive push towards open access publishing. The diverse existing initiatives must be coordinated so as to converge on this clear goal. The international nature of research implies that this transformation will be achieved on a truly global scale only through a consensus of the world's most eminent research organizations. All the indications are that the money already invested in the research publishing system is sufficient to enable a transformation that will be sustainable for the future. There needs to be a shared understanding that the money currently locked in the journal subscription system must be withdrawn and re-purposed for open access publishing services. The current library acquisition budgets are the ultimate reservoir for enabling the transformation without financial or other risks. The goal is to preserve the established service levels provided by publishers that are still requested by researchers, while redefining and reorganizing the necessary payment streams. By disrupting the underlying business model, the viability of journal publishing can be preserved and put on a solid footing for the scholarly developments of the future.

1. Introduction

The uptake of open access in recent years has been remarkable. Articles in open access are the most dynamic growth area in scientific publishing and have reached a market share of 13% (without even counting the hybrid component, which has also been growing rapidly as a result of British encouragement following the Finch report). In just a few short years *PLOS One* has become the largest journal in the world, both in the number of papers it publishes and in the citations it is attracting.

... for the necessary large-scale transformation to open access

<http://dx.doi.org/10.17617/1.3>
Published 28 April 2015

together with data publication:
<http://dx.doi.org/10.17617/1.2>

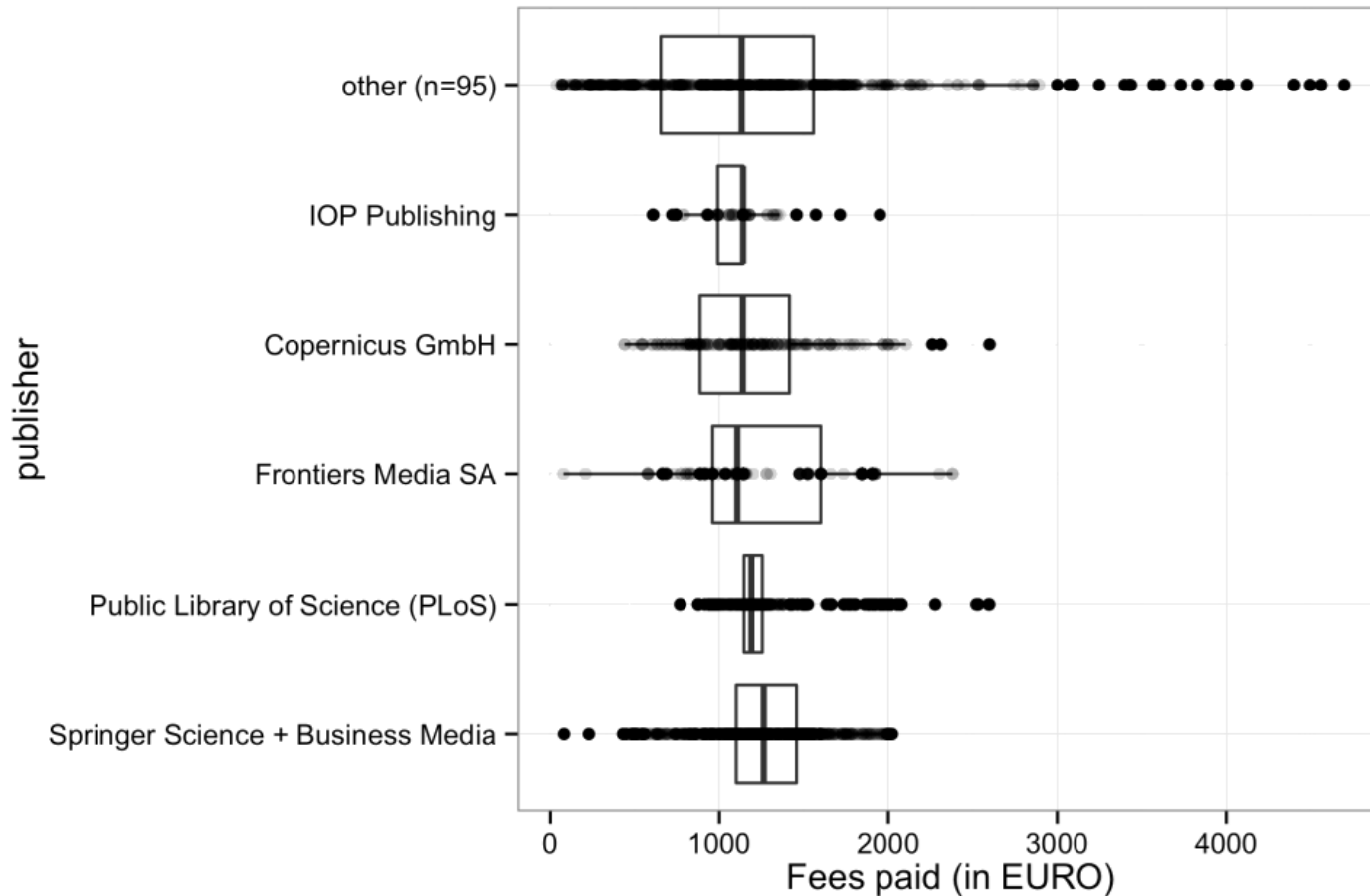


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Enough money already in the system

Global subscription spending	7.6 billion Euro
Annually published articles (according to Web of Science)	1.5 million
Current expense per article	~ 5,000 Euro

APC levels, current evidence



German OpenAPC Initiative at <https://github.com/OpenAPC/openapc-de>

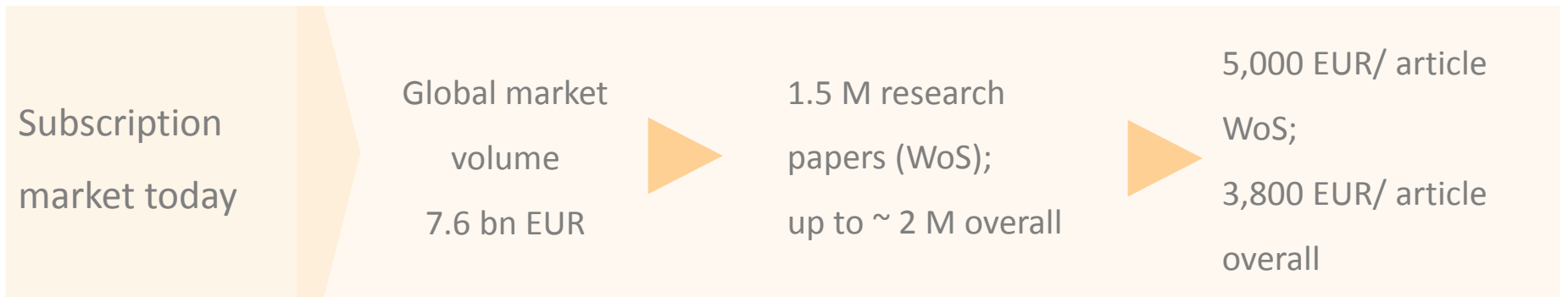


APC levels, current evidence

- SCOAP³ < 1,100 EUR
- APC evidence published by Wellcome Trust and Austrian Science Fund (FWF)
- Cap applied by German Research Foundation for APC funds = 2,000 EUR

Scenario of transformation based on current operating numbers per year

Global view

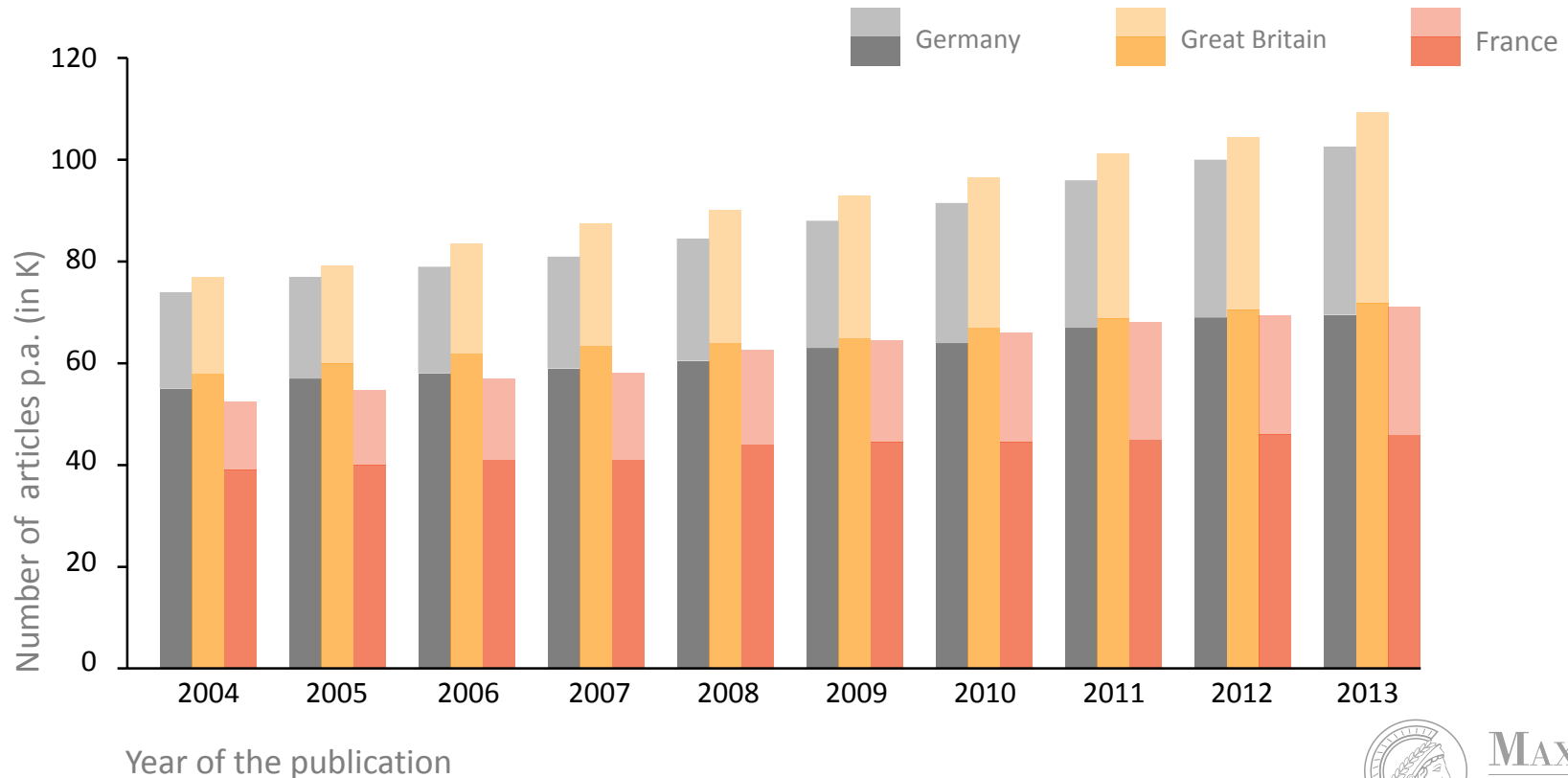


Publication volume of selected European countries

Total publication volume

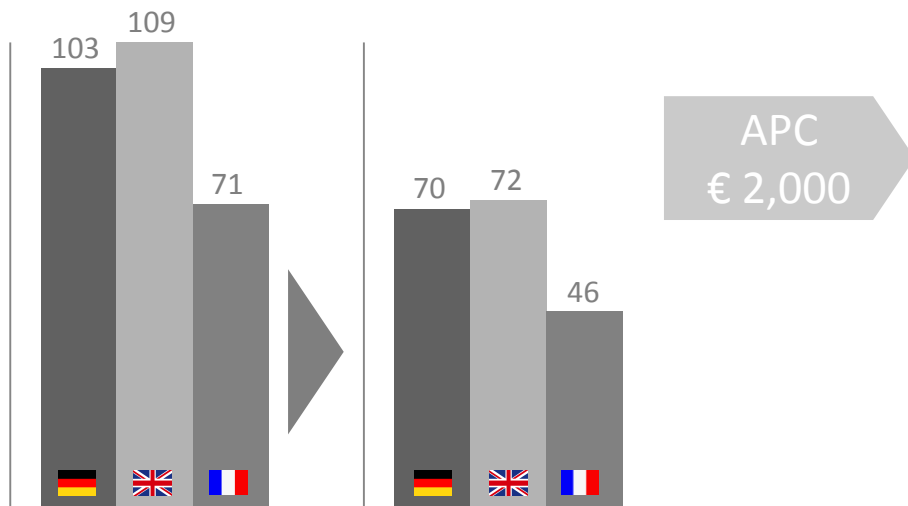
Articles and reviews in Web of Science

The dark part of the columns marks the share of articles with a corresponding author from this country ($\leq 70\%$).



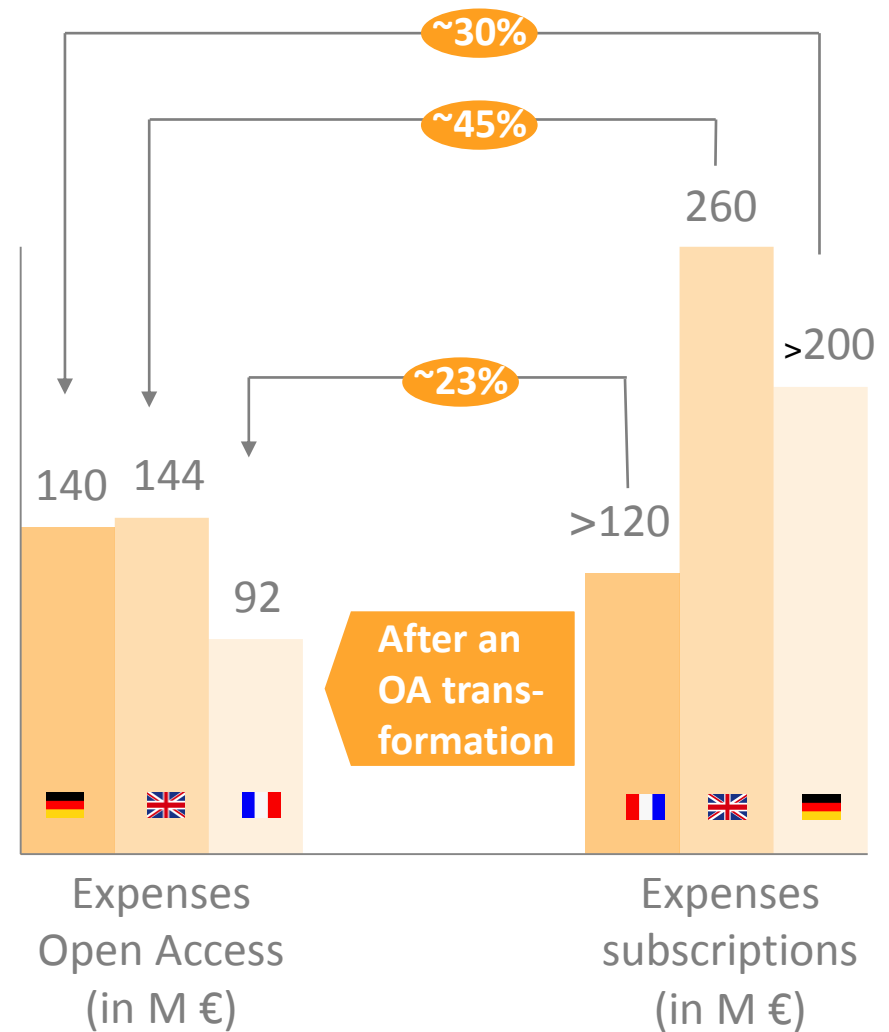
Output volume and expenses in DE, UK, and FR

Publication data 2013



Total number of articles (in K)

Articles relevant to expenses (in K)



Expenses Open Access (in M €)

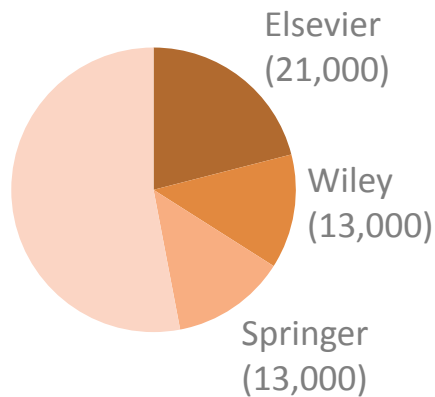
Expenses subscriptions (in M €)

Close-up country view: share of major publishers in Germany 2013

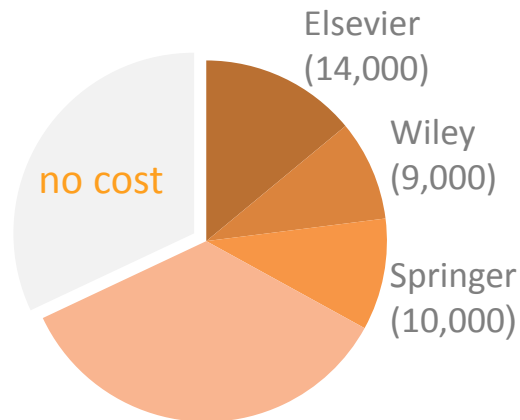
Publications

Share of overall publications

N = 103,000 journal publications

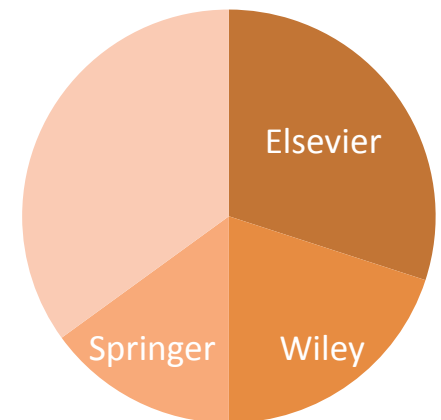


Share of publications with corresponding author



Library expenses

Typical shares of journal expenses

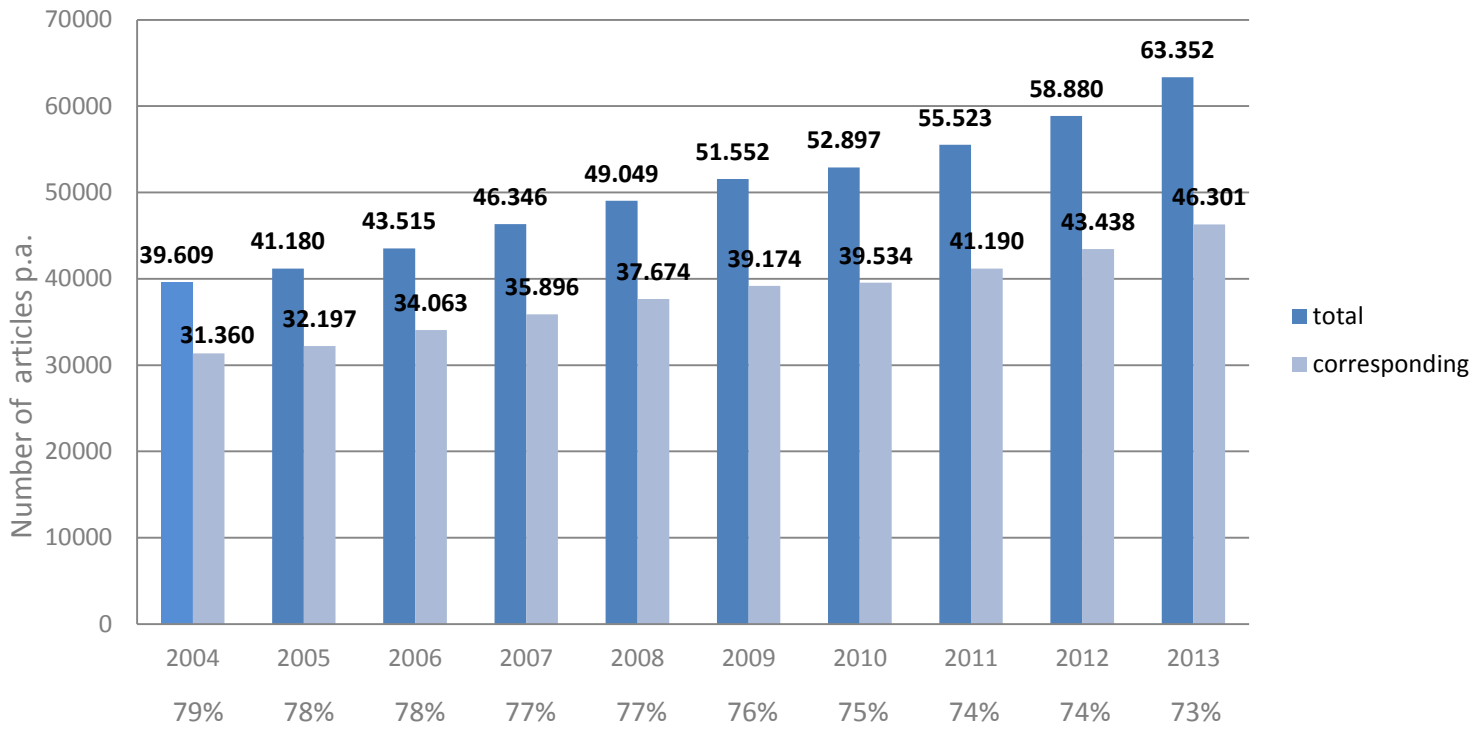


Output volume in Italy



Italy

Publication volumes and correspondig author shares
Articles and reviews in Web of Science



Share of publications with a corresponding author from Italy

2013 calculation span

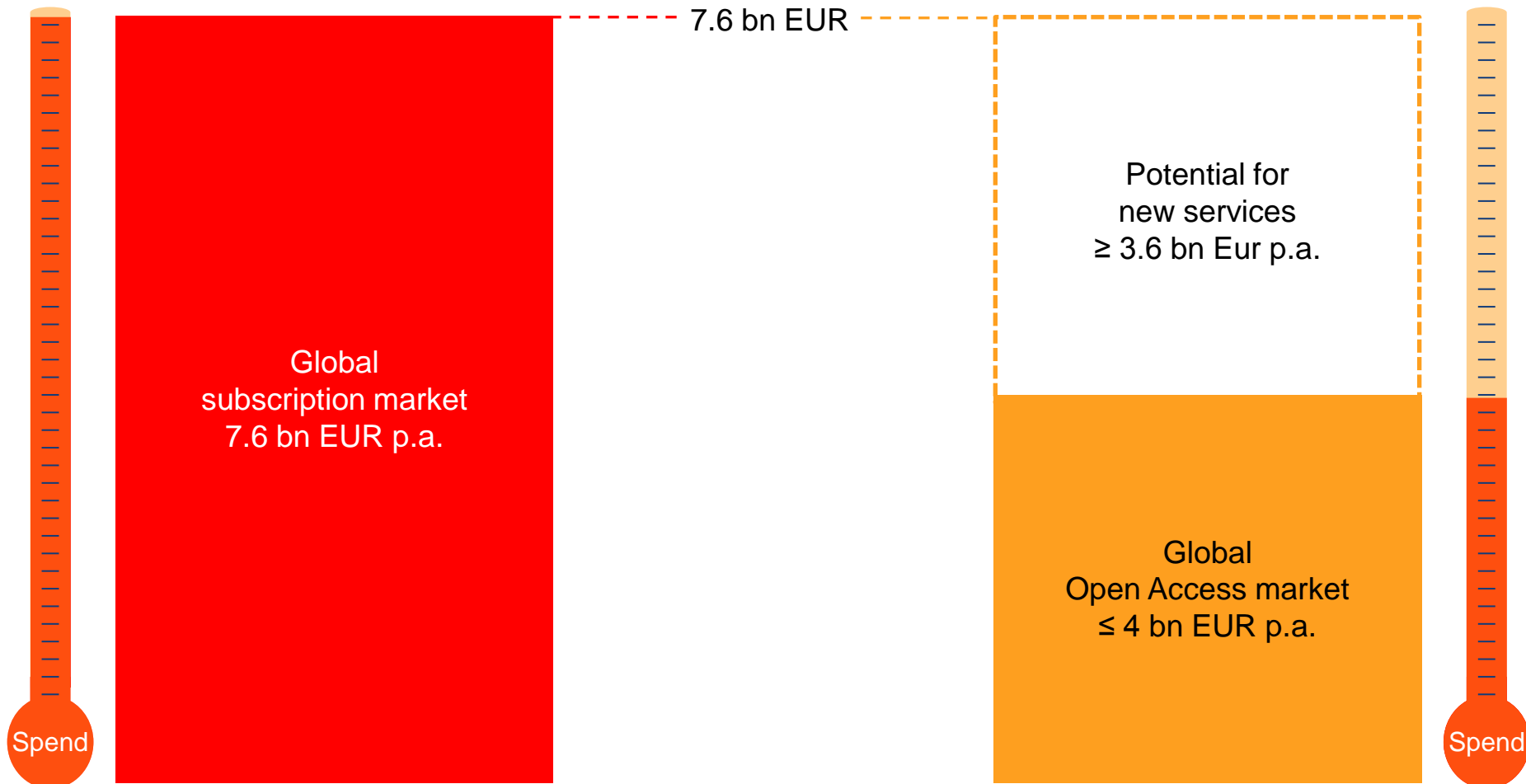
46,301 papers x 1,300 € =
~ 60.2m €

46,301 papers x 2,000 € =
~ 92.6m €

Data according to Palzenberger, M. (2015). Number of Scholarly Articles per Country. <http://dx.doi.org/10.17617/1.2>



Overcoming the subscription system: transformation of the subscription budget



Subscription payments must be stopped

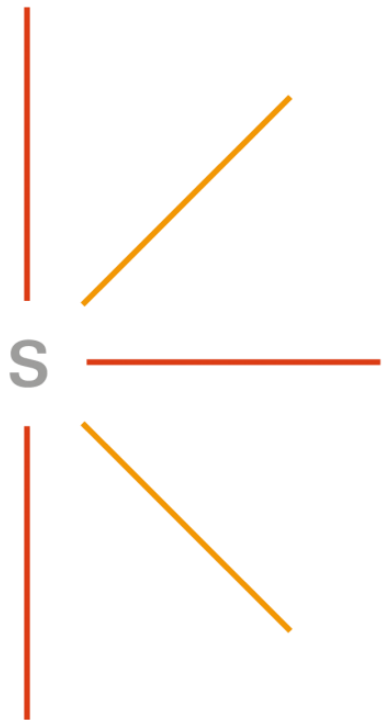
Global concerted action needed

Staging the Open Access Transformation of
Subscription Journals

o p e n a c c e s s

B E R L I N 1 2

8-9 December 2015



Thank you



SWOT analysis for the concept of an innovative quality certification system

Strength:

- Proof of principle/concept already existing
- arXiv as flagship with robust infrastructure and community

Weakness:

- Preprint culture as foundation not very widespread
- Prestige/career considerations rest with existing journal system

Opportunity:

- Win back control over publishing for scholars
- Bring new balance & opportunity in publishing system

Threat:

- Seems easy & often proposed; but in reality not much real uptake
- Inertia in existing system to prevent any real change