

CCLRC Workshop
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British Library



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Some basics

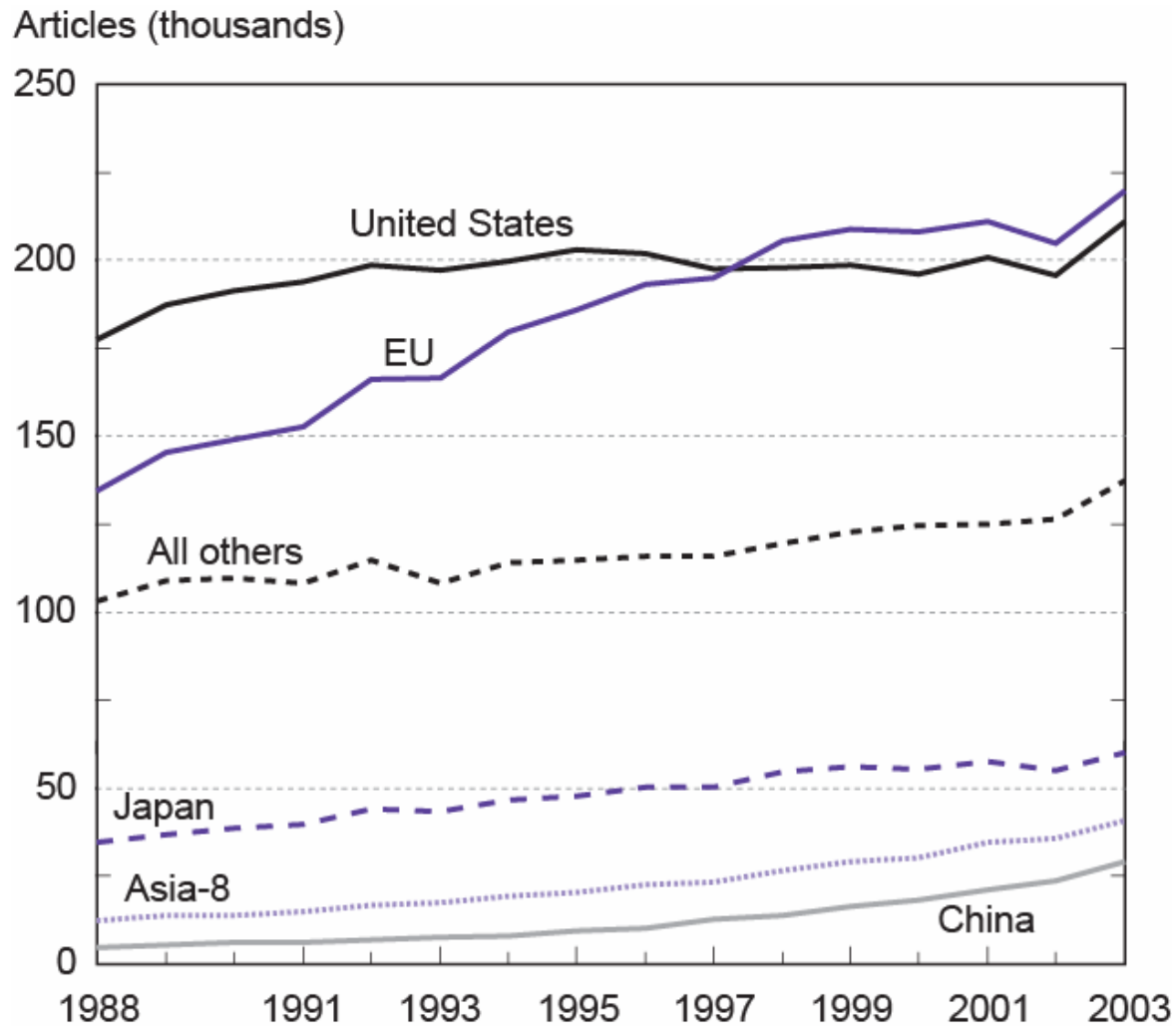
- **Open Access Journals:** Access to published articles is open and not dependent on readers, or their librarians, paying the publisher a subscription fee
- **Commentary** on current developments and case studies of publishers responses to OA initiatives
- **Analysis** based on JISC study “Learned Society Open Access Business Models” June 2005 + work with a range of clients in the US and UK

Key points

- Volume of submissions and of research published increasing
- Increasing globalization and international collaboration: authors and readers
- Pressure on Learned Societies to consider, experiment and make the transition to OA coming internally from:
 - Mission
 - Members
 - Boards/Councils

Trends in research productivity globally

Source: Science and Engineering indicators 2006 NSF



EU = European Union

NOTE: Asia-8 includes South Korea, India, Indonesia, Malaysia, Philippines, Singapore, Taiwan, and Thailand.

Key points

- Heavy reliance on institutional subs for journal revenue – especially UK publishers (97% of revenue)
- Other revenue lines small (> 10%)
- Member ‘subs’ may not cover costs
- Print bundled with online due to VAT

What can a learned society do?

- Understand
 - Costs of print versus online
 - Level of interest in OA from author community/funding agencies/sponsors
- Control
 - Pages published as these are the primary drivers of cost for print and online
- Experiment.....

At present

- “Pull” from the author community to pay for OA of their research not strong
 - Discipline dependent
 - Journal quality/position dependent
 - OA author fee dependent

.....but funding agencies are plainly prepared to push

Entomological Society of America-

OA PDF reprints

Author pays for Open Access to a PDF of the article.

Link is on the article's Abstract page and is highlighted as **FREE PDF**

■ How much does it cost?

\$ 416 ESA member page charges for 8 pages

\$ 131 Open Access Reprint

\$ 547 Total Open Access price

Open Access reprints provide 7% of ESA journal revenue

Fees are uneconomic BUT they are **what this community will pay**

In 2005 67% of authors purchased OA PDF reprints

Oxford University Press

- OUP experiments with OA for journals across a range of disciplines. Payment model based on whether author's institution subscribes

Hybrid OA: Bioinformatics uptake of OA by 20% of authors

Full OA: Nucleic Acids Research income per article dropped by 14% over 3 years

Sponsored OA: eCAM more than half of content not research articles.

Publishing costs covered by sponsorship grant from Ishikawa Natural Medicinal Products Research Center (INMPRC).

From 2007 moving to subscriptions for non-research content and may introduce author fees

Hindawi Publishing

- Founded in 1997
- 43 international journals of which 37 are fully OA
- Acquired existing journals in relatively well funded fields
- ~ \$500->\$1,200 (ave. closer to \$500) fee per article based on number of pages
- Low cost labour market and efficient use of technology permit effective competition on author fees for OA

PNAS highly cited interdisciplinary journal

- Page charges are \$70/page
 - Additional OA fees are:-
 - \$750 if authors institution has sub/site license (98% in 2006)
 - \$1,000 if not
 - Uptake of the OA option now at 18.5% and stable
 - By discipline uptake is:
 - Neuroscience 22%
 - Genetics 22%
 - Microbiology 21%
 - Medical Sciences 20%
 - Developmental Biology 18%
 - Immunology 16%
 - Biochemistry 16%
 - Cell Biology 16%
 - Evolution 15%
 - Biophysics 12%
- (source PNAS staff)

Optics Express- makes OA work

- Journal is online only and fully OA
- Author fees from September 2006 will be:
 - \$700 for 6 or fewer published pages
 - \$1,200 for 7-15 published pages
- Do not copy edit unless author pays {\$20 per page} = one or two articles per issue
- Will not publish unless receive fee from author
- Free colour
- Some 17% use multimedia

Other advice on making OA work

See: Solomon: Strategies for developing sustainable OA journals

- Streamline peer-review: Open Source software from the Public Knowledge Project
- Enlist the help of authors – word processing template for submissions; no copy-editing(?)
- Explore diverse revenue streams (e.g. Google AdSense)

What drives your publishing strategy?

- Publishers do for customers what they are unable to do for themselves
- The demand for content and services is shifting
- Competitive advantage is only sustained if customers are satisfied
- Customer focused organizations outperform internally focused ones
- Reader strategy: Driven by information overload
- Author strategy: Driven by the desire for maximum visibility to a target audience of peers globally

User generated content- Wikis, Blogs and social bookmarking

- Wikipedia vs Britannica error rate 162 vs 123
- Wiki on gene function? Concise summaries prepared by users =experts as a service to the community
- Blogs – **blogbioethics.net** even learned societies have them!
- Connotea- allowing IR users to tag articles and see links to related content, all from within the IR web page itself

Podcast and RSS

- Podcast - web feed of audio or video files accessible when, where and how user wants
 - Stanford University providing for alumni and the public-> lectures, speeches, performances
- RSS feeds – summaries with links to original content

Publishers using new approaches

New York Academy of Sciences

- Key added value for Members is scientific meetings with multiple speakers
- Online for a larger member group as **e-Briefings**:-
 - Overview written for non-specialists
 - Drill-down meeting reports for specialists
 - Bulleted highlights of each talk (possible handheld product)
 - Full journalist report on each talk
 - Multimedia – p/point slides synched with audio and fully searchable

Open questions – structured formulation of research agenda with annotated linked resources and speaker bios

ISI and Pro-Quest

- ISI Web citation Index
- Pro-Quest Digital Commons- OAI compliant institutional repository service
- The alliance creates a central point of access for searching the content of I.R's

“Synthesis” - digital library concept

- Publishers are Morgan and Claypool
 - Addressing the gap between a journal article and tutorial books
 - Engineering and computer science
 - Basic component is a ‘lecture’
 - Organized in hierarchical structure