Straightening the Long and Winding Road to Open Access

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Max Planck Digital Library

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Effects of OA on the paywall system

After 20 years of global efforts, OA publishing accounts for only ~15% of the scholarly publishing market (current growth rate 1% per annum).

In the meantime, subscription prices have increased upward of 60% in the past decade, and are projected to rise 25% in the next five years.
What is holding back the large-scale shift to OA?

“So far, green OA has not threatened the profits of the leading subscription publishers. …the lack of competitive pressure in this industry, leads to high profit levels of the leading publishers”
The power to change is in the hands of the academic community

OA2020 IS A GLOBAL ALLIANCE COMMITTED TO ACCELERATING THE TRANSITION OF TODAY’S SCHOLARLY JOURNALS TO OPEN ACCESS.

WE COLLABORATE TO TRANSFORM THE CURRENT PUBLISHING SYSTEM, REPLACING THE SUBSCRIPTION BUSINESS MODEL WITH NEW MODELS THAT ENSURE THAT OUTPUTS ARE OPEN AND RE-USABLE AND THAT THE COSTS BEHIND THEIR DISSEMINATION ARE TRANSPARENT AND ECONOMICALLY SUSTAINABLE.
The power of collective action

We will pursue this transformation process by converting resources currently spent on journal subscriptions into funds to support sustainable OA business models.
Think globally, act locally

CREATE A **ROADMAP**

- Map your position: policies, infrastructure, stakeholders
- Assess your leverage power: financial and publication data
- Engage your research communities and administration
- Prepare and execute your transformation plan
- Share best practice and collaborate with other OA initiatives
Assessing value
Where do our researchers choose to publish?
Assess current and projected costs
What should we aim for in terms of cost?

70,673 corresponding author papers x estimated per-article cost of 1,300 € = ~ 91.9m €
70,673 corresponding author papers x estimated per-article cost of 2,000 € = ~ 141.3m €
More than enough money in the system

Worldwide Publishing Market

- **Market today**
  - Subscriptions: €7.6 bn
  - Current worldwide spending on subscriptions: €7.6 bn/2m
  - Number of scholarly articles: 2m
- **Market transformed**
  - Open access: €4.0 bn
  - Estimated worldwide spending on open access publications after transition: €2,000 x 2m
  - Number of scholarly articles: 2m

Possible within the current financial system:
- Current price per article publication: €3,800
- Estimated realistic price per article publication: €2,000

45% Buffer
Prepare and execute a transformation plan

**Divest of subscriptions, for example…**
- Implement a step-wise reduction in subscription expenditure
- Negotiate transitional agreements (e.g. read & publish, offsetting)
- Engage in subscription reviews and cancellations of “big deals”

**Invest in Open Access, for example…**
- Promote pure open access journals and publishers
- Negotiate pay to publish agreements
- Divert funding to open access publishing models (cooperative publishing, institutional publishing initiatives, memberships, etc.)
Transitional agreement strategy at MPDL

MPG publications by provider / OA Gold
articles and reviews in Web of Science 2015

More than 80% of the total article output of the Max Planck Society is published in journals from 20 key publishers.

5 out of the 20 publishers are already pure OA publishers.
Progress in the OA transformation as of 2017

With our transformational agreements, we have started to divest from subscriptions and increased our OA share.

This approach will be extended as license agreements are up for renewal.
Incorporate open access elements via transformational agreements

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Springer Compact</td>
<td>RSC</td>
<td>Taylor &amp; Francis</td>
<td>Further extension of approach</td>
<td>Maximum divestment from subscriptions</td>
</tr>
</tbody>
</table>

- **Springer Compact**: 2016-2018
- **RSC**: 2017-2018
- **Taylor & Francis**: 2017-2019
- **Further extension of approach**: 2019-
- **Maximum divestment from subscriptions**: 2018-2020

2-5 new agreements, some discussions already advanced
Our goal: Maximum divestment from subscriptions by 2020

Even if we act unilaterally, we seek to divest with maximum consequence from subscriptions.

Our goal is that by 2020 none of our **20 key publisher** continues to operate on a regular subscription scheme.
Alternative access strategies

Stepping away from the table is increasingly a viable option

- Increasing amount of scholarly output is available for free (20-60%)
- OA tools (ie oaDOI, 1findr) can be integrated into library systems
- Strategy being adopted in many contexts
Understand the significance of OA publishing

Top 20 journals by article output – World (2016)

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Title</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLOS</td>
<td>PLoS ONE</td>
<td>22091</td>
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<tr>
<td>NPG</td>
<td>Scientific Reports</td>
<td>20546</td>
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<tr>
<td>RSC</td>
<td>RSC Advances</td>
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<td>Impact</td>
<td>OncoTarget</td>
<td>6625</td>
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<tr>
<td>APS</td>
<td>Physical Review B :: Condensed Matter and Materials Physics</td>
<td>5345</td>
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<tr>
<td>ACS</td>
<td>ACS Applied Materials and Interfaces</td>
<td>4057</td>
</tr>
<tr>
<td>NPG</td>
<td>Nature Communications</td>
<td>3537</td>
</tr>
<tr>
<td>RSC</td>
<td>Physical Chemistry, Chemical Physics</td>
<td>3503</td>
</tr>
<tr>
<td>APS</td>
<td>Physical Review D :: Particles, Fields, Gravitation, and Cosmology</td>
<td>3390</td>
</tr>
<tr>
<td>Elsevier</td>
<td>Medicine</td>
<td>3275</td>
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<tr>
<td>Elsevier</td>
<td>Journal of Alloys and Compounds</td>
<td>3243</td>
</tr>
<tr>
<td>ACS</td>
<td>The Journal of Physical Chemistry C :: Nanomaterials and Interfaces</td>
<td>3241</td>
</tr>
<tr>
<td>OUP</td>
<td>Monthly Notices of the Royal Astronomical Society</td>
<td>3208</td>
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<tr>
<td>NAS</td>
<td>Proceedings of the National Academy of Sciences of the United States of America</td>
<td>3183</td>
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<tr>
<td>AIP</td>
<td>Applied Physics Letters</td>
<td>3047</td>
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<tr>
<td>Desalination</td>
<td>International Journal of Clinical and Experimental Medicine</td>
<td>3005</td>
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<tr>
<td>RSC</td>
<td>Chemical Communications</td>
<td>2967</td>
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<tr>
<td>OSA</td>
<td>Optics Express</td>
<td>2903</td>
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<tr>
<td>AAS</td>
<td>The Astrophysical Journal</td>
<td>2812</td>
</tr>
<tr>
<td>Desalination</td>
<td>Desalination and Water Treatment</td>
<td>2762</td>
</tr>
</tbody>
</table>
Expanding the role of the librarian

Support our researchers with SLAs with pure OA publishers

– Establish policy-driven standard agreements to promote and support OA business concepts.
– Demand scalability, automation and standards
– Experiment with a variety of funding models
Support new models for dissemination of research

SCOP, https://scoap3.org/
SciPost, https://scipost.org/
Free the Science, http://www.electrochem.org/free-the-science
Knowledge Unlatched, http://www.knowledgeunlatched.org/
LingOA Linguistics in Open Access, http://www.lingoa.eu/
Open Library of Humanities, https://www.openlibhums.org/
Take action, have impact

ENDORSE OA2020

Divest of subscriptions, invest in Open Access. Whatever the strategies adopted, as institutions move their budgets away from subscriptions and invest in Open Access publishing models the stronghold of the traditional subscription system is weakened.

Nearly 80% of scholarly publishing lies with just a handful of publishers, and a growing percentage of institutions whose scholarly outputs publishers depend upon, are embracing the OA2020 strategy and adopting tactics to drive the transformation. Based on current world publication trends, with commitments from a relatively small number of global research-intensive institutions, we could reach the turning point by our 2020 target, but the involvement of institutions from every geographical and academic context are essential to creating a truly open and just information environment.

Your action will make the difference!
Visit oa2020.org
Thank you!