Open access is possible!

Preparing for the Transition from Subscriptions to Open Access

AISA Annual Congress
Pisa, 22 October 2015
Disrupting the subscription journal’s business model...

... 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
Enough money already in the system

Global subscription spending 7.6 billion Euro
Annually published articles 1.5 million
(according to Web of Science)
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

Subscription market today

Global market volume
7.6 bn EUR

1.5 M research papers (WoS); up to ~ 2 M overall

5,000 EUR/article WoS;
3,800 EUR/article overall

After an OA transformation

Global basis volume
4 bn EUR

2 M research papers
2,000 EUR/article
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 (≤ 70%).

Number of articles p.a. (in K)

Year of the publication


Germany Great Britain France
Output volume and expenses in DE, UK, and FR

Publication data 2013

<table>
<thead>
<tr>
<th>Country</th>
<th>Total number of articles (in K)</th>
<th>Articles relevant to expenses (in K)</th>
<th>Expenses Open Access (in M €)</th>
<th>Expenses subscriptions (in M €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DE</td>
<td>103</td>
<td>70</td>
<td>140</td>
<td>&gt;200</td>
</tr>
<tr>
<td>UK</td>
<td>71</td>
<td>72</td>
<td>144</td>
<td>&gt;120</td>
</tr>
<tr>
<td>FR</td>
<td>46</td>
<td></td>
<td>92</td>
<td>&gt;260</td>
</tr>
</tbody>
</table>

APC € 2,000

After an OA transformation

~23%

~30%

~45%
Close-up country view: share of major publishers in Germany 2013

Publications
Share of overall publications
N = 103,000 journal publications
- Elsevier (21,000)
- Wiley (13,000)
- Springer (13,000)

Share of publications with corresponding author
- Elsevier (14,000)
- Wiley (9,000)
- Springer (10,000)

Library expenses
Typical shares of journal expenses
- Elsevier
- Wiley
- Springer

Publications Library expenses
Output volume in Italy

Italy
Publication volumes and corresponding author shares
Articles and reviews in Web of Science

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

2013 calculation span
46,301 papers x 1,300 € = ~ 60.2m €
46,301 papers x 2,000 € = ~ 92.6m €
Overcoming the subscription system: transformation of the subscription budget

Global subscription market 7.6 bn EUR p.a.

Potential for new services ≥ 3.6 bn Eur p.a.

Global Open Access market ≤ 4 bn EUR p.a.
Subscription payments must be stopped.
Global concerted action needed.

Staging the Open Access Transformation of Subscription Journals

Open Access

Berlin 12

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

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

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

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