

## Leveraging Bibliodiversity:

# Transforming the Journal System and Shifting our Spending from Subscription to Open Access

7<sup>th</sup> Couperin Open Science Days 100% Open Access: Initiatives for a Successful Transition Paris, 22-24 January 2018

### **1. Open Access – vision and reality**



Afin d'assurer ces bienfaits à tous, nous faisons appel à toute institution ou personne intéressée à oeuvrer pour ouvrir l'accès au reste de la littérature et pour lever les barrières, particulièrement les barrières économiques, qui se dressent sur notre chemin.

Initiative de Budapest pour l'Accès Ouvert 14 février 2002

Après plusieurs années d'une lutte difficile où il s'agissait d'abord de convaincre des acteurs plutôt sceptiques, il bénéficie désormais de soutiens puissants qui permettent d'envisager un basculement rapide du système de communication scientifique vers un modèle de publication en accès ouvert.

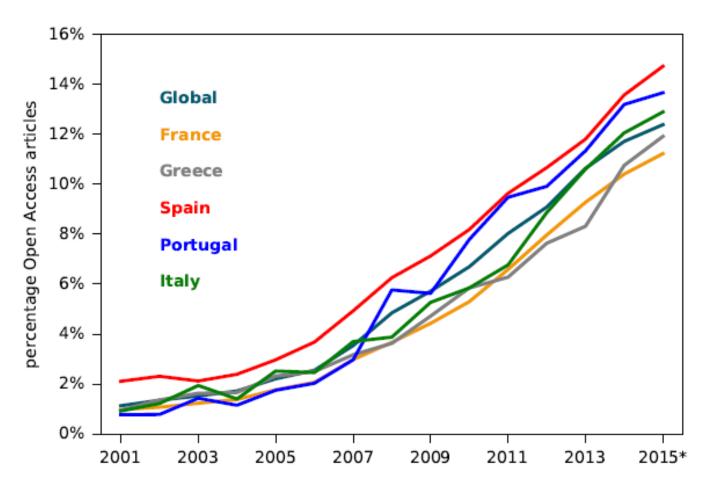
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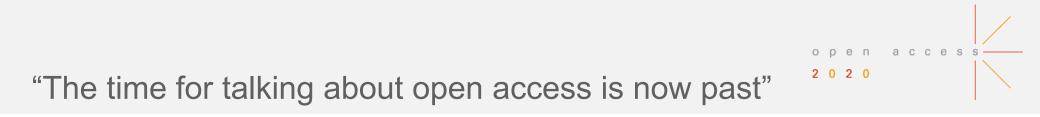
# openaccess 2020

#### Reality of open access

#### Gold OA share of the scholarly publishing market

Web of Science articles and reviews





Open Access is (exceptionally) strong as a principle
– cf. the many resolutions, policies, statements etc.

...but still fairly weak as a **practice** 

- deposit rate in stable repositories is severely lacking
- 85% of the latest research is still behind paywalls
- subscription system as prosperous as ever



#### The paywall deadlock on scholarly communications

"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"

Bo-Christer Björk Hanken School of Economics

#### Key question:

What will it take to make

**Open Access** 

the default in scholarly

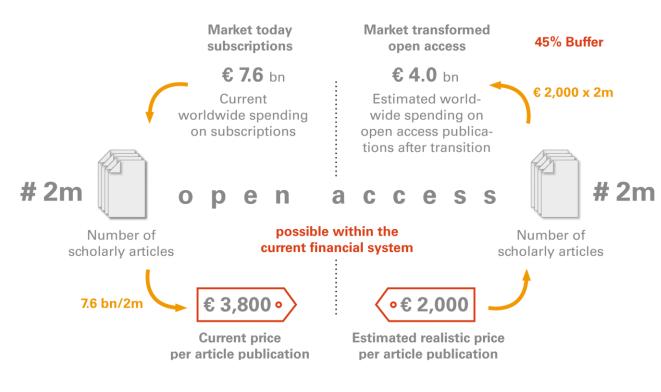
communication?

Scholarly journal publishing in transition– from restricted to open access The International Journal on Networked Business Special issue on "Transformation of the academic publishing market" Published online, 19.2.2017, DOI: 10.1007/s12525-017-0249-2

### 2. Five key facts to consider

#### 1. There is more than enough money in the system\*

#### **Worldwide Publishing Market**



"The annual revenues generated from Englishlanguage STM journal publishing are estimated at about \$10 billion in 2013."

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- Excerpt from the 2015 Annual Report of the International Association of STM Publishers

This translates into a spending level well in excess of **\$5,000 per research paper** through subscriptions 2. For publishers, the *commercial value* of an article copyright is even much, much higher

As part of the many lessons learned by Sci-Hub, publishers such as the ACS claim the copyright of an individual research paper to be worth **\$150,000** 

"ACS seeks a judgment against Sci-Hub in the amount of \$4,800,000, which is based on infringement of a 'representative sample of publications' containing ACS's copyrighted works, multiplied by the statutory limit of \$150,000 for each of the 32 works."

(source: ACS suit against Sci-Hub)



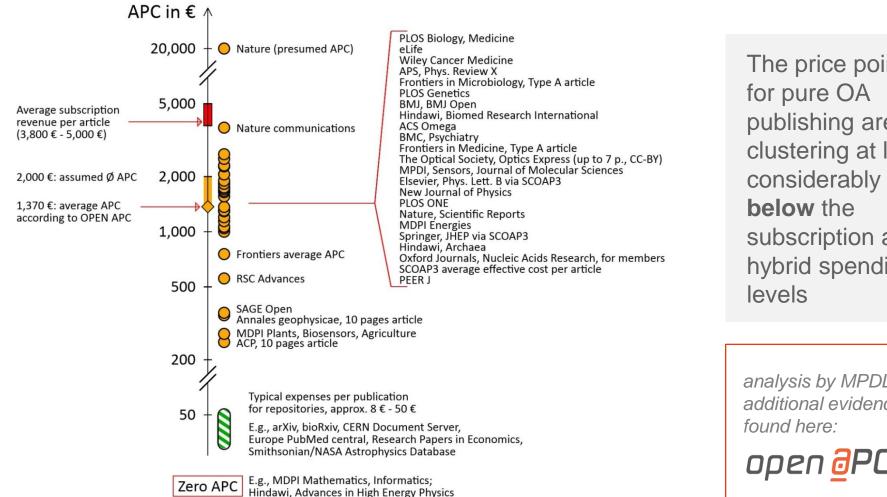


AMERICAN CHEMICAL SOCIETY





#### 3. The true costs of pure gold OA publishing



The price points for pure OA publishing are clustering at levels considerably **below** the subscription and hybrid spending levels

analysis by MPDL 2017; additional evidence to be found here:

en Data on Article Charges

#### Number of papers published in 2016

#### Analysis based on Web of Science

Publisher	Journal	#Papers 2016
PLOS	PLOS ONE	22091
NPG	Scientific Reports	20546
RSC	RSC Advances (OA as of 2017)	13274
Impact	OncoTarget	6625
APS	Physical Review B: Condensed Matter and Materials Physics	5345
ACS	ACS Applied Materials and Interfaces	4057
NPG	Nature Communications	3537
RSC	Physical Chemistry, Chemical Physics	3503
APS	Physical Review D: Particles, Fields, Gravitation, and Cosmology	3390
Elsevier	Medicine	3275
Elsevier	Journal of Alloys and Compounds	3243
ACS	The Journal of Physical Chemistry C: Nanomaterials and Interfaces	3241
OUP	Monthly Notices of the Royal Astronomical Society	3208
NAS	Proceedings of the National Academy of Sciences of the USA	3183
AIP	Applied Physics Letters	3047
e-Century	International Journal of Clinical and Experimental Medicine	3005
RSC	Chemical Communications	2967
OSA	Optics Express	2903
AAS	The Astrophysical Journal	2812
Desalination	Desalination and Water Treatment	2762

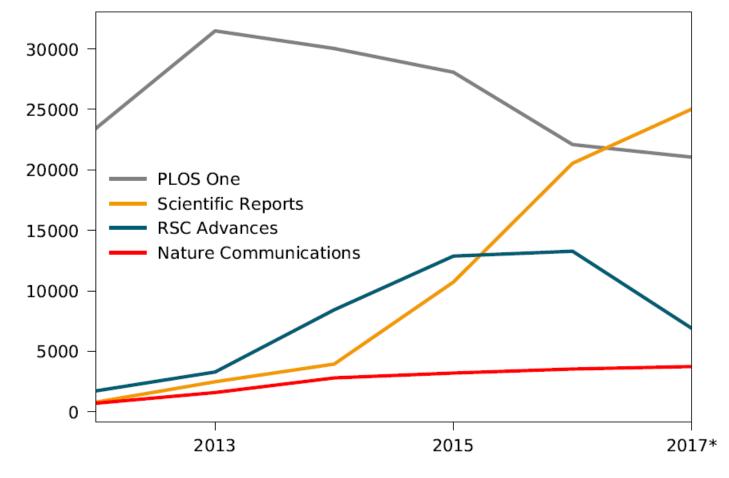
OA journal

Of the top 20 journals based on the number of articles published world-wide, **8 are gold OA** journals.

#### 5. Commercial publisher OA revenues are growing

#### Number of papers published

Analysis based on Web of Science (analysis done in 10/2017 – total for 2017 projected)



Pure gold OA journals by traditional commercial publishers are growing exponentially through hybrid publishing and new open access journals.

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#### These dire financial indicators are a call to action

\$5,000 per research paper via subscriptions

Economic interest of \$150,000 per article copyright

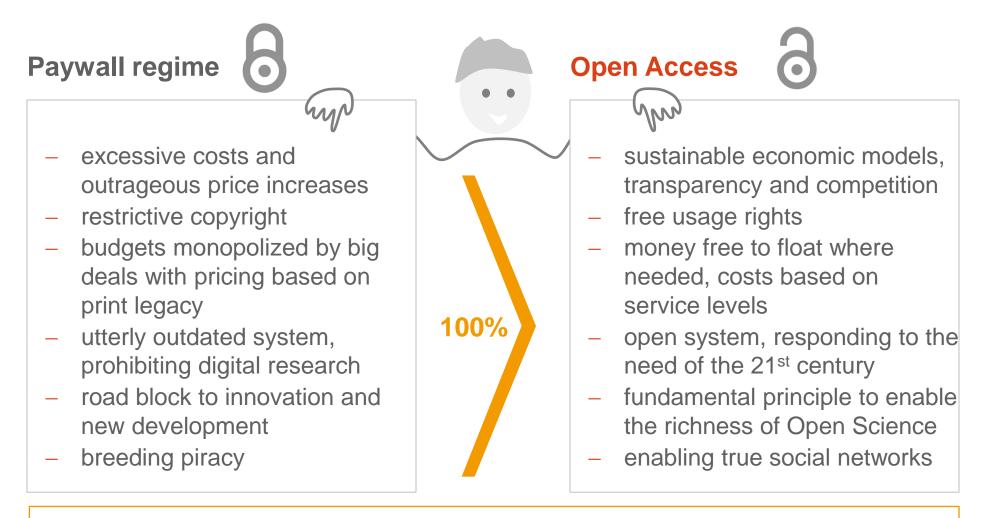
STM publisher profit margins 30-40% Publisher OA revenues are increasing unchecked

We are held accountable for how we manage our institutions' funds. We must use these financial indicators as leverage:

to reduce and control costs, and to get better services and more open access

# 3. Overcoming the dichotomy between closed and open access

#### The shared vision of the open access transformation

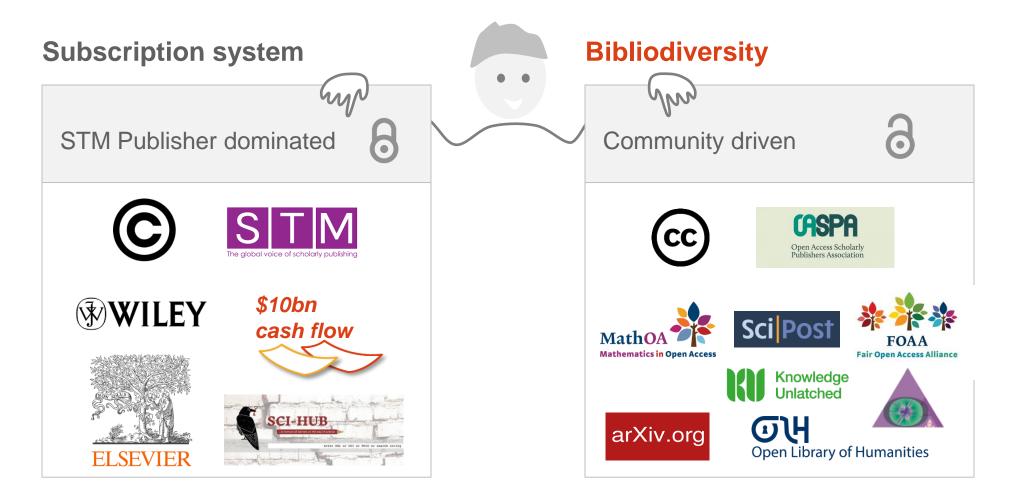


The question is: how do we get there?

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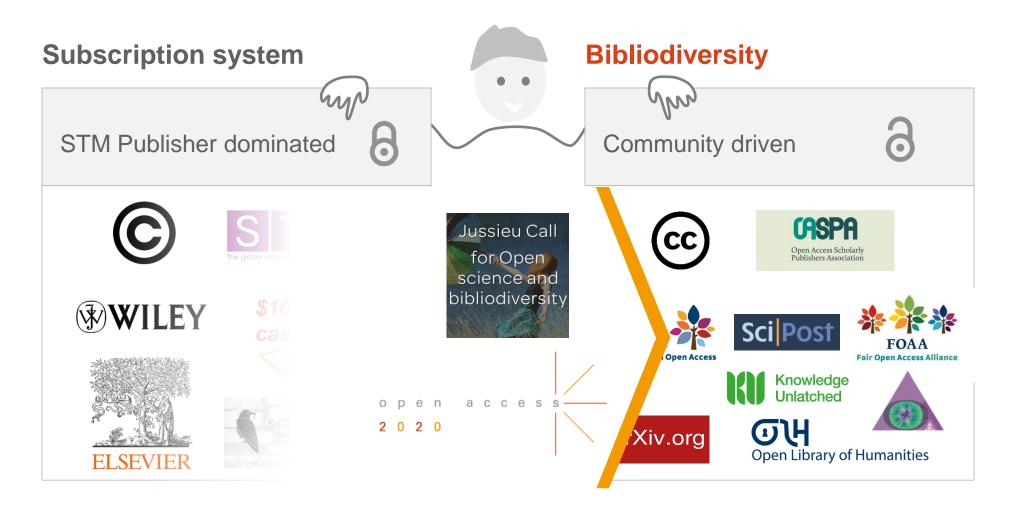


#### Key drivers in the two spheres



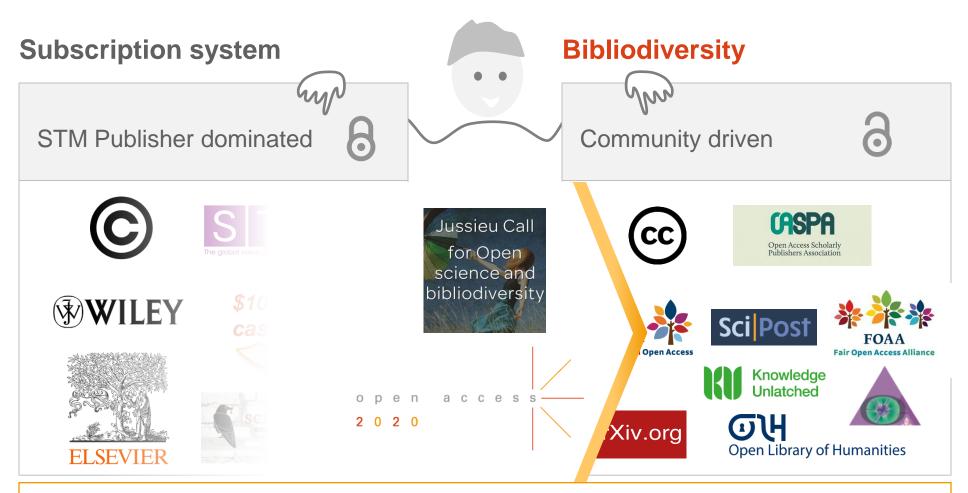


#### Initiatives to drive the transformation





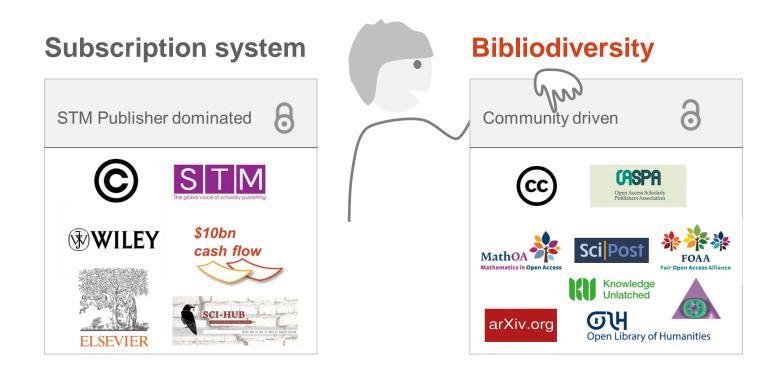
#### Initiatives to drive the transformation



OA2020 and the Jussieu Call are complementary strategies working on different fronts to achieve our shared vision.



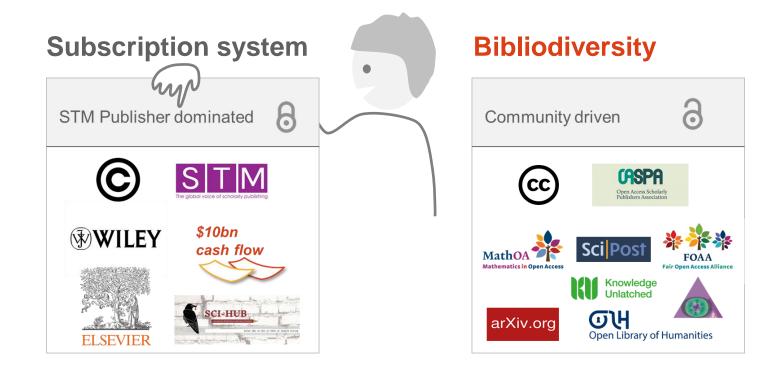
#### The Jussieu Call



- calls for Bibliodiversity
- calls on stakeholders to foster other business models (not just APC-based)
- · calls on libraries to dedicate part of their budgets to OA
- and what of subscriptions?

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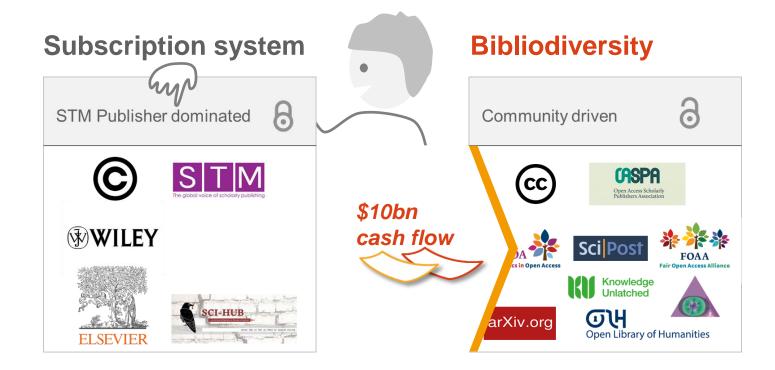
#### OA2020



- promotes Bibliodiversity through funds liberated from subscriptions (ie SciPost)
- non-prescriptive in its approach (APC model is just one of many)
- supporters acting on roadmaps to transition journals and money to OA
- OA2020 addresses the subscription system head-on

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#### OA2020

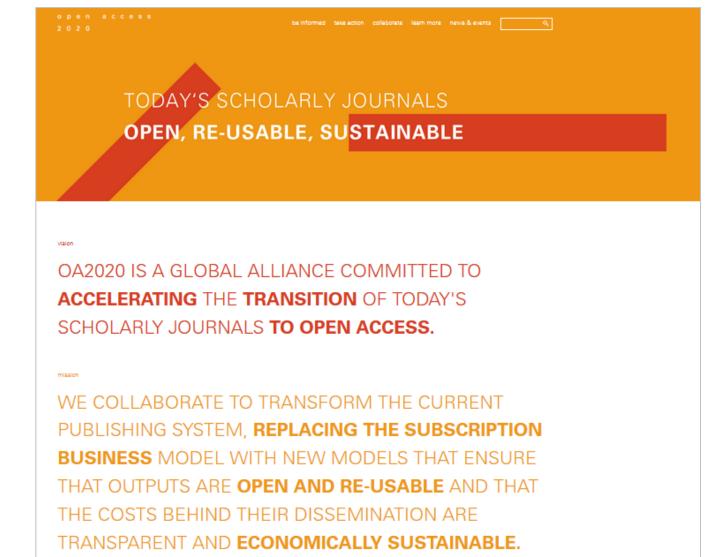


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### 4. The OA2020 approach



https://oa2020.org





#### **Sign the OA2020 Expression of Interest**

- Transform a majority of today's scholarly journals from subscription to OA publishing in accordance with community-specific publication preferences.
- Pursue this transformation process by converting resources currently spent on journal subscriptions into funds to support sustainable OA business models.

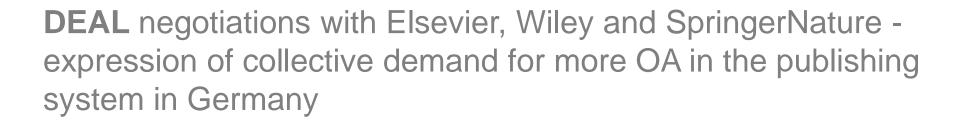




#### Create your own OA2020 Roadmap

- Gather consensus of your research community / Rectors Conferences / Research Councils
- Assess your leverage power (publication trends of your researchers, money flowing via subscriptions and OA publishing)
- Prepare a transformation strategy to divest of the subscription model
- Pilot and support new and alternative OA models
- Collaborate in concerted efforts with the global OA2020 community and other OA initiatives

All German Research organizations have joined OA2020



#### PAR model (Publish & Read)

- All publications by corresponding authors of eligible institutions become open access immediately upon publication (CC-BY)
- Fair pricing based solely on publication output

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**DEAL** negotiations

#### No Deal: German Universities Prepare For Cut-Off From Elsevier Journals

16/12/2016 BY MONIKA ERMERT FOR INTELLECTUAL PROPERTY WATCH - 8 COMMENTS

https://www.ip-watch.org/2016/12/16/no-deal-germanuniversities-prepare-cut-off-elsevier-journals/

#### RELX Group's Elsevier fights open access in Germany

Posted on August 6, 2017

http://kevin.lexblog.com/2017/08/06/relx-groups-elsevierfights-open-access/



14 February 2017

Nature | doi:10.1038/nature.2017.21482

German researchers resign from Elsevier journals in push for nationwide open access

By Gretchen Vogel | Oct. 13, 2017, 3:30 PM

http://www.sciencemag.org/news/2017/10/german-researchersresign-elsevier-journals-push-nationwide-open-access





#### Strategies to invest in OA

# PEN ACCESS 2020 DE

Nationaler Open-Access-Kontaktpunkt

# OA2020-DE – What to do with funds after subscriptions with Elsevier are cancelled?

💿 Alexandra Jobmann 🕓 2017-10-10 17:00

At the start of 2017, fifty German universities and libraries cancelled their license agreements with Elsevier, and a further 90 or so have announced that they, too, will let their agreements expire at the end of 2017. As allotted funds in subscription budgets must be employed or lost, many librarians in Germany are faced with the decision of how best to use the monies liberated from their Elsevier deals.

OA2020-DE, the German constituency of the Open Access 2020 Initiative, proposes that institutions seize the funds that were destined to Elsevier renewals and reinvest them, at least in part, in publishing initiatives that support the open access transformation. The proposal is in line with the Recommendations for an Open Access Transformation, issued by the Ad hoc Gold OA Working Group of the Alliance of German Scientific Organizations, and the overall strategy of OA2020.

Academic institutions and libraries who have been looking at piloting an institutional fund to support Open Access publishing could take this opportunity and channel the liberated subscription monies to establishing such a fund. Or if such a fund already exists, this would be an opportunity to replenish and expand it.

Libraries could also consider investing in OA publishing initiatives such as SciPost Physics, SCOAP3, Knowledge Unlatched, LingOA, Open Library of Humanities and F1000, as well as supporting publication of their researchers in journals by a whole range of pure open access publishers (Copernicus, Hindawi, Frontiers, MDPI, PLOS, etc.).

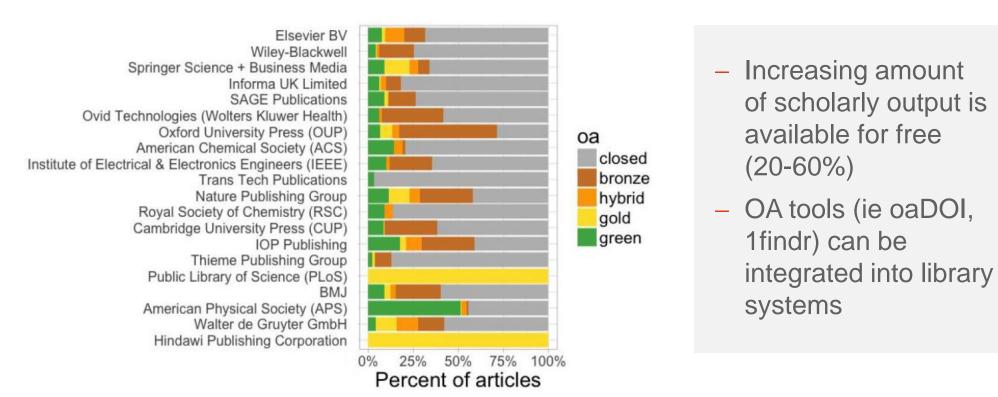
Using funds freed from Elsevier deals to support OA initiatives not only gives libraries an opportunity to take a lead role in the Open Access transformation, it gives them a chance to pilot emerging business models, create and test new workflows, collaborate more closely with faculty in the research cycle, and have direct impact on the visibility of the scientific publications of their own institution.

OA2020-DE is currently setting up an advisory service to support academic and research institutions who want to get a clear picture of their own publication volume and the costs associated with the subscription and / or distribution of scholarly outputs. Further information on the current status of Open Access in German institutions can be found in the research report "Publications in gold open access journals on a global and European level as well as in research organizations" issued by the INTACT project.

OA2020-DE is the coordinating body of some 23 German organizations that have endorsed OA2020 to date, including the HRK (German University Rectors Conference) and the DfG (German Research Foundation).

#### Alternative access strategies

#### Stepping away from the table is increasingly a viable option



Heather Piwowar, Jason Priem, etc. (02.08.2017): <u>The State</u> of OA: A large-scale analysis of the prevalence and impact of <u>Open Access articles</u>, in: PeerJ Preprints



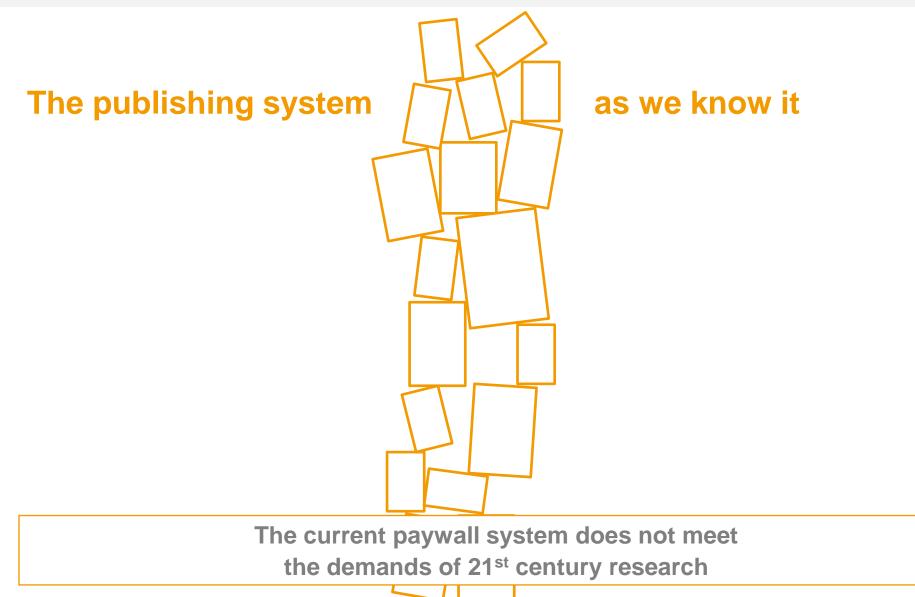
#### And, finally, what lesson can we learn from SciHub?



John Bohannon: Who's downloading pirated papers? Everyone, in: Science Mag, Apr. 28, 2016. http://www.sciencemag.org/news/2016/04/whos-downloading-pirated-papers-everyone



#### SciHub, ResearchGate, Unpaywall et al.

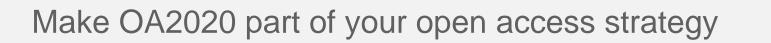


We can do something about the dire key financial indicator of putting **\$5,000 per research paper** on the table in the current system

Using our power as authors and subscribers, we can drive **large-scale transformation** of the subscription system to ensure

- outputs are open and reusable
- costs are transparent and economically sustainable

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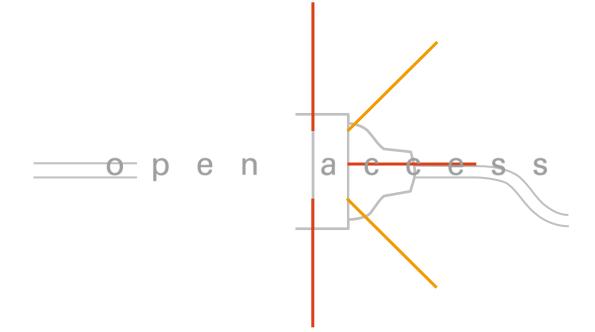
By virtue of our own **spending decisions** we can drive Open Access into the system.

We don't need further mandates for researchers

we need a mandate for money



#### Time to unplug the paywall system



We need to discontinue the subscription system and to **find new ways to finance the publishing services** that are wanted and needed in the 21<sup>st</sup> century