

Open Access: facciamo due conti

Il mercato della comunicazione scientifica...

mercato
anelastico perché
non vige la regola
domanda/offerta

economia del
prestigio (brand)

il contenuto acquista
valore perché reso
artificialmente scarso
dagli editori
tradizionali

Open Access, viceversa,
dà valore alla conoscenza
rendendola
pubblicamente
disponibile

«Because discovery
is a cumulative process,
with new knowledge building
on earlier findings,
the dissemination of research findings
is crucial
to ensuring that the
returns on the investments
are realized»

John Houghton

John Houghton (Victoria Univ.) ha calcolato risparmi

→ in **UK** (milioni di £)/anno

- 500/287 per Gold OA (globale/unilaterale UK)
- 258/159 per Green OA (globale/unilaterale UK)
- 520/308 per Green OA + overlay services (globale/unilaterale UK)

Houghton, J. Economic Implications of Alternative Scholarly Publishing Models: Exploring the costs and benefits, JISC 2009

→ in **Danimarca**: 70 milioni €/anno

Houghton, J. Costs and Benefits of Alternative Publishing Models: Denmark, 2009

→ in **Olanda**: 133 milioni €/anno

Houghton, J. Costs and Benefits of Research Communication: The Dutch Situation, 2009

→ migliore rapporto
costi/benefici:
green Open Access

Transitional Model	Costs	Savings	Benefits Increased returns	Benefit / Cost Ratio
Net Cost Scenarios				
Scenario (UK Unilateral OA)				
OA Publishing in HE	1,787	2,990	615	2.0
OA Repositories in HE (Green OA)	189	67	615	3.6
OA Repositories in HE (Overlay Services)	1,588	2,990	615	2.3
OA Publishing Nationally	2,079	3,479	850	2.1
OA Repositories Nationally (Green OA)	237	96	850	4.0
OA Repositories Nationally (Overlay Services)	1,580	3,000	850	2.4
Scenario (Worldwide OA)				
OA Publishing in HE	1,787	5,198	615	3.3
OA Repositories in HE (Green OA)	189	786	615	7.4
OA Repositories in HE (Overlay Services)	1,588	5,198	615	3.7
OA Publishing Nationally	2,079	6,054	850	3.3
OA Repositories Nationally (Green OA)	237	1,132	850	8.3
OA Repositories Nationally (Overlay Services)	1,580	5,224	850	3.6

Notes: Compares Open Access alternatives against subscription publishing, with costs, savings and increased returns expressed in Net Present Value over 20 years (GBP millions). Returns are to public sector and higher education R&D spending. HE = Higher Education.

→ proiezione benefici in caso di politica Open Access FRPAA per le 11 agenzie di ricerca (USA): 5 volte i costi

Houghton, J. Economic and Social Return on Investment in Open Archiving Federally Funded Research Outputs, Report, 2010