

*Open Publishing: how  
publishers are reacting*

Sally Morris

## Publishers want maximum access too

---

- Societies have a mission to communicate their subject
- Authors want to be read: publishers need authors
- More readers = more citations = higher prestige for the journal as well as the author

# Maximising access: 1

---

- New ways of selling
  - Access to more titles (e.g. 'Big Deal' licences)
  - Access for more people (consortial, even national licences)
  - Pay-per-view

## Maximising access: 2

---

- More liberal licences
  - Course packs
  - Inter-Library Loan
  - Off-campus users
  - International licences (e.g. for companies)

## Maximising access: 3

---

- Archival access
  - Effect of Public Library of Science campaign
  - Changing policies of publishers – free access to ‘by-product’ archives after a period
  - Publishers creating retrodigitised archives – access for a fee
  - Long-term preservation efforts

## Maximising access: 4

---

- Agreements with authors
  - Posting preprint/published version
  - Use for educational purposes
  - Use in other publications

## Maximising access: 5

---

- Access for less developed countries
  - Free access – e.g. HINARI
  - Reduced-price access – e.g. EIFL
  - Alternatives to online access:
    - CD-rom
    - Reduced-price print
    - Licences to reprint locally
- Balanced by strengthening of local publishing

## Maximising access: 6

---

- Open access journals
  - BioMed Central
  - SPARC report
  - Public Library of Science
  - ALPSP/OSI meeting



## The big 'but'

---

- Publishing costs money
- Electronic-only publishing doesn't cost much less
- Costs have to be covered, plus a bit
  - Overheads
  - Reinvestment
  - Profits?

## Economic realities: costs which don't go away (1)

---

- Editorial office
- Management of peer review
- Copy-editing
- Electronic journal system
- Customer support
- [Access control]

## Economic realities: costs which don't go away (2)

---

- Maximising visibility
  - Inclusion in A&I databases
  - Linking
- Creating new journals
  - Market research
  - Losses in initial years

## The nightmare scenario

---

- Authors post published versions of articles on institutional archives

+

- Software enables readers to recreate journal content without paying for it

=

- Journals are no longer viable

# Why would it matter?

---

- The value of journals:
  - Journal processes
    - Quality control
    - Quantity control
    - Content preparation
    - Visibility
  - The journal as 'envelope'
    - Selection and collection
    - The importance of browsing

## A way forward?

---

- The Open Access model has its attractions:
  - Scales with quantity of research, unlike library budgets
  - Better for readers, better for authors
- Difficult questions:
  - How much do you need to recover?
  - Is this possible in all disciplines?
  - How do you get from here to there?