Half Full: The Improving State of Scholarly Publishing

3rd Workshop on the Open Archives Initiative
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Raym Crow • Senior Consultant
SPARC Consulting Group
Our goal . . .

Provide some evidence for evaluating:

- Is the state of scholarly publishing improving—or getting worse?
Our goal . . .

Provide some context for evaluating:

- Is the state of scholarly publishing improving—or getting worse?

In other words:

- Are Open Access initiatives having any impact on scholarly publishing?
Is the glass half empty?

- The pace of change in scholarly publishing is agonizingly slow & relatively slight.
The glass half full—

- The various initiatives are having a cumulative effect & are gaining momentum.
But first, the bad news—
Half Empty

- Commercial consolidation
Half Empty

- Commercial consolidation
- Commercial earnings
Half Empty

- Commercial consolidation
- Commercial earnings
- Bundling & price increases
Half Empty

- Commercial consolidation
- Commercial earnings
- Bundling & price increases

Open Access threat to Science Direct: “. . . a lot of noise”
Even Bad News May Be Good

- Couldn’t ask for a better environment for change:
  - Library budget situation getting worse—renders current situation untenable
  - Higher education in financial straits—forces university administrators to confront systemic issues
  - Large STM publishers continue to merge—waving flags at regulators
Preconditions for Change

*Sine quibus non* for change—
Preconditions for Change

*Sine quibus non* for change—

- Demonstrate benefits of Open Access to authors & other stakeholders
  - Gated models narrow access
  - Open access increases visibility & impact
Preconditions for Change

*Sine quibus non* for change—

- Demonstrate benefits of Open Access to authors & other stakeholders
- Establish viable business models capable of sustaining Open Access
Visibility Beyond Library

Researcher awareness & activism—
- Faculty reaction to “Big Deals”—Cornell, Harvard, TRLN all rejected Elsevier bundles
- Growth in OA journals—launch of PLOS; growth of BMC

“[‘Big Deal’] is not sustainable at all. Nobody can pay for it.”

Biology Professor
University of North Carolina
Open Access in the News—

- *Wall Street Journal* cites Open Access as one of top 10 health stories of 2003 (30/12/03)
- *Nature* includes the rise of Open Access among 5 major science stories of 2003 (18/12/03)
- *Science Magazine* lists Open Access among 7 “breakthroughs” of 2003 (19/12/03)
- *The Scientist* includes Open Access among 5 major science stories of 2003 (15/12/03)
Outsell—

“... The Open Access movement is consolidating into a serious force.... It’s here to stay.”
Indicators of Market Impact

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“...gaining legitimacy.”
Indicators of Market Impact

Outsell—

“... The Open Access movement is consolidating into a serious force.... It’s here to stay.”

“...gaining legitimacy.”

“...it may already be too late”—for commercial STM publishers
Financial Analyst Warnings—

- *WSJ* cites the threat posed by Open Access to RE’s pricing power
- Stock decline also attributed to competition from BMC
- Goldman, Citigroup, Smith Barney & BNP Paribas downgrade Reed Elsevier due to concerns over long-term pricing power
Increased Governmental Attention—

- U.K. Science & Technology Committee Inquiry into Scientific Publications
- “Public Access to Science” Act introduced to U.S. Congress
Institutional Repositories

- Increasing number of implementations
- National initiatives in support of repositories also growing—
  - DARE in the Netherlands
  - SHERPA in the U.K.
  - Australian Department of Education, Science & Training
Increased Visibility & Benefits

1) Demonstrate benefits of Open Access to authors & other stakeholders
   - Increased faculty awareness
   - Growing public awareness
   - Mounting financial impact
   - Beginnings of government attention
   - Spread of institutional repositories
Sine qua non for change—

2) Establish viable business models capable of sustaining Open Access
Second Precondition for Change

Sine qua non for change—

2) Establish viable business models capable of sustaining Open Access

- Professional advancement for authors
- Access to knowledge for researchers
- Informs promotion decisions for institutions
- Allows societies to serve their members
Open Access Business Models

- Input-side fees—article publication fees — publication funded by grant or institutional support
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- Sponsorships & advertising
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- Differentiated print & online versions — open access online & fee-based print version
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- Convenience format licenses, data re-purposing
- Subsidies from member dues allocations, grants, donations, in-kind contributions
Open Access Business Models

Impediments to new models—
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- Innate conservatism
Open Access Business Models

Impediments to new models—
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- Need for active vs passive model
Impediments to new models—

- Innate conservatism
- Need for active vs passive model
- Lack of resources for change
Open Access Business Models

Impediments to new models—

- Innate conservatism
- Need for active vs passive model
- Lack of resources
- Complex variety in practice
Open Access Business Models

Increase in input-side funding
Open Access Business Models

Increase in input-side funding:

- Howard Hughes Medical Institute
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- Wellcome Trust
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- Berlin Declaration on Open Access
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Open Access Business Models

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- Howard Hughes Medical Institute
- Wellcome Trust
- Berlin Declaration on Open Access
- JISC funding
- OECD Policy Declaration
Open Access Business Models

Open Access transitions include:

- American Physiological Society
- Company of Biologists
- Oxford University Press
- National Institutes of Health
Open Access Business Models

OSI Business Planning Guides
SPARC supporting transition planning
- Institute of Mathematical Statistics
- *Online Journal of Issues in Nursing*
- *Water Quality Research Journal*
- “Next Steps” program
Take the Long View

- Australopithecus
  - Lucy
  - Taung Child
  - Danger

- First True Humans
  - Homo habilis
  - Tools

- Early Modern Man
  - Tools
  - Neandertal
  - Modern Man

www.arl.org/sparc
Take the Long View

Herbert Von de Sompel
Carl Lagoze

OAI
For an ongoing chronicle—

The SPARC Open Access Newsletter
http://www.earlham.edu/~peters/fos/

&

Open Access News
http://www.earlham.edu/~peters/fos/fosblog.html

By Peter Suber