



o p e n   a c c e s s  
2 0 2 0



# Disrupting the subscription journals business model for the large-scale transformation to open access

**NUAS Forum 2019**

**The Digital Workplace Skills For a Changing World**

**15-16 August 2019 | Tromsø**

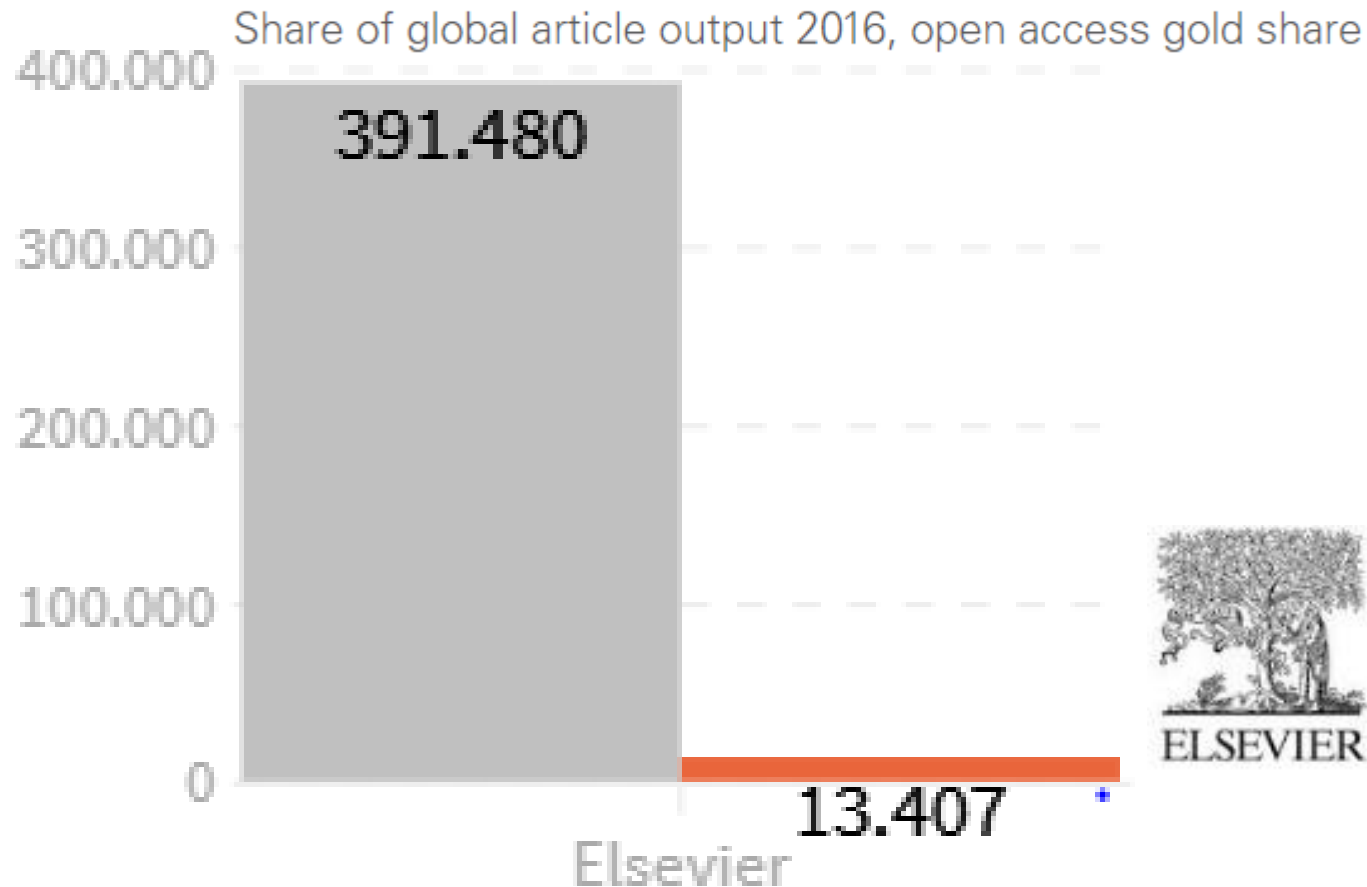
**Ralf Schimmer**

Max Planck Digital Library

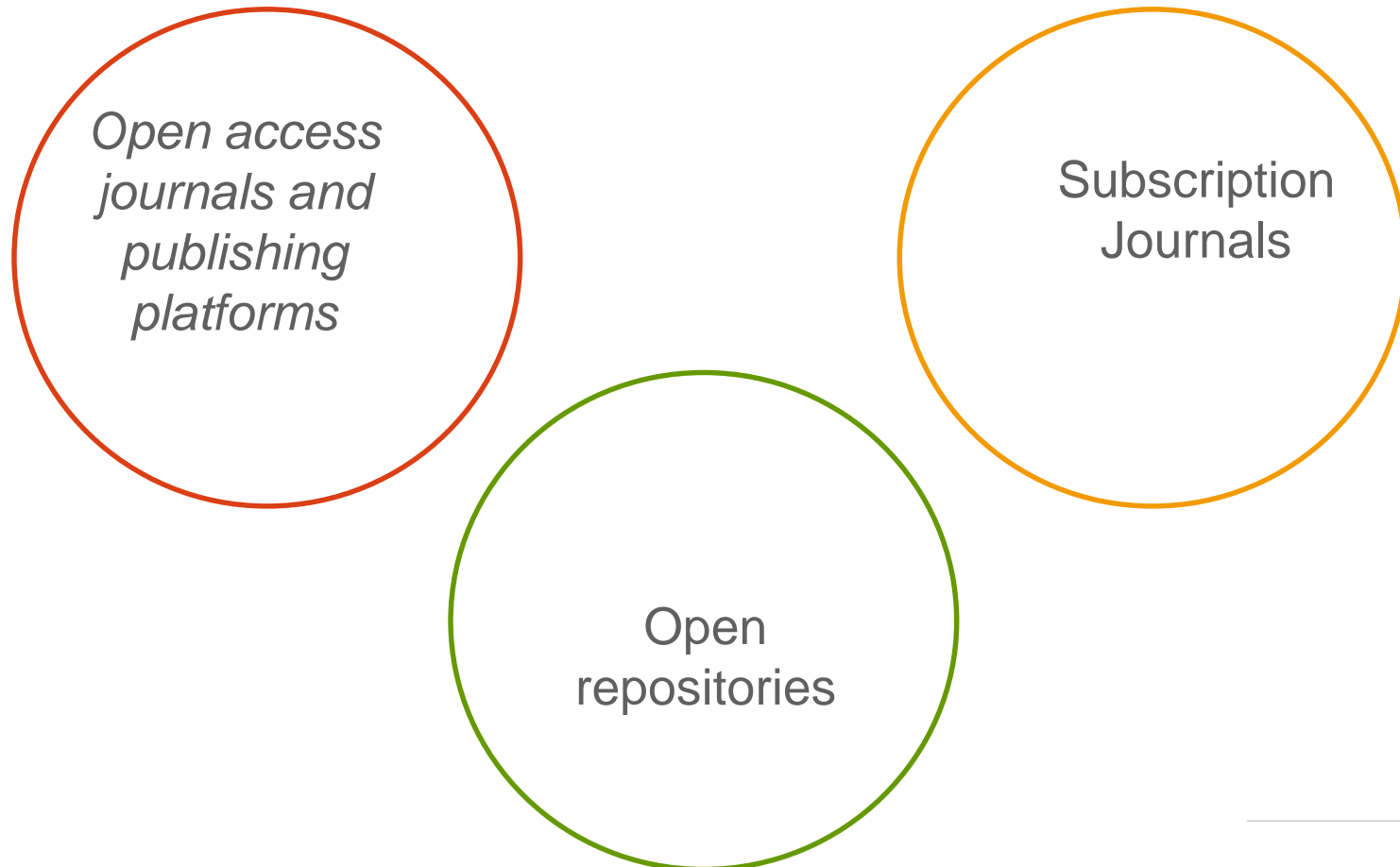


**@oa2020ini**

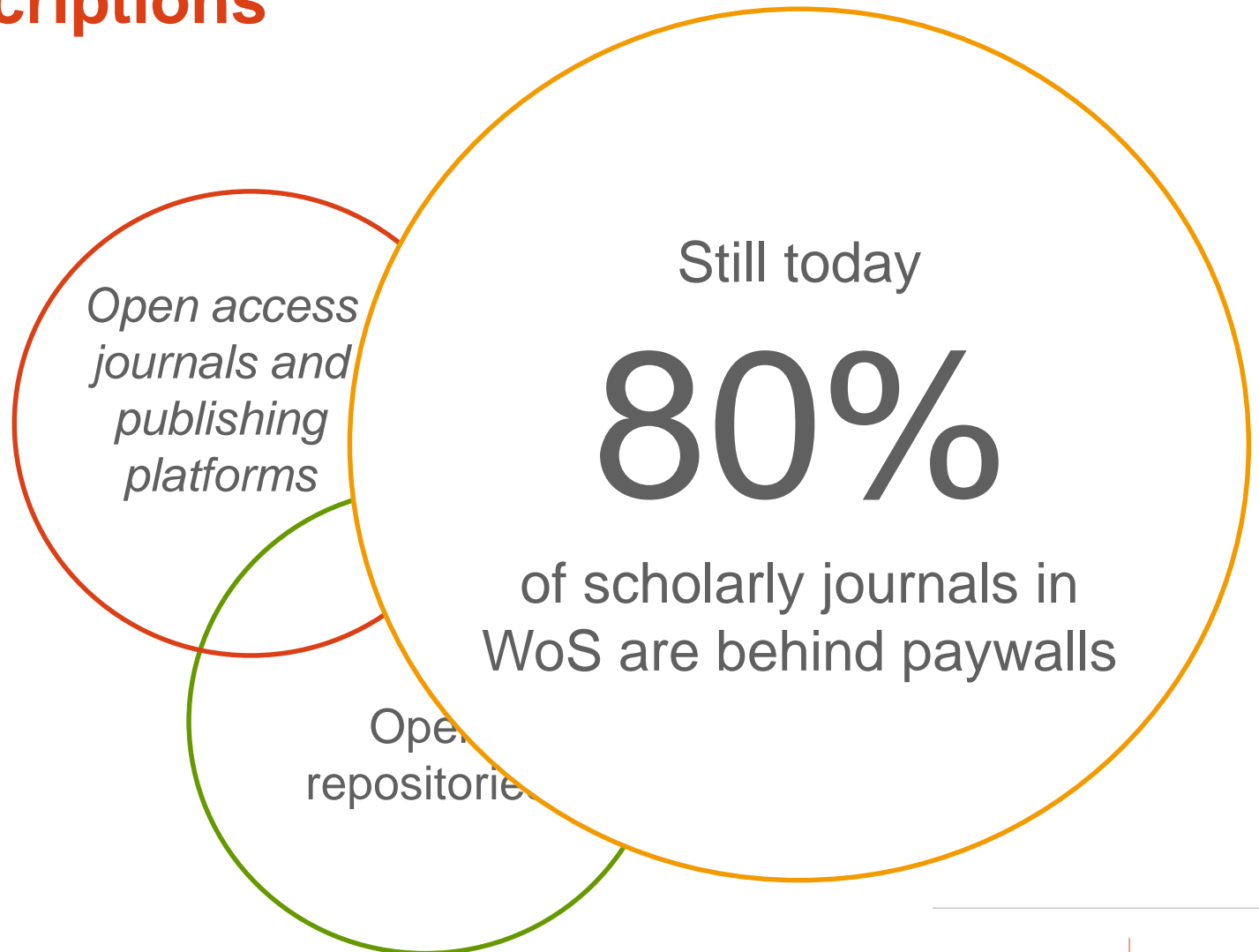
# How can we leverage digital technologies, when most of research is locked behind paywalls?



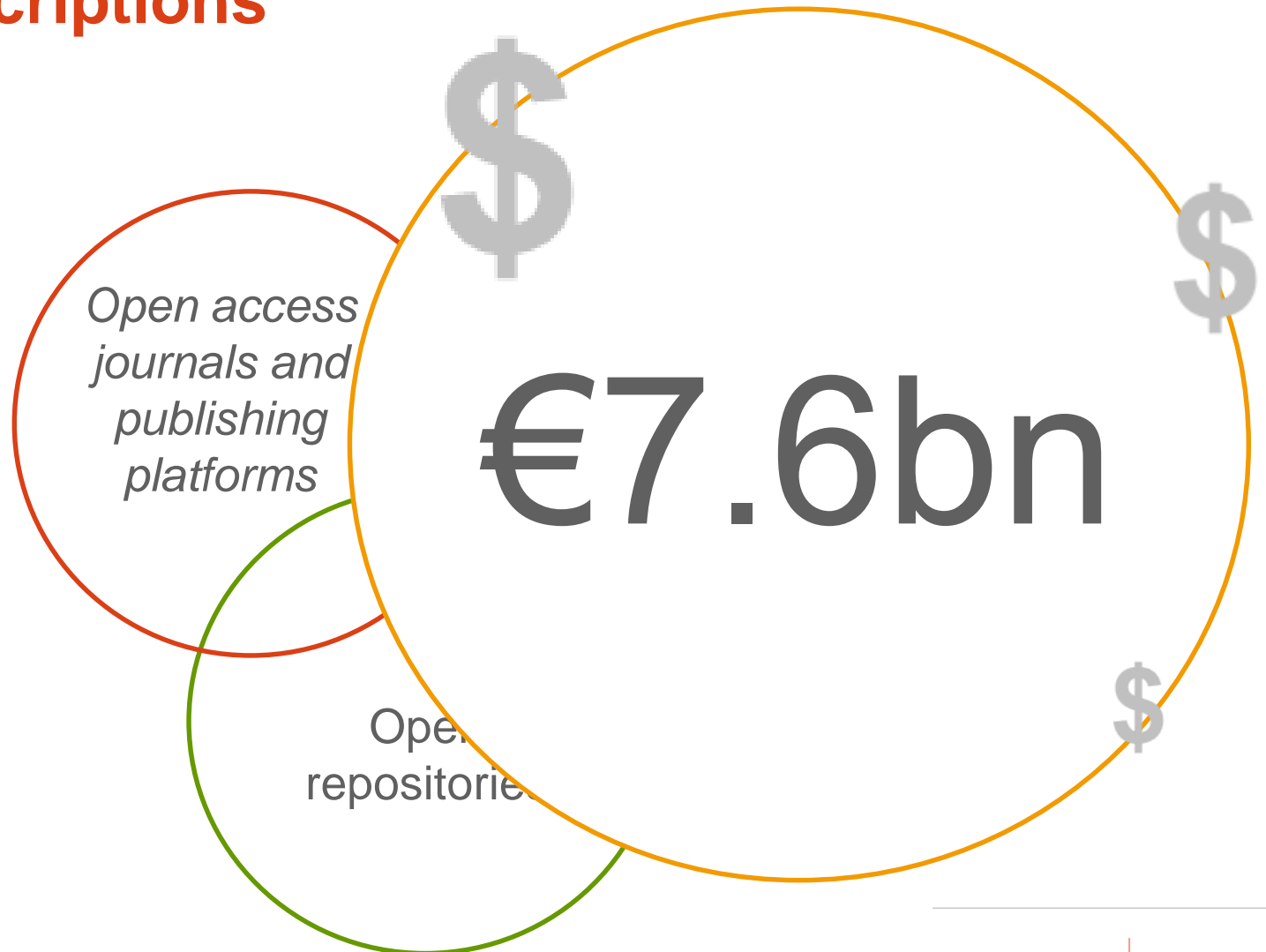
# Open access efforts have not broken the vicious cycle of subscriptions



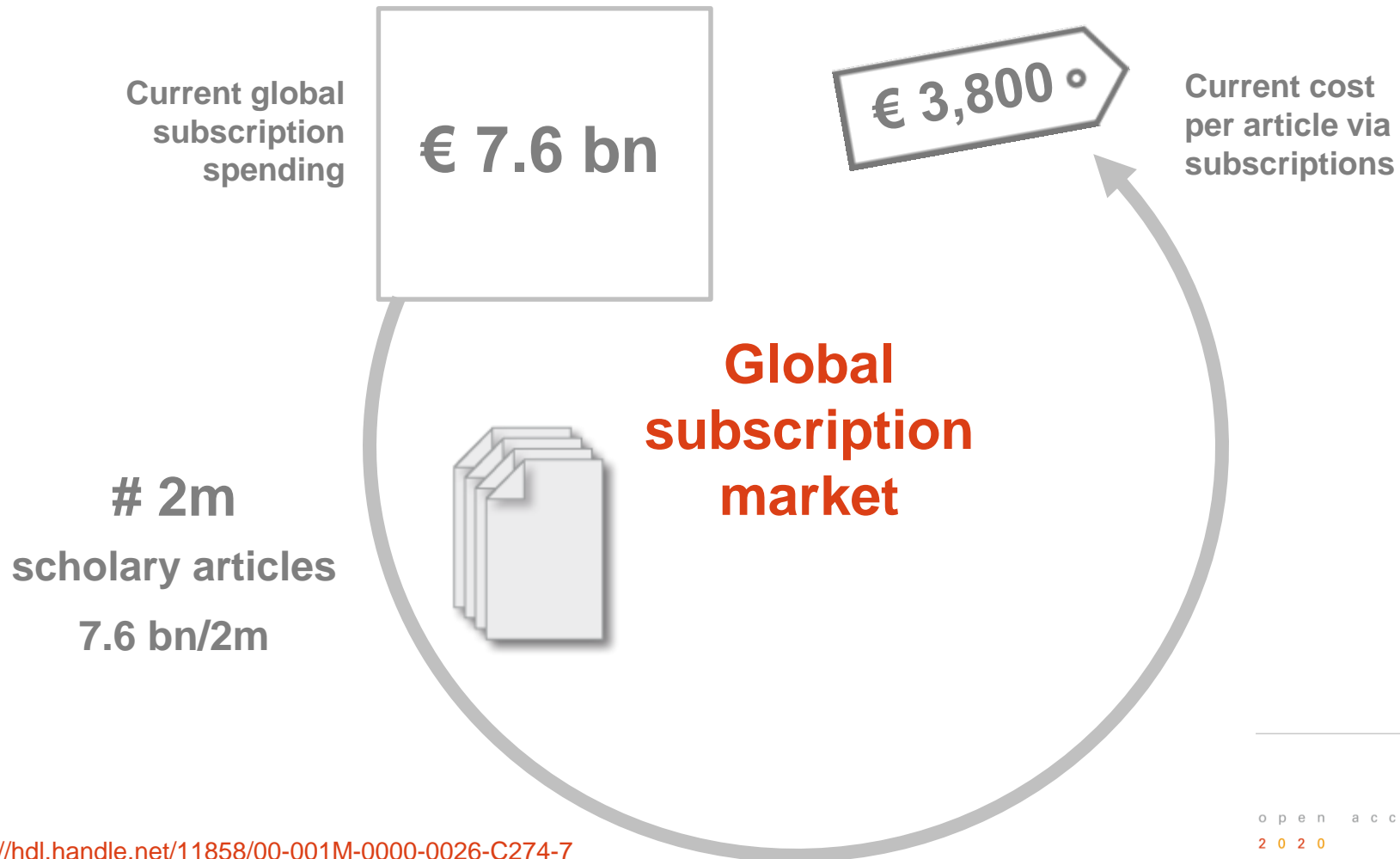
# Open access efforts have not broken the vicious cycle of subscriptions



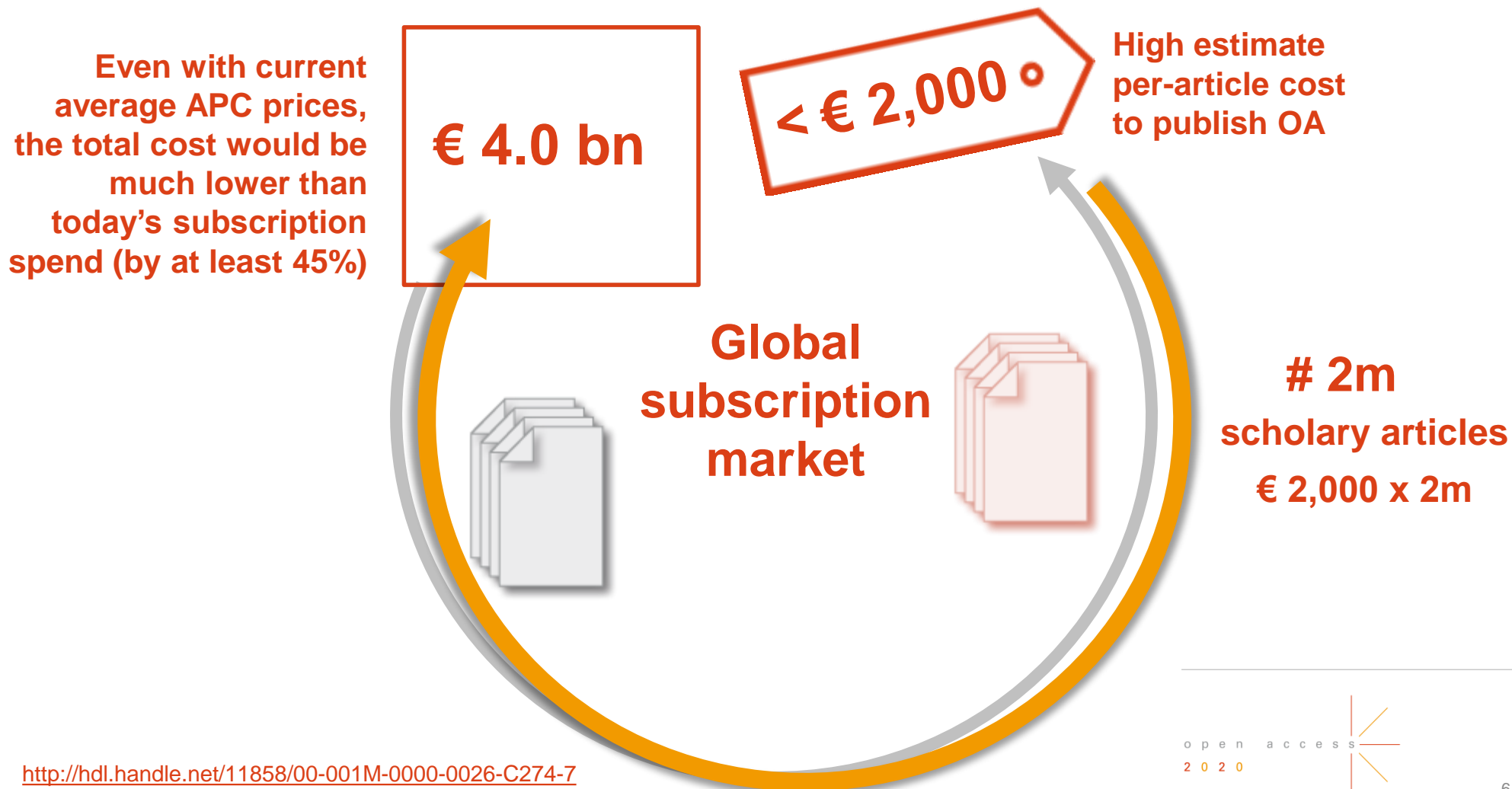
# Open access efforts have not broken the vicious cycle of subscriptions



# We know that, globally, the money we spend today on subscription access to scholarly journals...



# ...is more than enough to cover the cost of publishing those same journals open access



# OA publishing is a growing revenue stream for commercial publishers

Publisher	Journal	#Papers 2016
PLOS	PLOS ONE	22091
NPG	Scientific Reports (OA as of 2017)	20546
RSC	RSC Advances	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

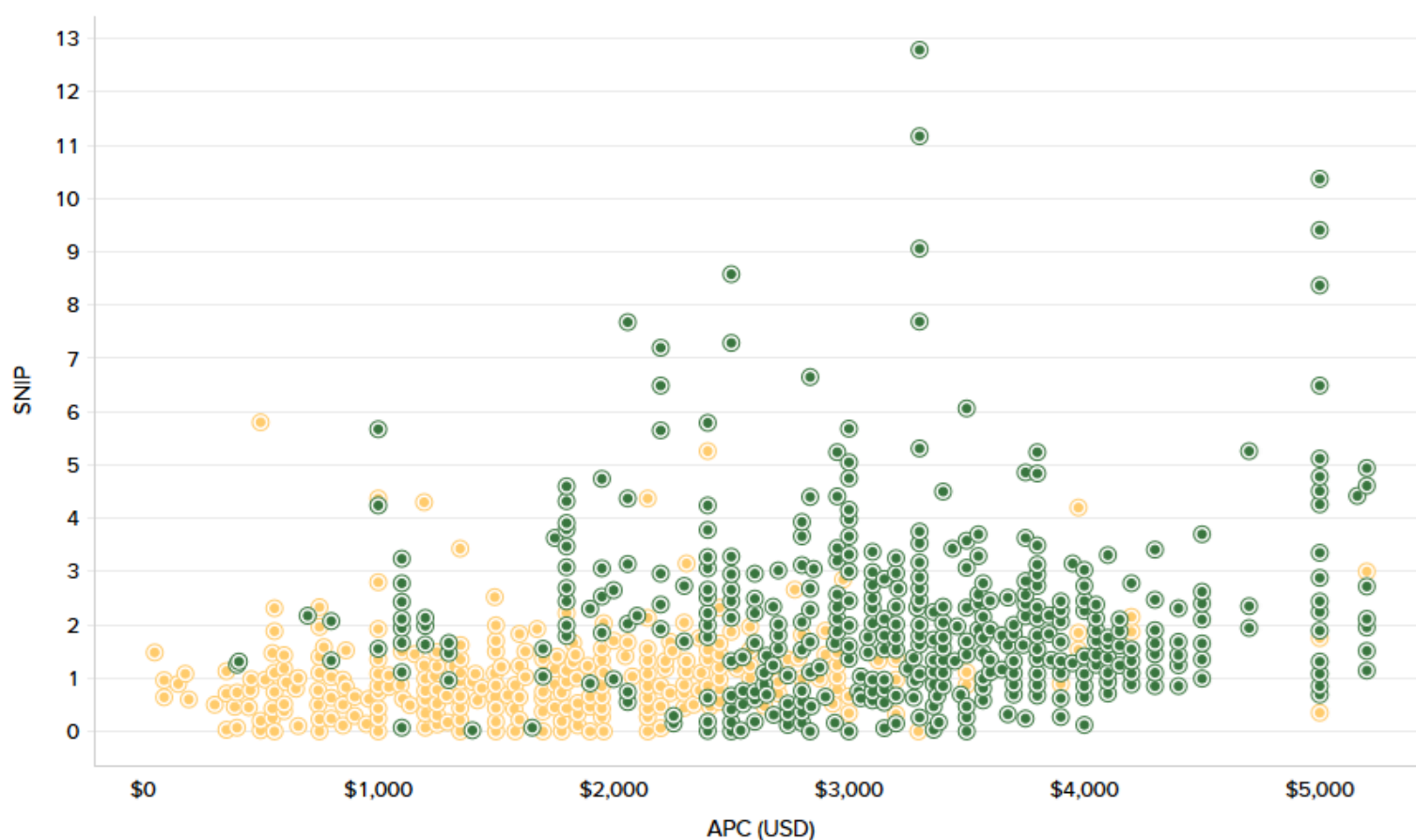
20 largest journals, based on number of papers published in 2016. OA highlighted in grey. MPDL analysis based on data from *Web of Science*.



# Risks of uncontrolled APCs

## APC vs. SNIP for Publishers by Fully OA/Hybrid:

All publishers (2017-2018)



- Fully OA / Hybrid
- Fully OA
- Hybrid

### Average list APC

Fully OA: \$1600

Hybrid: \$2900

### Average payment tracked by

#### OpenAPC:

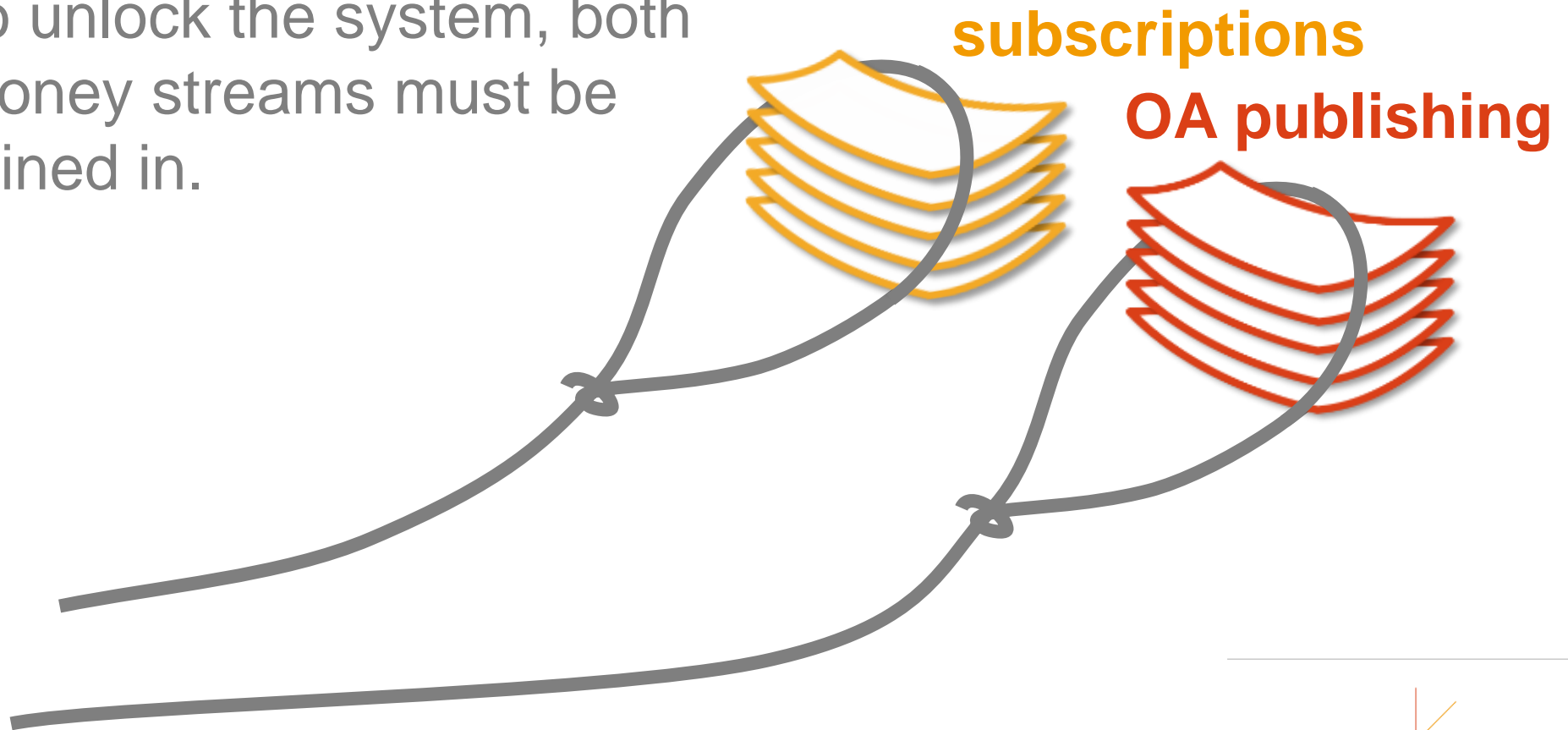
Fully OA: €1488

Hybrid €2445

With permission from Delta Think Open Access Data & Analytics tool. Analysis 15.09.2018

# Publishing and access are two sides of the same coin

To unlock the system, both money streams must be reined in.



# Transformative agreements as an instrument of transition

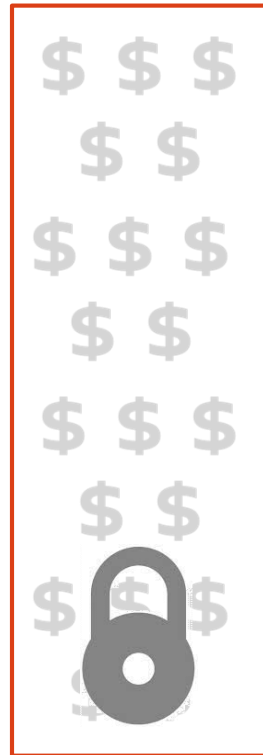
Transformative agreements are those contracts negotiated between institutions (libraries, national and regional consortia) and publishers that **transform the business model underlying scholarly journals** from subscription to open access.

They aim to **constrain costs** of scholarly communication and **foster sustainability and equity** in scholarly publishing

# How they work

## Hybrid era

Authors increasingly pay APCs in the wild to publish open access



Subscriptions

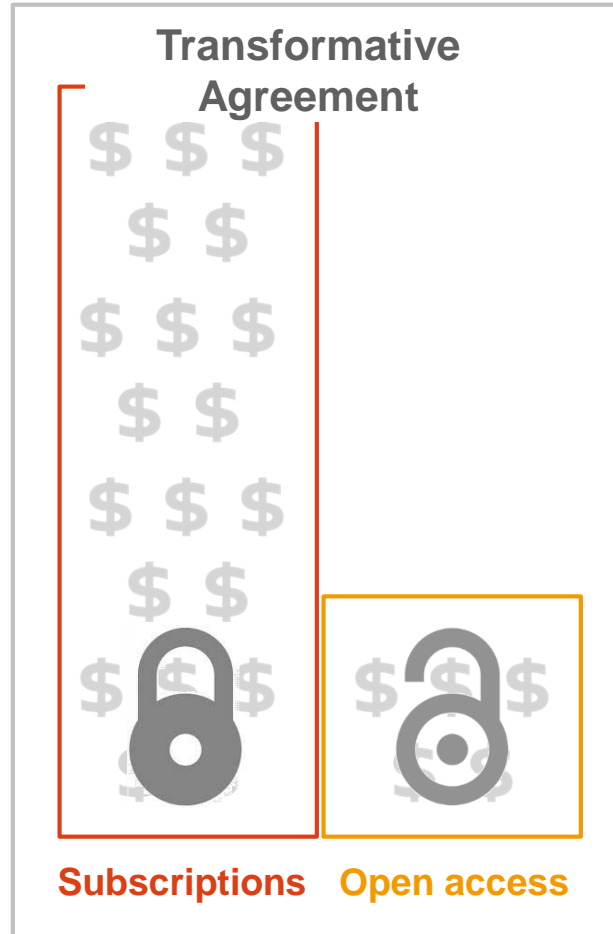


Open access

# How they work

## Open access transition

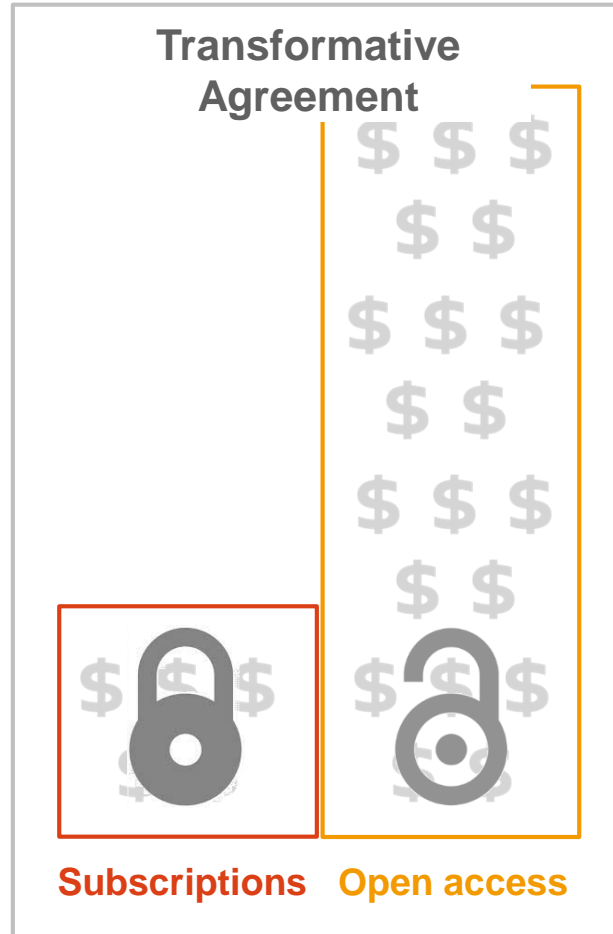
Hybrid spending is reined in and the two sides of scholarly communication are governed under a single agreement



# How they work

## Open access transition

Money previously spent for access is now used for open access publishing services

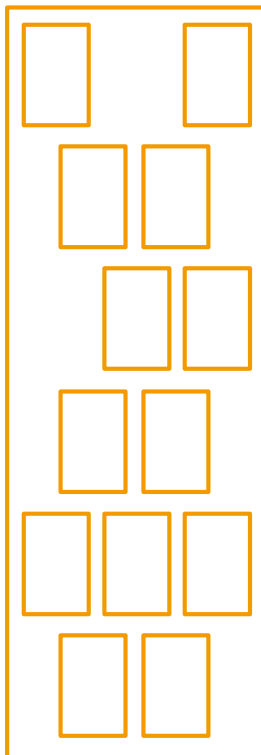


# How they work

## Open access transition

Costs are assessed transparently, based on actual publication volume.

Publication Fee



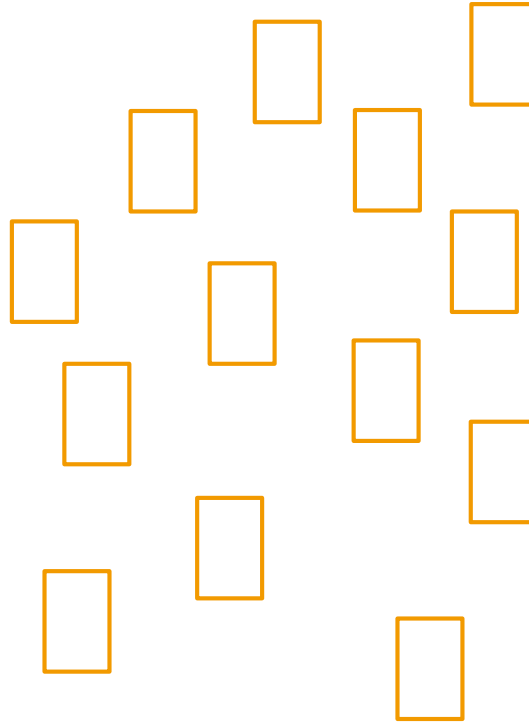
Reading Fee



# How they work

## Open access transition

Models continue to evolve. In the DEAL agreement, the cost of access is incorporated into the per-article “Publish & Read” fee.



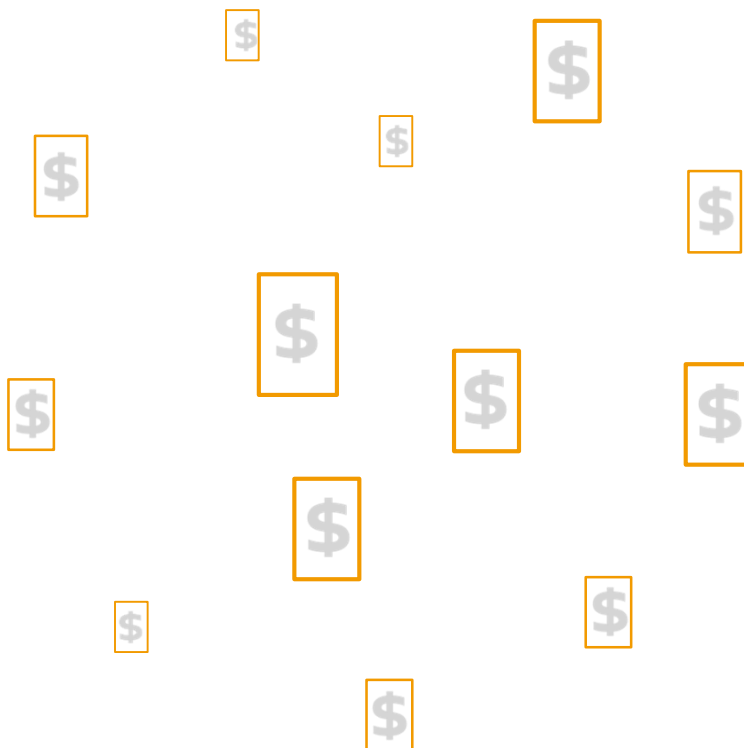


# How they work

## The results

Preconditions established for a diverse and innovative scholarly publishing landscape:

- Costs associated with level of service
- Price transparency
- Funds free to flow where needed



# Cost-neutral transition is possible

Wiley and Project DEAL partner to enhance the future of scholarly research and publishing in Germany

15. January 2019

## Objectives

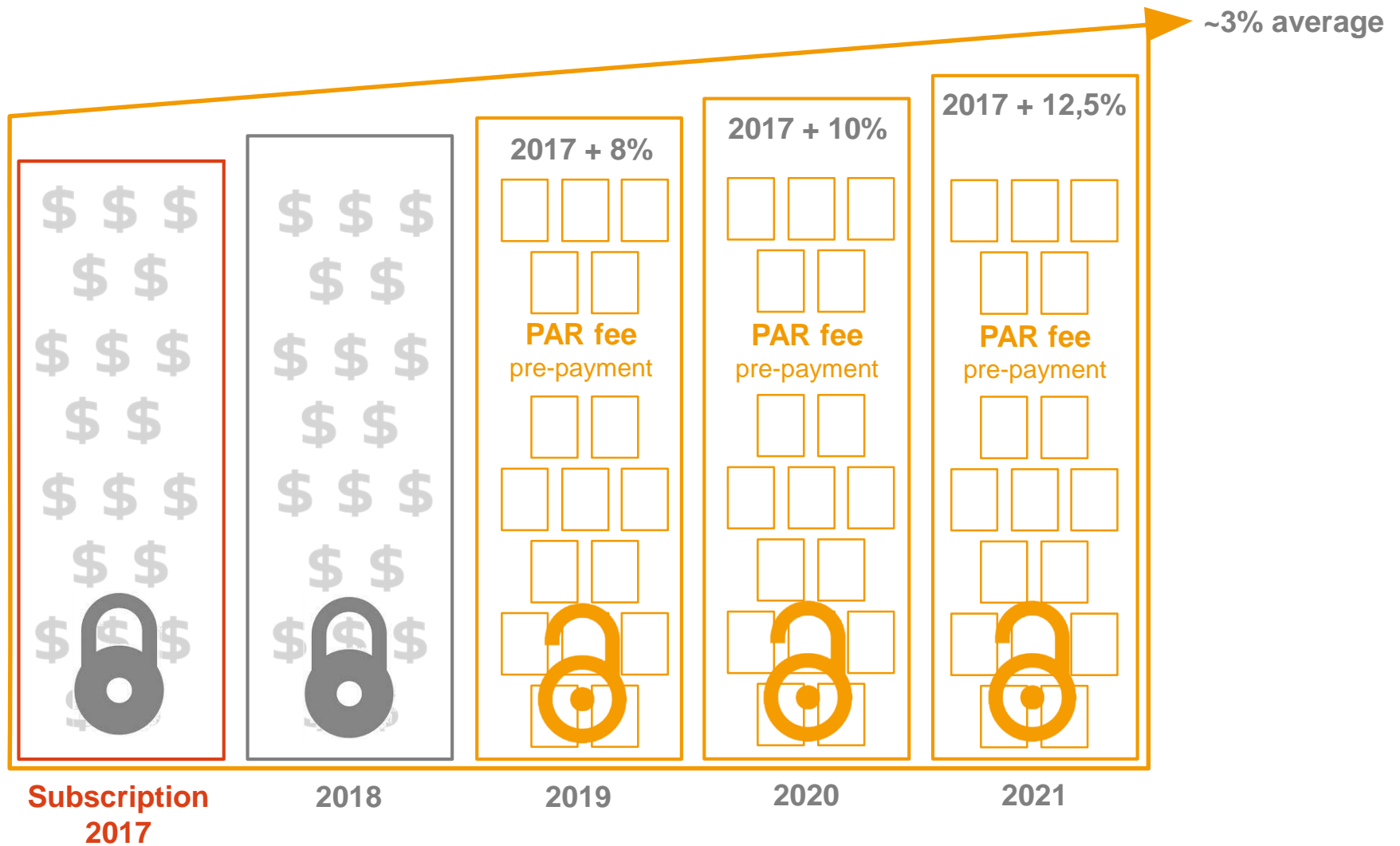


- Increase the impact of German research, publishing results open access for the world to read and build upon
- Ensure German authors retain exclusive rights to their works and the opportunity to publish in the venues of their choice
- Rein in the escalating costs of scholarly communication
- Accelerate the global open access transition for the benefit of scholars, students and citizens.

Contract signing: Dr. Guido Herrmann, Managing Director Wiley-VCH, and Dr. Frank Sander, Managing Director Max Planck Digital Library Services (Picture credits: dpa, Tanja Marotzke)

<https://www.projekt-deal.de/faq-wiley-contract/>

# Cost-neutral transition



Pre-payment amount of estimated total PAR fees remains on the level of previous subscription spending (based on 2017 subscription fees) and APC's "in the wild" have been reined in = cost neutral

# Agreement features



- Euro 2750 Publish & Read fee (PAR fee **not** an APC)
  - No cap on # of articles
  - Preference for CC-BY
  - Risk sharing: pay based on article output
  - Pure gold OA 20% discount on list APC
  - Read access to full journal portfolio (~1700 titles)
- 
- Extended to ~700 public and privately funded research institutions
  - Includes permanent access to full backfile from 1997
  - One-time fee of 2M
  - *Internal cost model to ease the transition*

# A giant step forward in the transition to open access



- ~10.000 articles a year complete and immediate open access
- Authors are guaranteed freedom of choice in publishing venue
- Authors retain copyright, can use and re-use their work
- Scholars and society learn from and build on the latest research
- Departure from the subscription logic
- Costs are within previous spending level (cost-neutral) and transparent; transactions at the article level
- Operational compliance with open access workflows
- Forward-looking processes and systems
- Prepare for transition at scale

# Momentum is growing globally

After Austria, the Netherlands, the UK, Sweden, Norway and Germany, now Japan, Spain, Saudi Arabia, Qatar, France, Switzerland, Greece, Hungary, Slovenia, the United States and beyond!

## Cambridge University Press and the University of California Agree to Open Access Publishing Deal

By admin / April 10, 2019



Agreement is UC's first with a major publisher and Cambridge's first in the Americas

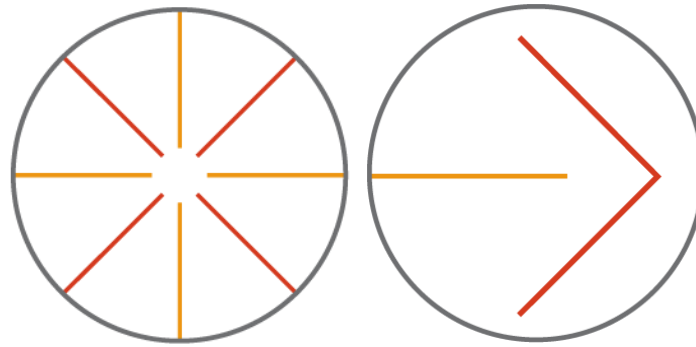
## Unique agreement with Elsevier ensures open access publishing

As the first country, Norway has signed an agreement with Elsevier that ensures that Norwegian researchers can publish open access at no extra cost in most of Elsevier's journals.

# Where do we go from here?

- Build on the new benchmark that removed “APCs in the wild” and achieved cost-neutrality with former subscription spend
- Pre-payment must shift to post-payment
- Market conditions and pressure will drive fees down; baseline prices will fall as more consortia and institutions negotiate transformative agreements

# It's time to break the subscription paywall system



Participate  
in **OA2020**

**Accelerate**  
the transition

**Ralf Schimmer**  
Max Planck Digital Library

[schimmer@mpdl.mpg.de](mailto:schimmer@mpdl.mpg.de)  
<https://oa2020.org>