OPEN ACCESS, 12 Years On

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Publishers have invested heavily to digitise since 2000

- Bold = Estimated cumulative investment since 2000
- Electronic Platforms, e.g.
  - ScienceDirect
  - Wiley Online Library
  - Highwire
  - Scopus
  - >$2500 million

- Production Tracking Systems
  - >$80 million

- Production
  - Other support and related systems
  - >$500 million

- Manage peer review
  - Electronic Warehousing
  - >$100 million

- Solicit and manage submissions
  - Organise editorial boards
  - Launch new specialist journals

- Publish and disseminate
  - Production Tracking Systems
  - >$80 million

- Archive and promote
  - Production Tracking Systems
  - >$80 million

- $120 million
- eJournal Backfiles
- eReference Works
- >$250 million

- >$250 million

$2500 million

- Publishers have invested heavily to digitise since 2000
- $3.5+ billion since 2000

- The journal industry has invested $3.5+ billion since 2000

Figures in current (2011) US$ using gdp deflators
Early Open Access Publishers

- Hindawi
- BioMed Central
- PLoS One
Why do journal publishers exist?

• First peer-reviewed journal founded in 1665 by Royal Society
• Journal publishing has evolved dramatically since, but its core functions remain:
  - Registration of new research findings
  - Quality assurance through peer review
  - Dissemination globally
  - Archiving in perpetuity

Researchers: which publishing objectives are most important to you?

Publishers exist to provide highly valued services to researchers

Sources: NOP/Elsevier surveys 2005 and 2010
What do journal publishers do?

- Solicit and manage submissions
- Archive and promote
- Publish and disseminate
- Production
- Manage peer review
- Edit and prepare

• 5,000 new editors per year
• 500 new journals launched per year
• Organise editorial boards
• Launch new specialist journals
• 3 million+ article submissions per year
• 2.5 million+ referees
• 3.75 million+ referee reports per year
• 50%+ of submissions rejected
• 40 million articles available digitally, back to early 1800s
• 12 million researchers
• 4,500+ institutions
• 180+ countries
• 1 billion+ downloads/year
• 10 million+ printed pages/year
• 1.5 million new articles produced per year
• 350 years of back issues scanned, processed and data-tagged
• 125,000 editors
• 350,000 editorial board members
• 30 million+ author/publisher communications per year
• 1.5 million new articles produced per year
• 350 years of back issues scanned, processed and data-tagged

Note: industry estimates based on known numbers for a subset of the industry that are then scaled to 100% based on the article share of the known subset.
Berlin Declaration on OA

“Our mission of disseminating knowledge is only half complete if the information is not made widely and readily available to society. ... We define open access as a comprehensive source of human knowledge and cultural heritage that has been approved by the scientific community.”
Berlin Declaration on OA

Conditions:

• The author(s) and right holder(s) of such contributions grant(s) to all users a free, irrevocable, worldwide, right of access to, and a license to copy, use, distribute, transmit and display the work publicly… subject to proper attribution of authorship

• A complete version of the work…in an appropriate standard electronic format is deposited (and thus published) in at least one online repository…that is supported and maintained by an academic institution, scholarly society, government agency, or other well-established organization that seeks to enable open access, unrestricted distribution, inter operability, and long-term archiving.
Open Access: Two roads traveled

Gold Road:
• Article freely accessible to anyone on the Internet
• Author pays a publication charge

Green Road:
• “no cost” self-archiving of peer-reviewed research
• Network of repositories
Models of Open Access

- **Author pays**: BioMed Central, Hindawi, PLoS, Wiley Open Access Initiative
- **Hybrid**: OA within traditional subscription journals, $3,000 range, includes archiving of published article in PubMed for publically funded articles
- Deposit of *accepted manuscript* from NIH-funded research following 12-month embargo period
OA Publishers

116,883 articles – 2,838 journals – 1,800 publishers
8-10% (117K articles) of estimated annual global scientific output in 2009 published in “full” or “hybrid” OA journals.

90% of 40,000 published scholars believe OA journals are beneficial for the scientific community, individual scientist, and public good.

Only 50% of OA articles are paid for directly (waivers, subsidies).

OA authors cited the free availability of the content, journal quality, speed of publication, and, in some cases, the fact that no fee had to be paid directly by the author for publishing OA.

Main barriers to OA are funding and lack of journals of sufficient quality in the field.

OA is an established publishing model – the distribution of impact factors reflects that of subscription journals.

Source: http://project-soap.eu/report-from-the-soap-symposium/
What are authors paying?

Source: http://www.slideshare.net/ProjectSoap/soap-symposiumtalkiii
Who Pays?

- Other: 5%
- Author: 12%
- Author's Institution: 24%
- Other research funding: 31%
- Dedicated grant funds: 28%

n = 9,645

Source: http://www.slideshare.net/ProjectSoap/soap-symposiumtalkiii
What we’ve learned

- High standard, rigorous Peer review
- Editorial decisions must remain independent of financial model
- Licensed under Creative Commons. Compliant with Open Access Mandates.
- Authors retain Copyright
- Widest Possible Dissemination
- Article Discovery and Metrics
Open Access

Thank you for your attention

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