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The Economic\$ of Open Acce\$\$

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Open Access:

A Matter *For* Definition

**The Society for Scholarly Publishing
Issue Status Report available at:**

<http://www.sspnet.org/i4a/pages/Index.cfm?pageid=3578>

**Prepared by Meyers Consulting Services
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Open Access (OA) literature is:

- ❖ digital
- ❖ online
- ❖ free of charge
- ❖ free of most copyright and licensing restrictions

from Peter Suber's "Open Access Overview"

Last revised April 27, 2005



Delivering research articles the OA Way

Two primary vehicles

- ❖ OA journals
 - conduct peer review
- ❖ OA archives or repositories
 - do not conduct peer review



The Player\$

- ❖ **Authors**
- ❖ **Publishers**
- ❖ **Librarians**
- ❖ **Third-party Vendors**
- ❖ **Academic Administrators**
- ❖ **Funding Agencies/Governments**

- ❖ **Readers**



Impact\$ on Authors

- ❖ Potential to further distort an already uneven playing field
- ❖ Potential for increased readership
- ❖ Potential for increased visibility and impact of their work
- ❖ Allow, perhaps encourage, individual repositories



Impact\$ on Publishers

- ❖ Potential for articles to be more visible, discoverable, retrievable, and useful
- ❖ Potential edge in attracting authors over non-OA journals
- ❖ Another business model and its inherent uncertainties

At the least = Fluctuation in revenue

At the worst = Devastating decline

- ❖ Increased demand to innovate
- ❖ Preservation of peer review/quality/standards



Impact\$ on Librarians

- ❖ Potential “balancing of the budget”
- ❖ Potential loss of budget to university-pays model
- ❖ Maintenance of high-quality collection
- ❖ Claim OA solves the “permission crisis”



Impact\$ on 3rd Parties = Aggregators

- ❖ Potential **loss** of content & cash
- ❖ Potential **loss** of customers & cash
- ❖ Potential **loss** of cash

OR

- ❖ Potential to add value by
harvesting, mining, enriching, and
linking selected content from collections



Impact\$ on Agencies

- ❖ Potential increase in ROI
- ❖ Potential need to increase grant funds
- ❖ Potential need to track publication
- ❖ Potential need to ascertain archive
- ❖ Supporters claim OA promotes democracy



Impact\$ on Administrators

- ❖ Increases faculty/institutional visibility
- ❖ Potential to reduce journal expenses
- ❖ Potential to pay twice
 1. Authors
 2. Library
- ❖ Maintenance of online repository
- ❖ Change in “currency of the realm”
- ❖ Supporters claim OA “advances their [universities] mission to share knowledge.”



Impact\$ on Readers

- ❖ Increased access to literature
- ❖ Barrier-free access to software
- ❖ Eliminates need to seek permission to reproduce and distribute content
- ❖ Potentially less charges for those outside academe/government



Follow the Money

- ❖ Authors ~ will they *pay*?
- ❖ Publishers ~ will they *charge*?
- ❖ Librarians ~ will they *buy*?
- ❖ Third-party Vendors ~ will they *sell*?
- ❖ Academic Administrators ~ will they *rob* Peter to *pay* Paul?
- ❖ Funding Agencies ~ will they *fund more*?
- ❖ Readers ~ will they benefit *financially*?



Some Financial Trend\$

- ❖ Rising Costs + Decreasing Purchasing Power
- ❖ Consolidation of Publishers
- ❖ Bundling
- ❖ Downstream Value Migration
- ❖ Targeting Vulnerable Competitors
- ❖ Creation of Meta-Content
- ❖ **Shift to Web Services**
- ❖ Diversification of Customer Base



Models & Experiments

“Open Access is a kind of access,
not a kind of business model.”

Peter Suber

Open Access Overview

<http://www.earlham.edu/~peters/fos/overview.htm>



Some OA Publishing Models

❖ BioMed Central

articles universally and freely accessible via the Internet, deposited immediately upon publication

❖ Budapest Open Access Initiative

open access only for text for which authors seek no \$\$ remuneration

❖ Public Library of Science

allows anyone, anywhere, to read, download, print, copy, and redistribute any article

❖ D.C. Principles

select articles free online upon publication; full text freely available worldwide upon or within months of publication; content free to low-income nations; free online through reference linking between journals



Some Open Access Experiment\$/Initiative\$

- ❖ AIP Author Select
- ❖ ARABIDOPSIS
- ❖ Bioline International
- ❖ BioOne
- ❖ BioMed Central
- ❖ *BMJ.com*
- ❖ The Company of Biologists
- ❖ E-BIOSCI
- ❖ E-Scholarship Repository
- ❖ EURASIP JWCN
- ❖ *Florida Entomologist*
- ❖ FIGARO Project
- ❖ Joseph Henry Press
- ❖ *Nucleic Acids Research*
- ❖ *Physiological Genomics*
- ❖ Oxford University Press



Some Business Model\$

- ❖ Subscription-Based = Reader Pay\$
- ❖ Open Access = Author Pay\$
- ❖ Open Access = Sponsor Pay\$
- ❖ Open Access = Endowment
- ❖ Open Access = Hybrids



Future\$

“The business of publishing is in transition. Nobody knows exactly how it will work in the future, but everybody knows that the electronic publishing revolution will ensure it won’t work as it does now.”

Vanessa Spedding reporting in
Research Information