Variations on Open Access

A study of the impact of alternative business models on financial and non-financial aspects of scholarly journals

Study Objective

- To inform the Open Access discussion
  - Describe the alternative business models
  - Develop financial and non-financial profiles
  - Study a wide range of scholarly journals
Study Design

**PHASE 1**
- Four populations
  - HW delayed OA journals
  - Directory of Open Access Journals
  - AAMC journals (to come)
  - ALPSP member journals (to come)
- Written questionnaire
  - 38 questions
  - Emailed

**PHASE 2**
- Mixed population (preview)
  - Full OA, Delayed OA, and Optional OA and non-OA
  - For-profit and non-profit
  - Large, medium, small
  - Interviewers guide
- Personal interview
  - Discussion guide
  - 20+ interviews

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Kaufman-Wills Group, 9 May 2005
### Response

<table>
<thead>
<tr>
<th>Journal population</th>
<th>No. of journals</th>
<th>No. of respondents</th>
<th>Response rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delayed OA</td>
<td>184</td>
<td>85</td>
<td>46%</td>
</tr>
<tr>
<td>Full OA</td>
<td>1,151</td>
<td>248</td>
<td>21.5%</td>
</tr>
</tbody>
</table>
Areas of Focus

- Financial
  - Current and future access
  - Sources of financial support
  - % represented by each revenue type
  - Revenue trends
  - Surplus or deficit

- Non-financial
  - Journal profile
    - Type of journal, subject matter, publisher, format
  - Peer review
  - Copyediting
  - Author services
  - Copyright and pre- and post-publishing rights
  - Permissions policies
### Journal Profiles

<table>
<thead>
<tr>
<th></th>
<th>Delayed OA</th>
<th>Full OA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year first published</strong></td>
<td>1966</td>
<td>1990</td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>Not-for-profit</td>
<td>Comml, nonprofit, academic dept</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>North America/UK/Europe</td>
<td>North America/UK/Europe</td>
</tr>
<tr>
<td><strong>Host-Archive</strong></td>
<td>HighWire, PMC, Ovid</td>
<td>Own service, PMC, Potsdam U, SCIELO, J-Stage, DOAJ</td>
</tr>
<tr>
<td><strong>Format</strong></td>
<td>Print and online</td>
<td>Online only</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Orig res, reviews, edls, news</td>
<td>Original research, reviews</td>
</tr>
<tr>
<td><strong>Subject matter</strong></td>
<td>STM</td>
<td>ST(M), soc sci, arts &amp; humanities</td>
</tr>
<tr>
<td><strong>Acceptance %</strong></td>
<td>38%</td>
<td>64%</td>
</tr>
<tr>
<td><strong>Impact factor</strong></td>
<td>3.67</td>
<td>.9 (few ranked)</td>
</tr>
</tbody>
</table>

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Peer Review

<table>
<thead>
<tr>
<th>Category</th>
<th>External Reviewers</th>
<th>Mixed Internal and External Reviewers</th>
<th>Editorial Staff Only</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delayed OA</td>
<td></td>
<td></td>
<td></td>
<td>2.5</td>
</tr>
<tr>
<td>Full OA</td>
<td>31.1</td>
<td>37.3</td>
<td>28.2</td>
<td>3.3</td>
</tr>
<tr>
<td>Full OA no BMC/ISP</td>
<td>15.1</td>
<td>77.4</td>
<td></td>
<td>5.7</td>
</tr>
</tbody>
</table>

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

External reviewers, Mixed internal and external reviewers, Editorial staff only, Other
Editing and Copyediting

<table>
<thead>
<tr>
<th></th>
<th>Copyediting</th>
<th>Substantive editing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delayed OA</td>
<td>98</td>
<td>39</td>
</tr>
<tr>
<td>Full OA</td>
<td>72</td>
<td>34</td>
</tr>
<tr>
<td>Full OA no BMC/ISP</td>
<td>93</td>
<td>69</td>
</tr>
</tbody>
</table>
Author Services

- Online article submission
- Online digital art submission
- Online tracking through peer review
- Online tracking from through publication
- PDF or other e-proofs
- Post publication peer review
- PDF for posting on author’s web site
- Limited/unlimited eprints or downloads

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## Permissions Policies

<table>
<thead>
<tr>
<th>Use granted only with written permission</th>
<th>Delayed OA</th>
<th>Full OA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85%</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Any academic use, but no commercial use without permission</th>
<th>Delayed OA</th>
<th>Full OA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8%</td>
<td>40%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Use granted in author’s presentations or publications</th>
<th>Delayed OA</th>
<th>Full OA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>86%</td>
<td>35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Educational use in author’s own institution</th>
<th>Delayed OA</th>
<th>Full OA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51%</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Placing post-print on author’s web site</th>
<th>Delayed OA</th>
<th>Full OA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45%</td>
<td>31%</td>
</tr>
</tbody>
</table>
## Change in Plans

<table>
<thead>
<tr>
<th></th>
<th>Delayed OA</th>
<th>Full OA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan to test or adopt new model</td>
<td>62%</td>
<td>60%</td>
</tr>
<tr>
<td>Influential groups</td>
<td>OA proponents Members Authors</td>
<td>Publishers Authors Librarians</td>
</tr>
</tbody>
</table>
Funding Sources (non-author-side)

**Delayed OA**
- **End user**
  - 87% subscriptions
  - 51% content licensing
  - 29% member dues
- **Industry**
  - 81% display ads
  - 66% comml reprints
  - 43% classified ads
- **In-kind**
  - 27% volunteer
  - 18% in-kind contributions
- **Other**
  - 34% PPV, supplements, translated editions, subsidies from other journals, back issue sales, institutional membership open access fees

**Full OA**
- **End user**
  - 11% subscriptions
  - 30% content licensing
- **Industry**
  - 57% display ads
  - 31% corporate sponsorships
  - 27% commercial reprints
  - 27% classified advertising
- **Grants**
  - 56% gifts or fundraising
  - 11% external institutional grants
  - 11% private foundation
- **In-kind**
  - 56% volunteer
  - 40% in-kind contributions

See www.alpsp.org

Respondents selected all funding sources used
## Author Fees

<table>
<thead>
<tr>
<th>Service</th>
<th>Delayed OA</th>
<th>Full OA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charge any type of author fee</td>
<td>82%</td>
<td>47%</td>
</tr>
<tr>
<td>Article reprints</td>
<td>75%</td>
<td>4%</td>
</tr>
<tr>
<td>Color</td>
<td>68%</td>
<td>4%</td>
</tr>
<tr>
<td>Page/publication</td>
<td>39%</td>
<td>1%</td>
</tr>
<tr>
<td>Manuscript submission</td>
<td>24%</td>
<td>25%</td>
</tr>
</tbody>
</table>

*Of special note, from those charging author fees:*
All Revenue Sources as % of Total

Full OA
- Member dues: 9.9%
- Industry support: 37.2%
- Author fees/charges: 30.3%
- Third-party licenses: 12.6%
- Grants: 4.4%
- Subscription/licenses: 1.6%
- Other: 9.9%

Delayed OA
- Member dues: 6.6%
- Industry support: 12.5%
- Author fees/charges: 9.3%
- Third-party licenses: 2%
- Grants: 0.4%
- Subscription/licenses: 67.2%
- Other: 2.5%
Financial Performance

<table>
<thead>
<tr>
<th>Category</th>
<th>Surplus</th>
<th>Breakeven</th>
<th>Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delayed OA</td>
<td>81.1</td>
<td>9.5</td>
<td>9.5</td>
</tr>
<tr>
<td>Full OA</td>
<td>34.8</td>
<td>24.3</td>
<td>41</td>
</tr>
<tr>
<td>Full OA no BMC/ISP</td>
<td>11.5</td>
<td>58.6</td>
<td>29.9</td>
</tr>
</tbody>
</table>
Current Business Model Challenges

Delayed OA
- “Loss of individual subscribers”
- “Acceptance of online journals by subscribers”
- “Increasing institutional subscriptions”
- “Decreases in print-based advertising”
- “Activating online subscriptions”
- “Inadequacy of existing web site”

Full OA
- “This is not a business, it’s an effort”
- “Seeking additional funding and donations when initial funding runs out”
- “Increasing usage”
- “Attracting adequate number of good papers and reviewers”
- “Lack of government support”
- “Workload”
- “Visibility, citations”

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## Current Business Model Opportunities

### Delayed OA
- “Reach of journal via search engines”
- “International subscribers”
- “Opportunities to negotiate consortia licenses”
- “Generating support from association”

### Full OA
- “Not sure what this means…we are a nonprofit enterprise”
- “Hope to continue to provide free access…to benefit society”
- “Full text free of charge available to all”
- “Hope to win more readership and listing in libraries and databases”
- “Help mankind acquire knowledge”

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Impact of OA Movement

Delayed OA
- “Creates whole new dilemma for financing journals”
- “Very little NIH research published”
- “Potential devastating loss of revenue”
- “Inability of authors to pay”

Full OA
- “Validates what we have been trying to do…”
- “Puts pressure on others to make important information on scientific progress available to everyone”
- “Raises acceptability, helps hold down prices”
- “Increases international legitimacy”
Will OA Journals Prevail?

Delayed OA

- “Open access journals will only be prevalent and/or succeed if the financing issue is addressed and solved”
- “No, I doubt whether it will be successful due to financial issues”
- “Prevalent perhaps, but I don’t know if small association publishers can be successful without adding higher charges to authors”
Will OA Journals Prevail?

Full OA

- “Prevalent in some fields and may be mandated by nature of the funding of the research published”
- “I believe that it MAY become prevalent. So, I don’t want to miss the boat. Its success will depend on institutional and governmental policy”
- “Yes, yes, the model works”
- “Success will not be complete…most of the famous, high ranking journals will give restricted access…”
- Paid subscriptions are an “offensive contravention of the opportunities for freedom in knowledge exchange that the Internet should provide”
Phase 2: Preview

- 22 personal interviews → case reports
  - HW open archive publishers
  - PLoS and other DOAJ publishers
  - Elsevier and other commercial publishers
  - University Press, other non-HW self-published society journals

1. Business models
2. Operations
3. Perspectives and predictions
Phase 2: Business Models

- Wide variety of business models
  - Type of model could not be matched with type of publisher
  - Every type of publisher is experimenting with OA, especially Optional OA
    - Varies greatly in terms of timing and cost
    - $85-$3,000/article
    - Low uptake (<1% for large commercial publisher; 5-25% reported by not-for-profit publishers)
    - Author pay-up high; 5-10% requesting waivers
Phase 2: Operations

- Impact of electronic publishing
  - Web-based manuscript management systems
  - Institutional subscriptions/licenses
  - Cost-cutting measures especially copyediting

- Impact of OA
  - Human resources
  - Endorse spirit of OA
  - Uncertain financial stability of journal
Phase 2: Perspectives and Predictions

- “Open Access” defined as…
  - Free access to content immediately upon publication
  - Expanded to include free re-distribution to all
  - Restricted to exclude commercial re-use

- Believe that OA in some form is here to stay
  - But will proliferate only if financial model proves viable
  - Because multiple funding bodies will mandate
  - Some publishers confident they can adapt; others fear collapse
Phase 2: Perspectives and Predictions

- Reasons for journals crisis
  - Increase in research funding → increase in research outputs → increase in journal size and/or quantity → increase in journal prices
  - Library budgets not keeping pace
  - Dual format more expensive

- OA publishers only slightly more likely to deconstruct traditional publishing process, both groups examining all aspects
  - Receiving manuscripts
  - Copyediting and production processes
  - Charging for publication or access
Kaufman-Wills Group, LLC

Cara S. Kaufman, Partner
Alma J. Wills, Partner
Fred H. Fusting, Associate
Kaufman-Wills Group, LLC
24 Aintree Road, Baltimore, MD 21286
410 821 8035 (office), 410 812 5460 (cell)
443 269 0283 (e-fax)
ckaufman@verizon.net
www.kaufmanwills.com

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• ASPET
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• Intl Anesthesia Res Soc
• NEJM
• Project Hope/Health Affairs
• Am Acad Orthopaedic Surg
• Am Urological Association
• Am Speech Lang Hear Assoc

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Thank you