Publishers responses to Open Access
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Some of the flavors of Open Access (after Willinsky Oct 2003)

<table>
<thead>
<tr>
<th>Type</th>
<th>What is it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eprint archive</td>
<td>Pre-prints archived by author(s)</td>
</tr>
<tr>
<td>Unqualified</td>
<td>Full OA publication of journal</td>
</tr>
<tr>
<td>Dual Mode</td>
<td>Print – subscription; online - OA</td>
</tr>
<tr>
<td>Delayed OA</td>
<td>OA some months after first publication</td>
</tr>
<tr>
<td>“Author pays”</td>
<td>Author pays fee to support OA publication</td>
</tr>
<tr>
<td>Partial OA</td>
<td>Some articles published are OA</td>
</tr>
<tr>
<td>Per capita</td>
<td>Journals made OA based on income per capita</td>
</tr>
<tr>
<td>Abstract</td>
<td>OA to journal table of contents and abstracts</td>
</tr>
<tr>
<td>“Membership”</td>
<td>Institution pays fee which entitles their authors to discounts on “Author pays”</td>
</tr>
</tbody>
</table>
Challenges to publishers in 2004 and 2005

- Open access aka ‘Author pays’ as the publishing model
- Repositories (institutional, subject, personal) and their impact on information flow
- How have publishers responded?
- Are there differences by geography and by publisher type and by discipline?
- Are there significant trends and patterns?
Change in coverage of OA journals within ISI JCR from February 2004 to June 2004.
Proportion of OA journals from each region compared to all journals covered in the ISI citation databases


<table>
<thead>
<tr>
<th>Region</th>
<th>Number of OA Journals</th>
<th>Number of Journals</th>
<th>% OA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia-Pacific</td>
<td>79</td>
<td>530</td>
<td>14.9%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>19</td>
<td>282</td>
<td>6.7%</td>
</tr>
<tr>
<td>Middle East/Africa</td>
<td>5</td>
<td>57</td>
<td>8.8%</td>
</tr>
<tr>
<td>North America</td>
<td>58</td>
<td>3910</td>
<td>1.5%</td>
</tr>
<tr>
<td>South/Central America</td>
<td>33</td>
<td>78</td>
<td>42.3%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>45</td>
<td>3961</td>
<td>1.1%</td>
</tr>
<tr>
<td>Whole database</td>
<td>239</td>
<td>8818</td>
<td>2.7%</td>
</tr>
</tbody>
</table>
How soon are publishers permitting free access anyway?

Change among all the HighWire publishers ’01-05
Two of the key issues for scholarly publishers

- Are articles in Open Access journals and/or Open Archive repositories, cited, read and integrated into research more, and more rapidly, than subscription-only access articles?
- Does an Open Access journal receive more (high quality) submissions than a subscription based journal?
- What impact do these two have on long-term strategy?
Do open access articles have a greater research impact?
Note: OA here means freely available online anywhere

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Sample size (#articles)</th>
<th>Open access</th>
<th>Not OA</th>
<th>% of total OA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philosophy</td>
<td>602</td>
<td>101</td>
<td>501</td>
<td>17</td>
</tr>
<tr>
<td>Political Science</td>
<td>299</td>
<td>87</td>
<td>212</td>
<td>29</td>
</tr>
<tr>
<td>E&amp;E Engineering</td>
<td>506</td>
<td>188</td>
<td>318</td>
<td>37</td>
</tr>
<tr>
<td>Mathematics</td>
<td>610</td>
<td>426</td>
<td>184</td>
<td>69</td>
</tr>
</tbody>
</table>
Results: Increase in citations for OA articles

- Philosophy + 45%
- E & E Engineering + 51%
- Political Science + 86%
- Mathematics + 91%

Increase also related to whether preprint made available by author ~ pre-print as “near substitute” for the published article
Time characteristics of citations in 2003 to prior years’ content

Some recent case histories
Molecular Biology of the Cell

- Free access to all content after 2 mo (2001)
- Subscriptions increased (+ 20%)
- Submissions increased (+ 83%)
- Online access increased (+50%)
- But...growth attributed by publisher to:-
  - Revamped Ed Board
  - New marketing program
  - Use of technology
  - Higher submission standards
Experiments- OA by the article
Hybrid funding models- some details

- **Entomological Society of America** – 62% of published articles
  Note: fees are low 8pp $124

- **American Society of Limnology and Oceanography**
  - 66% of published articles (2004)
  Note: fees are low but color fig and page charges also apply

- **American Physiological Society** *(Physiological Genomics)* - $1,500/article ..see later
  Note: most downloaded article in 2003 and 2004 NOT Open Access

- **Company of Biologists** *(Development, Journal of Cell Science, Journal of Experimental Biology)* – now $2,560/article  {5% of authors choose to pay}

Experiments – OA by the article
Hybrid funding models

- **PNAS** - $1,000 (or $750) + page charges $70/page; 16% uptake so far in 2005

- **OUP**- NAR “institutional membership” $2,459 (same as online sub) + print $396: Author payment $1,500 OR $500 to 9pp - $50/page thereafter: “Oxford Open” announced May 4th $2,800/article ...see later

- **AIP**- Author Select - *Journal of Mathematical Physics, Review of Scientific Instruments, and Chaos: An Interdisciplinary*...
  - : $2,000/article

- **Blackwell**~ ‘Online Open’ – $2,500/article for online; published version cannot be self-archived... see later

- **Springer Choice**- $3,000/article for online
  Note: “surcharges for color, oversized articles, and other factors (in print) may apply” : Published version cannot be self-archived
  ..plus numerous others
Author archiving policy

☐ Is this a way around the OA publishing issue?

☐ Consider the changing flow of scholarly information
Changes in the flow of information- then
(source: OCLC Environmental scan 2003)
Changes in the flow of information - now
(source: OCLC Environmental scan 2003)
Publishers and journals institutional archiving policies classified by the “Romeo” project:

- Data collected on 111 publishers and 8,450 journals so far...
- Full Green – published article can be placed on an open archive after publication
- Pale Green- pre-print of article can be placed on an open archive after publication
- Gray – Neither
Journal author archiving policies
May 2005 ~ 8,450 journals
(source: Romeo project at http://romeo.eprints.org/stats.php)
Journal author archiving policies - May 2005
(Source: Romeo project)

Gray
NFP 38%
Commercial 62%

Pale Green
NFP 23%
Commercial 77%

Green
NFP 20%
Commercial 80%
Journal publisher policies
May 2005 ~ 111 publishers
(source: Romeo project)
What do the events of the past 12 months or so show?

- Commercial versus not-for-profit?
- US versus UK/Europe?
- STM versus Social Sciences versus Humanities?
Trends

- New ways to search for metadata and better search tools are emerging - even if not (yet) for full text
- Competition for submissions increases – a market emerges within the “Author pays” journals for author fees – quality, impact and “value”
- Hybrid business models: Small publishers -> visibility; Large publishers -> hedging and community support.
- Pressure grows for open archiving where funding is short
- Handful of publishers who withdrew from debate and inquiry in order to fulminate, re-engage