

The Publisher's and the Librarian's Challenge

Models, Practices and Products
to Sustain Open Access Publishing

WIFI

Network: IISSBAT

Password: BATw1f1*



The Association of
Learned & Professional
Society Publishers

The Publisher's and the Librarian's Challenge

Models, Practices and Products to Sustain Open Access Publishing

June 14, 2016

Will Schweitzer, Director, Product Development
American Association for the Advancement of Science



The Association of
Learned & Professional
Society Publishers

Science



1. Introductions

2. Housekeeping

3. Set the table

Panel

- **Michael Levine-Clarke**
 - Dean and Director, University of Denver Libraries
 - OA and the library
- **Darla Henderson**
 - Assistant Director, OA Programs, American Chemical Society
 - Mission Sustainability
- **Ian Mulvany**
 - Head of Technology, eLife
 - Creating value through integrations, services and systems

Panel

- **Yvonne Budden**
 - Scholarly Communications Manager, Library, University of Warwick
 - Culture, scale, and local OA management
- **Richard Bennett**
 - Commercial Director, Hindawi
 - Administrative burden and compliance
- **Roy Kaufman**
 - Managing Director, New Ventures, Copyright Clearance Center
 - Leveraging OA content to create new revenue opportunities

Panel

- David Ross
 - Executive Director, Open Access, SAGE Publications
 - Experimenting, incubation, and path to profitability

Seminar structure

- Discuss open access from multiple perspectives
- Actionable insights
- Rejoinders
- We'll leave plenty of time for Q&A

Housekeeping

- No planned fire alarm tests
 - If you hear a loud, continuous siren, evacuate through the nearest fire exit marked with a green route sign. Please make your way to the Temple Garden in front of the building and await instruction.
- There are places to charge your devices around the room and near registration
- Tea, Coffee, and Lunch will be served near registration
- Restrooms are located through the double doors just off the main hall

Housekeeping

- Smoking is permitted on the balconies but please close the doors behind you
- We're making audio and video recordings of this seminar. The focus will be on the speakers and their presentations but please let the ALPSP team know if you have any concerns or questions.
 - Please wait for a microphone and introduce yourself before asking a question

Housekeeping

- There will be a feedback questionnaire. Please fill it out.
- **Guidelines for discussion and speakers**
 - All comments and criticisms regarding third parties should be avoided where possible in favor of making anonymized general comments. Please use appropriate language.
 - As there's a variety of perspectives and opinions, there will be disagreement
 - **Be kind**

3. Setting the table



My bias

- I'm an open access supporter
- I work for a non-profit society that's recently launched an OA journal
- I'm responsible for revenue generation
- We need more data on the impacts of open access, particularly on the scientific research enterprise

Marketplace

- Open access revenue is growing but the landscape is becoming increasingly competitive
- Amount of OA content published steadily increasing but the number of new entrants has dramatically slowed
- Awareness and interest in OA is greater than ever but many institutions and funders are reconsidering their mandates and policies

Marketplace

\$33.7
Billion

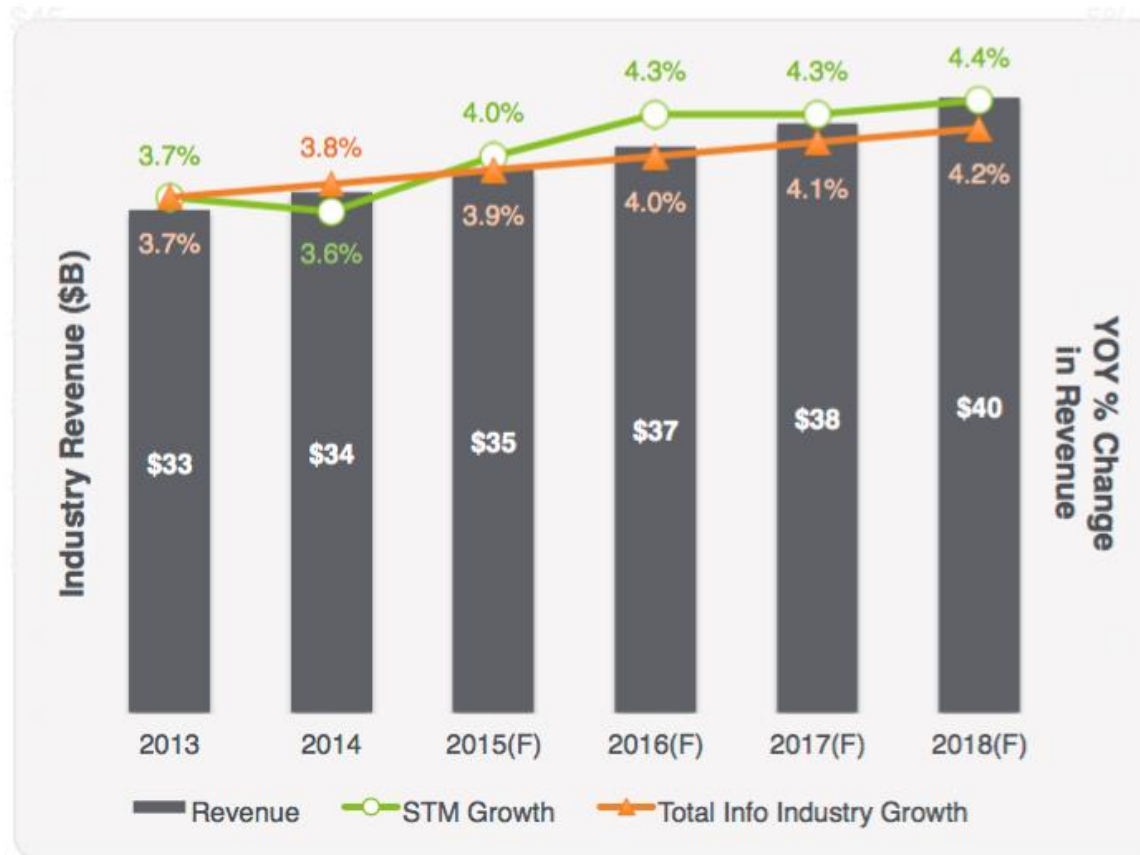
Scientific, Technical,
Medical & Geophysical

SIZE OF THE TOTAL
GLOBAL MARKET
2014

4.4%

Scientific, Technical,
Medical & Geophysical

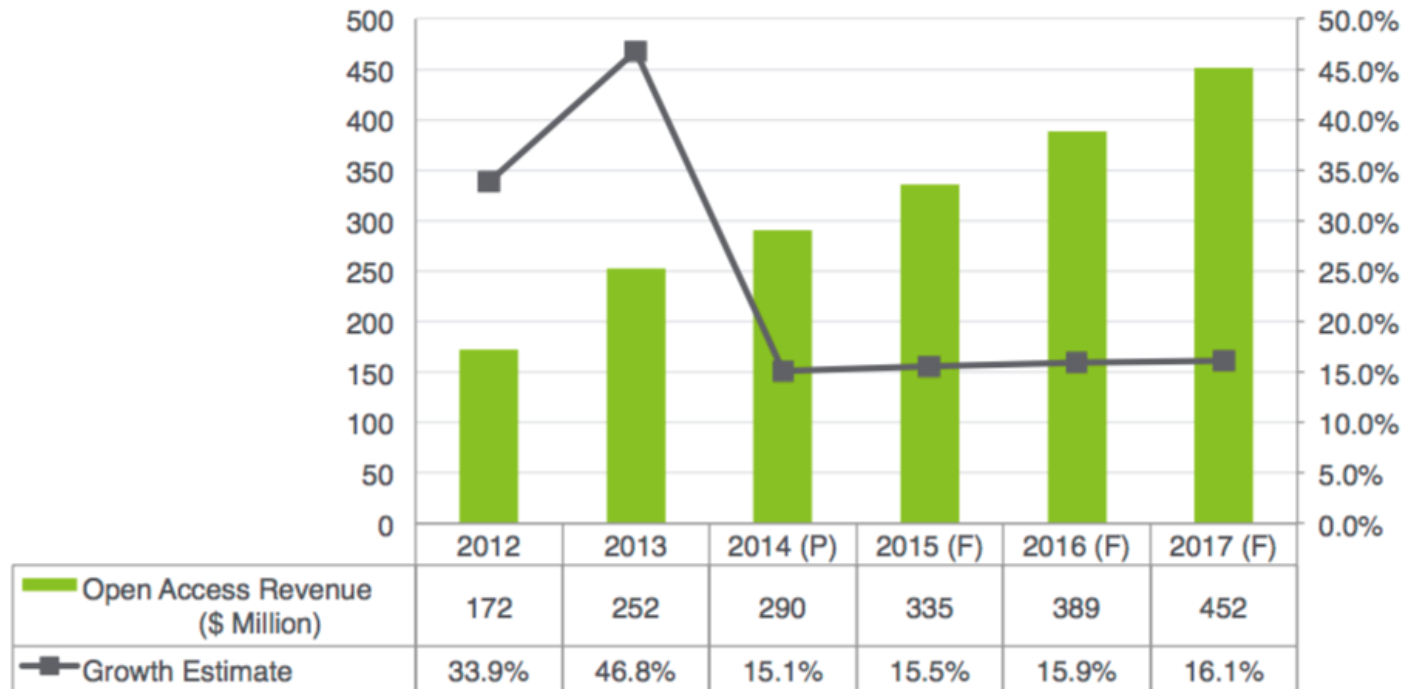
SHARE OF THE TOTAL
\$766.5 BILLION
INFORMATION INDUSTRY
2014



Source: Outsell's Information Industry Database

Marketplace

Figure 1. Open Access Market Revenue Forecast and Growth, 2012-17



Source: Outsell's Information Industry Database

Marketplace

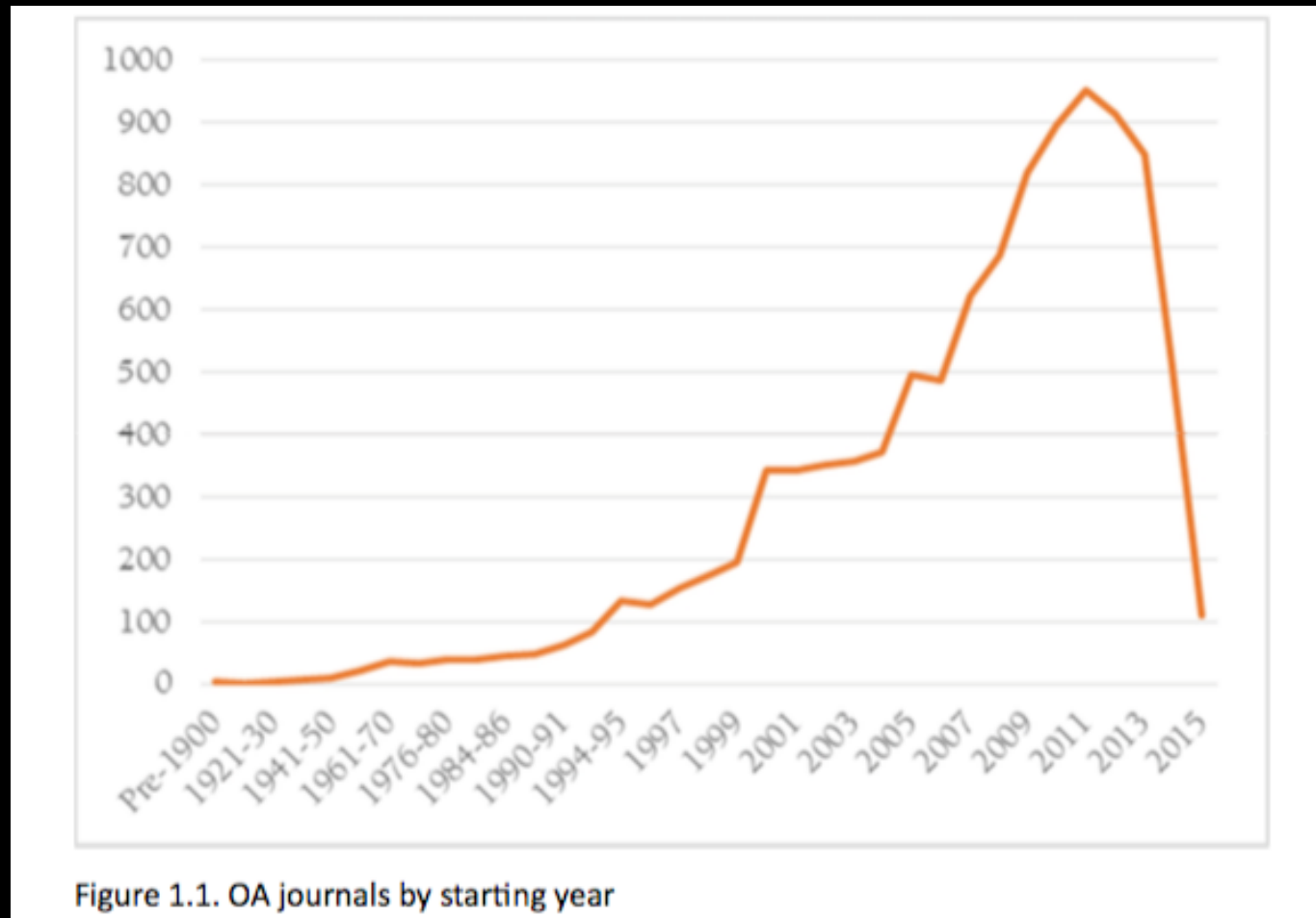


Figure 1.1. OA journals by starting year

Crawford, Walt (ORCID 0000-0002-4815-1997), *Gold Open Access Journals 2011-2015*, Livermore, CA: 2016.



Publisher's perspective

- OA programs will require subsidies
 - Often require a sizable initial investment
 - Publishers need clear success metrics and defined payback period
 - Exit strategies are critical
 - Work hard to set appropriate quality levels and control unit or non-scalable costs (staffing)
- How will you define success?

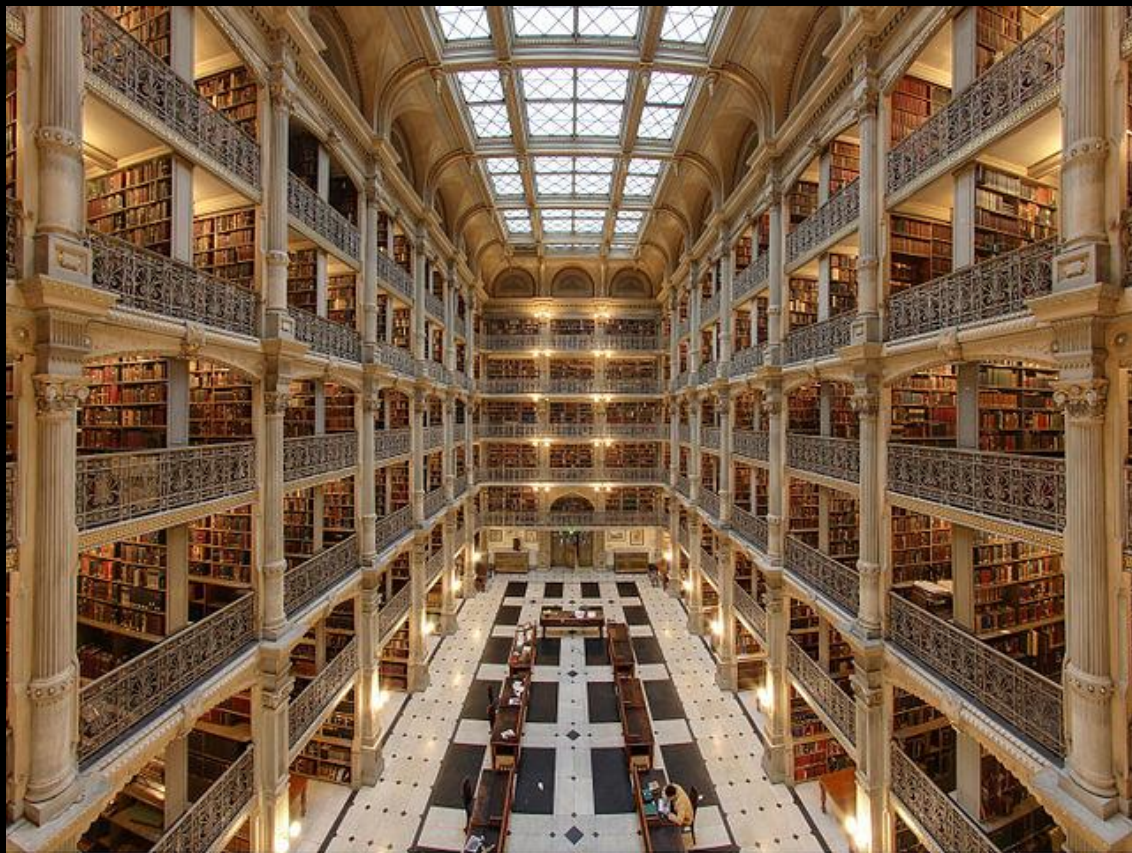
Publisher's perspective

- Think differently
 - APCs are not subscriptions. They don't renew at a high-rate
 - Double dipping
 - Author loyalty doesn't exist
 - B2C is a vastly different world
 - Value propositions and product positioning are critical

Publisher's perspective

- Successful models
 - If you look at individual titles, rather than a portfolio, there's two
 - High volume, low APC
 - Low volume, high APC
 - There's a lot of experimentation
 - Watch our colleagues closely

Questions?



By Matthew Petroff (Own work) [CC BY-SA 3.0], via Wikimedia Commons



© Jorge Royan / <http://www.royan.com.ar>, via Wikimedia Commons