Price Transparency
One Librarian’s Prolepsis

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ALPSP Webinar: Plan S Price Transparency: Publisher Progress, Customer Prolepsis
My experience and context

- Electronic resources licensing and acquisitions
- Discovery and access technology
- Ballooning journals expenditures and Big Deals
- Cuts to library materials budgets

Usage data and eResources assessment
Not an OA expert, but...

- Green, Gold, Bronze, Diamond (Platinum)
- Preprint repositories, IRs
- Fully Open journals; Hybrid journals
- SCOAP3; Knowledge Unlatched
- Read & Publish; Subscribe to Open; Plan-S
- Faculty requests for APC assistance
A lot for a librarian to like

- No embargo for Open Access
- Metadata to indicate Open Access
- Inclusion in DOAJ
- Preserved in LOCKSS/CLOCKSS
- Use DOIs
- Machine-readable full text for TDM
- Links to external data and code

Details about publishing costs openly available
Price transparency: IDs, cost, and usage

- Identifiers
- Subscription List Price (Low / High)
- APC fees (Low / High / Waiver)
- COUNTER 5 formatted data (global)
- Discipline IDs
Price transparency: Article processing metrics

- Research articles published
- Acceptance / rejection rate
- Number of reviews
- Average time for review, acceptance, publication
APC cost baskets

% Community development
% First submission decision
% Peer review
% Acceptance related services
% Post publication services
% Platform development and support
% Sales and marketing
% Author and customer support
**Selected transparency framework data**

<table>
<thead>
<tr>
<th>issn_publication-format_print</th>
<th>counter5_unique-item-requests</th>
</tr>
</thead>
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<tr>
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<td>counter5_total-item-requests</td>
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<td>desk-rejection-rate</td>
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<td>issue-publication-frequency</td>
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<td>median-number-reviews</td>
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<td>apc-list-price_range-high</td>
<td>median-time-submission-to-first-decision</td>
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<td>median-time-peer-review</td>
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<td>subscription-list-price_range-high</td>
<td>median-time-acceptance-to-publication</td>
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<td>price-breakdown_journal-community-development</td>
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<td>price-breakdown_submission-first-decision</td>
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<td>price-breakdown_services-post-publication</td>
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<td>price-breakdown_platform-development-support</td>
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<td>price-breakdown_sales-marketing</td>
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<td></td>
<td>price-breakdown_author-customer-support</td>
</tr>
</tbody>
</table>
Data daydreams

- What would I do with the data?
- How would I want it formatted and delivered?
### Imaginary report: Journal identifiers

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
<th>ISSN</th>
<th>DOI</th>
<th>Proprietary ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal A</td>
<td>Good Info Inc.</td>
<td>1234-5678</td>
<td>10.1234/1.123456</td>
<td>GIJA</td>
</tr>
<tr>
<td>Journal B</td>
<td>Good Info Inc.</td>
<td>1234-5679</td>
<td>10.1234/1.123457</td>
<td>GIJB</td>
</tr>
<tr>
<td>Journal C</td>
<td>Good Info Inc.</td>
<td>1234-5680</td>
<td>10.1234/1.123458</td>
<td>GIJC</td>
</tr>
</tbody>
</table>

- Match Plan S data to invoices, COUNTER, KBART, ERM*s... 
- Consistency across all outputs is key! 
- More IDs are better!
Imaginary report: Discipline IDs

<table>
<thead>
<tr>
<th>Title</th>
<th>Discipline area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal A</td>
<td>5.4</td>
</tr>
<tr>
<td>Journal B</td>
<td>6.2</td>
</tr>
<tr>
<td>Journal C</td>
<td>1.3</td>
</tr>
</tbody>
</table>

- Consistent discipline IDs across all publishers!
- Analyze usage and cost per discipline
- Average list price per discipline
- Trends for APC price per discipline
- Align titles with Classification of Instructional Programs (CIP)
- Compare spend and usage with program enrollment
### Imaginary report: price and APC ranges

<table>
<thead>
<tr>
<th>Title</th>
<th>List Price (Low)</th>
<th>List Price (High)</th>
<th>List Price AAU Average</th>
<th>APC (Low)</th>
<th>APC (High)</th>
<th>Access Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal A</td>
<td>$300</td>
<td>$900</td>
<td>$550</td>
<td>$700</td>
<td>$2,000</td>
<td>Controlled</td>
</tr>
<tr>
<td>Journal B</td>
<td>$350</td>
<td>$970</td>
<td>$600</td>
<td>$700</td>
<td>$2,000</td>
<td>Controlled</td>
</tr>
<tr>
<td>Journal C</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$500</td>
<td>$1,500</td>
<td>Open</td>
</tr>
</tbody>
</table>

- Easy to understand List price and APC price information.
- Compare invoiced price with estimated list price.
- Infer Cost Per Use for ad “Access only” journals.
Inferred Cost Per Use (CPU)

AAU List price ÷ COUNTER Unique Item Requests

- Database model packages with one-line invoices
- Access-only titles charged on a Collection Fee
- Adjust AAU list price to fit your institution
- Apply to all titles for the sake of comparison
Inferred Cost Per Use (CPU)

AAU List price ÷ COUNTER Unique Item Requests

- Database model packages with one-line invoices
- Access-only titles charged on a Collection Fee
- Adjust AAU list price to fit your institution
- Apply to all titles for the sake of comparison
### Imaginary report: Global usage data

<table>
<thead>
<tr>
<th>Title</th>
<th>Total Item Request (Global)</th>
<th>Unique Item Request (Global)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal A</td>
<td>130,000</td>
<td>100,500</td>
</tr>
<tr>
<td>Journal B</td>
<td>155,000</td>
<td>102,500</td>
</tr>
<tr>
<td>Journal C</td>
<td>170,000</td>
<td>145,000</td>
</tr>
</tbody>
</table>

- World-wide usage, gathered in compliance with COUNTER R5 Code of Practice
- Compare local usage pattern with global
- Calculate global Cost Per Use per title
- Infer Use Per Cost for Open Access journals
Inferred Open Access Use Per Cost

Global COUNTER Unique Item Requests ÷ (APC Fee x number of APCs paid by institution)

• No price for Open Access
• Assess the impact of institutional contribution to OA journals
• Formula could be refined by incorporating Average Articles per Issue and Number of Issues per Year
Imaginary report: Institution specific data

<table>
<thead>
<tr>
<th>Title</th>
<th>Institution Subscription Price (Institution)</th>
<th>APC Fees Paid (Total for Institution)</th>
<th>APC Fees Paid (Count for Institution)</th>
<th>Total Item Request (Institution)</th>
<th>Unique Item Request (Institution)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal A</td>
<td>$500</td>
<td>$1,500</td>
<td>1</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td>Journal B</td>
<td>$-</td>
<td>$6,000</td>
<td>4</td>
<td>65</td>
<td>50</td>
</tr>
<tr>
<td>Journal C</td>
<td>$0</td>
<td>$1,500</td>
<td>1</td>
<td>80</td>
<td>63</td>
</tr>
</tbody>
</table>

Institutional data is needed for many of desired the calculations
Delivering the data

- Create data dashboards and request forms
- Output as .tsv and .xlsx
- Offer APIs to deliver machine-readable outputs (i.e. JSON)
- Model existing standards (i.e. COUNTER, NISO KBART)

Include institutional-level data on request.
<table>
<thead>
<tr>
<th>Publisher</th>
<th>Title Count</th>
<th>Articles (Estimate)</th>
<th>Unique Item Requests</th>
<th>OA Unique Item Requests</th>
<th>APCs Funded</th>
<th>Subscription Spend</th>
<th>APC Spend</th>
<th>Total Spend</th>
<th>Cost Per Use</th>
<th>Use per Dollar Spent</th>
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</thead>
<tbody>
<tr>
<td>Publisher A</td>
<td>252</td>
<td>1260</td>
<td>8,020</td>
<td>1,043</td>
<td>5</td>
<td>$ 20,000</td>
<td>$ 5,000</td>
<td>$ 25,000</td>
<td>$ 3.12</td>
<td>0.321</td>
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<tr>
<td>Publisher B</td>
<td>73</td>
<td>73</td>
<td>11,146</td>
<td>780</td>
<td>1</td>
<td>$ 35,000</td>
<td>$ 800</td>
<td>$ 35,800</td>
<td>$ 3.21</td>
<td>0.311</td>
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<tr>
<td>Publisher C</td>
<td>25</td>
<td>0</td>
<td>2,429</td>
<td>146</td>
<td>0</td>
<td>$ 17,000</td>
<td>$ -</td>
<td>$ 17,000</td>
<td>$ 7.00</td>
<td>0.143</td>
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<tr>
<td>Publisher D</td>
<td>157</td>
<td>471</td>
<td>3,667</td>
<td>257</td>
<td>3</td>
<td>$ 55,000</td>
<td>$ 1,500</td>
<td>$ 56,500</td>
<td>$ 15.41</td>
<td>0.065</td>
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<tr>
<td>Publisher E</td>
<td>2548</td>
<td>17836</td>
<td>434,783</td>
<td>34,783</td>
<td>7</td>
<td>$ 1,000,000</td>
<td>$ 17,500</td>
<td>$ 1,017,500</td>
<td>$ 2.34</td>
<td>0.427</td>
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<tr>
<td>Publisher F</td>
<td>1503</td>
<td>0</td>
<td>44,283</td>
<td>1,771</td>
<td>0</td>
<td>$ 800,000</td>
<td>$ -</td>
<td>$ 800,000</td>
<td>$ 18.07</td>
<td>0.055</td>
</tr>
<tr>
<td>Publisher G</td>
<td>750</td>
<td>750</td>
<td>12,036</td>
<td>3,009</td>
<td>1</td>
<td>$ 120,000</td>
<td>$ 750</td>
<td>$ 120,750</td>
<td>$ 10.03</td>
<td>0.100</td>
</tr>
</tbody>
</table>
Selected Discipline: Engineering

Data Level: Publisher

- CIP: 14
- OECD FORD: 2
- Enrollment: 4,792
- Subscribed Journals: 734
- Subscription spend: $286,580.00
- APC spend: $25,550
- Grants Awarded: $4,750,500
The future is open

- Cost Per Use decreased importance
- Assessing service delivered per APC increasingly important
- Determining value of OA content increasingly important
- Still need to build and assess collections
- Still need to maintain channels of communication and relationships with publishers
Tools for assessing APC and service

- APC Range Low / High / Waiver
- Acceptance Rate and Number of Reviewers
- Global COUNTER 5 Item Requests
- Price breakdowns for fees
Lively dialogue about OA & Plan S


Thank You!

Questions?
Recent readings


