



Scholarly publishing in transition

Colleen Campbell

Open Access 2020 Initiative · Max Planck Digital Library

AMICAL OA Week

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@oa2020ini

Scholarly communication is part of the research process



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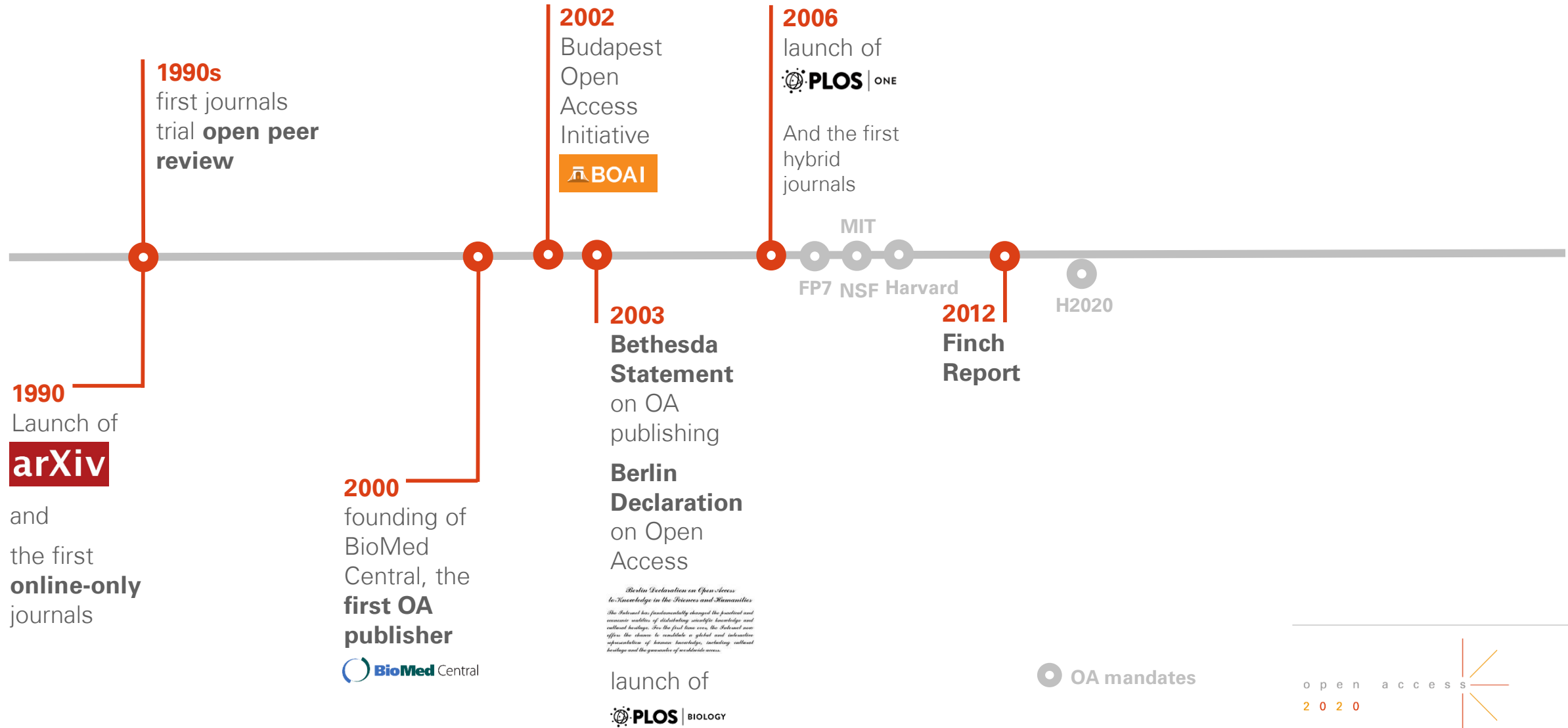
The Max Planck Society and Open Access

- Max Planck Society for the Advancement of Science
- Initiator of the Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities
- 15.000 research papers a year
- MPDL White Paper „Disrupting the subscription journals’ business model for the necessary large-scale transformation to open access”
- Open Access 2020 and ESAC Initiatives



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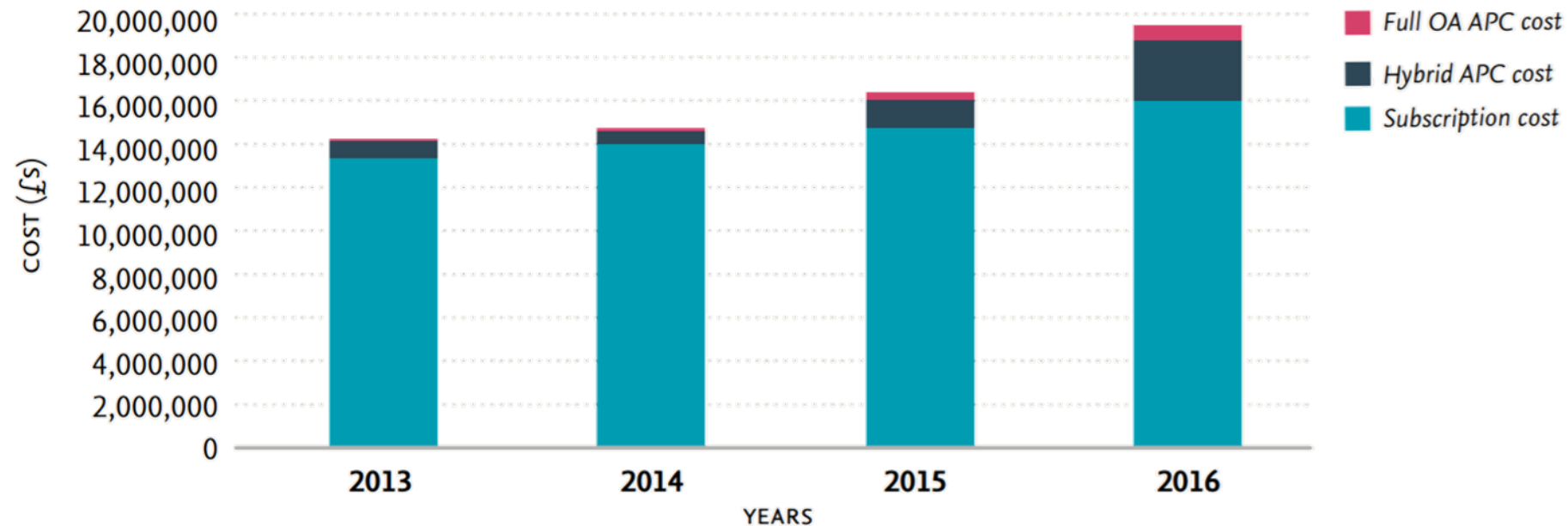
The recent history of open scholarly communication



Tensions at play

Author-facing APCs on top of library subscriptions

Figure 4.3 – Total subscription and APC expenditure, 2016*



* in £s, 10 institutions: Cranfield University, King's College London, Queen Mary University of London, Royal Holloway – University of London, Swansea University, University of Birmingham, University of Cambridge, University of Glasgow, University of Liverpool, University of Sussex; and 7 publishers: Elsevier, Wiley, Springer, Taylor & Francis, Sage, Institute of Physics, Royal Society of Chemistry

Source **Monitoring the transition to Open Access (2017)**

<https://www.universitiesuk.ac.uk/sites/default/files/uploads/Reports/monitoring-transition-open-access-2017.pdf>

Tensions at play

Author-facing APCs on top of library subscriptions

Journal subscription market

Lack of price transparency

The same publishers negotiate subscription agreements with many different customers and demand non-disclosure clauses; difficult to benchmark individual pricing.

No market pressure to control pricing in the old subscription system

Subscriptions paid in lump sums for “Big Deals” and prices are largely based on historical expenditure of print subscriptions and differ for each customer—the only commonality is the ~3-5% annual price increase.

Parallel open access publishing market

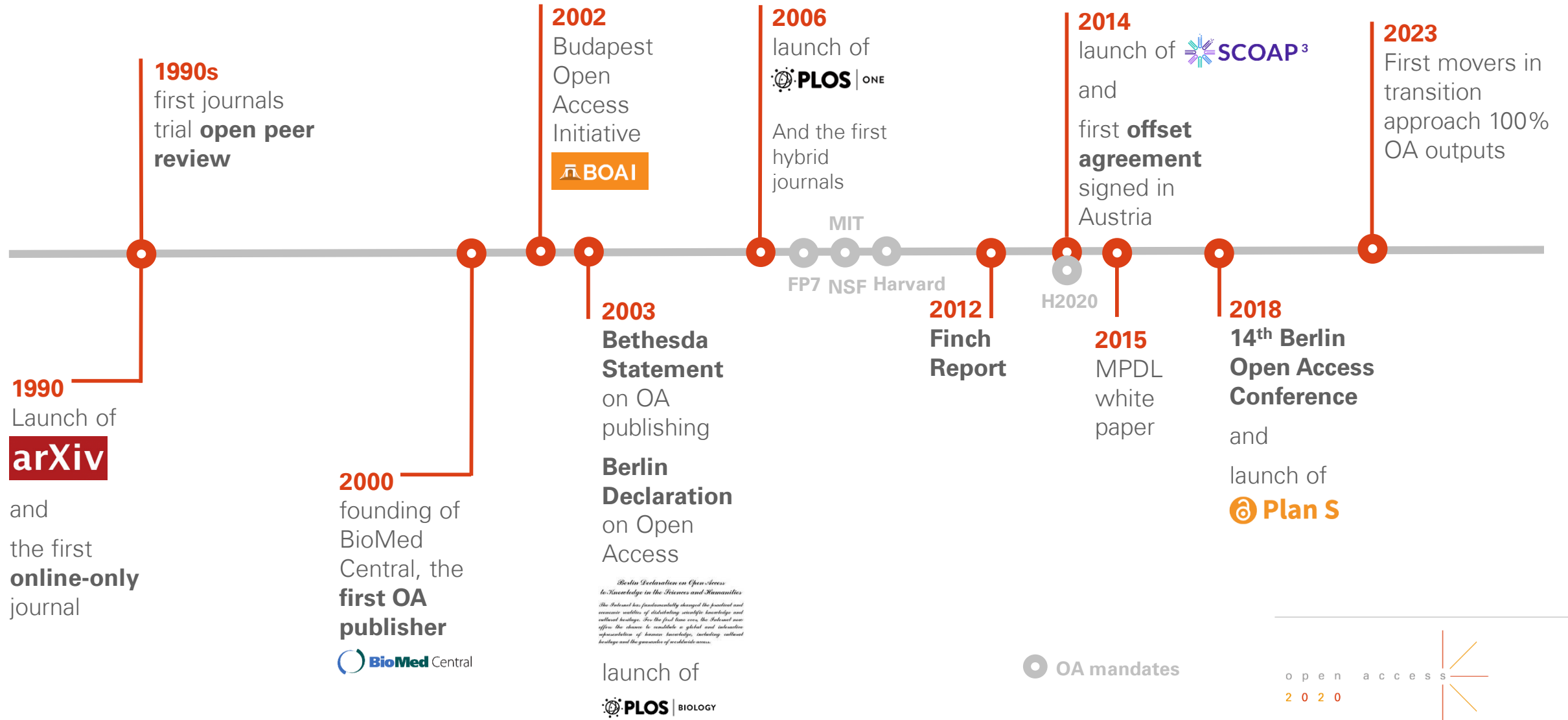
Duplicate revenue stream of ‘hybrid’ publishing as open access grows

Publishers offer the opportunity to publish articles open access in subscription journals for a fee → “double dipping”.

Author-facing open access publishing fees hidden from oversight

As fully open access journals grow in quality and reputation, they attract authors, creating a growing market without central, institutional oversight.

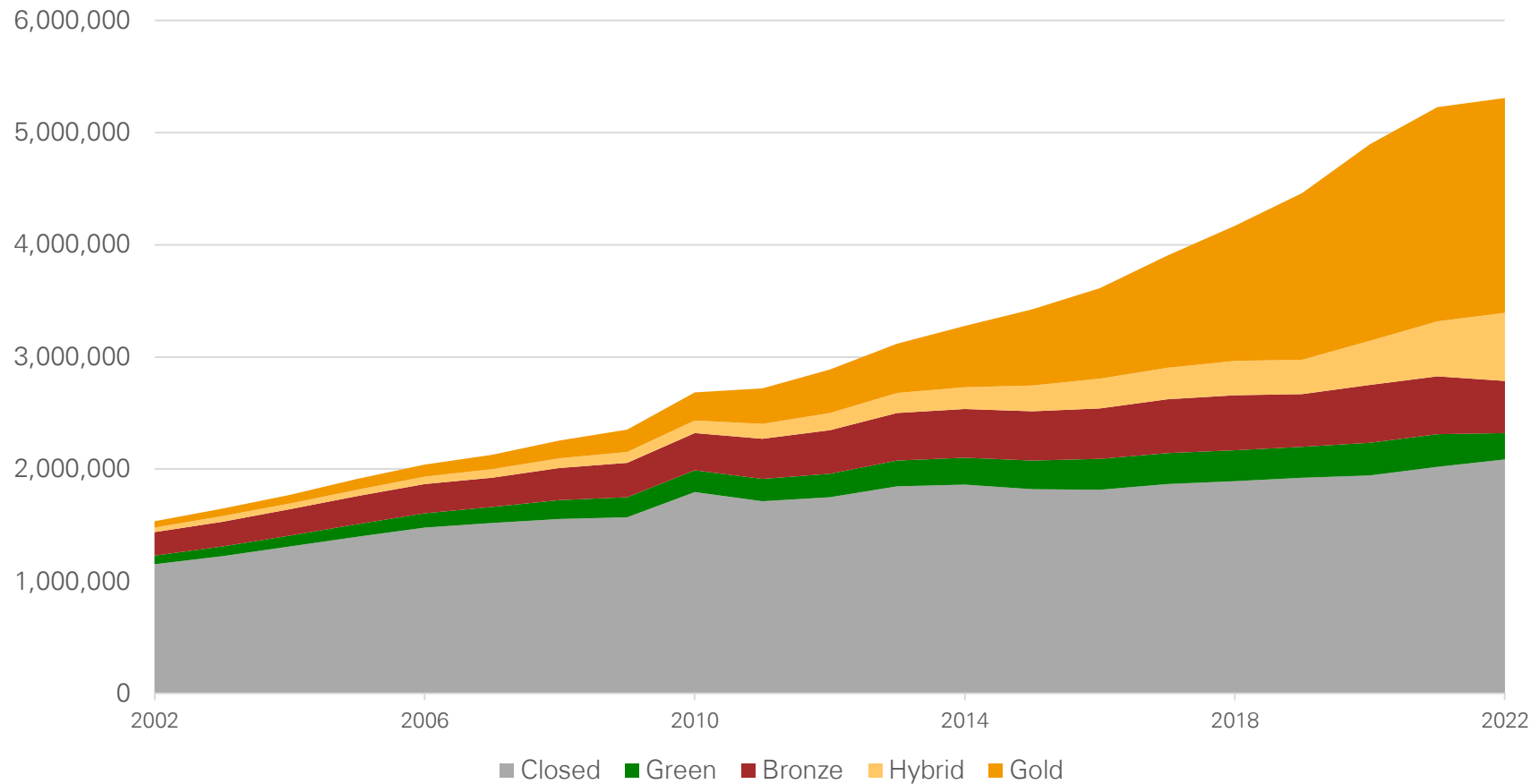
The recent history of open scholarly communication



An increasingly open paradigm in scholarly publishing

The scholarly publishing environment

Constant growth in research and its outputs



Research outputs grew continuously and the total number tripled since 2002. OA became the predominant model in around 2018

In 2022 **~45% of all scholarly articles** were published as paid-for open access

Mid-term growth is likely to be 14%-15% in both volume and value

Sources

Dimensions

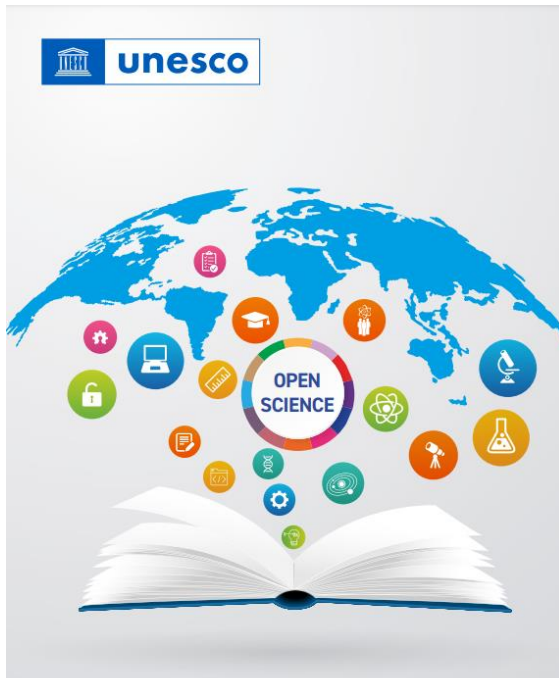
Data paper by the MPDL Big Data Analytics Group. DOI [10.17617/2.3361428](https://doi.org/10.17617/2.3361428)

Delta Think Market Sizing Report

<https://deltathink.com/news-views-open-access-market-sizing-update-2022>



Orient investments toward the future



**UNESCO Recommendation
on Open Science**



Designing, implementing and monitoring funding and **investment policies and strategies for science based on the core values and principles of open science**. The costs associated with operationalization of open science relate to the support of open science research, publishing, data and coding practices, the development and adoption of open science infrastructures and services, capacity building of all actors and innovative, highly collaborative and participatory approaches to the scientific enterprise.

Source UNESCO Recommendation on Open Science
<https://unesdoc.unesco.org/ark:/48223/pf0000379949.locale=en>

Transformative agreements

A framework to manage the transition

Final statement

14th Berlin Open Access Conference



- We are all committed to authors retaining their copyrights,
- We are all committed to complete and immediate open access,
- We are all committed to accelerating the progress of open access through **transformative agreements** that are temporary and transitional, with a shift to full open access within a very few years.
These agreements should, at least initially, be cost-neutral, with the expectation that economic adjustments will follow as the markets transform.

Publishers are expected to work with all members of the global research community to effect complete and immediate open access according to this statement.

Source **B14 final statement (2018)**

OA2020 website <https://oa2020.org/b14-conference/final-statement/>

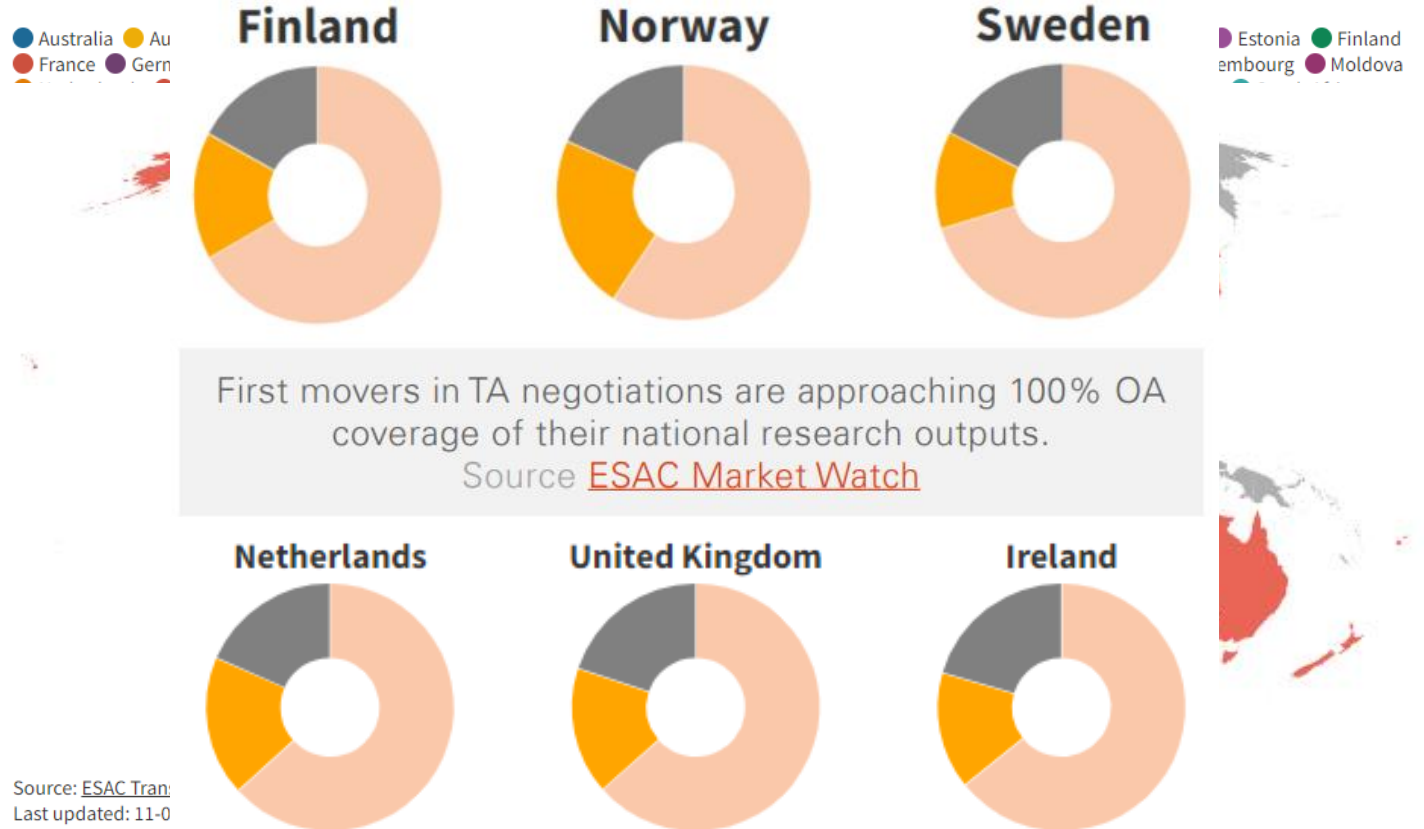
Transformative agreements

A framework to manage the transition

TAs alleviate the tensions of the subscription-based system

TAs are the most scalable open access strategy

TAs are a well tested, forward-looking transition mechanism



Read more in **B16 Key Insights and Final Statement**
<https://oa2020.org/wp-content/uploads/B16-conference-report.pdf>

Electronic resource budgets become OA publishing funds

Dutch universities nearing 100% open access outputs

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Dutch universities set sights on 100% open access

By Krijn Soeteman in Amsterdam

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Institutions call for proactive government support to remove final barriers to open publishing

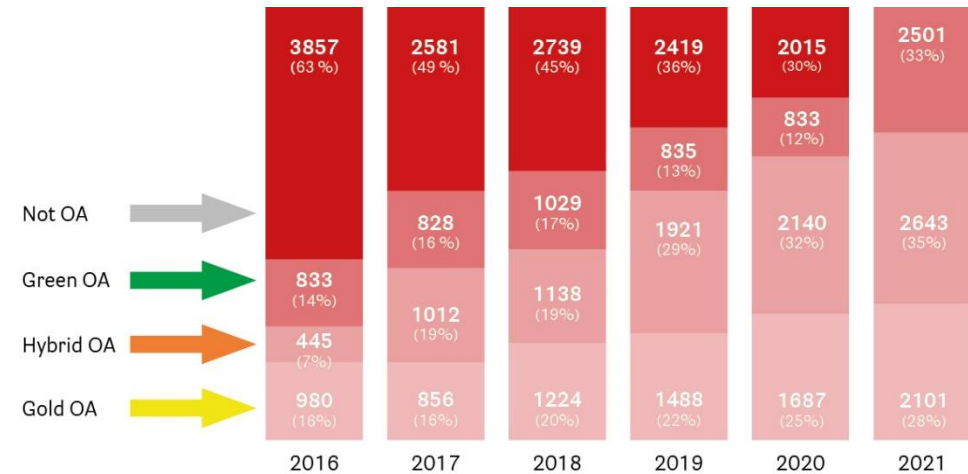
The proportion of academic articles in the Netherlands that were published open access rose to 89 per cent in 2022, up from 82 per cent in 2021, according to a survey by the UNL association of universities.

Source **Research Professional News**

<https://www.researchprofessionalnews.com/rr-news-europe-netherlands-2023-9-dutch-universities-set-sights-on-100-open-access/>

Almost 100% open access achieved at the UG/UMCG

30 June 2022



Source **University of Groningen**

<https://www.rug.nl/news/2022/06/steep-rise-of-open-access-uptake-at-the-ug-umcg>

See also: **You share, we take care!**

<https://www.openaccess.nl/en/in-the-netherlands/you-share-we-take-care>



The ESAC Initiative

How we implement transformative agreements



An open community of information professionals dedicated to putting the vision of open access to research into practice.

Focuses on:

- **Optimizing open access publishing workflows**
for authors and libraries
- **Promoting standards and good practice**
related to data exchange and analysis
- **Increasing transparency**
around the market conditions in scholarly publishing
- **Sharing experience and insights**
to make our publisher negotiations more impactful
- **Building capacity in libraries and consortia**
to prepare for a fully open access paradigm

Source **ESAC Initiative website**

<https://esac-initiative.org/>

New challenges with each step forward

Cost distribution

- Investment levels need to change in line with focus on publishing
- Library consortia and multi-payer models ease the transition

Participation

- How to integrate investment of beneficiaries of open access in the non-academic sector
- How to ensure non-affiliated authors are supported

Complexity

- Challenge of informing and aligning different actors
- Challenge of adapting to change

Read more in **B16 Key Insights and Final Statement**

<https://oa2020.org/wp-content/uploads/B16-conference-report.pdf>

Opportunities generated with a focus on open

Transparency

- Gain oversight of total costs and insight into pricing
- Prompts healthy competition, driving innovation

Equity

- Eliminate author-facing APCs, support authors, even those who lack funds
- Scholarly communication is part of the research process: research funders and institutions should enable it

Alignment

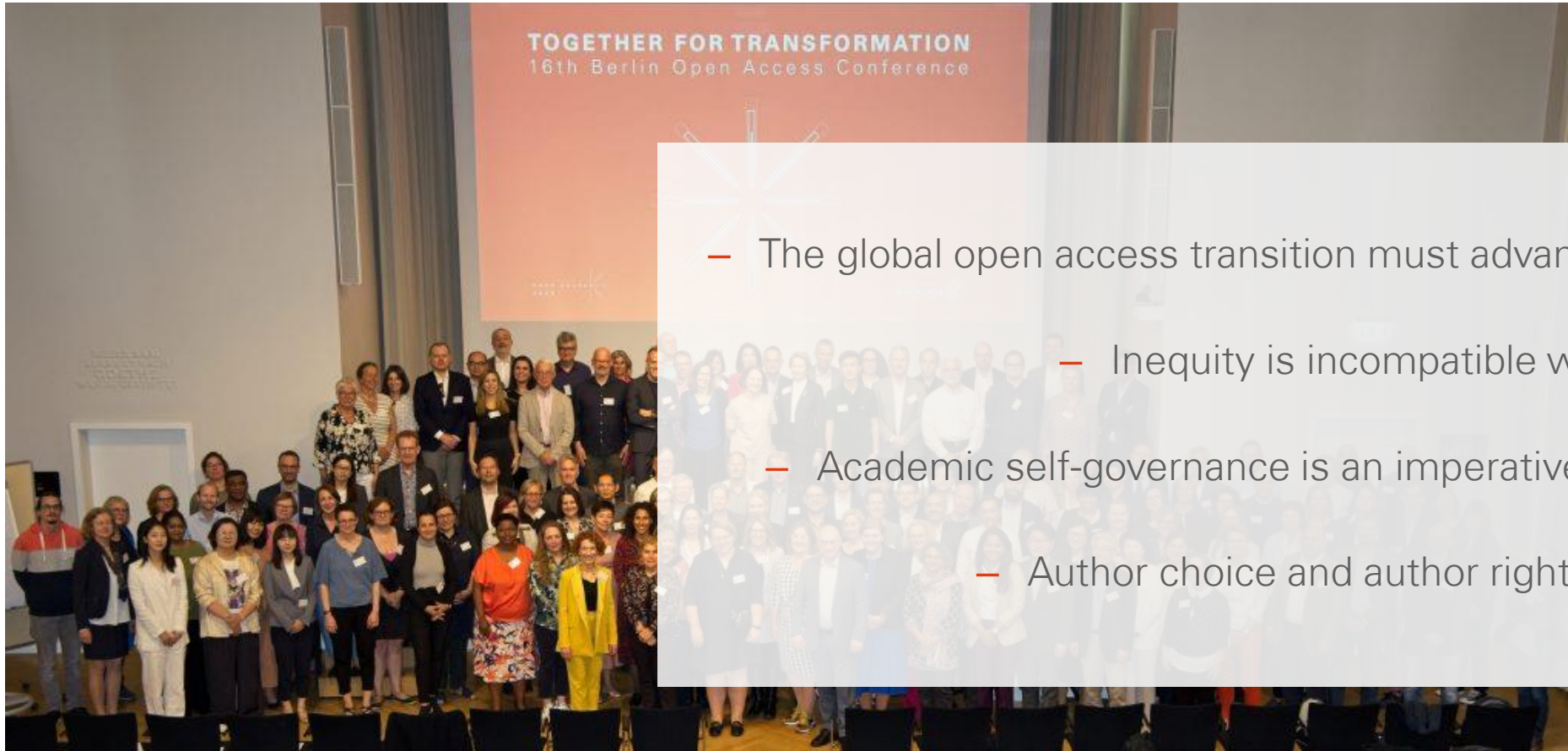
- Alleviate administrative burden, negotiate better conditions, support university objectives
- Library becomes a fulcrum for researchers and faculty, administration, grant funders

Read more in **B16 Key Insights and Final Statement**

<https://oa2020.org/wp-content/uploads/B16-conference-report.pdf>

Latest insights

16th Berlin Open Access Conference



Final Statement

- The global open access transition must advance at a far greater pace.
- Inequity is incompatible with scholarly publishing.
- Academic self-governance is an imperative in scholarly publishing.
- Author choice and author rights must be fully enabled.

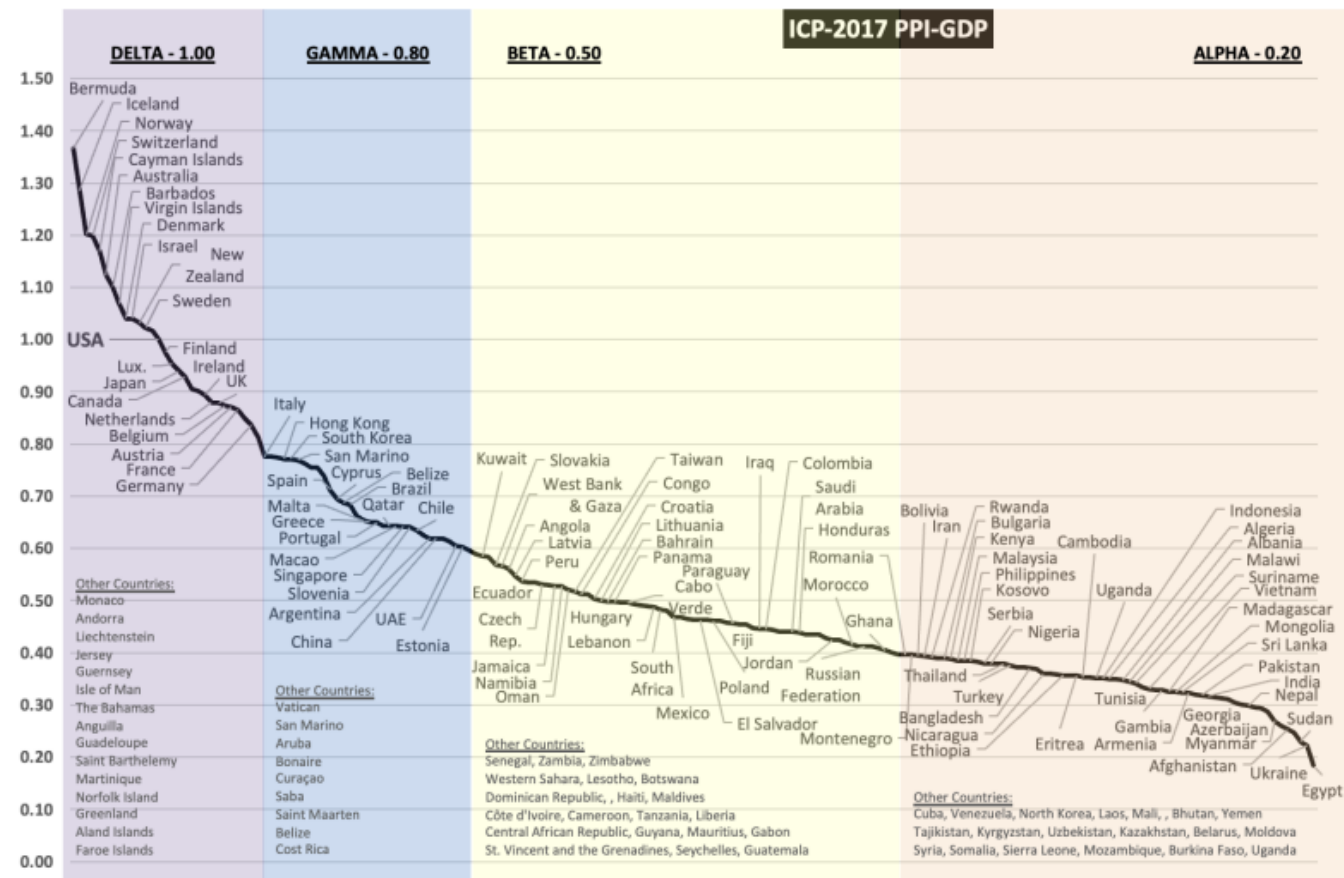
Read more in **B16 Final Statement (2023)**

<https://oa2020.org/wp-content/uploads/B16-conference-report.pdf>

Fair Global Pricing: consultation



The Information Power team have developed a **fairer global pricing framework** and **tool**, based on open and transparent data, that can be used across the spectrum of publishing business models. Information Power emphasizes the need for close dialogue between stakeholders and careful use of the tool to ensure the framework is deployed in ways that work well for customers and advance equity.



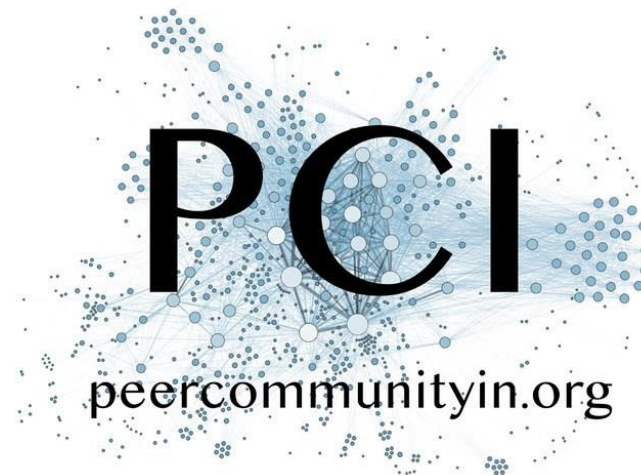
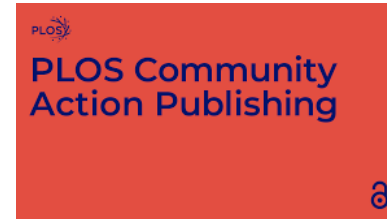
Fair Global Pricing: consultation

<https://www.coalition-s.org/fair-global-pricing-consultation/>



The open access transition is a time of innovation and experimentation

oa switchboard





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Thank you!

Colleen Campbell

Open Access 2020 Initiative · Max Planck Digital Library



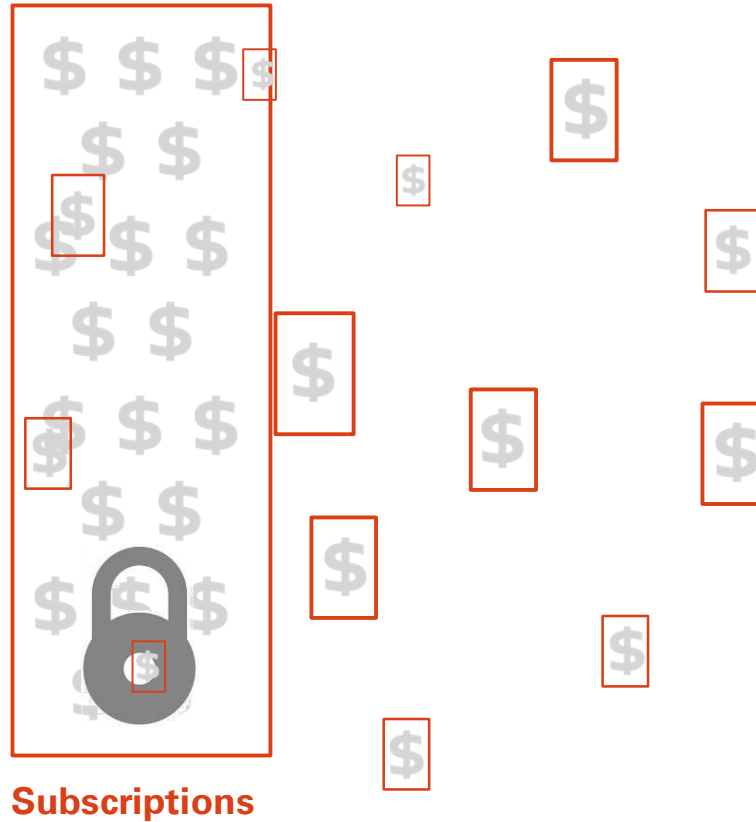
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Transformative agreements

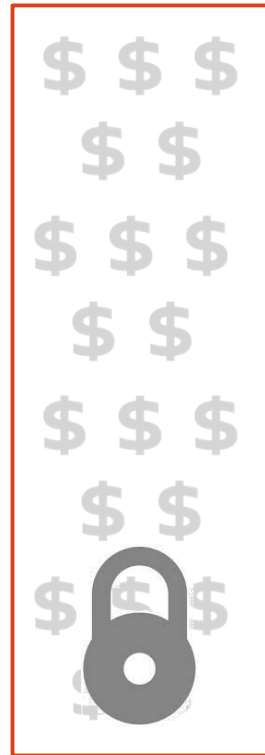
How they work



At the start of the digital transition, individual print journal subscriptions became Big Deal online subscriptions

Transformative agreements

How they work



Subscriptions

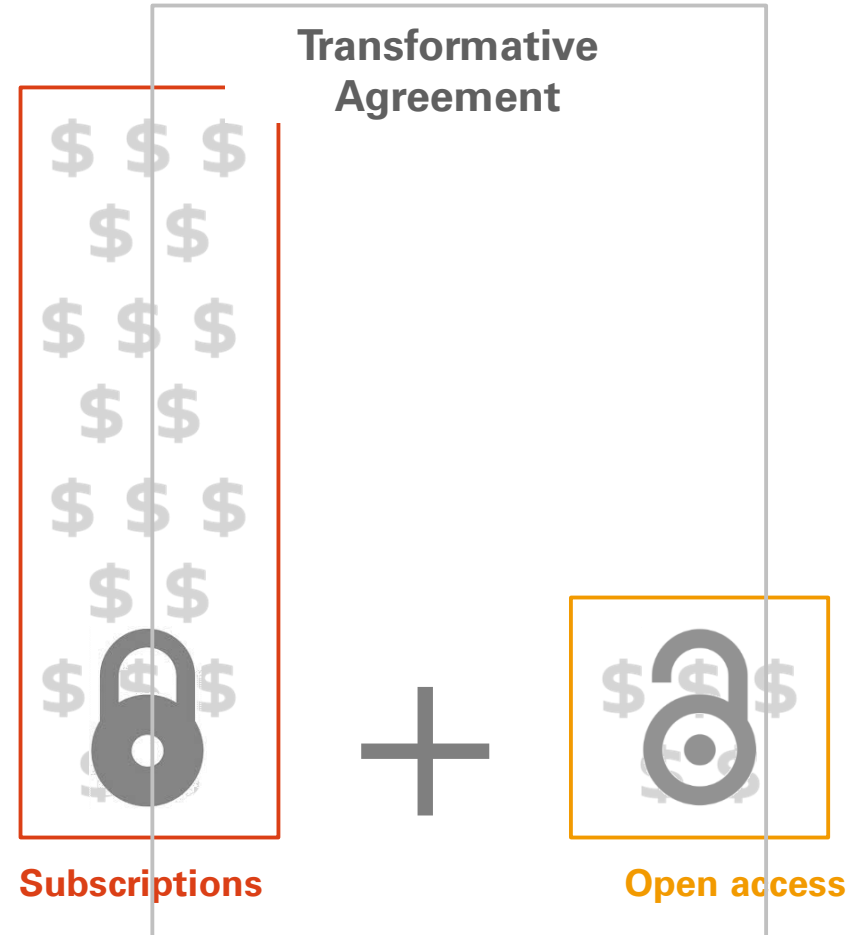


Open access

With the call for open access, hybrid publishing created a second, unmonitored revenue stream for publishers
= double dipping

Transformative agreements

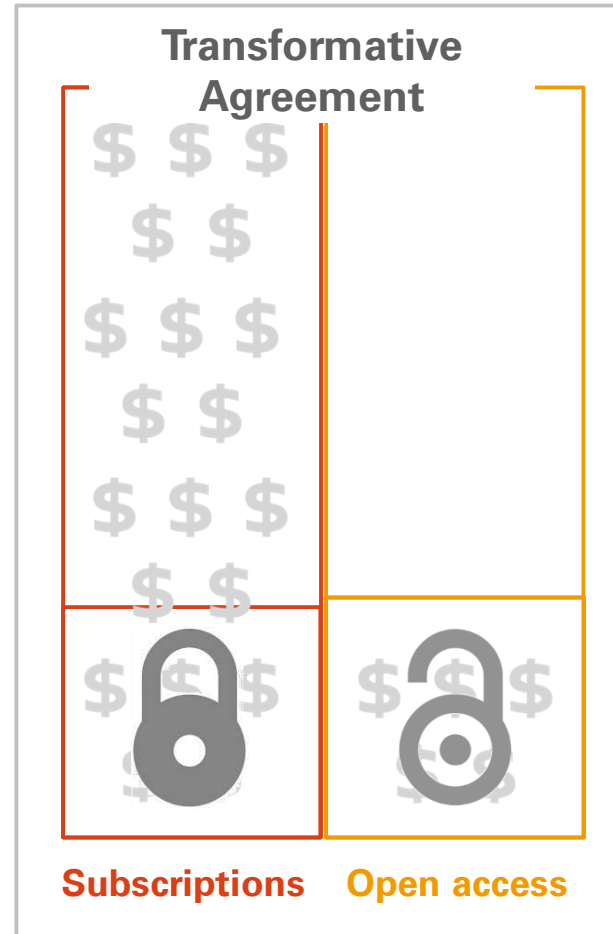
How they work



Transformative agreements **bring all costs under the oversight** and control of a centrally negotiated agreement

Transformative agreements

How they work



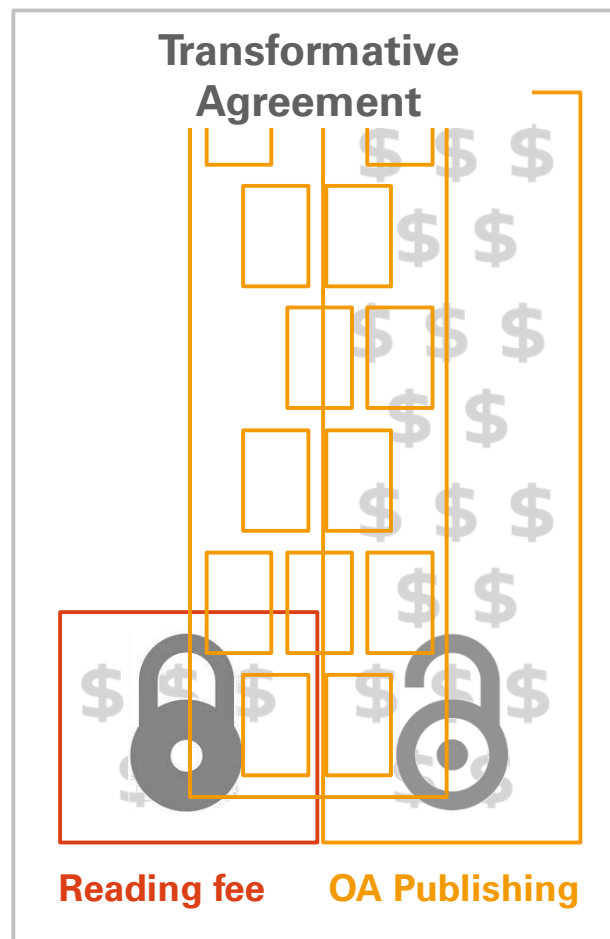
Former subscription fees are repurposed to cover open access publishing services (and reading access still needed)

Transformative agreements

How they work

Publication Fee

Reading Fee

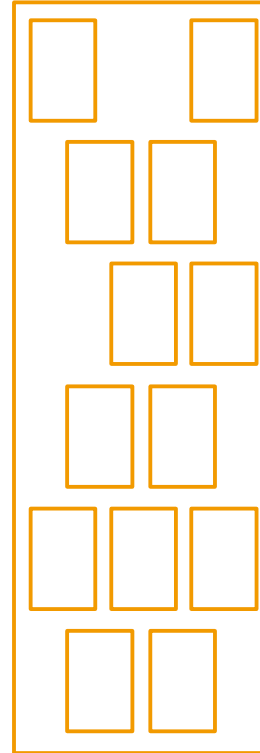


TAs provide a **framework** for institutions **to re-orient their financial streams, processes and workflows** around open access

Transformative agreements

How they work

Publication Fee

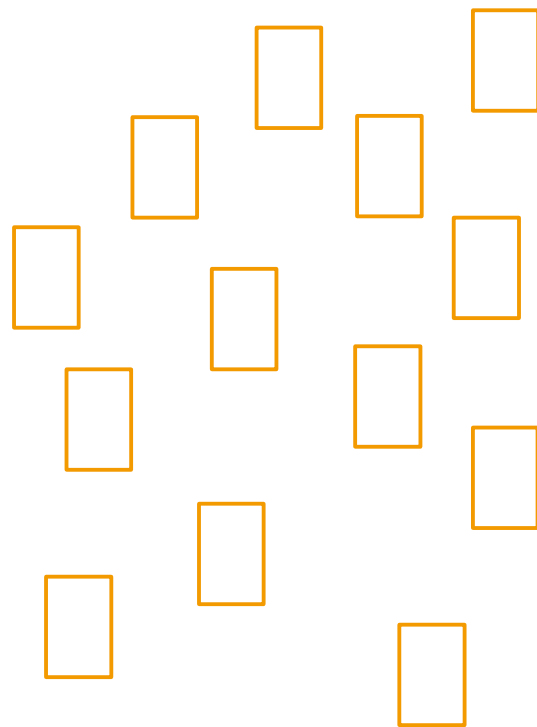


Reading Fee

As more TAs are negotiated around the world, there is no need to pre-pay lump-sum fees for reading access

Transformative agreements

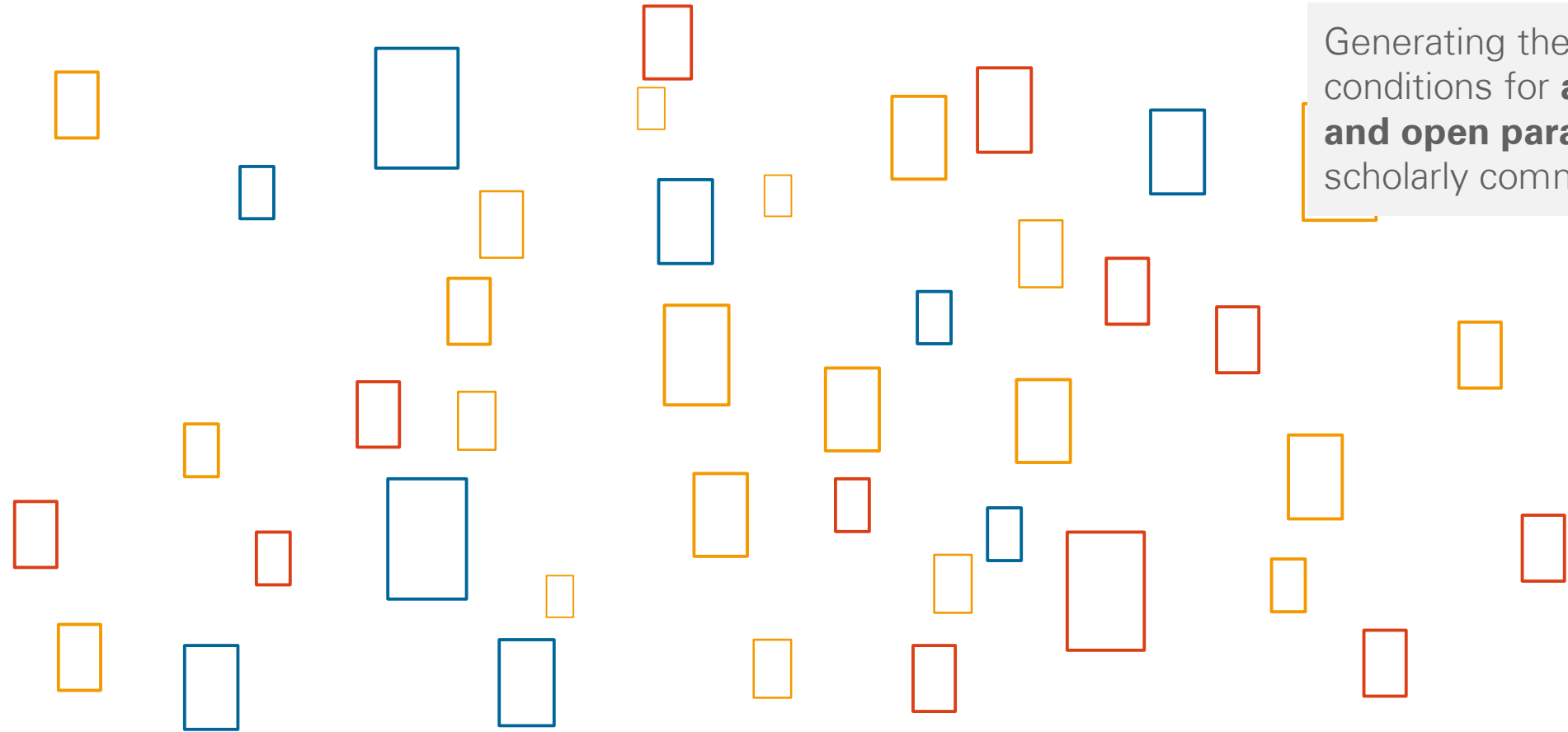
How they work



And institutional funds can follow authors (not publishers) **wherever they choose to publish**

Transformative agreements

How they work



Generating the pre-conditions for **a diverse and open paradigm** in scholarly communication