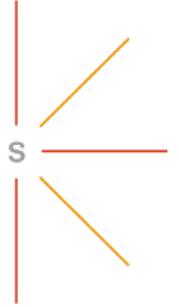




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## How do we get there from here

Breakout 12: Which business model for Open Access to research publications

**Science Europe Open Science Conference 2022**

18 October 2022

**Colleen Campbell**

Open Access 2020 Initiative · Max Planck Digital Library



**@oa2020ini**

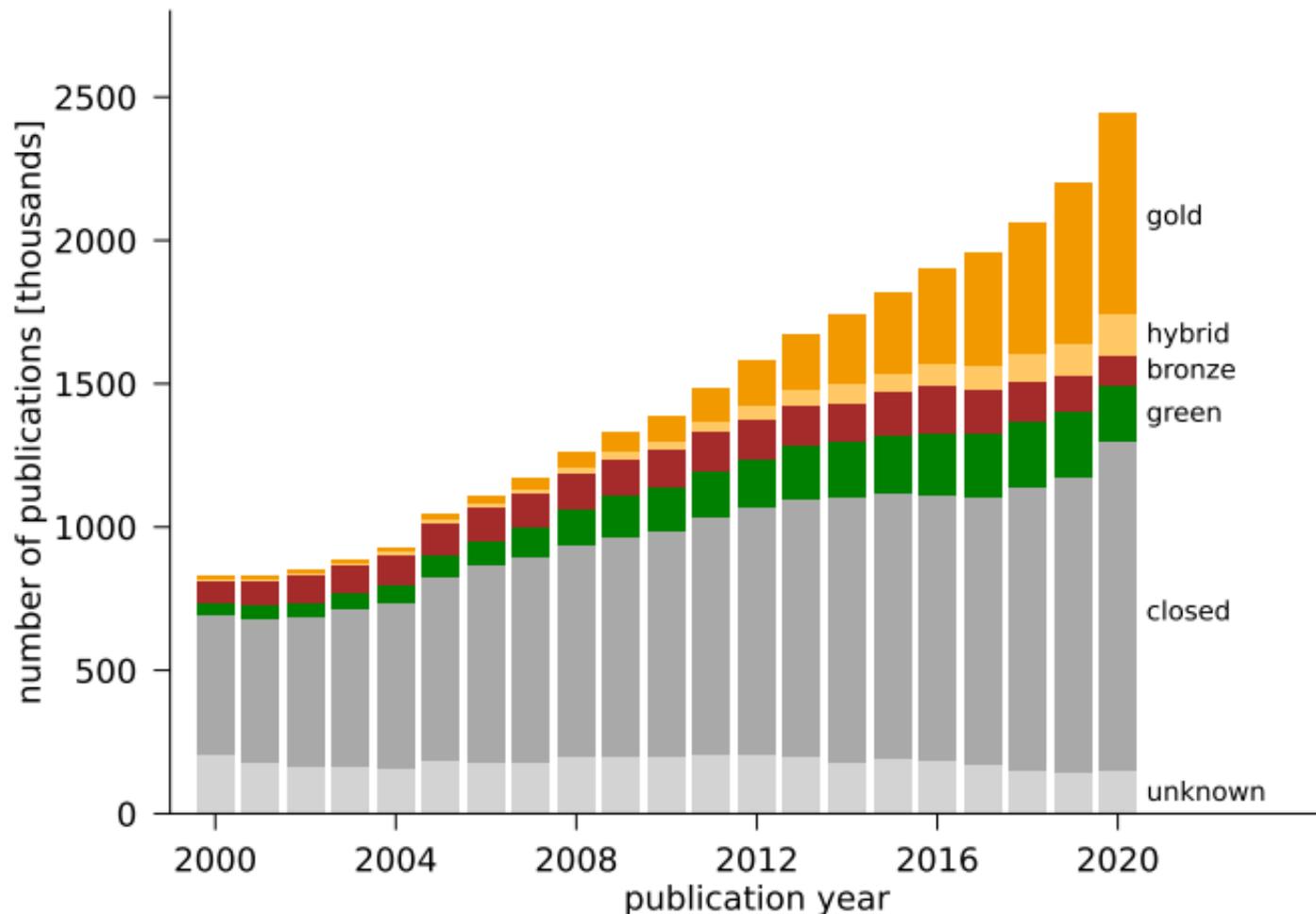
The two key challenges

# Incentives and investments

# Scholarly publishing landscape

## Global Publication Output by Open Access Category

Web of Science (SCI, SSCI, AHCI, ESCI, ISTP, ISSHP), articles & reviews, Unpaywall OA-Status



Source **Long-term global trends in open access**

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



# Implications of current financial streams

## Journal subscription market

Libraries, globally, invest 7.6 Bn Euro in subscriptions each year. Taking up the lion's share of their budgets, subscriptions are 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 ~5% annual price increase. The same publishers negotiate subscription agreements with many different customers and demand non-disclosure clauses; individual pricing is kept secret.

## Parallel hybrid open access publishing market

A second revenue stream on the same set of journals is generated by publishers who offer the opportunity to publish articles open access in subscription journals for a fee → "double dipping"

## New market of open access publishing

As fully open access journals grow in quality and reputation, they attract authors, creating a growing >1 Bn Euro market of author-facing open access publishing fees that are hidden from central, institutional oversight.

- ▶ With institutional investments in scholarly publishing tied up in subscription payments, they are limited in their ability to support other forms of open scholarly communication.

# An investment strategy for open access

## Scholarly publishing is part of the research process

Spending on scientific publishing should enable global open access by both readers and authors, and the costs for open access publishing services should ultimately be borne by research funders and institutions.

## Investments need to be coordinated and re-organized around open access

We need a viable framework that can prompt and guide institutions in the structural adaptations necessary to support an open paradigm in scholarly communication while, in the meantime, other actors address the challenge of incentives and research assessment.

## Current subscription investments are the starting point

The global institutional expenditure in subscriptions is more than enough to support the transition of the bulk of today's scholarly journals to open access.

- ▶ Transformative agreements provide institutions and national HE and research systems with a cost-neutral framework to repurpose their current investments around open access—as well as their workflows, processes, budgets and more.

**Source** **Disrupting the subscription journals' business model for the necessary large-scale transformation to open access**

Schimmer et al. 2015 <https://hdl.handle.net/11858/00-001M-0000-0026-C274-7>

# Libraries and consortia globally negotiating TAs

2015



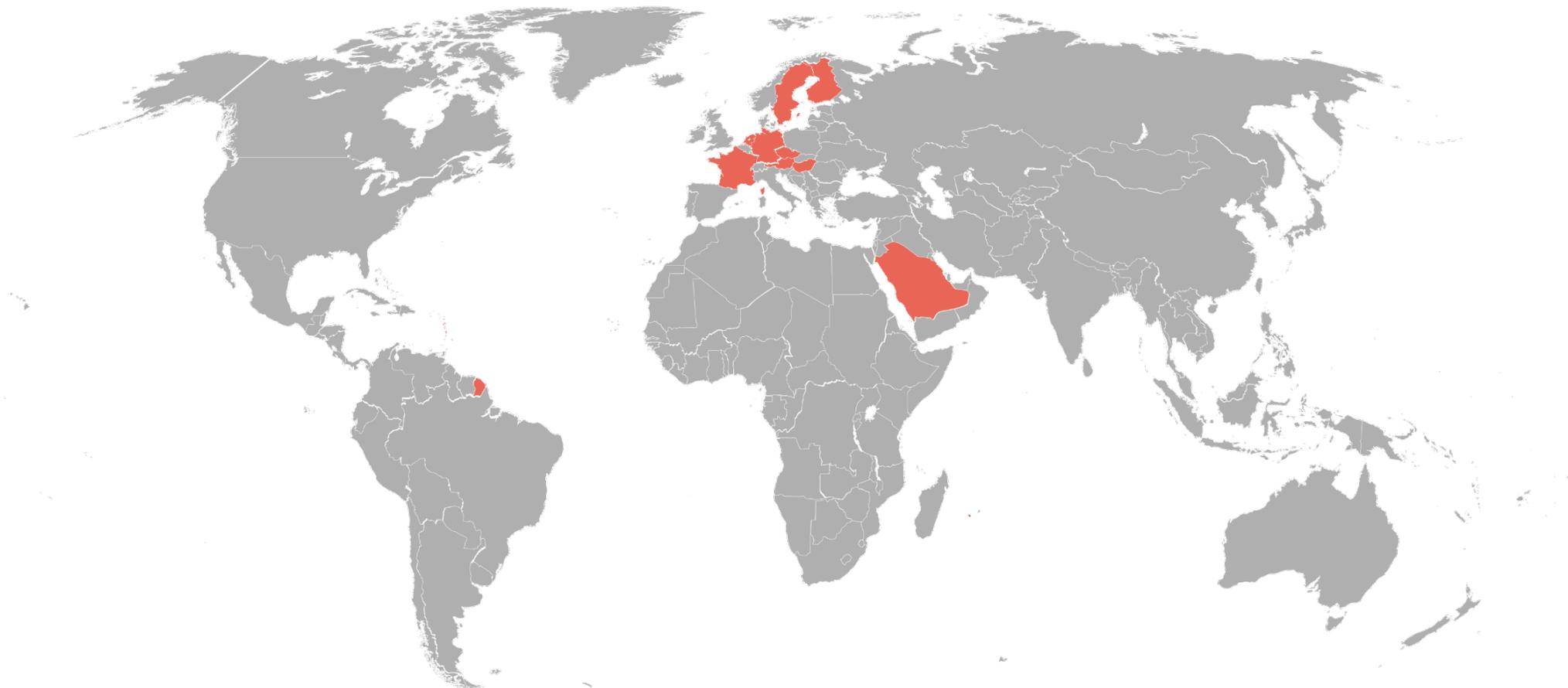
**Source** Countries with transformative agreements listed in the ESAC Registry

ESAC Registry of Transformative Agreements

<https://esac-initiative.org/about/transformative-agreements/agreement-registry/>

# Libraries and consortia globally negotiating TAs

2018



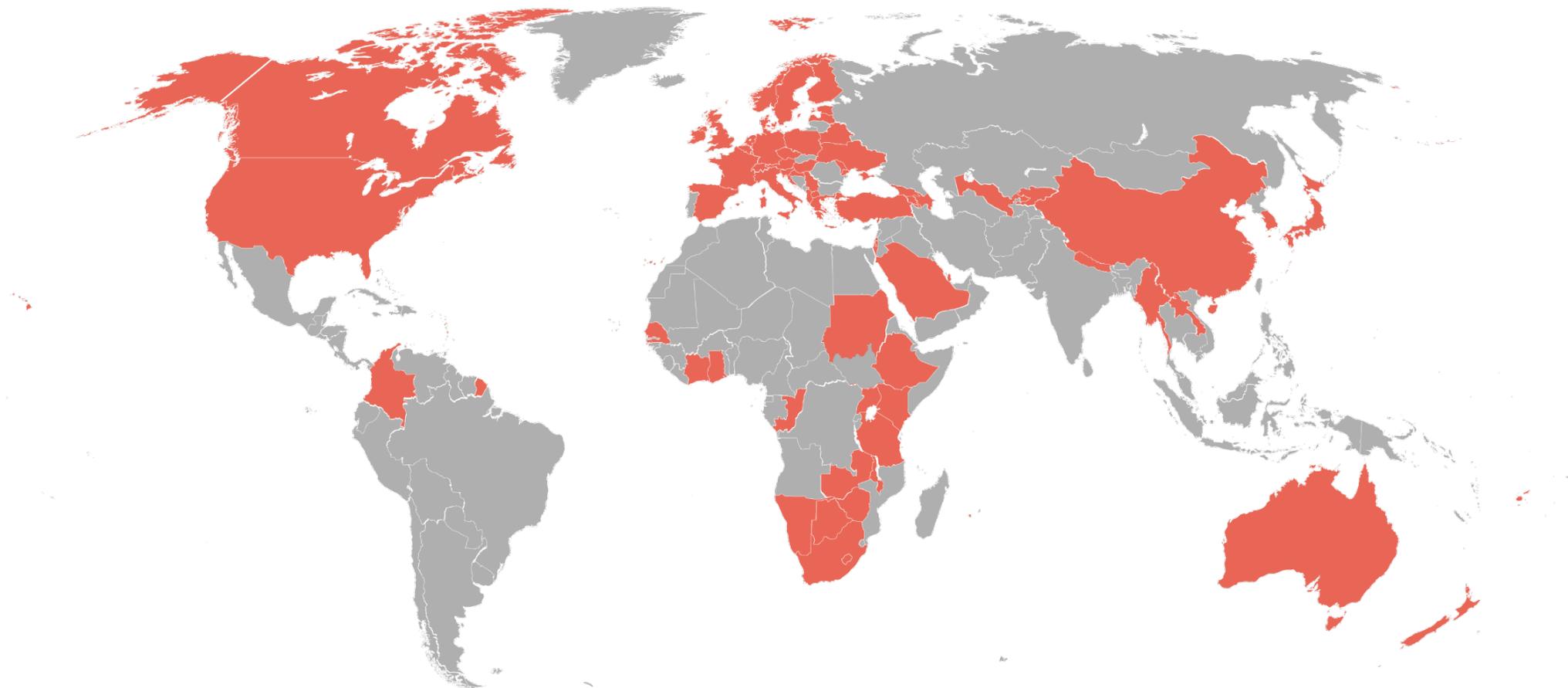
**Source** Countries with transformative agreements listed in the ESAC Registry

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# Libraries and consortia globally negotiating TAs

2022

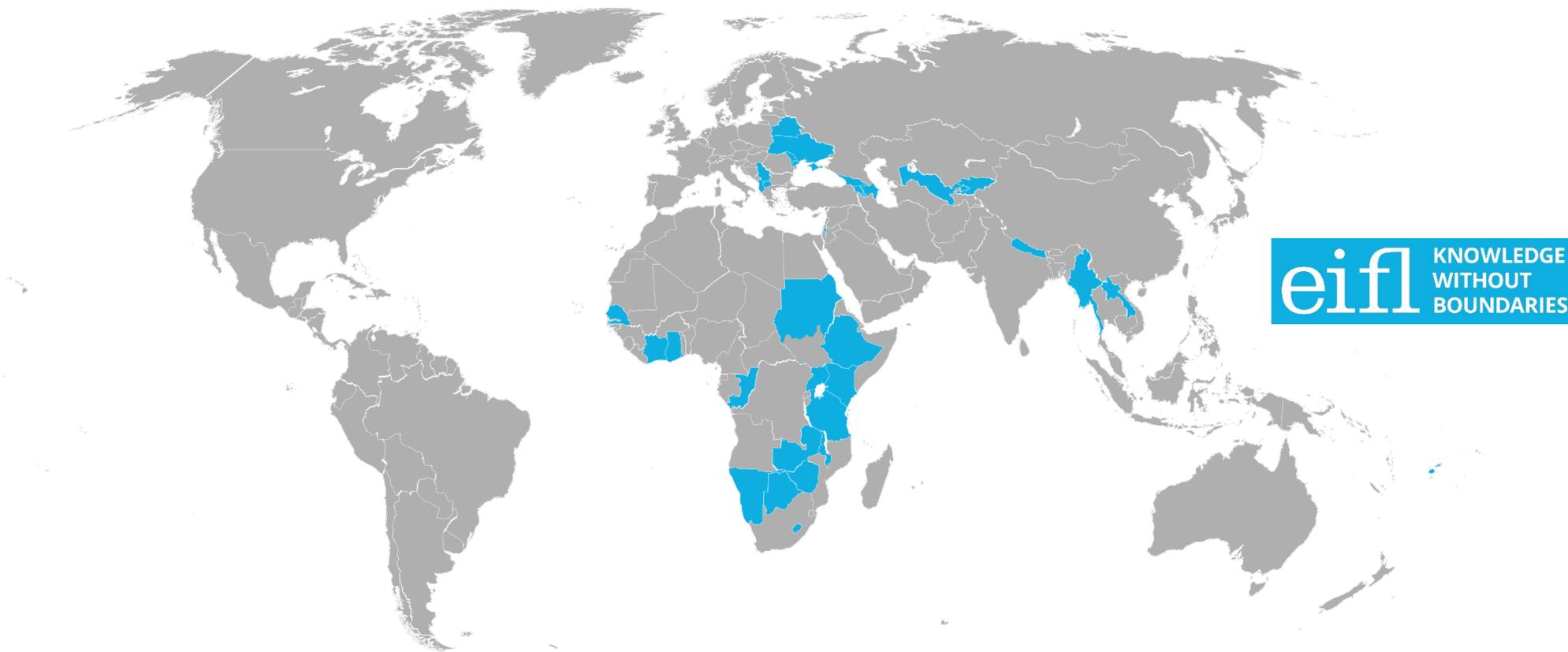


**Source** Countries with transformative agreements listed in the ESAC Registry

ESAC Registry of Transformative Agreements

<https://esac-initiative.org/about/transformative-agreements/agreement-registry/>

# TAs in resource-limited contexts



**eifl** KNOWLEDGE  
WITHOUT  
BOUNDARIES

## Source **Countries covered by EIFL-negotiated transformative agreements**

ESAC Registry of Transformative Agreements

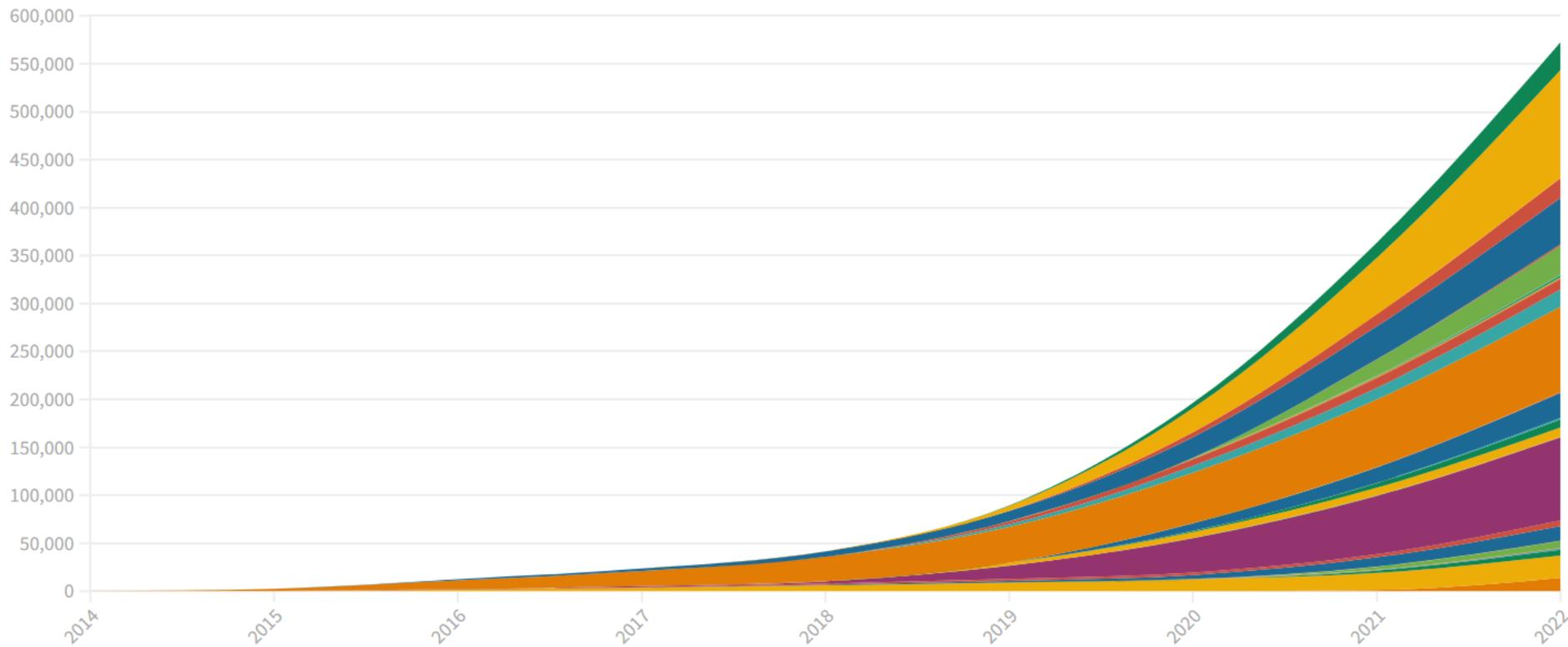
<https://esac-initiative.org/about/transformative-agreements/agreement-registry/>

## **EIFL agreements boost open access publishing**

Lorraine Estelle, EIFL blog <https://www.eifl.net/blogs/eifl-agreements-boost-open-access-publishing>

# Growth of articles published OA under TAs

- Australia Austria Belgium Canada China Colombia Croatia Czech Republic Denmark EIFL (International) Estonia Finland
- France Germany Ghana Greece Hungary Ireland Israel Italy Japan Latvia Luxembourg Moldova Netherlands Norway
- Palestine Poland Qatar Saudi Arabia Serbia Slovenia South Korea Spain South Africa Sweden Switzerland Turkey
- United Kingdom United States



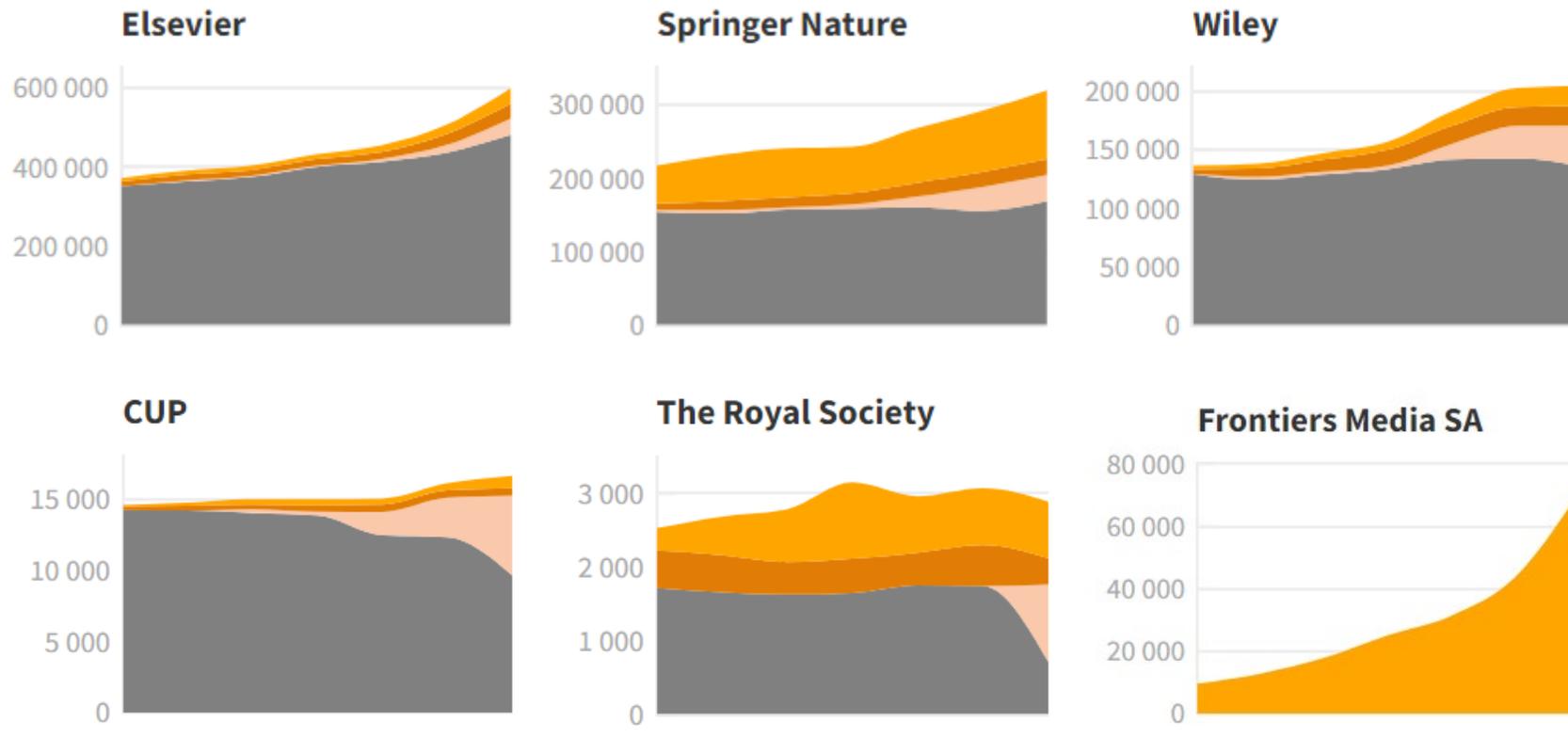
Source Cumulative sum of articles covered by transformative agreements on the ESAC Registry, over time

ESAC Market Watch <https://esac-initiative.org/market-watch/>



# Publisher uptake of TAs

■ Closed ■ Transformative agreement ■ Hybrid ■ Fully OA journal



Source **Publishers' journal portfolio overview**

ESAC Market Watch <https://esac-initiative.org/market-watch/>

# Institutions cannot afford not to negotiate TAs

## TAs rein in spending on hybrid OA publishing

Former subscription funds used to cover costs of open access publishing

- ▶ Hybrid APC cost avoidance for grant funders and institutions

## TAs introduce cost control and cost avoidance on fully OA APCs

More than half of new TAs secure discounts on publisher list price APCs of fully OA journals, ranging between 15% and 20%

- ▶ Cost avoidance for grant funders and institutions

## Rights retention is not enough to change our financial streams

Case in point: Legacy subscription publishers allow rights retention, *even while* charging APCs of USD >4000.

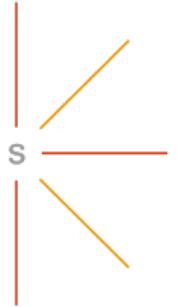
- ▶ Negotiations with legacy publishers are one essential component in a broader strategy to foster a diversity of open scholarly communication venues and secure open access publishing services under conditions are globally equitable.

### Source **Four Urgent Recommendations for Open Access Negotiations with Publishers**

LIBER Open Access WG <https://libereurope.eu/article/four-urgent-recommendations-for-open-access-negotiations-with-publishers/>

Before we address the “which”  
**we need to address**  
**the “how”**

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**Thank you!**

**Colleen Campbell**

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