

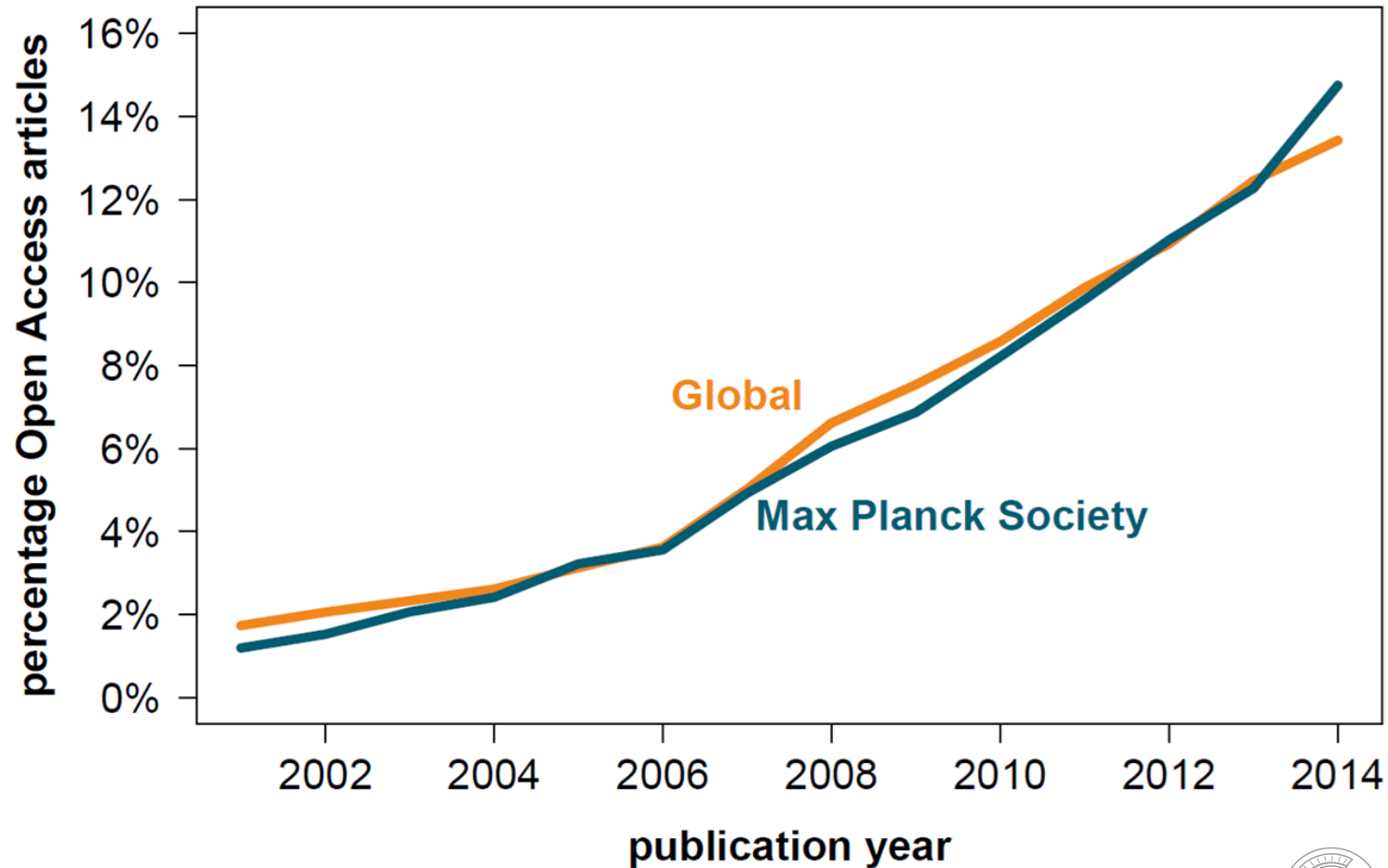
# Bringing Open Access to the Researchers

A new Max Planck initiated approach

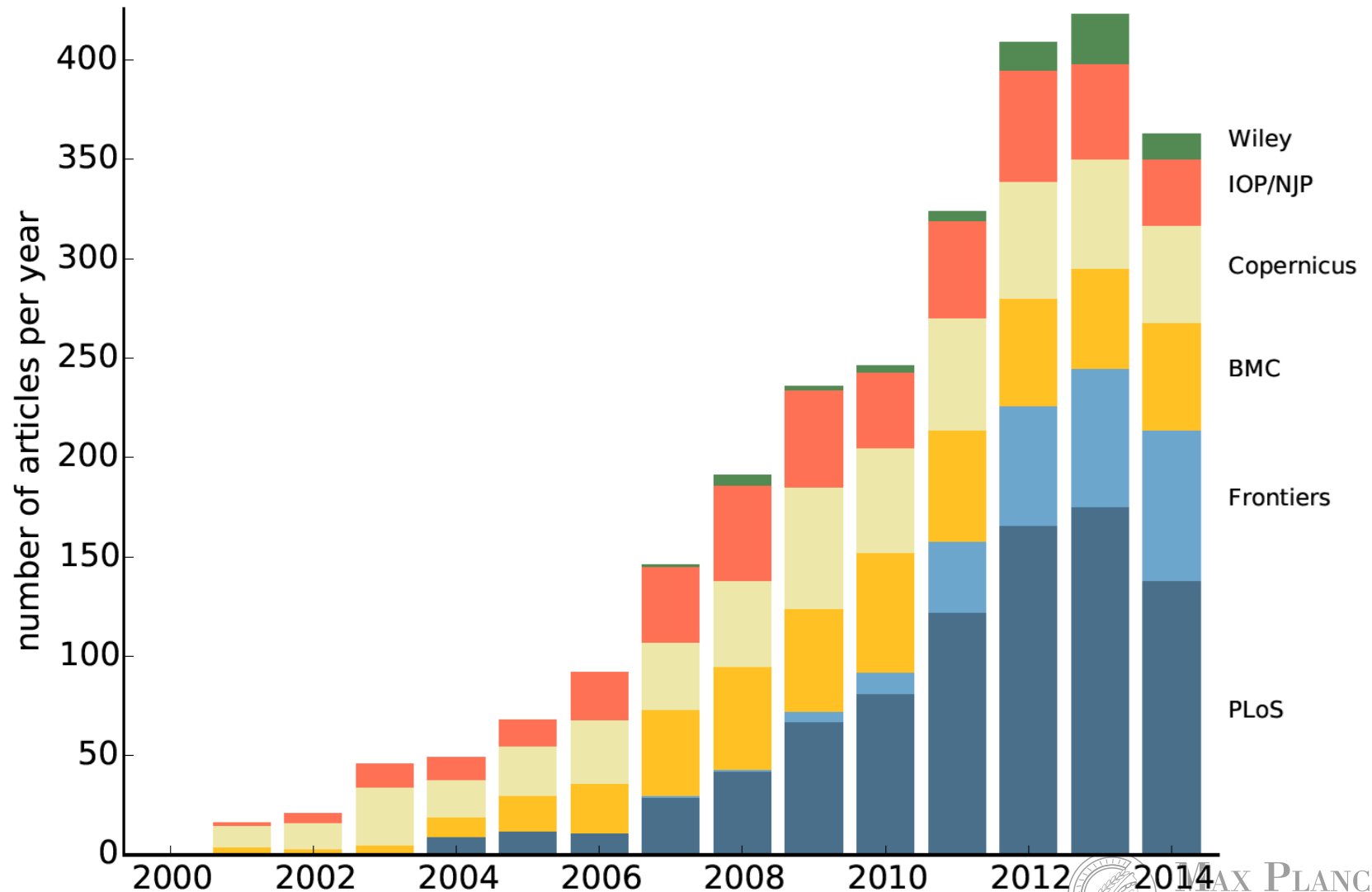


# Open access shares

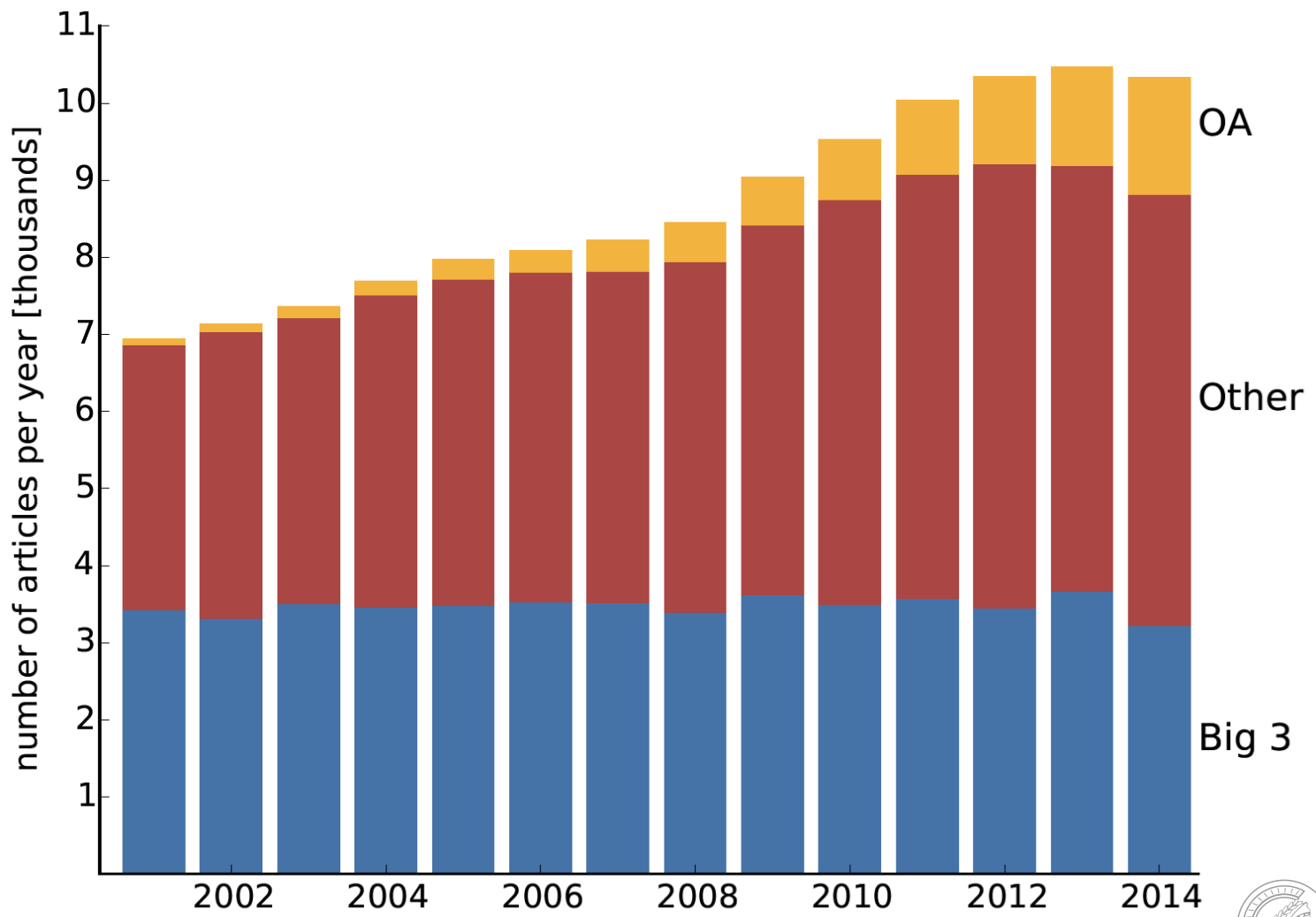
## Open Access Gold share in Web of Science articles and reviews



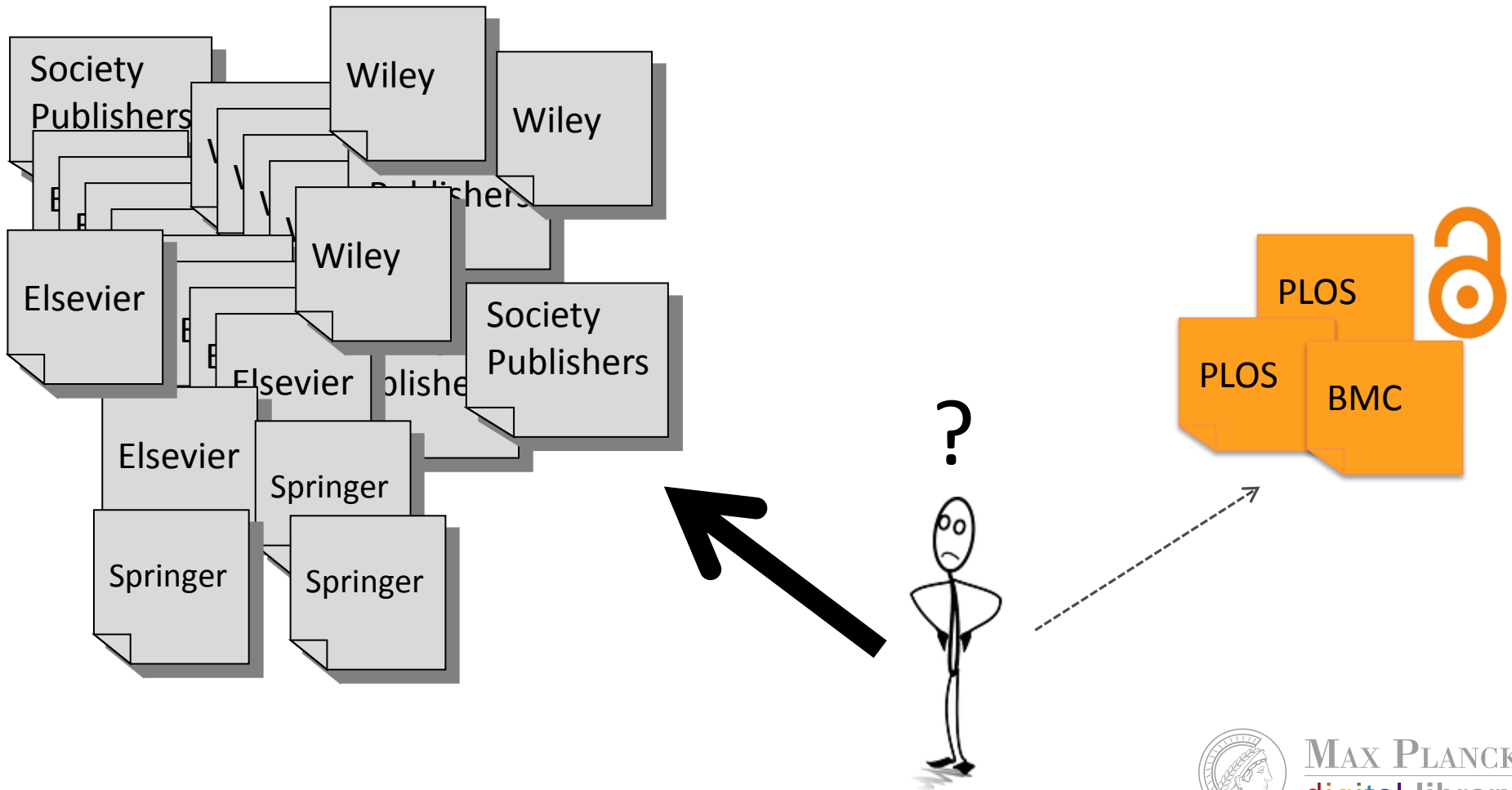
# MPDL funded OA papers



# Open access publishing at Max Planck



# Openness plays a limited role in publishing decisions



# The decision for OA is often not easy

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„Double dipping“

Open Peer Review

Institutional OA Policies

Publication Funds

Open Educational Resources

Golden route

Predatory publishing

Reputation

Hybrid

Quality

?

Journal Impact Factor

Text- and  
datamining

**Open Access**



Funder Mandates

Green route

Copyrights

Culture of publishing

Preprints

Postprints

Repositories

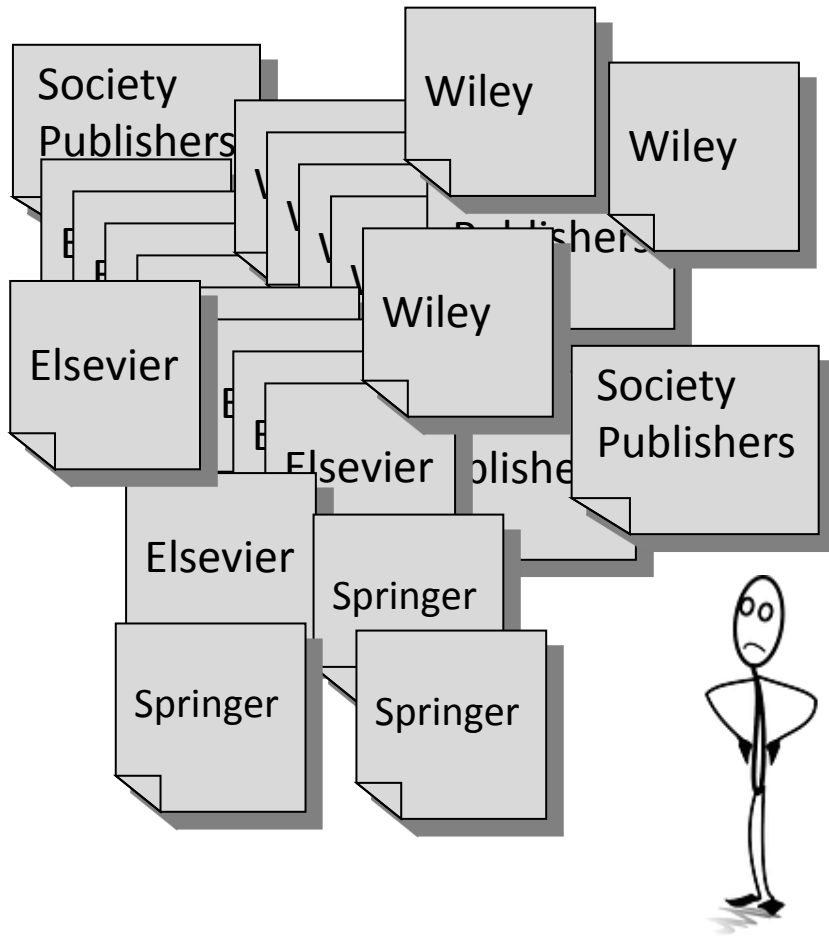
Open humanities

Open data

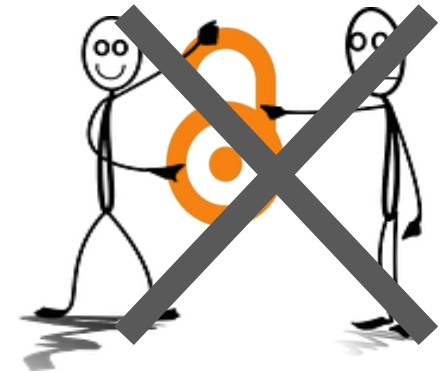
Open software

# Conclusion

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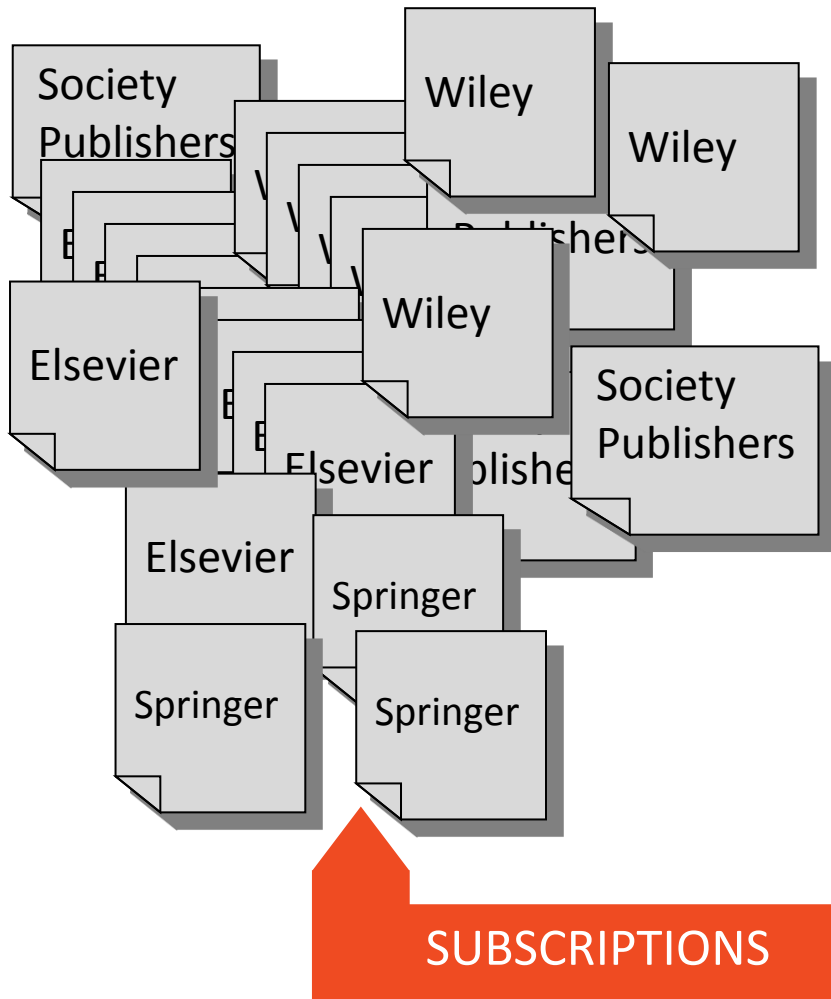


Moving the researchers towards open access didn't work.



# Underlying business model

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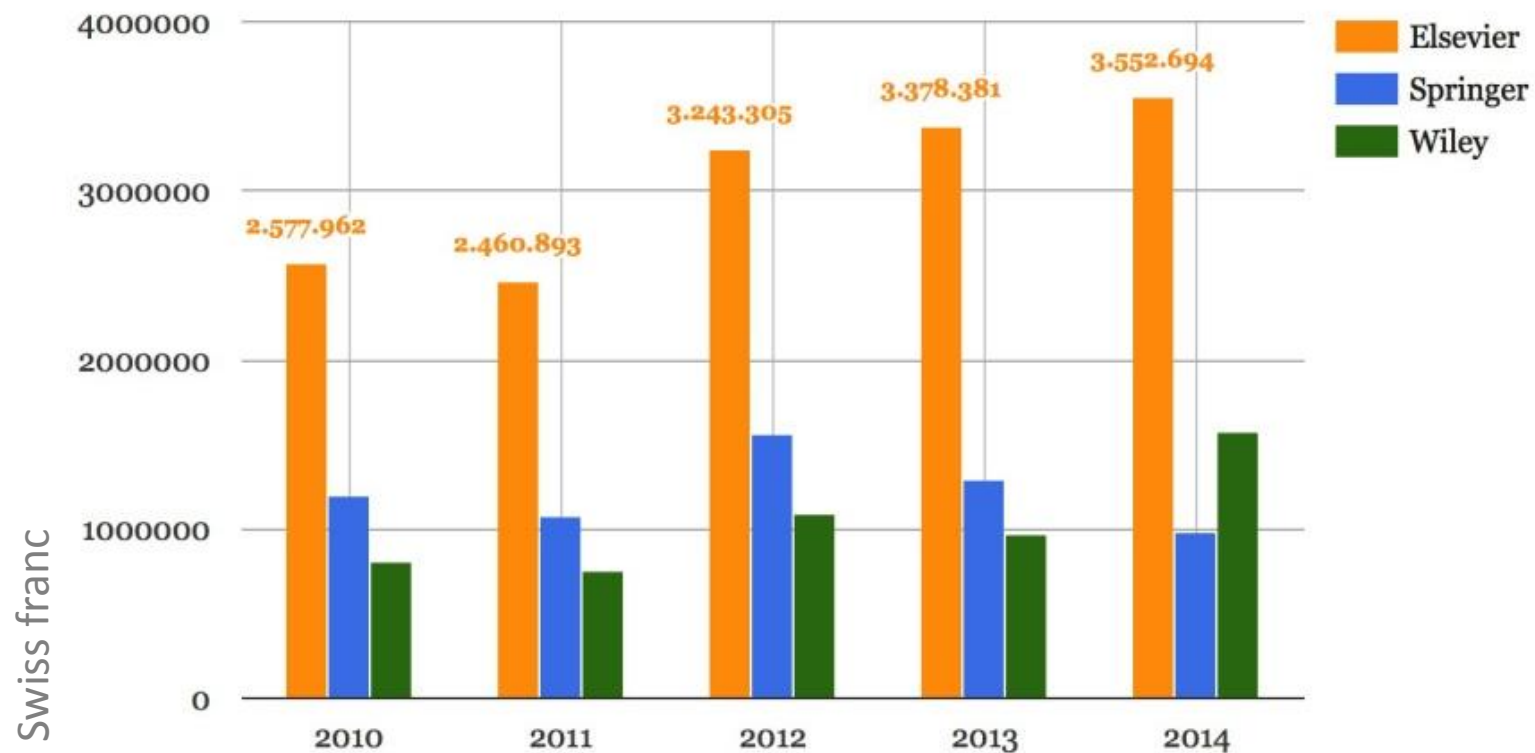
A powerful lever, but  
still untouched





# Serials crises, still alive and kicking

Subscription costs of ETH Zürich library for three major publishers



Source: Christian Gutknecht at wisspub.net: <http://bit.ly/1QiDgUS>



# What if...?

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- ... we took the money currently spend on licenses and subscriptions and finance open access publishing with it instead?
- ... the existing traditional publishers changed their business models and charge institutions/ authors for publishing instead of reading?



# MPDL Whitepaper – enough money in the system?

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

A Max Planck Digital Library Open Access Policy White Paper

Published: 28 April 2015  
DOI: <http://dx.doi.org/10.17617/1.3>  
License: CC-BY 4.0, <http://creativecommons.org/licenses/by/4.0/>  
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## Abstract

This paper makes the strong, fact-based case for a large-scale transformation of the current corpus of scientific subscription journals to an open access business model. The existing journals, with their well-tested functionalities, should be retained and developed to meet the demands of 21<sup>st</sup> century research, while the underlying payment streams undergo a major restructuring. There is sufficient momentum for this decisive push towards open access publishing. The diverse existing initiatives must be coordinated so as to converge on this clear goal. The international nature of research implies that this transformation will be achieved on a truly global scale only through a consensus of the world's most eminent research organizations. All the indications are that the money already invested in the research publishing system is sufficient to enable a transformation that will be sustainable for the future. There needs to be a shared understanding that the money currently locked in the journal subscription system must be withdrawn and re-purposed for open access publishing services. The current library acquisition budgets are the ultimate reservoir for enabling the transformation without financial or other risks. The goal is to preserve the established service levels provided by publishers that are still requested by researchers, while redefining and reorganizing the necessary payment streams. By disrupting the underlying business model, the viability of journal publishing can be preserved and put on a solid footing for the scholarly developments of the future.

## 1. Introduction

The uptake of open access in recent years has been remarkable. Articles in open access are the most dynamic growth area in scientific publishing and have reached a market share of 13% (without even counting the hybrid component, which has also been growing rapidly as a result of British encouragement following the Finch report). In just a few short years *PLOS One* has become the largest journal in the world, both in the number of papers it publishes and in the citations it is attracting.

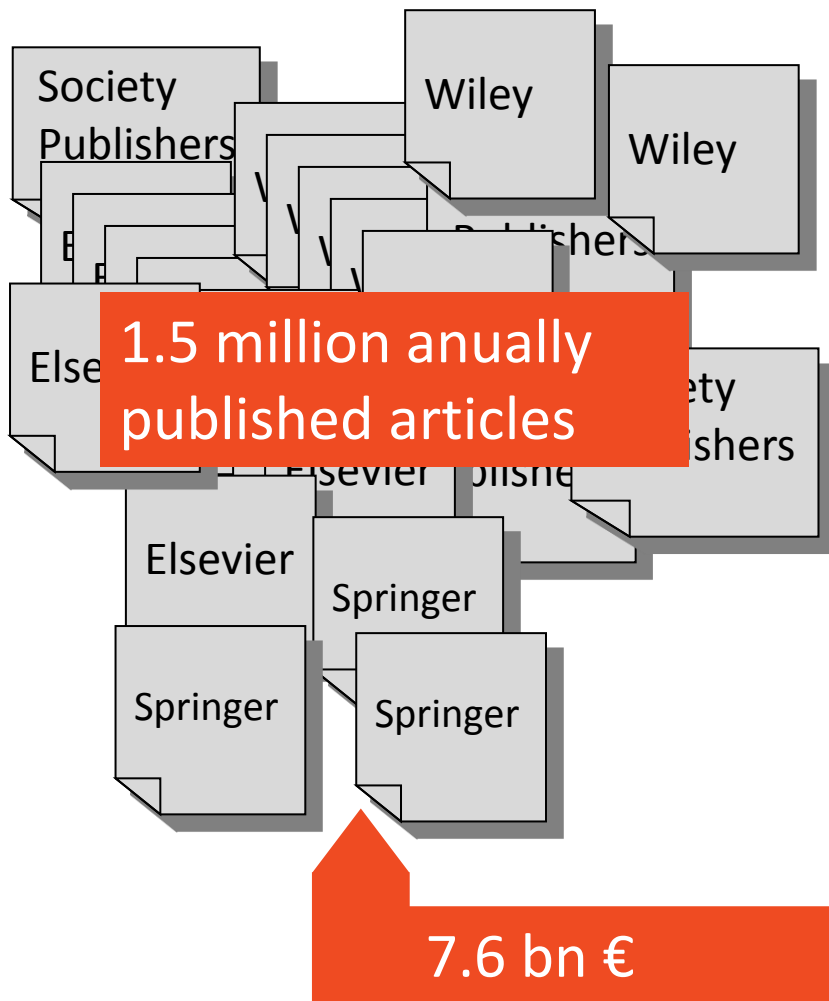
Disrupting the subscription journal's business model... for the necessary large-scale transformation to open access.

<http://dx.doi.org/10.17617/1.3>



# Far enough!

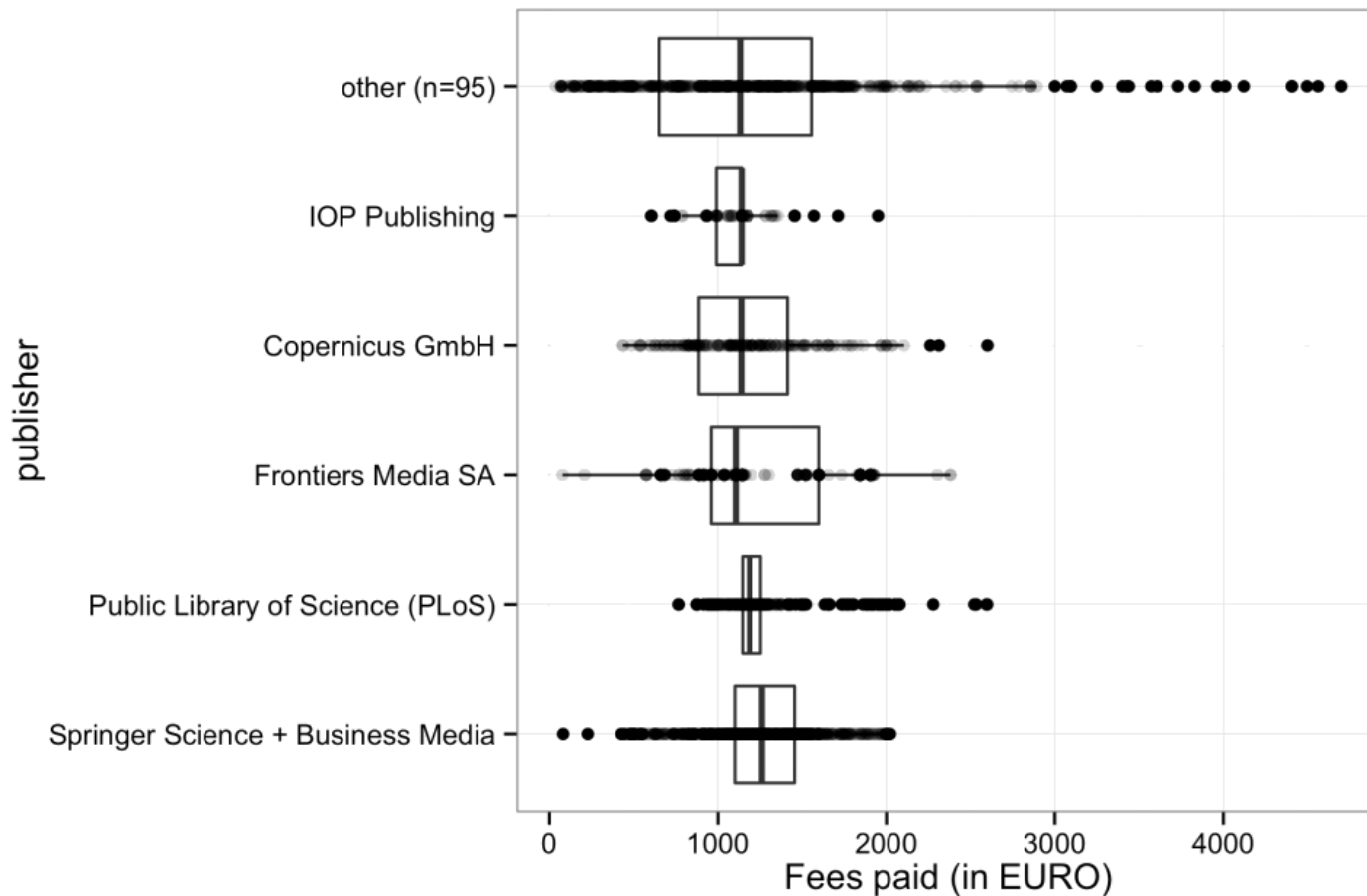
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„Subscription Price“ per article:  
 $7.6 \text{ bn } \text{€} / 1.5 \text{ million articles}$   
 $= \sim 5,000 \text{ € per article}$



# APC levels, current evidence from pure OA publishers



German OpenAPC Initiative at <https://github.com/OpenAPC/openapc-de>



# Scenario of transformation

## Global view

Subscription  
market today

Global market  
volume  
7.6 bn EUR

1.5 M research  
papers (WoS);  
up to ~ 2 M overall

5,000 EUR/ article  
WoS;  
3,800 EUR/ article  
overall

*After an OA  
transformation*

**Global basis**  
**volume**  
**4 bn EUR**

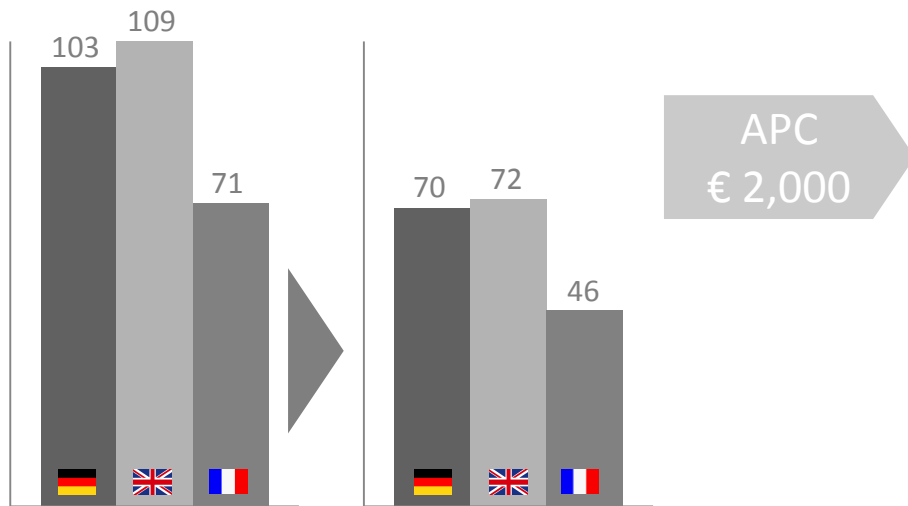
2 M research papers

2,000 EUR/article



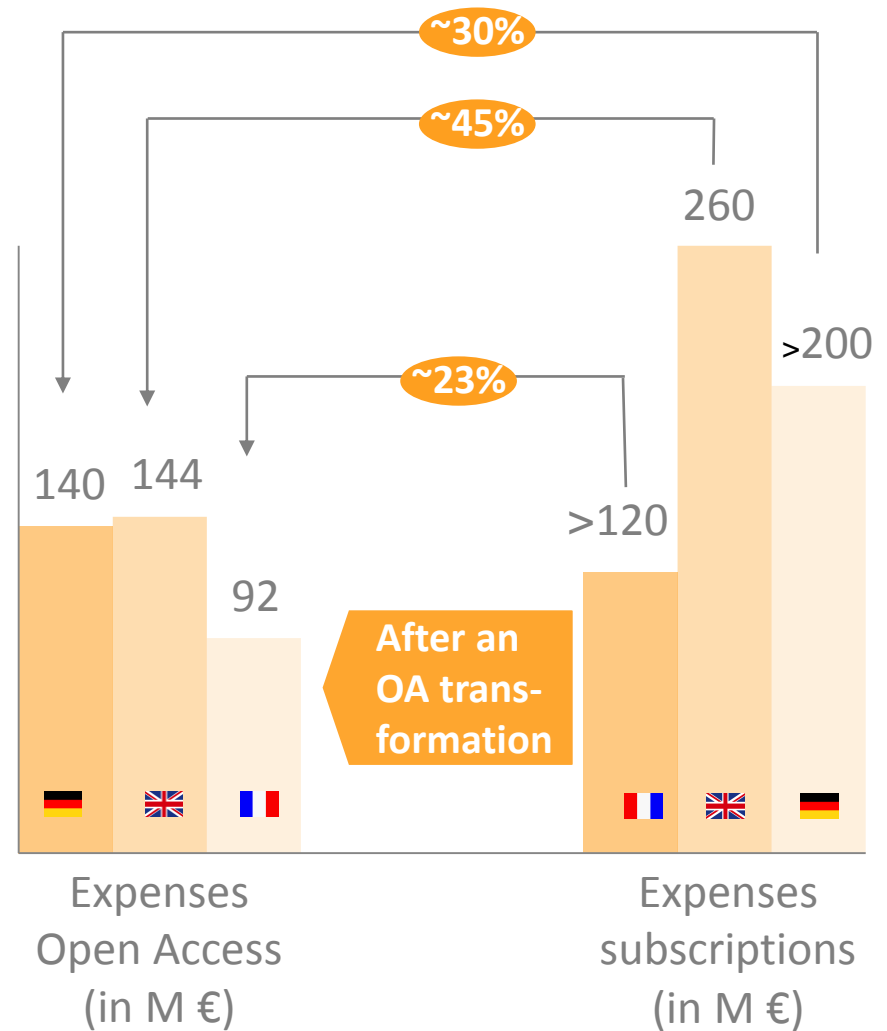
# Output volume and expenses in DE, UK, and FR

## Publication data 2013



Total number of articles (in K)

Articles relevant to expenses (in K)



Expenses Open Access (in M €)

Expenses subscriptions (in M €)



# Institutional level – Max Planck “formula”

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## Total paper output

**10,000 research articles per year**

- According to Web of Science data, articles and article reviews

## APC relevant share

**Maximum of 6,000 (60%)**

- (between 40-60% corresponding author papers)  
This pattern is persistent across the various OA publishers and stable over time

## Average APC level monitored

**Current average APC of ~ 1,300 EUR,**

- based on 1,046 APC invoices with a total spend (including taxes) of some 1.3 EUR million [as of April 2015]

## Expected total expenditure

**6,000 x average APC + safety margin ≤ €12 million**

- These anticipated costs are very comfortably within our current spending levels

The Max Planck Society as a heavily output-oriented research organization is able and committed to make the transformation.





# Conclusion

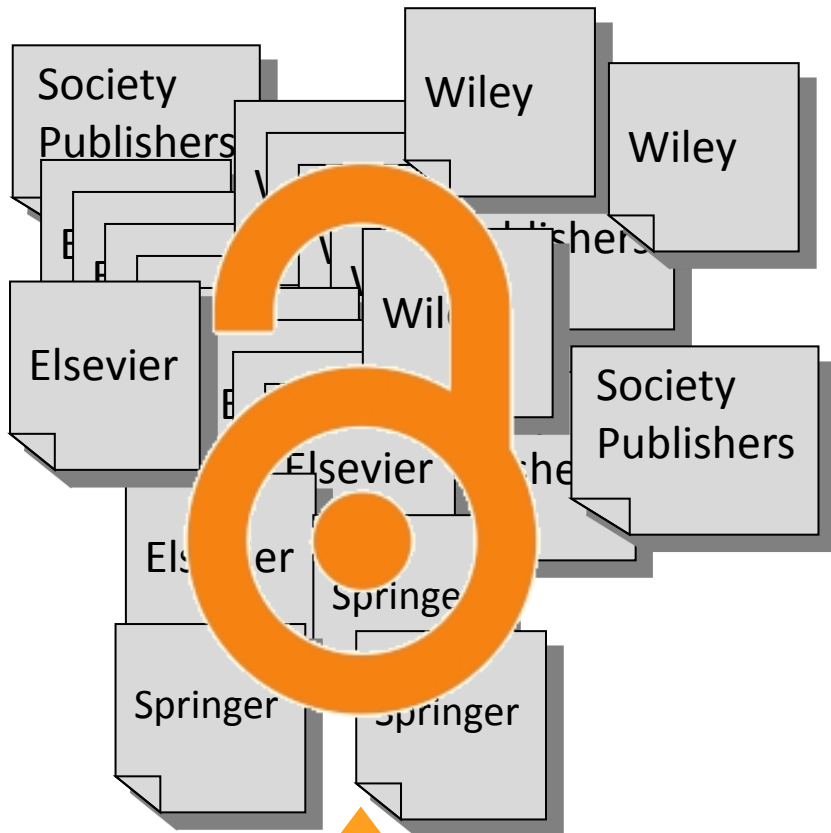
A transformation based on realistic APC expectations shows clear potential of savings.

## The lesson is clear:

- An OA transformation seems to be possible without financial risks.
- Subscriptions must be stopped and reinvested in open access business models.

# Stop subscriptions, shift the business model

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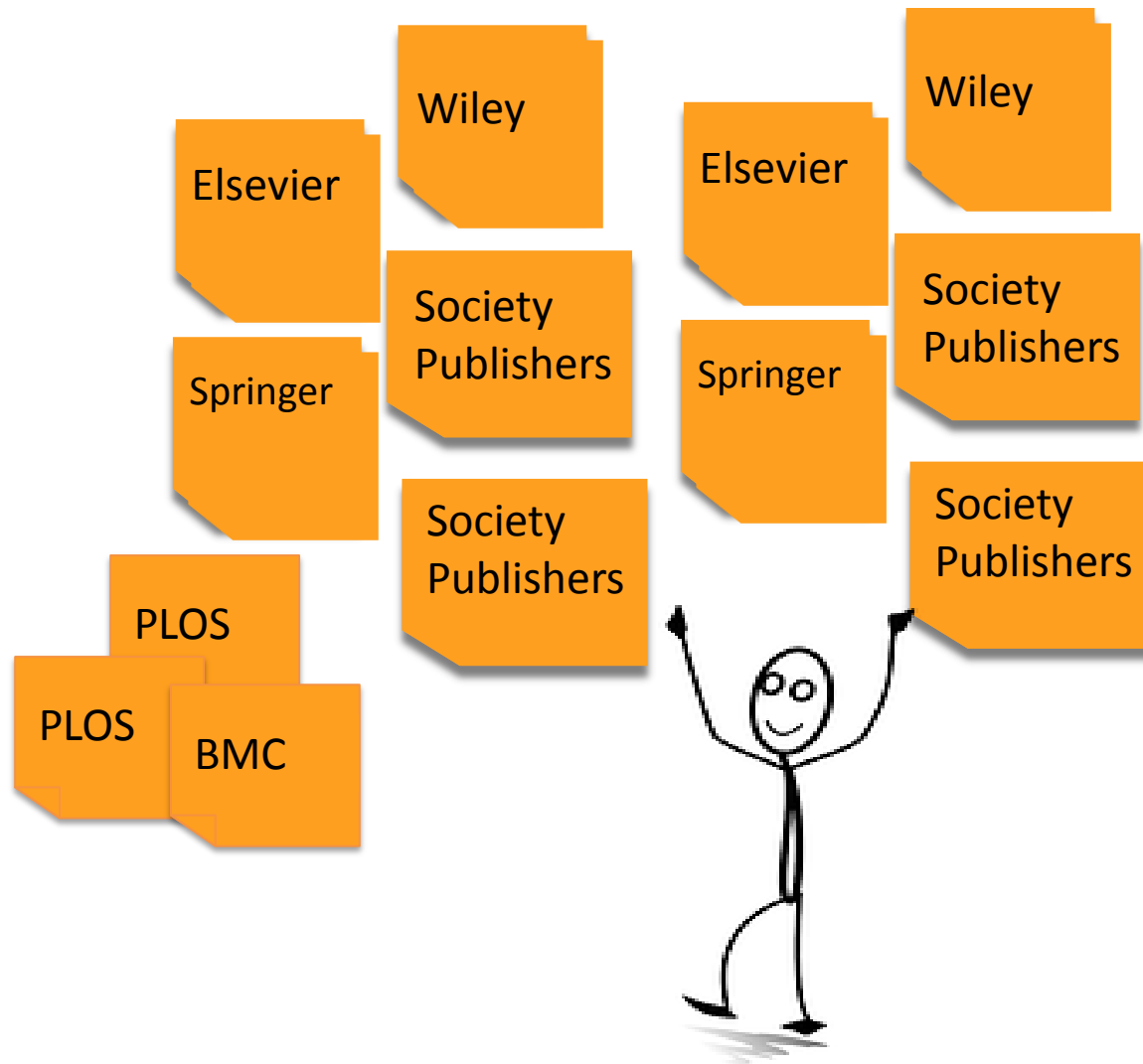


OA PUBLISHING



# Bringing open access to the researchers

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Staging the Open Access Transformation of  
Subscription Journals

o p e n a c c e s s s

**B E R L I N 1 2**

8-9 December 2015







open access  
**BERLIN 12**

8-9 December 2015







# Thank you.

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Data analyses by Margit Palzenberger / RIO, please cite:  
Palzenberger, M. (2015). Number of Scholarly Articles  
per Country. <http://dx.doi.org/10.17617/1.2>

