

Ensuring a Healthy and Competitive Market for Open Access Publishing

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**Reducing publication costs has
been a key motivation since the
very early days of OA**

Problems of the subscription market for scholarly journals

1 - Lack of price transparency

2- Researchers don't pay the bill

3- Journals are not substitutable

4- Sales teams are expensive

**5- “Big Deals” made these other
problems much worse**

How would OA (/APCs) make things better?

1- Prices are fully transparent

2- Authors care about costs

3- OA journals are substitutable

4- No need for sales teams

5- Authors are happy to publish in journals from smaller publishers

Redefining Scholarly Publishing as a Service Industry

Paul Peters

[Volume 10, Issue 3](#), Fall 2007

DOI: <http://dx.doi.org/10.3998/3336451.0010.309>

[Permissions](#)

This paper was refereed by the Journal of Electronic Publishing's peer reviewers.

Abstract

The landscape of the scholarly publishing market has been largely defined by subscription-based publishing models that have existed since the earliest days of scholarly journal publishing. If there is a widespread shift from these subscription-based models to an open-access model based on publication charges, the fundamental nature of the scholarly publishing industry will transform from that of a content-providing industry to a service-providing industry. The benefits that this transformation will bring to the research community are in many ways as important as the benefits that an open access model will have in terms of increasing online access to scholarly literature.

EPUB

Print

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“Because of the leading role that the Wellcome Trust has played in promoting open access publishing, their policy of paying open access publication costs on behalf of their researchers has the potential to become a prevailing model for “gold” open access publishing. However, because of the way that the Wellcome policy is structured, it may create an even less efficient market for scholarly journals than currently exists in the subscription world.

The essence of the Wellcome Trust’s policy is that they will pay the publication costs, on behalf of their researchers, for an article that is published in an open access journal, or one that is published in a subscription journal with an open access option. The motivation behind this policy is that it allows the Wellcome Trust to provide open access to the outputs of the research that it funds, without placing the burden on its authors to pay for the costs of open access publishing from their research budget. Unfortunately, while such a policy may provide greater uptake of open access in the short-run, it provides no incentive for publishers to compete in terms of price, and therefore has the potential to create an even less efficient publishing system in the long-run.”

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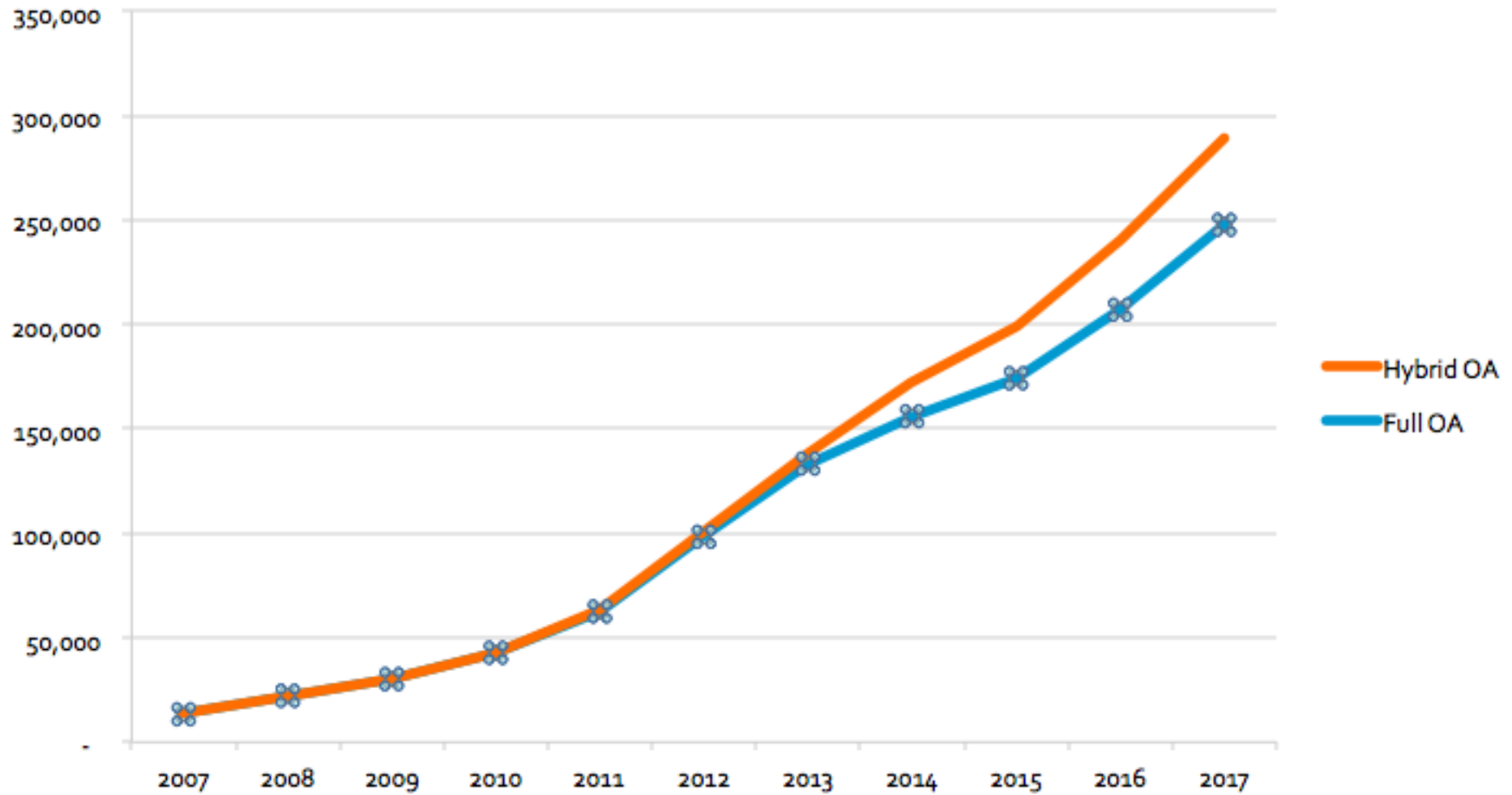
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Growth of OA Article Output from OASPA Members



What happened in 2014?

The “OA Big Deal”

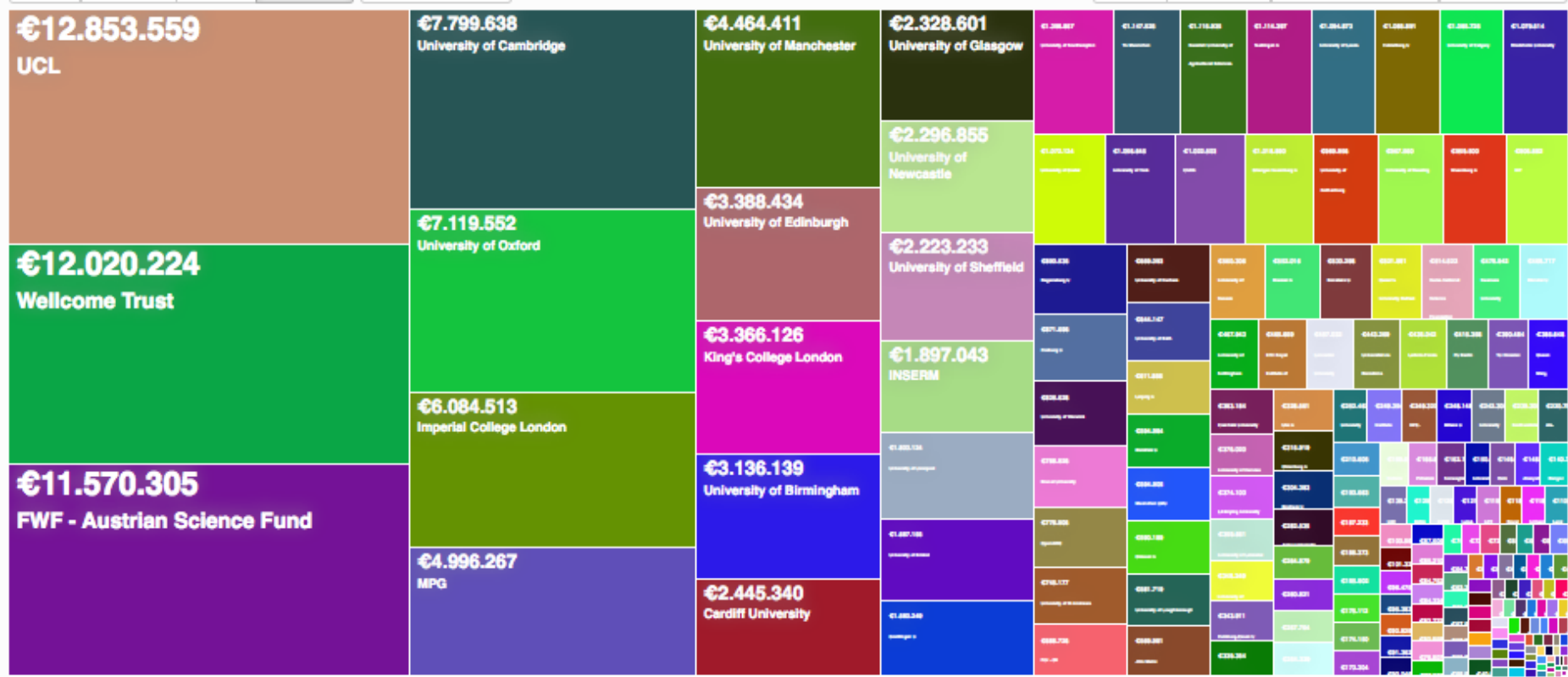
**In the UK, Jisc Collections has reached agreements with
Wiley, Taylor and Francis, IOP Publishing, SAGE
Publishing, and Springer Nature**

**In Austria, several offsetting models are already in place
with Taylor and Francis, IOP Publishing, and Springer
Nature**

**The VSNU, Association of universities in the Netherlands,
came to an agreement with Wiley, Springer Nature, and
Elsevier**

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View: [Publisher](#) [Journal](#) [Institution](#) [Data & Embed](#) Filter: Year: [All](#) Hybrid Status: [All](#) Country: [All](#)



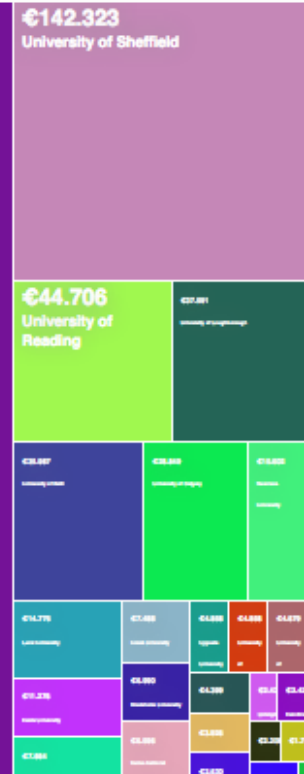
Sort by: [Sum](#) [Number of Articles](#) [Mean Value](#) [Standard Deviation](#) Download as: [CSV](#) [JSON](#)

Institutions (219 entries)	Sum	Number of Articles	Mean Value	Standard Deviation	Percentage
UCL	€12.853.559	6384	€2.013	€958	9.08%
Wellcome Trust	€12.020.224	4993	€2.407	€986	8.49%
FWF - Austrian Science Fund	€11.570.305	5163	€2.241	€885	8.17%
University of Cambridge	€7.799.638	2986	€2.612	€1.115	5.51%
University of Oxford	€7.119.552	2641	€2.696	€1.204	5.03%
Imperial College London	€6.084.513	2524	€2.411	€1.050	4.30%
MPG	€4.996.267	3684	€1.356	€507	3.53%

View: [Publisher](#) [Journal](#) [Institution](#) [Data & Embed](#)

Filter: Year: 2013 [Hybrid Status: TRUE](#) [Country: All](#)

€2.069.896
FWF - Austrian Science Fund



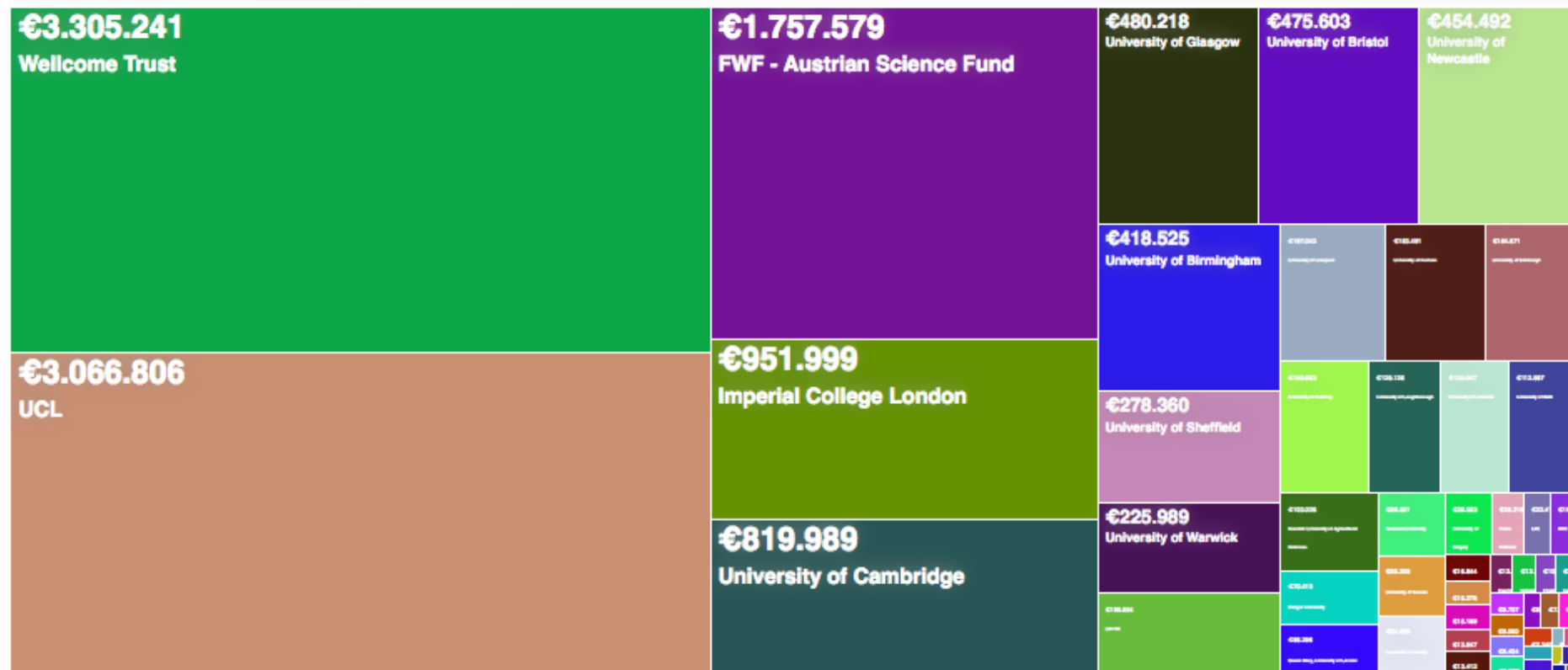
Sort by: [Sum](#) [Number of Articles](#) [Mean Value](#) [Standard Deviation](#)

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Institutions (25 entries)	Sum	Number of Articles	Mean Value	Standard Deviation	Percentage
■ FWF - Austrian Science Fund	€2.069.896	908	€2.280	€653	83.95%
■ University of Sheffield	€142.323	69	€2.063	€534	5.77%
■ University of Reading	€44.706	19	€2.353	€563	1.81%
■ University of Loughborough	€37.591	12	€3.133	€556	1.52%
■ University of Bath	€35.987	19	€1.894	€658	1.46%
■ University of Calgary	€28.849	14	€2.061	€398	1.17%
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Total	€2.465.583	1092	€2.258	€659	100%

View: [Publisher](#) [Journal](#) [Institution](#) [Data & Embed](#)

Filter: Year: 2014 ▾ Hybrid Status: TRUE ▾ Country: All ▾



Sort by: [Sum](#) [Number of Articles](#) [Mean Value](#) [Standard Deviation](#)

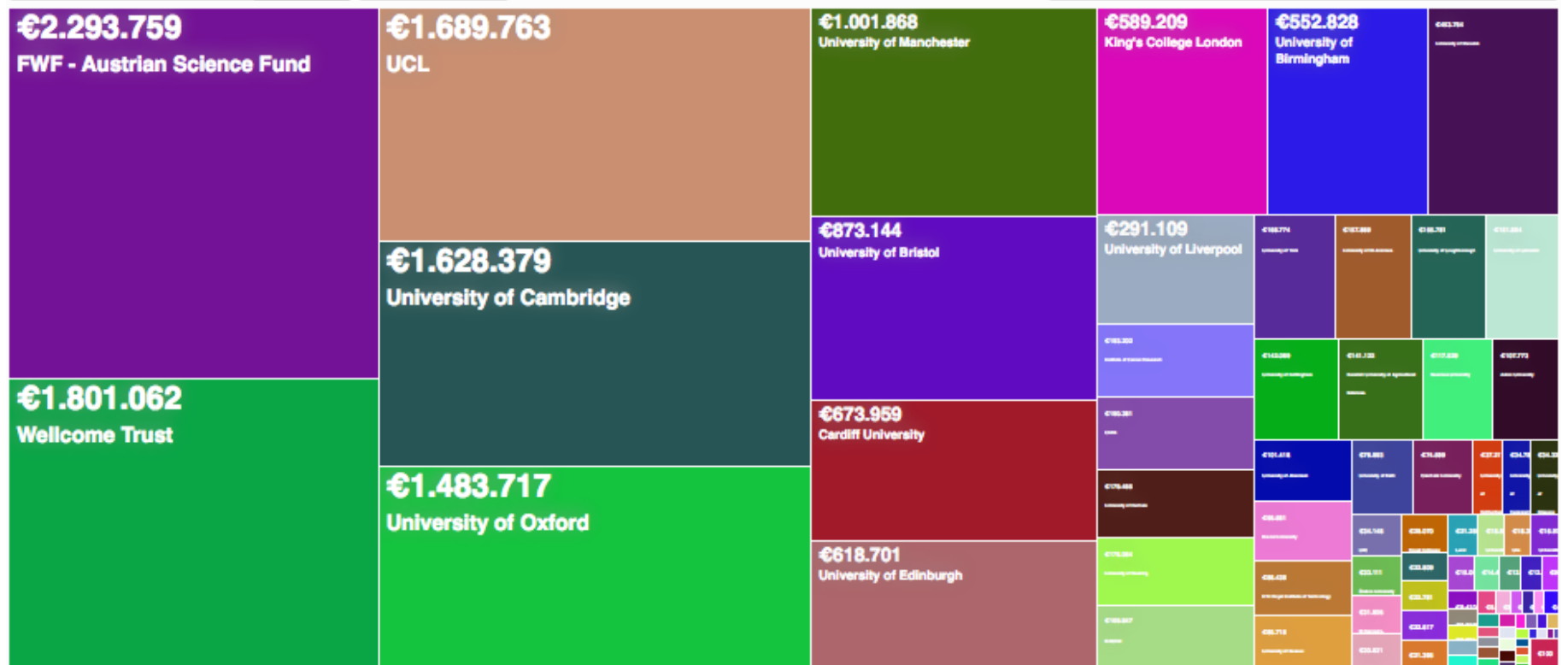
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Institutions (59 entries)	Sum	Number of Articles	Mean Value	Standard Deviation	Percentage
■ Wellcome Trust	€3.305.241	1320	€2.504	€867	23.21%
■ UCL	€3.066.806	1562	€1.963	€695	21.54%
■ FWF - Austrian Science Fund	€1.757.579	764	€2.300	€728	12.34%
■ Imperial College London	€951.999	383	€2.486	€735	6.69%
■ University of Cambridge	€819.989	331	€2.477	€696	5.76%
■ University of Glasgow	€480.218	222	€2.163	€801	3.37%
■ University of Bristol	€475.603	214	€2.222	€716	3.34%

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 Filter: Year: 2015 [Hybrid Status: TRUE](#) [Country: All](#)



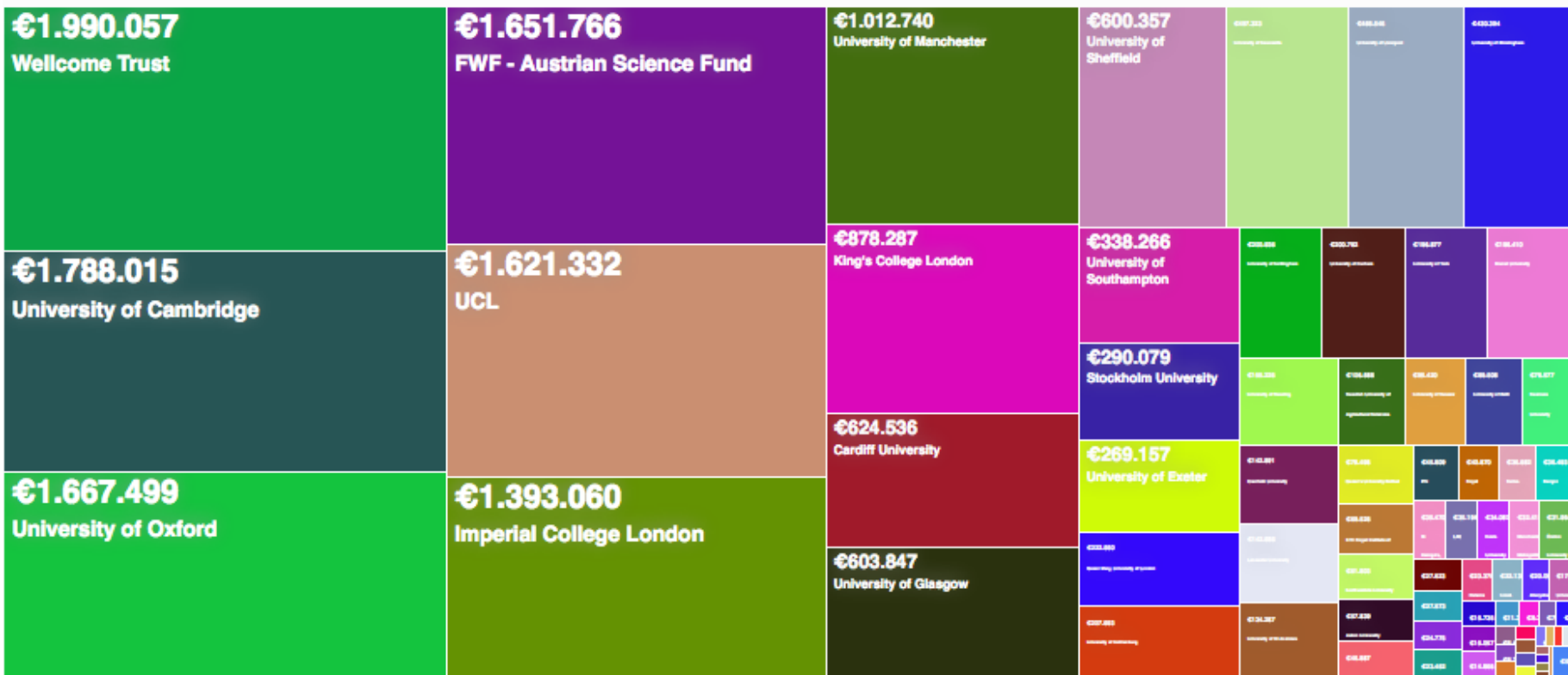
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Institutions (90 entries)	Sum	Number of Articles	Mean Value	Standard Deviation	Percentage
■ FWF - Austrian Science Fund	€2.293.759	884	€2.595	€772	13.37%
■ Wellcome Trust	€1.801.062	650	€2.771	€968	10.50%
■ UCL	€1.689.763	656	€2.576	€1.004	9.85%
■ University of Cambridge	€1.628.379	555	€2.934	€1.052	9.49%
■ University of Oxford	€1.483.717	489	€3.034	€1.185	8.65%
■ University of Manchester	€1.001.868	396	€2.530	€994	5.84%
■ University of Bristol	€873.144	344	€2.538	€949	5.09%
■ Cardiff University	€673.959	264	€2.553	€770	3.93%

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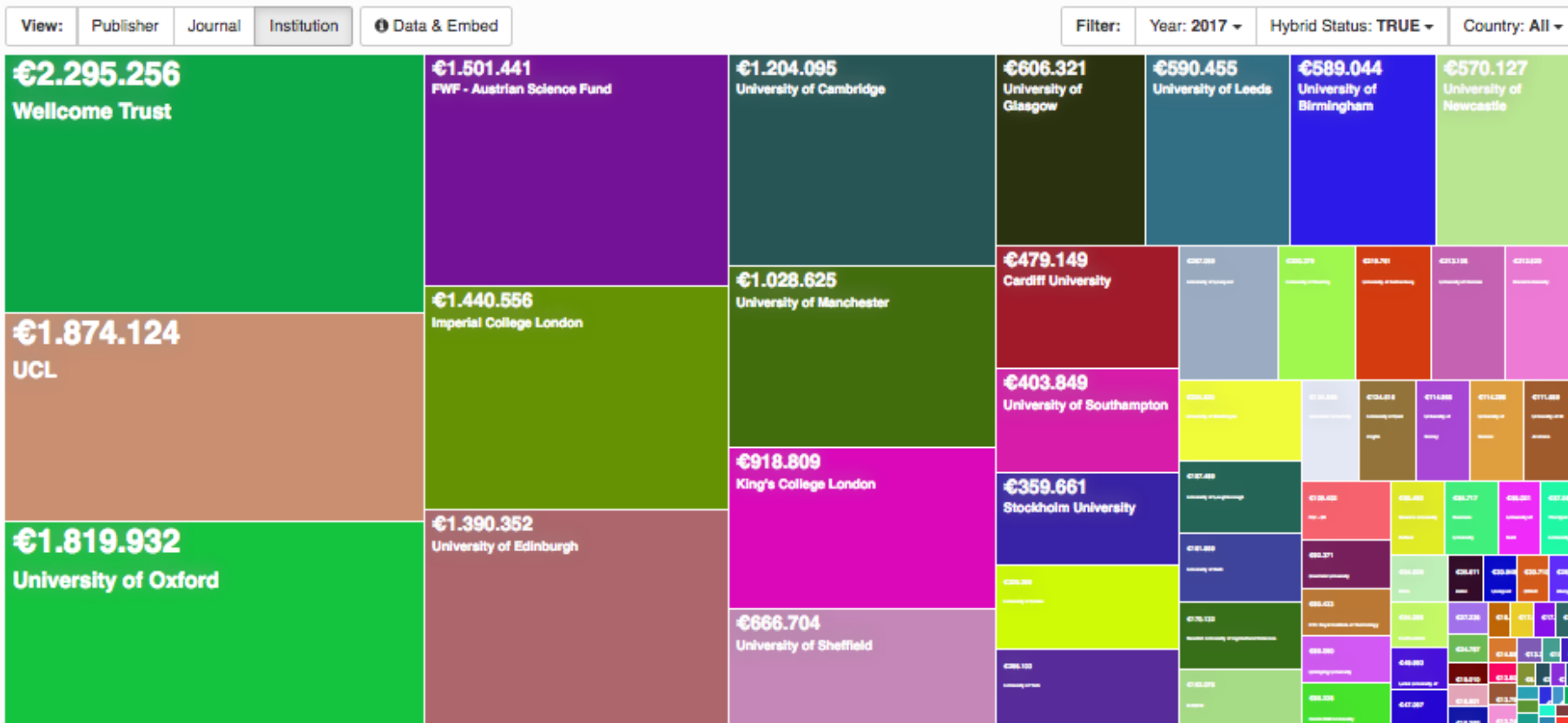
View: [Publisher](#) [Journal](#) [Institution](#) [Data & Embed](#) Filter: Year: 2016 ▾ Hybrid Status: TRUE ▾ Country: All ▾



Sort by: [Sum](#) [Number of Articles](#) [Mean Value](#) [Standard Deviation](#) Download as: [CSV](#) [JSON](#)

Institutions (77 entries)	Sum	Number of Articles	Mean Value	Standard Deviation	Percentage
■ Wellcome Trust	€1.990.057	788	€2.525	€846	10.33%
■ University of Cambridge	€1.788.015	631	€2.834	€1.134	9.28%
■ University of Oxford	€1.667.499	562	€2.967	€1.232	8.66%
■ FWF - Austrian Science Fund	€1.651.766	629	€2.626	€911	8.57%
■ UCL	€1.621.332	666	€2.434	€1.012	8.42%
■ Imperial College London	€1.393.060	486	€2.866	€967	7.23%
■ University of Manchester	€1.012.740	429	€2.361	€898	5.26%
■ King's College London	€878.287	336	€2.614	€1.010	4.56%

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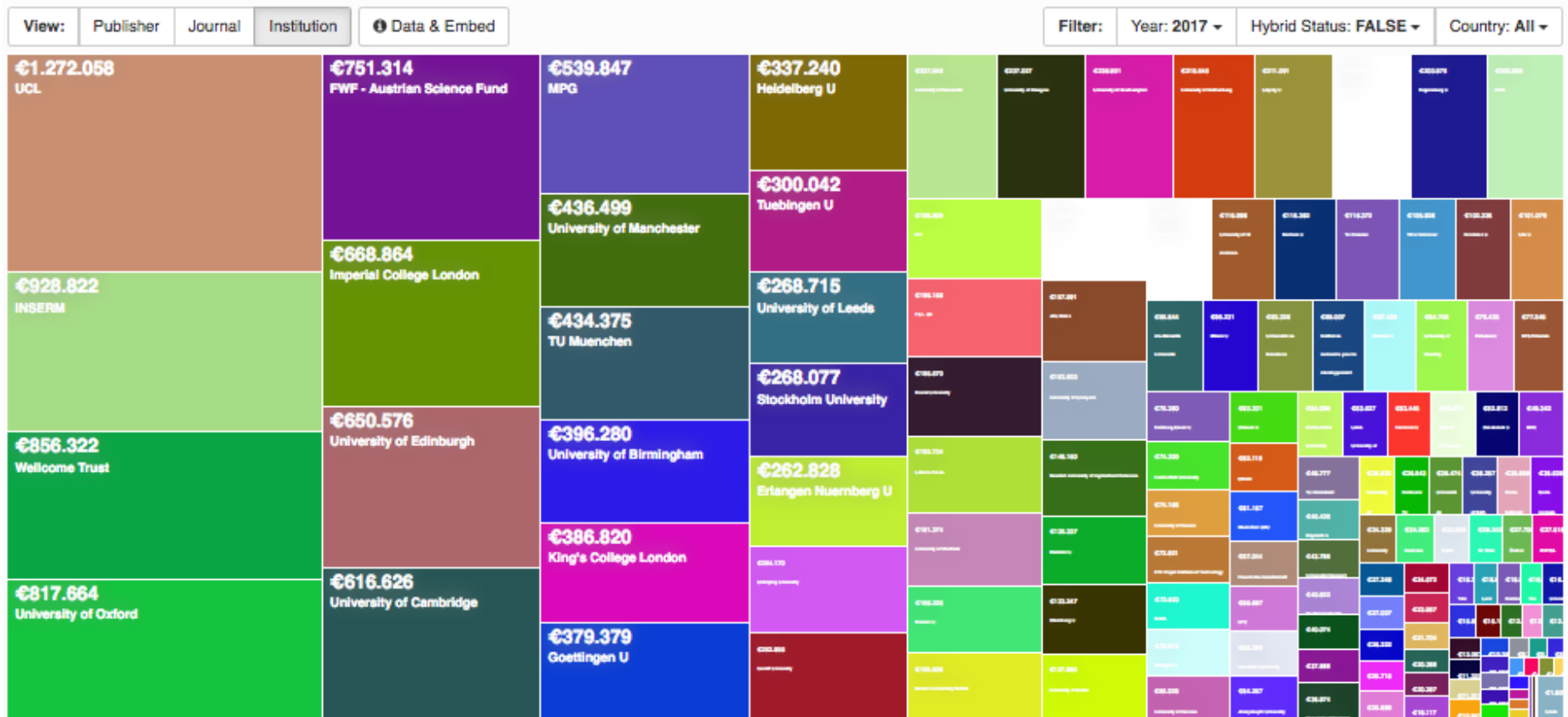
Sort by: Sum Number of Articles Mean Value Standard Deviation

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Institutions (94 entries)	Sum	Number of Articles	Mean Value	Standard Deviation	Percentage
■ Wellcome Trust	€2.295.256	834	€2.752	€1.047	10.22%
■ UCL	€1.874.124	853	€2.197	€1.105	8.34%
■ University of Oxford	€1.819.932	649	€2.804	€1.095	8.10%
■ FWF - Austrian Science Fund	€1.501.441	587	€2.558	€978	6.68%
■ Imperial College London	€1.440.556	519	€2.776	€1.034	6.41%
■ University of Edinburgh	€1.390.352	540	€2.575	€1.071	6.19%
■ University of Cambridge	€1.204.095	450	€2.676	€1.083	5.36%
■ University of Manchester	€1.028.625	407	€2.527	€959	4.58%

**€22.4 million spent on hybrid in
2017 at an average APC of €2,554**

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Sort by: Sum Number of Articles Mean Value Standard Deviation

Download as: CSV JSON

Institutions (142 entries)	Sum	Number of Articles	Mean Value	Standard Deviation	Percentage
UCL	€1,272,058	713	€1,784	€879	6.65%
INSERM	€928,822	479	€1,939	€875	4.86%
Wellcome Trust	€856,322	391	€2,190	€1,067	4.48%
University of Oxford	€817,664	354	€2,310	€1,173	4.28%
FWF - Austrian Science Fund	€751,314	372	€2,020	€838	3.93%
Imperial College London	€668,864	333	€2,009	€1,074	3.50%
University of Edinburgh	€650,576	339	€1,919	€990	3.40%
University of Cambridge	€616,626	268	€2,301	€1,179	3.22%

**€19 million spent on full OA in
2017 at an average APC of €1,739**

Plan S

10 Principles of Plan S

IN ADDITION:

- Authors retain copyright of their publication with no restrictions. All publications must be published under an open license, preferably the Creative Commons Attribution Licence CC BY. In all cases, the license applied should fulfil the requirements defined by the Berlin Declaration;
- The Funders will ensure jointly the establishment of robust criteria and requirements for the services that compliant high quality Open Access journals and Open Access platforms must provide;
- In case such high quality Open Access journals or platforms do not yet exist, the Funders will, in a coordinated way, provide incentives to establish and support them when appropriate; support will also be provided for Open Access infrastructures where necessary;
- Where applicable, Open Access publication fees are covered by the Funders or universities, not by individual researchers; it is acknowledged that all scientists should be able to publish their work Open Access even if their institutions have limited means;
- When Open Access publication fees are applied, their funding is standardised and capped (across Europe);
- The Funders will ask universities, research organisations, and libraries to align their policies and strategies, notably to ensure transparency;
- The above principles shall apply to all types of scholarly publications, but it is understood that the timeline to achieve Open Access for monographs and books may be longer than 1 January 2020;
- The importance of open archives and repositories for hosting research outputs is acknowledged because of their long-term archiving function and their potential for editorial innovation;
- The 'hybrid' model of publishing is not compliant with the above principles;
- The Funders will monitor compliance and sanction non-compliance.



Plan S

Making full and immediate Open Access a reality

[Why Plan S](#)[10 Principles](#)[Funders & supporters](#)[Feedback](#)[About](#)[Contact us](#)

Feedback

Members of cOAlition S have read with interest the many comments made on Plan S. After discussion and consideration, the coalition has approved the implementation guidance on making full and immediate Open Access a reality. The guidance is now open for public feedback.

Further Information

- > [Download the guidance material](#)

“The ‘hybrid’ model of publishing is not compliant with the above principles”

“The ‘hybrid’ model of publishing is not compliant with the above principles”

Scholarly articles are compliant with Plan S if they are published in compliant Open Access journals or on compliant Open Access platforms. In addition, cOAlition S will, under specified conditions, accept deposit of scholarly articles in Open Access repositories and, in a transition period, publishing Open Access in subscription journals ('hybrid Open Access') under transformative agreements as means to achieve compliance with Plan S.

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COAlition S acknowledges existing transformative agreements. However, from 2020 onward, new agreements need to fulfil the following conditions to achieve compliance with Plan S:

- › The contracts (including costs) of such agreements need to be made publicly available.
- › Contract negotiations need to be concluded before the end of 2021, and contracts may not last for longer than three years.
- › The negotiated agreements need to include a scenario that describes how the publication venues will be converted to full Open Access after the contract expires.

The effects of the transformative agreements will be reviewed in 2023.

**What about funding for fully OA
journals?**

3. Publication Costs

There exist different models of financing and paying for Open Access publication. cOAlition S calls for full transparency and monitoring of Open Access publication costs and fees. Transparency on Open Access publication costs and fees is included as one of the criteria that define Plan S compliance of journals and platforms.

Where article processing charges (APCs) apply, cOAlition S will contribute to establishing a fair and reasonable APC level, including equitable waiver policies, that reflects the costs involved in the quality assurance, editing, and publishing process and how that adds value to the publication. To help inform the potential standardisation of fees and/or APC caps, cOAlition S will commission an independent study on Open Access publication costs and fees (including APCs).

cOAlition S members will ensure financial support for OA publishing via the prescribed routes to compliance. Grants can be used for financing APCs for Open Access publication in subscription journals ('hybrid Open Access') only under transformative agreements. cOAlition S emphasises that the individual cOAlition S members are not obliged to enter into transformative agreements nor to fund APCs that are covered by such agreements.

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**How did we end up right back
where we started?**

**My plea to research funders
and institutions:**

**“Focus on your allies rather
than your opponents”**

Thank you

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