

Oxford Journals Experience of Open Access Publishing

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SPARC Japan Open Access Update,



An Evidence-based approach



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Open Access models

- Full open access
 - *Nucleic Acids Research*
- Optional open access
 - 70 journals across a broad range of subjects

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Open Access charges for Authors

	\$
Authors from Institutions <u>not</u> subscribing to Journal	3000
Authors from subscribing Institutions	1800
Authors from developing countries	0 - 1500

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Uptake of the Oxford Open option by subject Area in 2007



Subject area	No. of journals	Articles published	Open access articles	Open access uptake (%)
Medicine	30	5799	289	5
Life Sciences	19	3609	388	11
Social Sciences and Humanities	13	598	14	2
Mathematics	3	614	29	5
Total	65	10620	720	7

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Open Access Uptake and the effect on 2008 online-only price



OA Uptake 2006 (% pages)	No. of Journals	Actual online price change 2008 cf. 2007 (%)	Effective online price reduction due to open access (%)*
0	26	+8%	0%
1-5	20	+3%	-2%
6-10	6	0%	-8%
11-12	2	-3%	-18%**

* Compared with our normal pricing model

** these two journals had a -9% online price adjustment in 2007 due to open access uptake in 2005

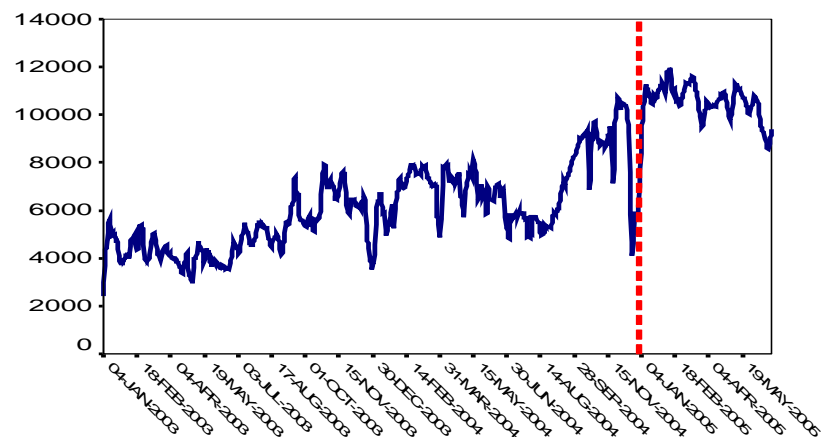
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Does OA increase usage?



NAR: Daily downloads 2003-2005



Source: Ciber study, 2006

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Does OA increase citation?



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Further Reading



1. Oxford Journals' adventures in open access: from reader-side payment to author-side payment by Claire Bird *Learned Publishing*, Vol 21 Issue 2 (April 08)
2. Experimenting with Open Access publishing, Martin Richardson & Claire Saxby, *Nature* 2004
<http://www.nature.com/nature/focus/accessdebate/12.html#b1>
3. Assessing the Impact of Open Access – Preliminary Findings from Oxford Journals, June 2006
(http://www.oxfordjournals.org/news/oa_report.pdf)



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Questions?

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THANK YOU