

# Open access publishing at BioMed Central

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## Agenda

- BioMed Central, an introduction
- BioMed Central's business model
- Growth of BioMed Central
- Acquisition by Springer
- Looking forwards



## BioMed Central

- Largest publisher of peer-reviewed open access journals
- 200+ journals
- >55,000 open access articles
- ~5 million articles accessed/month
- Immediate, barrier-free open access to research



## Open access at BioMed Central

- Research articles are universally available via the Internet, without any barriers to access
- Copyright license allows redistribution and reuse as long as attribution is given
- Permanently archived in internationally recognised repositories (*e.g.* PubMed Central)



## Our journals

- BMC-series (~60 titles)
  - Largely in-house editorial processes
  - Broad scope
- Independent journals (~130 titles)
  - Run by external groups of scientists or societies
  - Niche or broad scoped as defined by the Editors
- Hybrid journals (6 titles)
  - Publish open access research, and subscription-based reviews and commentary

## BioMed Central's business model

## New technologies change practices and business models



## New technologies change business models

### Traditional model

- Research community transfers rights to the research to the publisher
- The publisher sells the research back to the community

### Open access model

- Research community retains ownership of the work
- The publisher charges directly for the service of dissemination/publication

## BioMed Central revenue streams

- Publication fees (80-90%)
- Subscription content ('hybrid journals')
- Advertising/sponsorship
- Services (*e.g.* Open Repository)

## Open access publication fees

## What do they cover?

- The costs of running open access journals are similar to those in traditional journal publishing:
  - Editorial
  - Production
  - Technical
  - Marketing
  - Customer services

## How much are we charging?

- Standard charge is £925 / US\$1535, ~¥132,000
- Charges range from \$915 - \$2265
- Article-processing charge is a flat-fee; there are no additional costs

## How does this compare to other publishers?

• Hindawi	\$600 - \$1500
• BioMed Central	\$915 - \$2265
• PLoS	\$1300 - \$2850
• Oxford University Press	\$3000
• Springer	\$3000
• Wiley	\$3000
• Taylor & Frances	\$3250
• Cell Press	\$5000

## Who pays?

- Author's funding body
- Author's institution
- Direct payment by the authors
- Charges are waived where there is a genuine inability to pay
  - Open access waiver fund, supported by Pfizer
- Supplements may be funded by conferences or sponsors

## BioMed Central membership

- Prepay membership  
Institution covers the cost of publication centrally at a discounted rate
- Supporter membership  
Institution pays a low-rate, flat fee and authors receive a discount (15%)

## BioMed Central membership

- ~300 members worldwide



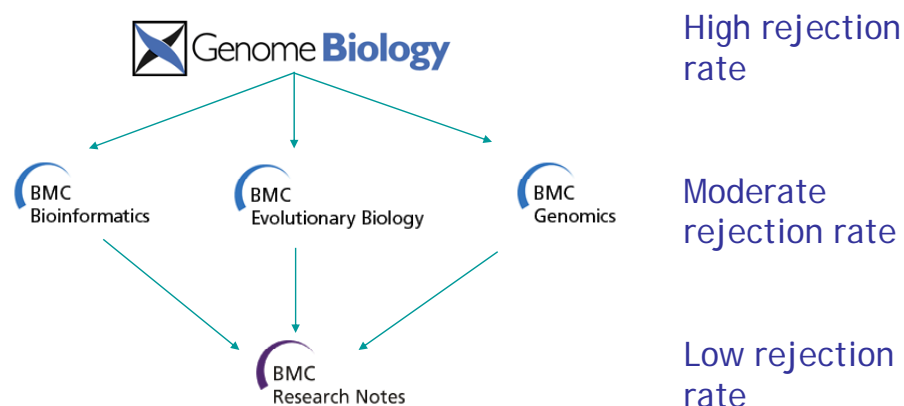
## Not all our journals charge APCs

- *Chinese Medicine*
- *Chiropractic & Osteopathy*
- *Italian Journal of Pediatrics*
- *Journal of Biomedical Science*
- *Journal of Brachial Plexus and Peripheral Nerve Injury*
- *Journal of Orthopaedic Surgery and Research*
- *Journal of the International AIDS Society*
- *Scandinavian Journal of Trauma Resuscitation and Emergency Medicine*
- *Sports Medicine, Arthroscopy, Rehabilitation, Therapy & Technology*

## Rejection rate and open access

- High prestige journals tend to have high rejection rates
- Lots of submissions, relatively few publications
- How to make this economically viable?

## Journal peer review cascade



## Other sources of revenue

## Journals with subscription content

- All research articles are open access
- Subscription for reviews and commentaries



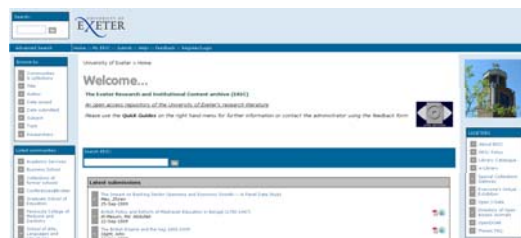
## Advertising/sponsorship



## Additional services



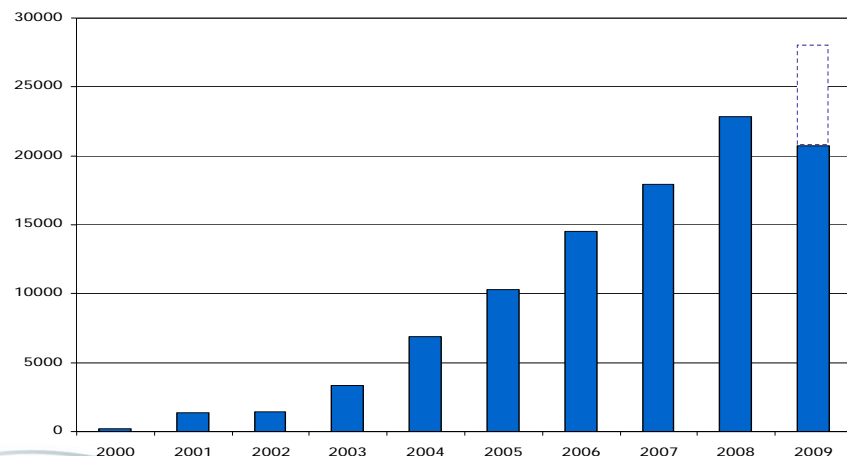
A hosted solution that builds and maintains repositories on behalf of organisations



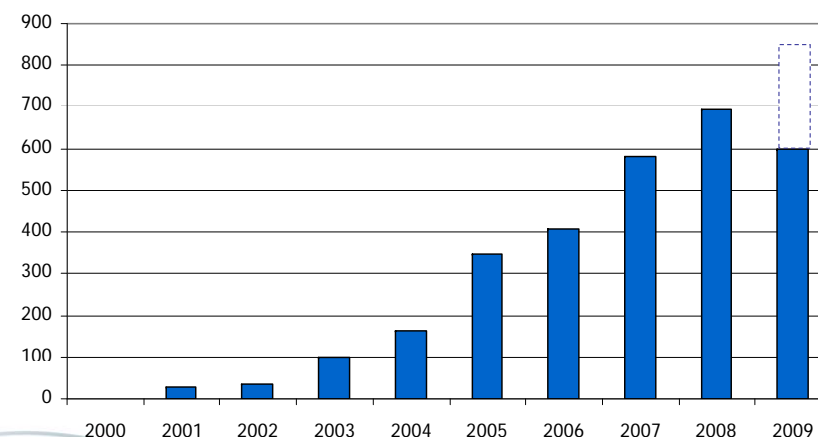
## Growth of BioMed Central



## Annual submissions



## Annual submissions from Japan



## Number of journals

- Steady growth of the portfolio from 59 journals to 200
  - 3 have Japanese Editors-in-Chief



**BIOPSYCHOSOCIAL  
MEDICINE**



**CARBON BALANCE  
AND MANAGEMENT**



**SPORTS MEDICINE, ARTHROSCOPY  
REHABILITATION, THERAPY & TECHNOLOGY**

## Number of journals

- Two new publishing platforms:



**Chemistry Central**  
open access to chemistry



**PhysMath Central**

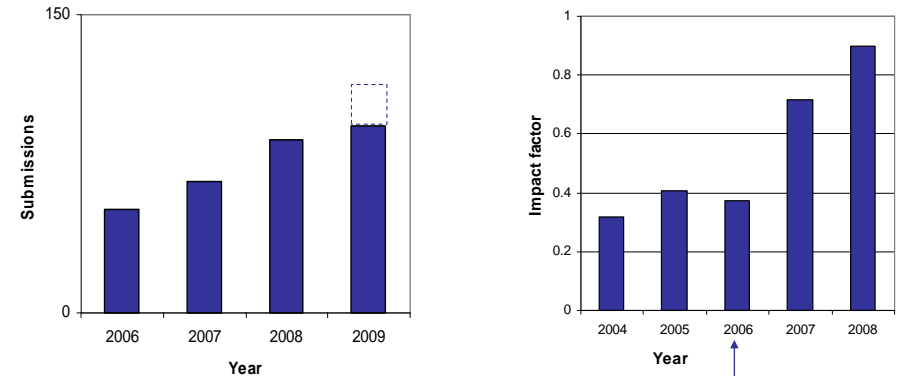
- Increasingly established titles are choosing to move to BioMed Central



# Journals choosing to transfer



# Acta Veterinaria Scandinavica

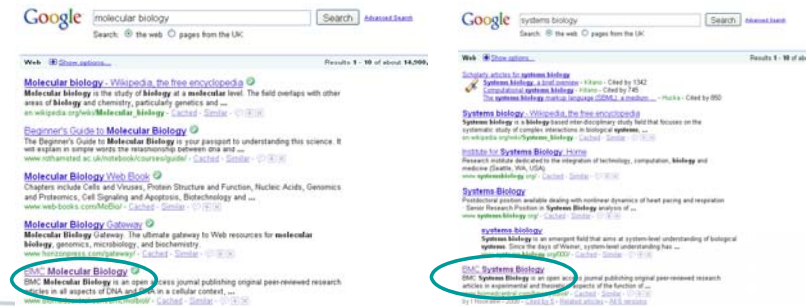


Year of transfer

# Key drivers of growth

- No barriers to access
- Easily available to all aggregators/indexers

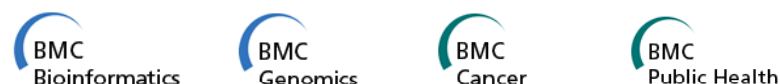
# High visibility



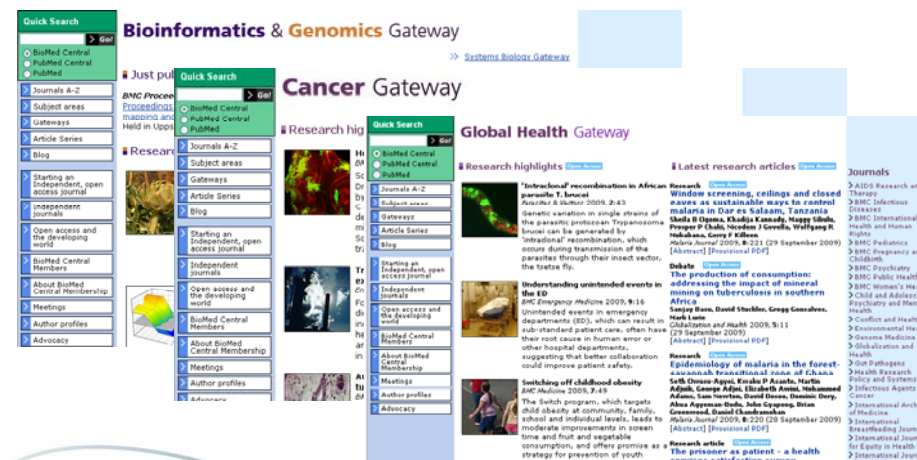


## Building off success in key areas

- Bioinformatics
- Genomics
- Cancer
- Public Health



## Building on success in key areas



## Providing a good service to authors

Surveyed authors:

- 95% rate our online submission system as 'Good' or 'Very good'
- 90% would recommend publishing in a BioMed Central journal to a colleague
- 90% rate the experience of publishing with BioMed Central as 'Good' or 'Very Good'

## Providing a good service to authors

- Updating technologies to meet our authors requirements



Common Application Programming Interface

Cinfony presents the same interface to three cheminformatics toolkits, Openbabel, the CDK and the RDKit. These are available through three separate modules: clbabel, cdk and rdkit. The API is designed to make it easy to carry out many of the common tasks in cheminformatics, and covers the core functionality shared by all of the toolkits. Table 2 gives an overview of the API. The complete API is available here (see Additional file 1).

**Additional file 1. Minisite API.** A mini-website of the Cinfony API documentation.  
Format: ZIP Size: 123KB [Download file](#) or [View online](#)

**Table 2.** An overview of the Cinfony API.

Embedded movies and mini-websites

## Marketing



**BioMed Central**  
The Open Access Publisher

## Marketing

**CEREBROSPINAL FLUID RESEARCH**

Efficient peer review  
Fast publication  
High visibility

**BMC Cardiovascular Disorders**

Sign up for free article alerts >>>

**BMC Biology**

Full peer review  
Fast publication  
High visibility

**BIOLOGY DIRECT**

Call for papers  
A novel system of peer review

Editors-in-Chief  
David Lipman, Eugene Koonin, Laura Landweber

Find out more...

**Journal of Biology**

Current Issue includes

**James Ferrell**  
on what is meant by cooperativity

**Charalambos Kyriacou**  
on clocks and butterfly migrations

**Elizabeth Dennis and James Peacock**  
on how cold is needed for flowering

**Eugene Koonin and colleagues**  
trace the tree of life through the thicket of horizontal gene transfer

**BioMed Central**  
The Open Access Publisher

## Marketing



**BioMed Central**  
The Open Access Publisher

## Impact factors

**Breast Cancer RESEARCH**

IMPACT FACTOR **5.05**

**Genome Biology**

IMPACT FACTOR **6.15**

**arthritis research & therapy**

IMPACT FACTOR **4.49**

**BMC Evolutionary Biology**

IMPACT FACTOR **4.05**

**BMC Plant Biology**

IMPACT FACTOR **4.03**

**RETROVIROLOGY**

IMPACT FACTOR **4.04**

**CRITICAL CARE**

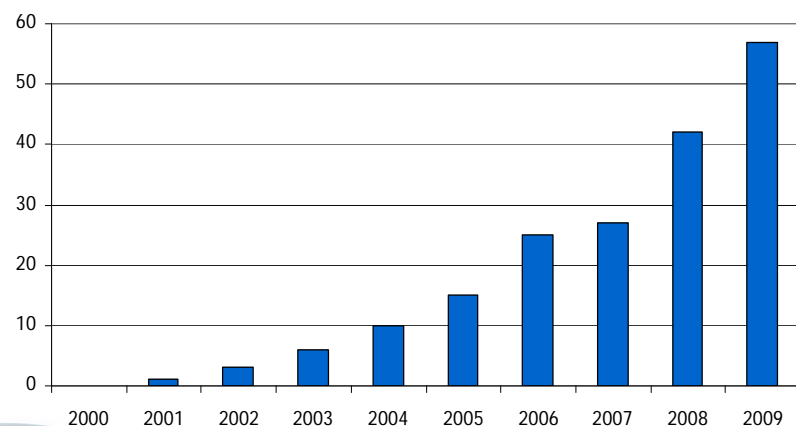
IMPACT FACTOR **4.55**

**MOLECULAR CANCER**

IMPACT FACTOR **5.36**

**BioMed Central**  
The Open Access Publisher

## Number of journals with impact factors



## Growing momentum of open access

2000



2009



...and more

## Growing momentum of open access



Welcome to the Open Access Scholarly Publishers Association, OASPA.

OASPA offers a forum for bringing together the entire community of Open Access journal publishers.

Our mission is to represent the interests of Open Access (OA) journal publishers globally in all scientific, technical and scholarly disciplines. This mission will be carried out through exchanging information, setting standards, advancing models, advocacy, education, and the promotion of innovation.

Through a shared interest in developing appropriate business models, tools and standards to support OA publishing, we can ensure a prosperous and sustainable future to the benefit of our members and the scholarly communities they serve. OASPA would like to thank SPARC Europe for its support during our initial phase of operation.

## Growing momentum of open access

- Mandatory open access deposit policies from:
  - Funding bodies, e.g. NIH, HMMI, UK Wellcome Trust
  - Institutes, e.g. Harvard, MIT, UCL
- Central funding from institutions
  - Berkeley, Calgary, Harvard, Nottingham, Newcastle

## Growing momentum of open access

- Many institutes have repositories in place, which can encourage open access publication
- BUT there are difficulties in populating these
- Automation of feeds using SWORD protocol

## Acquisition by Springer



## What does the acquisition mean for BioMed Central?

- Acquisition by Springer is a strong endorsement of the success of our open access publishing model
- Springer's global infrastructure and market presence is helping us to expand activities

## What does the acquisition mean for BioMed Central?

- BioMed Central remains an autonomous operating unit within Springer
- BioMed Central is committed to permanently maintaining our open access policy, safeguarded by a Board of Trustees

## Looking forwards

## Plans for 2010 and beyond...

- Continued growth and development of existing titles
- New launches planned and continued work with society journals



## Plans for 2010 and beyond...

- Continue to make the most of new technologies:
  - Planned website redesign
  - Improved PDF rendering
  - Updates to peer review tools
  - Hosting translations

## Plans for 2010 and beyond...

- Continue to work with funding bodies, institutions and organisations to advocate open access
- Expansion of conference activities in support of our journals and Editors

## Summary

- BioMed Central operates a successful open access business model
- We have developed a portfolio of 200 journals, many ranking highly in their respective fields
- Plans for continued growth and development, assisted by Springer's global infrastructure and market presence



Thank you!

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