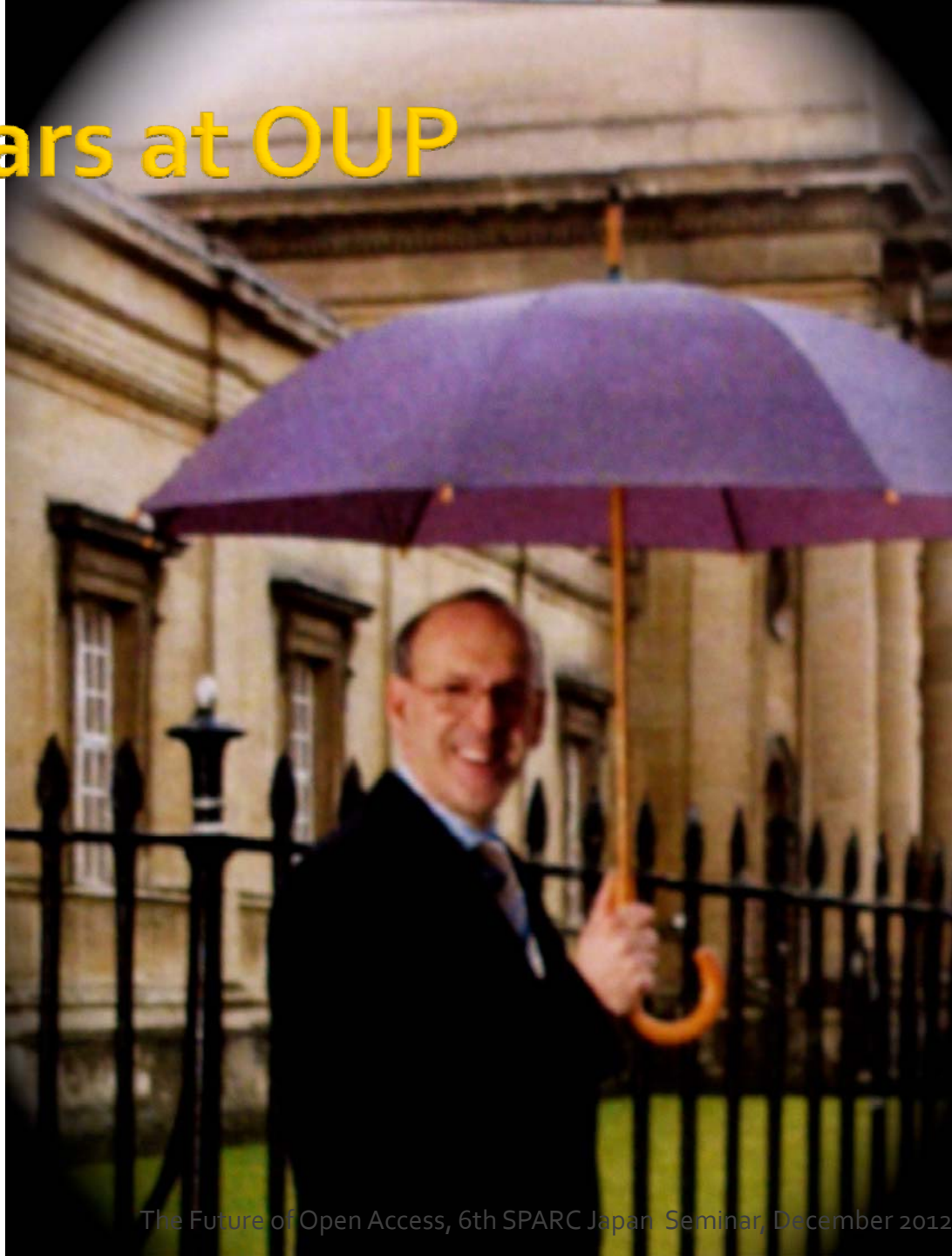


Martin Richardson

The Future of Open Access



20 years at OUP



My office today...

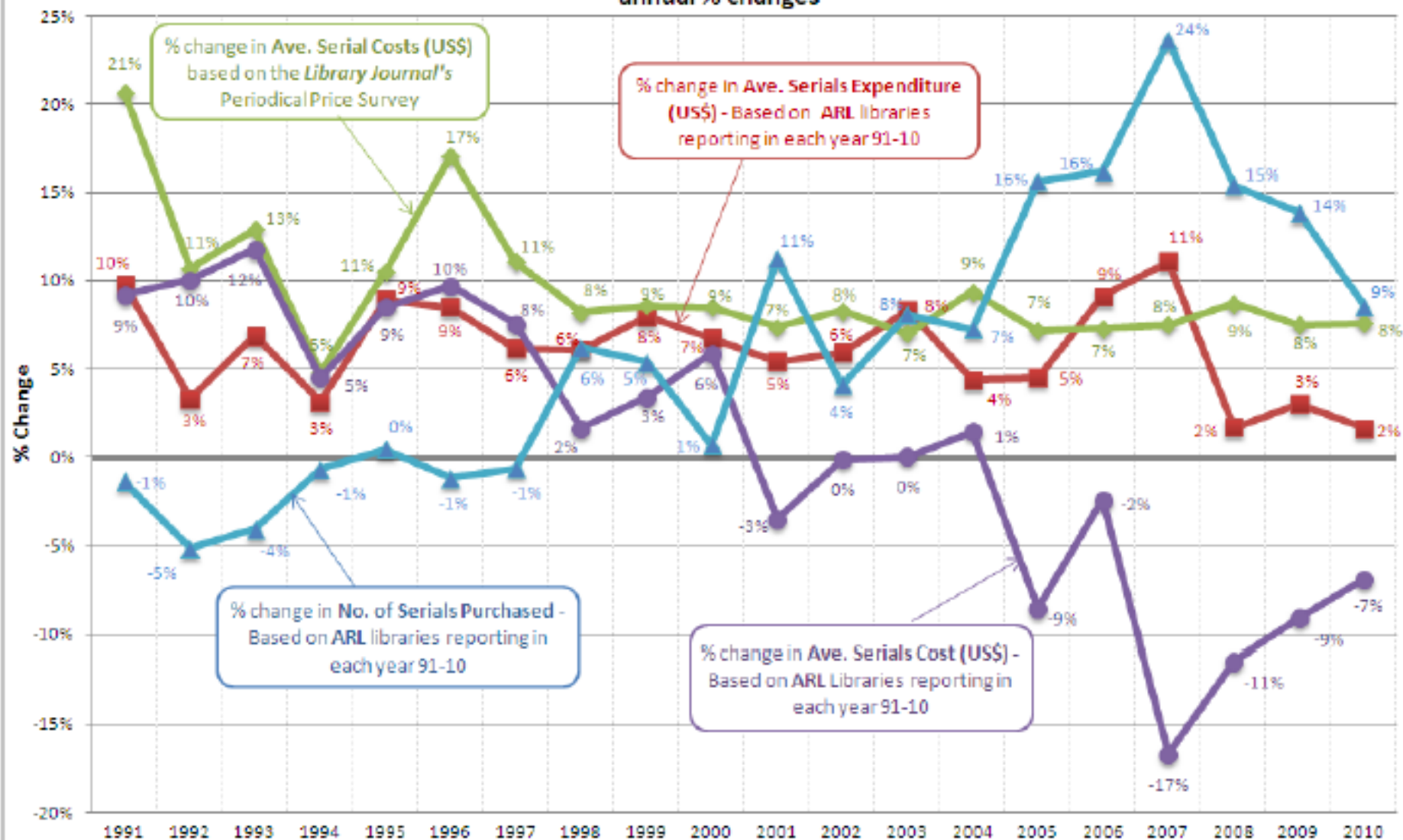


Overview



- The OA Rainbow
- Growth of OA
- Gold at the end of the OA Rainbow?
- Life under a Gold OA Rainbow
- Conclusions & Further Reading

Serials unit costs, expenditures and number of purchases at ARL universities annual % changes



1.The OA RAINBOW





- Journal that provides immediate open access to all (research) content
- APC's – authors charged to cover costs of publishing
- Examples of publishers specialising in Gold OA include BioMedCentral and Public Library of Science (PLOS)



- Self-archiving of a version of a journal article in an Institutional or subject-based repository (eg PubMed Central)
- First formally proposed in 1994 by Stevan Harnad
- Most subscription-based journals permit self-archiving after a delay (typically 12 months)
- Gold OA journals usually permit immediate self-archiving

Green & Gold OA



- Subscription –based journals offering authors a choice of publishing OA and/or self-archiving
- APC charges ranging from \$300-\$3000
- Usually called hybrid or optional OA
- Model of choice for ‘traditional’ publishers

Delayed OA



- Subscription –based journals offering freely available archive after a fixed period of time from publication (typically 12 months)
- Model of choice for Society journals
- Delayed OA journals are also often Green & Gold !
- Examples of Delayed OA archives include HighWire Press and PubMedCentral

2. Growth of OA

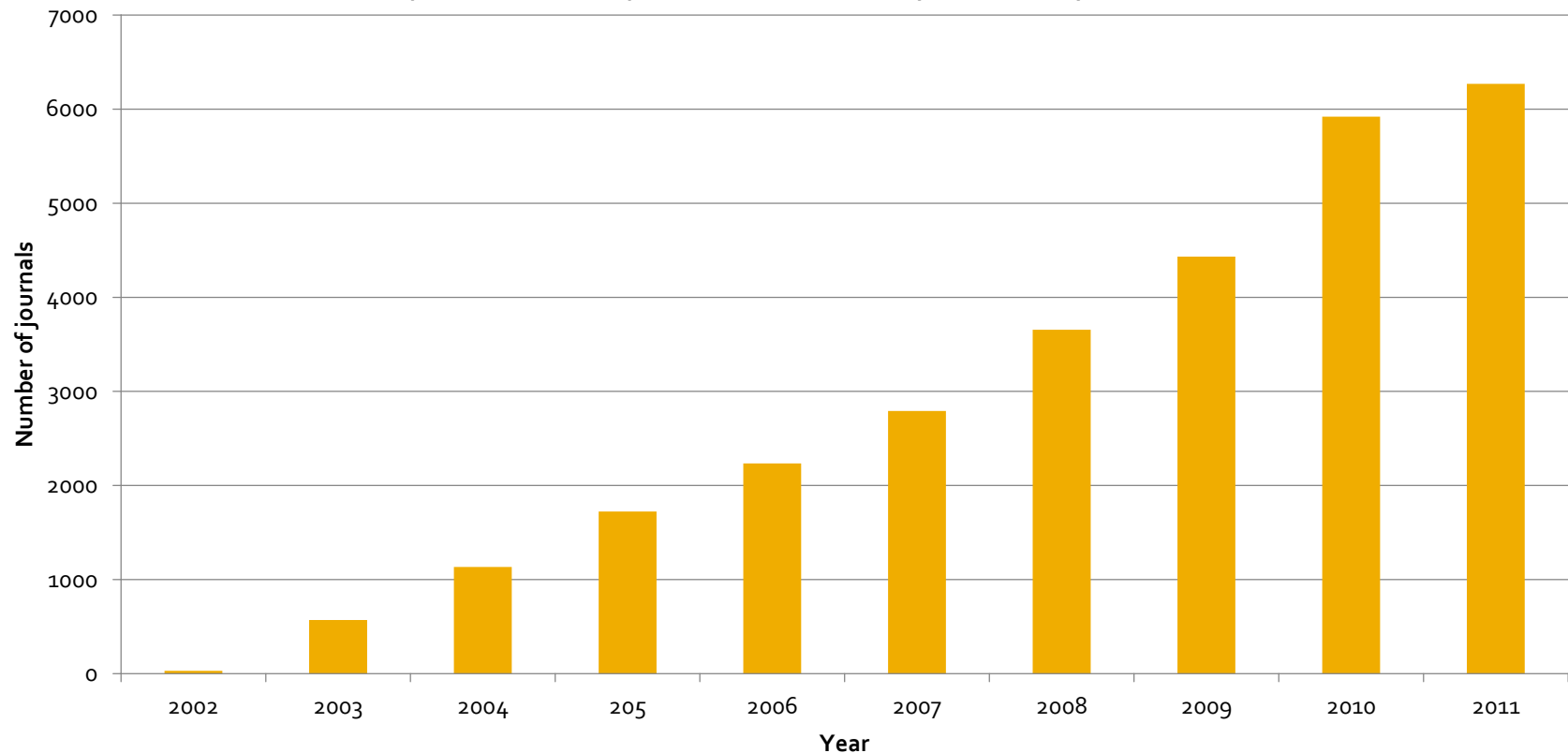


Growth of OA Journals



Number of Open Access Journals in the DOAJ 2002-2011

European Commission report: *Innovation Union Competitiveness Report 2011*



Growth of OA articles



Laakso and Björk BMC Medicine, October 2012

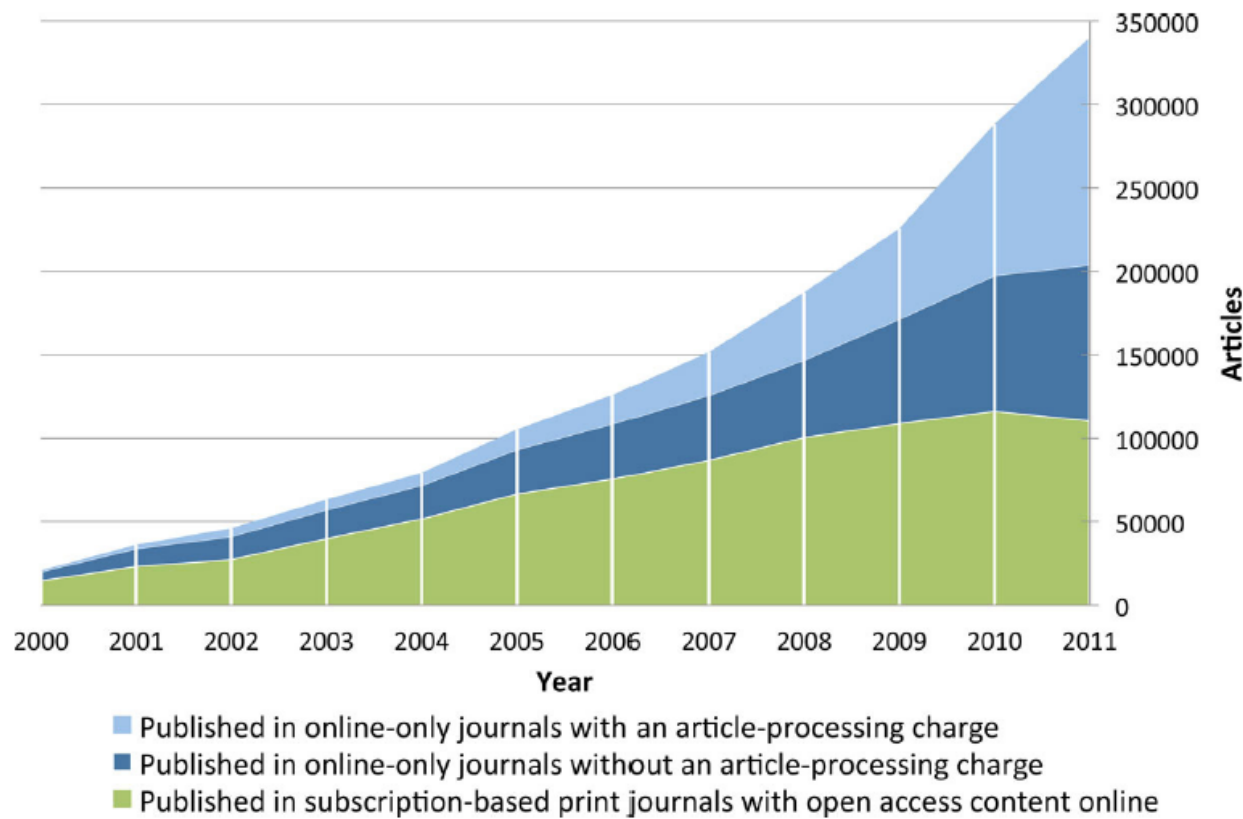


Figure 2 Annual volumes of articles in full immediate open access journals, split by type of open access journal.

Global Reach of Gold OA



Laakso and Björk BMC Medicine, October 2012

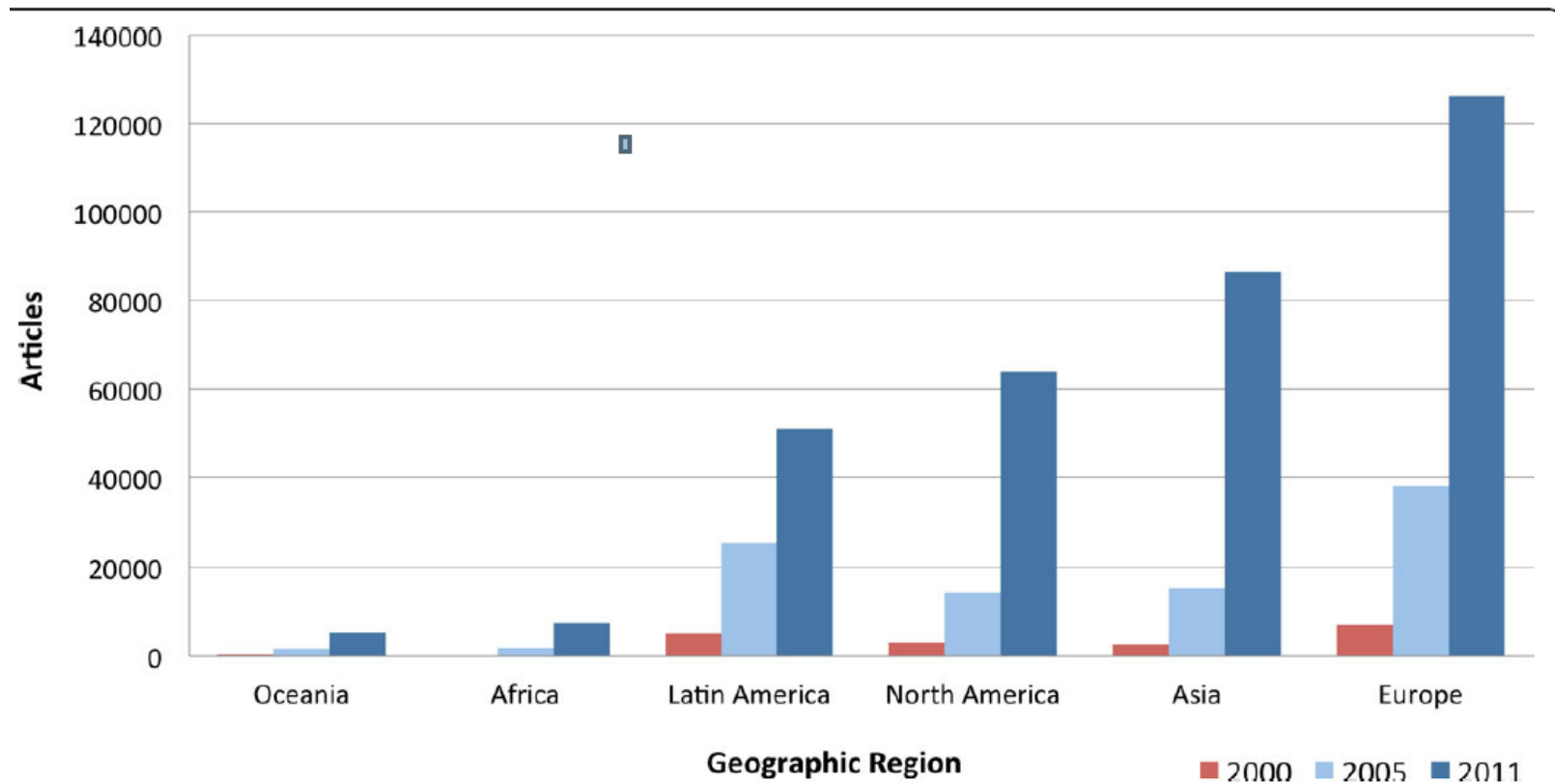


Figure 3 Open access publisher output across geographic regions.

Decline of green & gold OA?



Laakso and Björk BMC Medicine, October 2012

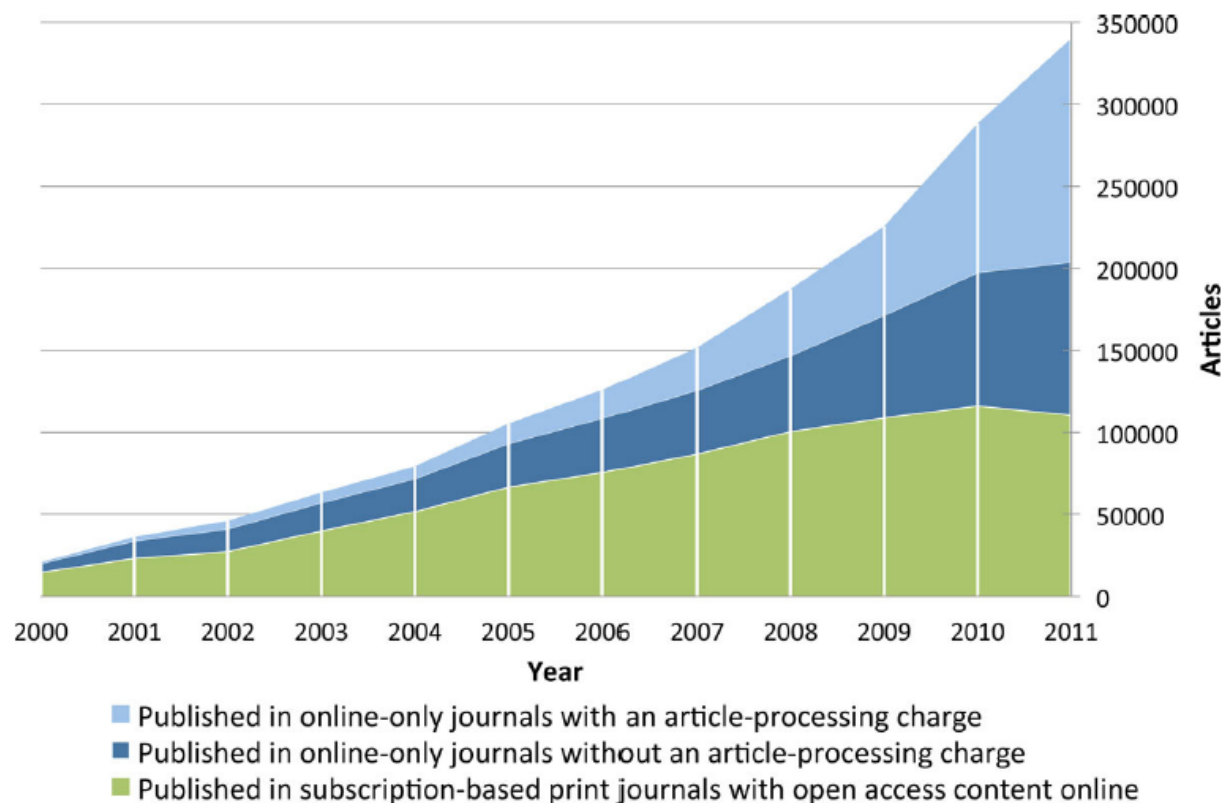
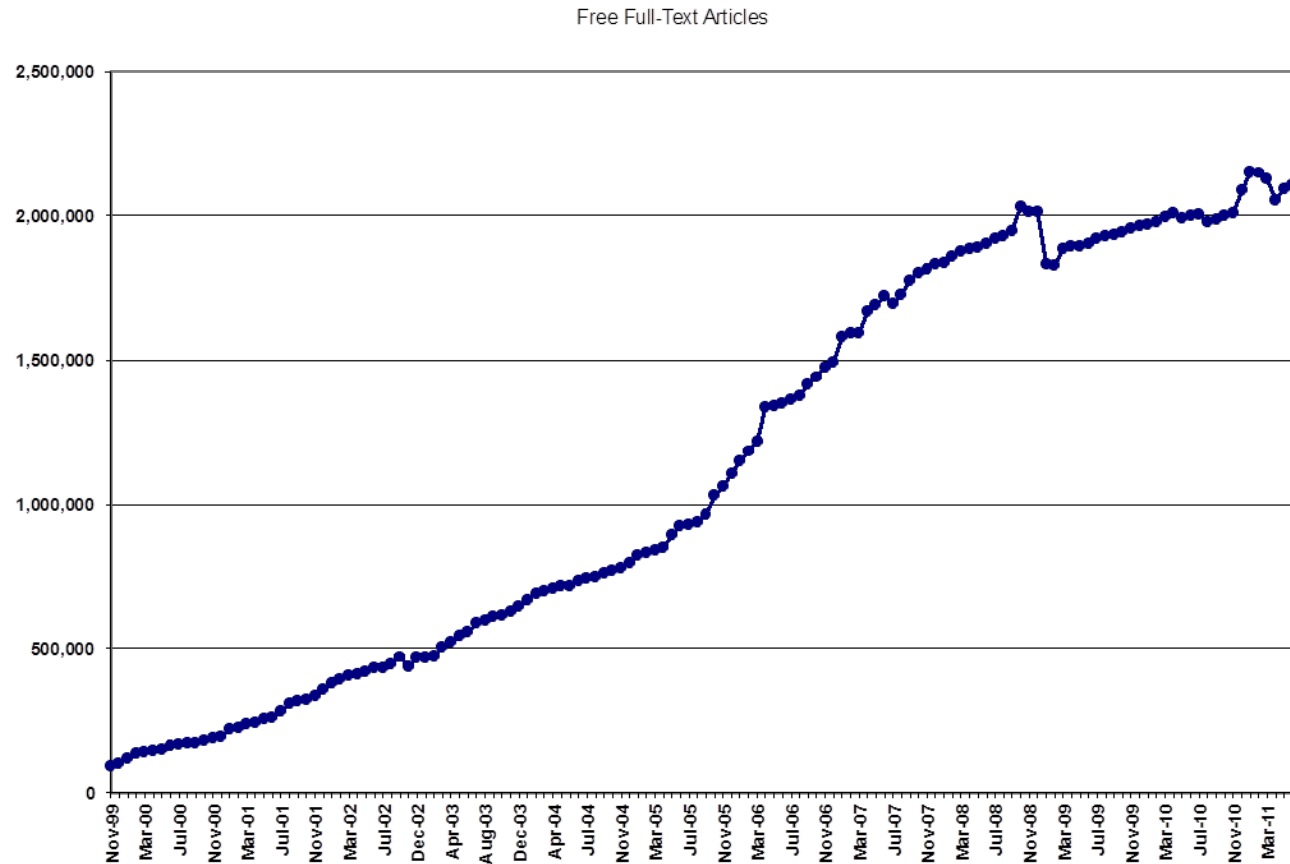


Figure 2 Annual volumes of articles in full immediate open access journals, split by type of open access journal.

Delayed OA : HighWire archive

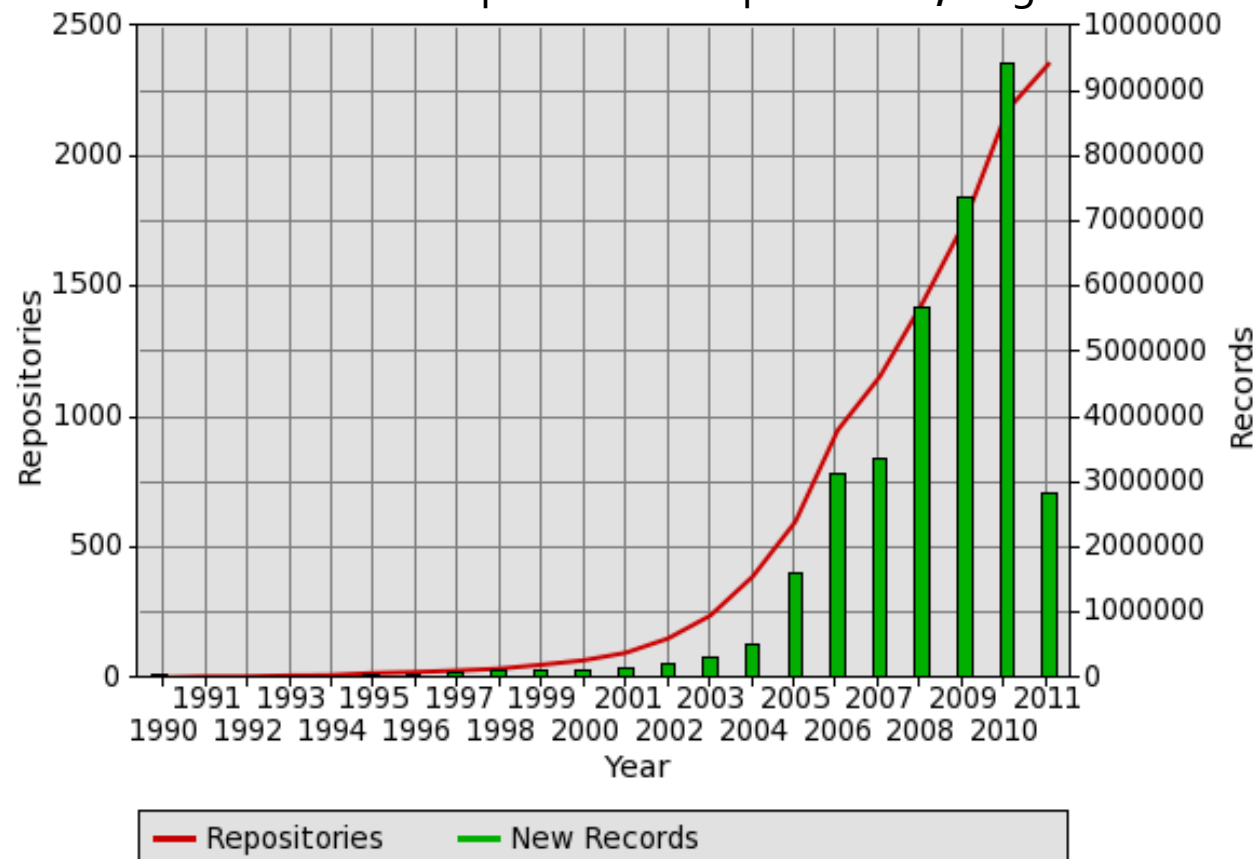


John Sack, personal communication

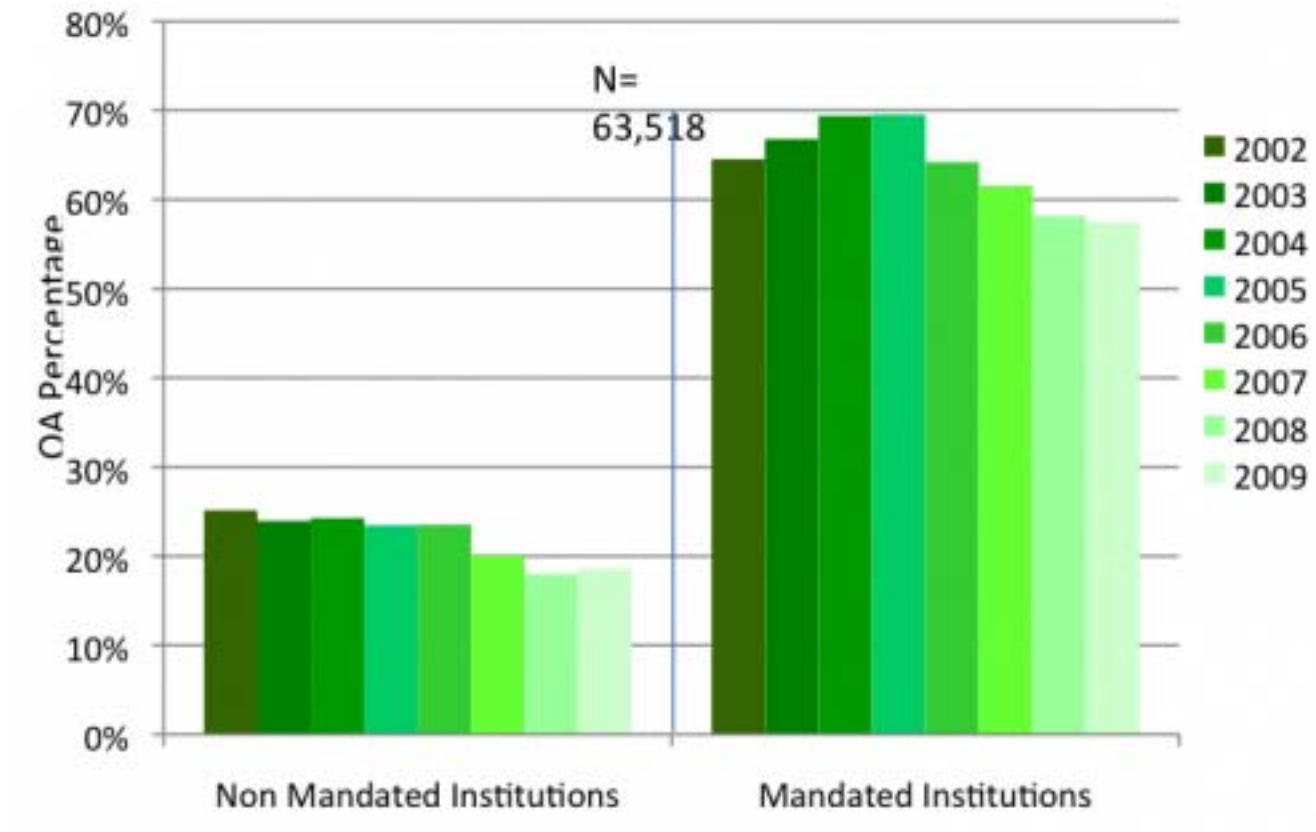
Growth in IR's



Harnad: Growth curve for open access repositories, Aug 1 2011



Decline in IR submissions?

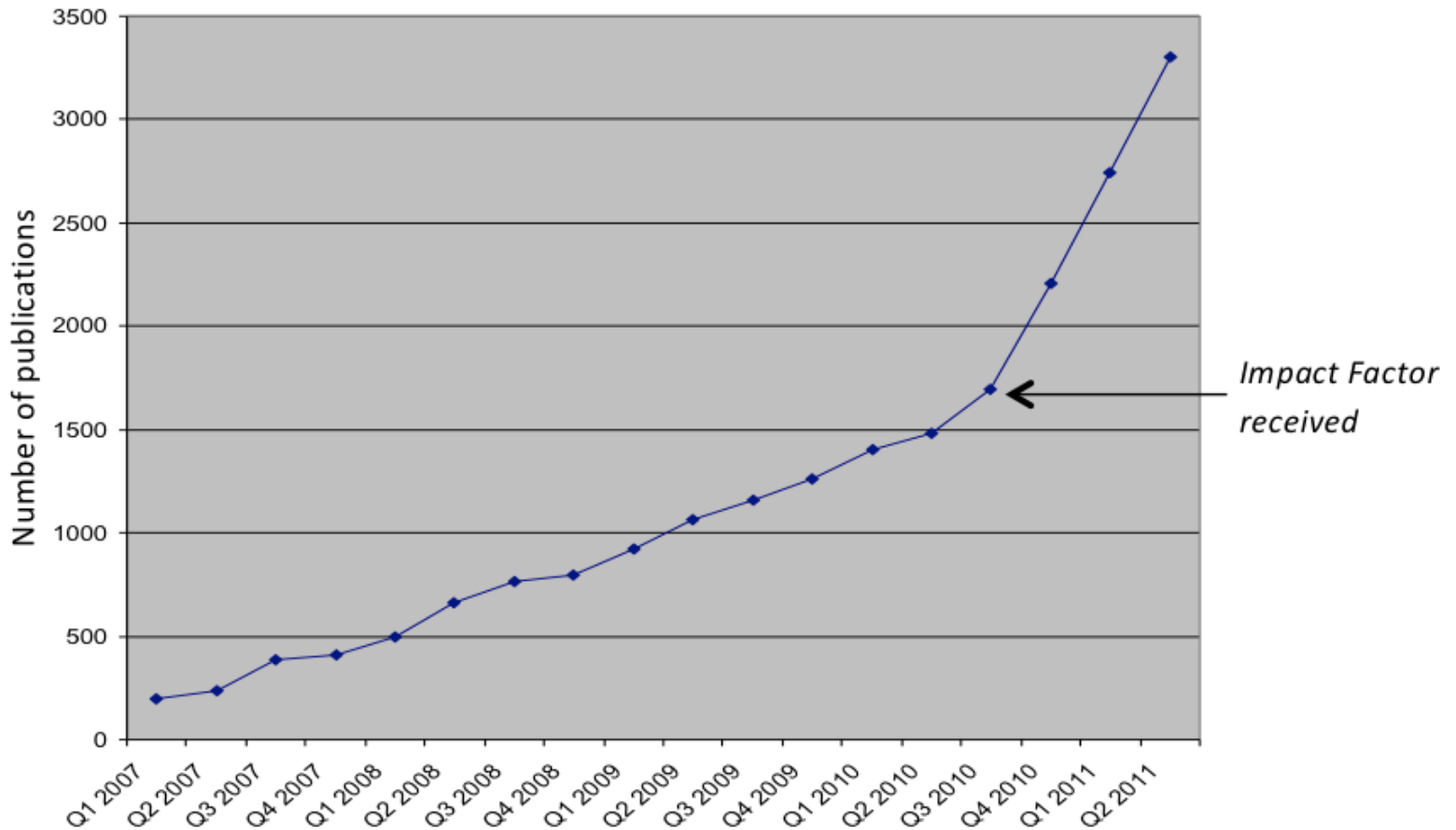


Harnad :Comparing Unmandated and Mandated Green OA Self-Archiving, Wikipedia 2011

3. Gold at the end of the OA rainbow?



Growth of PLoS One



Growth in PLoS Finances

\$000's	2008	2009	2010
Total Revenue	6,912	9,396	15,049
Publication Revenue	6,142	8,899	12,995
Operating Profit/Loss	-1,730	-884	785
Net Profit/Loss	-1,019	-508	2,839

www.slideshare.net/PBinfield/ssp-presentation4

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G3 
Genes | Genomes | Genetics



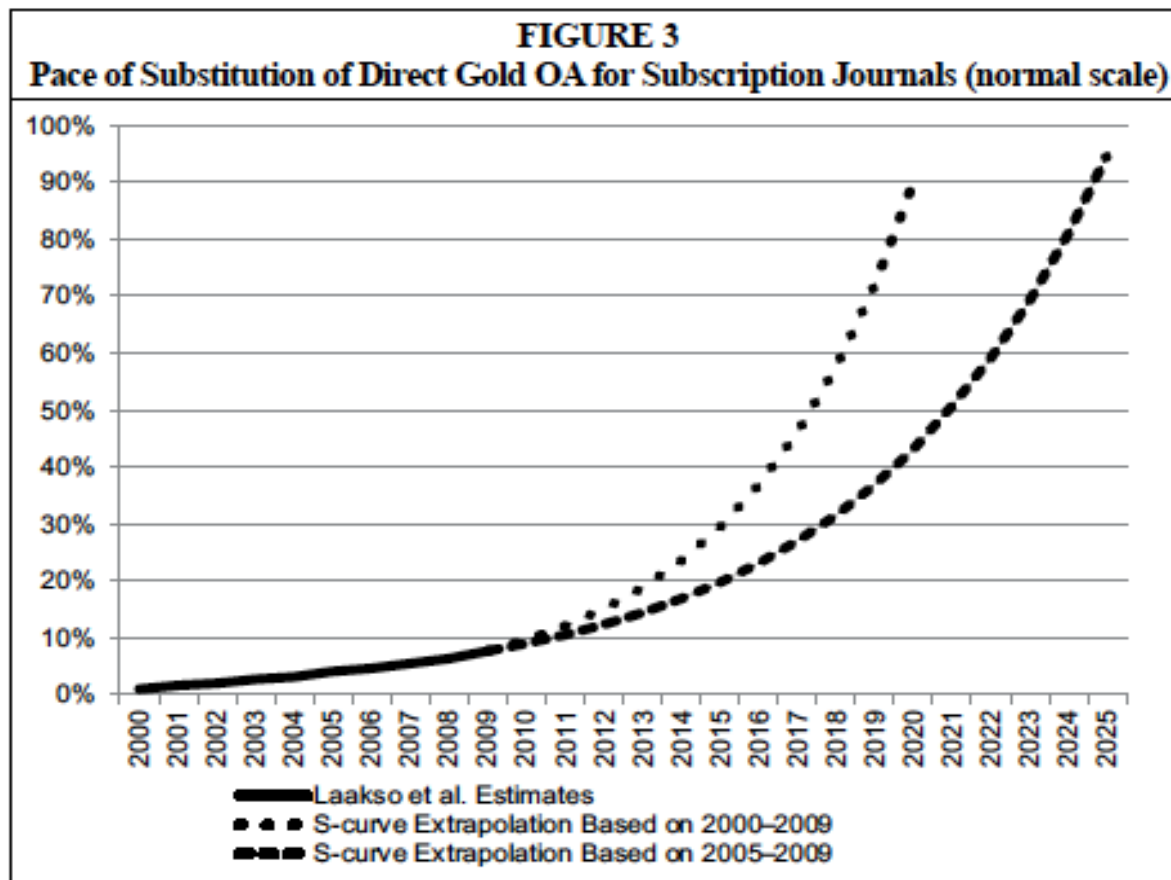
SCIENTIFIC REPORTS

JAHHA

Gold OA at the end of the rainbow



Lewis, The Inevitability of Open Access, College and Research Libraries, 2012



4. Life under a Gold OA Rainbow



Drivers of Change



- Increasing pressure from research funders for research results to be made freely available immediately on publication
- Reduced demand from authors and readers of subscription-based journals
- Increased demand from authors and readers of gold OA journals

Impact on Researchers



- Increased pressure from research funders and institutions to publish research in Gold OA journals and monographs
- Value for money becomes increasingly important in determining where researchers choose to publish
- Impact Factor still king but cost-per-download metrics also becoming more important to researchers

Impact on Publishers



- More Gold OA journals will continue to be launched, especially mega-journals
- OA monographs will become more widespread
- Static subscription prices but increases in APC rates
- Major shift from consortia income to APC's as the biggest source of revenues
- Consolidation of OA publishers to a few major players

Impact on libraries



- Major shift in library budgets away from the purchase of subscriptions and monographs
- Increase in Institutional budgets for the payment of APC's
- Re-negotiation of 'big deals' as demand for subscription journals decline
- IR's to be re-focussed as primary vehicle for publication of theses and grey literature

5. Conclusions & Further Reading



Conclusions



- Gold OA look set to continue to grow, perhaps becoming the dominant model by 2020.
- This will lead to 'death by a thousand cuts' of the Big Deal as the model of choice for the purchase of subscription-based journals.
- There will be consolidation in the journals publishing industry, with the emergence of a few major OA players.
- There may be an opportunity for librarians to negotiate a new kind of 'OA Big Deal' on behalf of their researchers
- Green OA will gradually wither as it is not necessary in a Gold OA world

Further Reading



- Anatomy of open access publishing: a study of longitudinal development and internal structure, Laakso and Bjork, BMC Medicine, October 2012
- The inevitability of Open Access, David Lewis, College and Research Libraries, September 2012
- Gold OA : The future of the academic journal? , Rhodri Jackson and Martin Richardson (in press)

