An independent report commissioned by:

Wellcome

UK Research and Innovation

The Association of Learned & Professional Society Publishers
What did we do?

- Interviewed funders, librarians, and publishers
- Surfaced a wide array of transition strategies and business models in an online discussion document.
- Surveyed library consortia and society publishers about the models and how to make these successful
- Engaged with society publishers during workshops held in Europe, the UK, and the US
- Convened a workshop in which learned society publishers, library consortia, and university presses co-developed a model offer and a framework for implementing transformative agreements
What we learned from society publishers through our survey on OA business models and transition strategies
Our survey of learned society publishers

105 respondents including
- UK (64),
- US (23),
- China (4),
- the Netherlands (3),
- Sweden (2),
- Belgium (1),
- France (1),
- Germany (1),
- and Switzerland (1)

76 publish via larger publishing partners,
29 are independent society publishers

63 respondents identified as
- STEM societies,
- 30 as HSS societies,
- 7 as both HSS and STEM,
- 3 as ‘other’
HSS and STM

A majority of the independent society publishers were in STEM disciplines. There were virtually no independent HSS respondents.

STEM and HSS learned societies have nearly the same amount of experience with OA publishing.

However, throughout this project we heard HSS publishers state that publishing in their disciplines is different to STEM.

Both HSS and STEM publishers are concerned about the number of authors without funding to pay for APCs.

We found no difference in the way the OA business models and transition strategies we have identified can be applied to HSS and STEM publishers.
The models

- Transformative Agreements
- Cooperative Infrastructure & Funding Models
- Author self-archiving
- Article Transaction Models
- Open publishing platforms
- Other Revenue Models
- Cost Reduction
Q11 Other revenue models

- Advertising
- Crowdfunding
- Subsidies
- Freemium
- Syndication

Legend:
- Green: We already do this
- Red: It is likely we would do this
- Blue: It is unlikely we would do this
Cost reduction - all society respondents

- We already do or have done this
- It is likely we would do this
- It is unlikely that we would do this

- Close or combine journals
- Collaborate on infrastructure
- Increase article numbers
- Online only publishing
- Outsourcing
Online-only publishing

- **STEM**: We already do or have done this
- **HSS**: Online-only publishing It is likely we would do this
- **Other**: Online-only publishing It is unlikely that we would do this
- **STEM and HSS**: Online-only publishing It is likely we would do this
Transformative models

Repurpose existing institutional spend with publishers in order to open content

These are promising transition models, because libraries and library consortia currently provide the lion’s share of funding

If this revenue stream is transformed to support OA, then journals can also transform to be fully OA

Easier to administer than hundreds or thousands of author payments and provide an attractive predictable flow of revenue
Society publishers’ views on transformative models

- Could offer a steady, predictable revenue stream
- They want confidence that transformative OA agreements would gain traction in the market
- A major concern is gaining access to consortia
- Publishers need to learn about transformative agreements very quickly to align with Plan S
- 2019 pilots are needed to allow for an entire renewal cycle before Plan S implementation begins
- Need to know what data are needed to enter a constructive negotiation with consortia
Our survey of library consortia

- 26 consortia participated, located in Austria, Canada, Germany, Greece, Jordan, Norway, Qatar, Slovakia, Republic of Korea, Romania, Slovakia, the United Kingdom, and the United States
- 91% look forward to working with learned society publishers to develop new models
- 75% are very likely or likely to participate in new initiatives that redirect funds currently used to pay subscriptions in order to make journals Open Access to users all over the world
How consortia rank the criteria for developing new models

1. Transparency of model (5.48)
2. No increase in the total cost of reading and publishing (5.22)
3. Generating more Open Access publishing (4.86)
4. Robust metadata with online identifiers (4.00)
5. Helping to maintain current cost distribution across member libraries (3.48)
6. Complete absence of APC invoices (2.91)
Principles for a model OA transformative agreement

Participants brainstormed potential factors for new pricing models and discussed the strengths and weaknesses of each.

Libraries and publishers need to work together in the short term while starting a broader strategic discussion about pricing that could be put in in the future.

The most practical short-term approach is for OA transformative agreements to be cost neutral and therefore based on current spend.

There was strong consensus, however, that current spend was not a desirable or sustainable basis on which to price OA transformative agreements going forward.
Pilots

We were delighted when these partners agreed to pilot agreements based on these principles:

Association of Dutch Universities (VSNU)  
Brill  
Consortium of Australian University Libraries (CAUL)  
European Respiratory Society  
IWA Publishing  
Jisc  
Max Planck Digital Library  
Microbiology Society  
Portland Press
Our recs for society publishers

- continue to learn together, collaborate, and pool cost and risk
- embrace this pressure as opportunity, and be strategic
- expend effort on action to experiment and find ways to transition to OA
- see funders and librarians as potential allies and supporters, as well as customers, and engage positively
- While transformative agreements seem to be the most promising, all the approaches and business models outlined in our report are compliant with Plan S and should be considered
- begin increasing transparency about all facets of your publishing with editors, members, and customers
Our recs for funders, libraries, and universities

- keep talking often, consult widely, and be seen to do so
- work together with publishers to identify and resolve funding challenges that are genuine barriers to full OA transition
- universities should track their entire relationship with each publisher and assess the strategic value of these relationships
- reach out to commercial organisations about how they will help fund OA
- support the expansion of aligned OA funder policies such as Plan S
- work together with publishers on a PESTLE analysis and scenario planning for the next 5 years
- prioritize pragmatic work to transition to OA
- in parallel work on longer term changes ensure a more equitable, innovative, and sustainable scholarly communication system
Further information

https://www.informationpower.co.uk/spa-ops-project-plans-toolkit/

alicia.wise@informationpower.co.uk

@wisealic