



OA Business Models

Bev Acreman
BioMed Central

What I'm going to cover

- Brief recap on Open Access Publishing
- Landmarks in OA history
- Business Models employed- BMC, Hindawi, PLoS
- APC comparisons
- Growth in OA Articles
- Why institutions fund OA
- Waiver fund – no article left behind!
- Costs
- Common misconceptions

First, a recap

- OA journal publishing is identical to subscription publishing only with a different business model
- Open access journals have some of the highest impact factors in their fields
- Open access journals have some of the most prestigious academics as Editors-in-Chief and Editorial Board Members
- Publishing in open access journals can be cheaper than publishing in subscription journals
- Some institutions/funders mandate that all research they have funded should be published open access

A brief history of OA

Landmarks

- 2000 PubMed Central
- **2000 BioMed Central**
- 2003 PLoS
- **2004 Springer Open Choice**
 - (1st “traditional publisher” to move)
- 2004 Hindawi
- 2006 PLoS One
- **2007 NIH Mandate**
- **2009 Chinese Academy of Science OA action**
- 2010 SpringerOpen
- **2012 UK & EU Mandate?**

Business Models

- #1 = Article Processing Charges
- Others include:
 - Memberships
 - Digital Sales
 - Reprints/Supplements
 - Events
 - Open Repository (BMC only)
 - Subscriptions (Hindawi = print version, BMC = review articles)
 - Individual Supporters (PLoS)

Membership Types

BioMed Central – 393 members/44 countries

- Prepaid Funds – full paid APC
- Supporter Membership – discounted APC
- Shared Support – split between author and institution (usually 50/50)
- Foundation – free APCs to OA mandated authors



Hindawi

Membership Types

Hindawi = 31 institutional members

- Institutional Membership – fixed annual fee dependent on current output/unlimited articles
- Personal Membership – fixed annual fee/unlimited articles



Membership Types

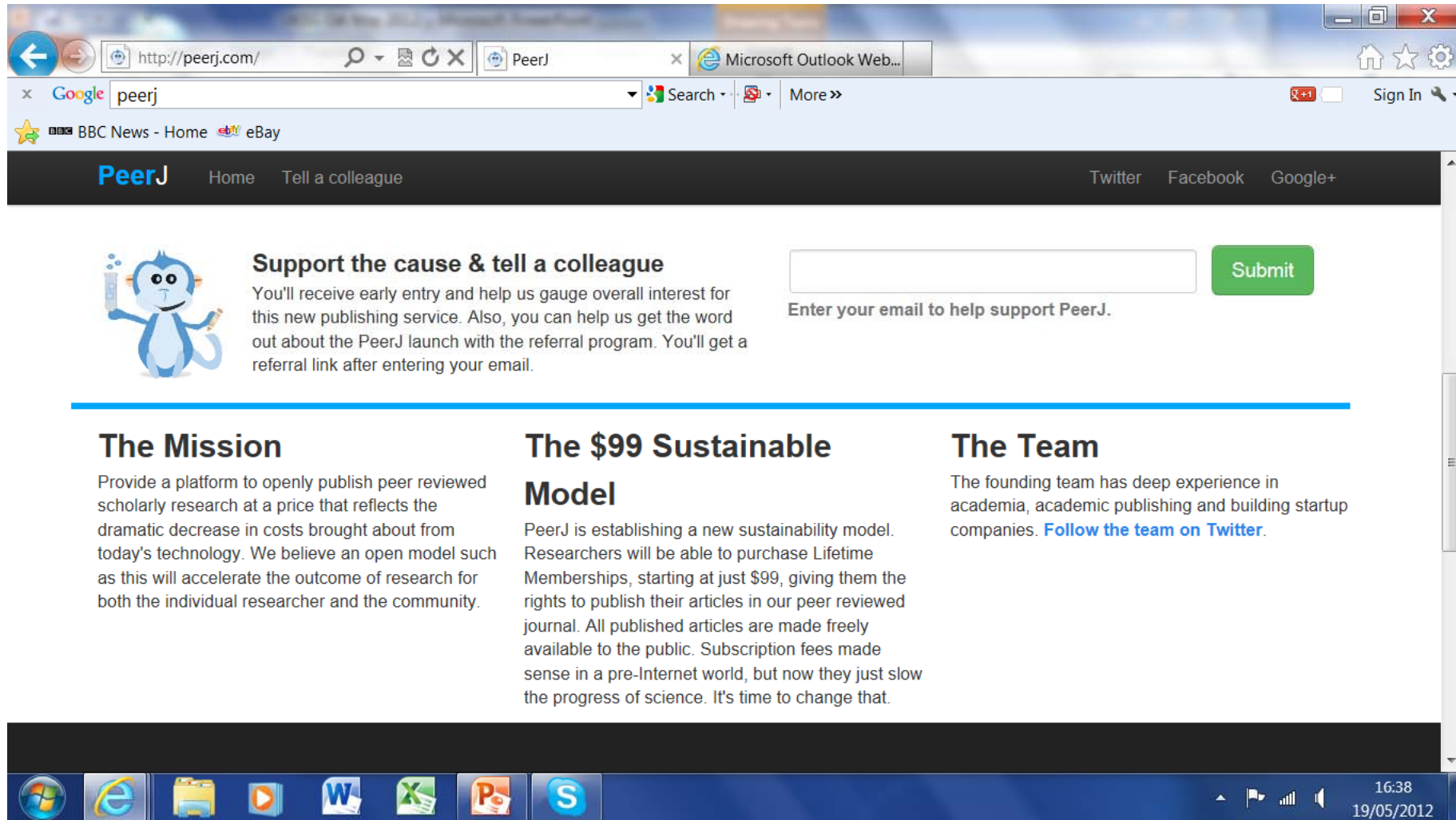
PLoS

- Institutional Members ~ 180
 - based on how much your institution has published
 - enables an APC discount.
- Individual Members
 - Various levels: Innovator, Advocate, Idealist, Supporter, Friend, Student (no APC discount)

APC Comparison Chart


Publisher	APC Range	PubMed?	Re-Use?
BioMed Central (Typical Journal)	\$1665-1905	YES	YES
Hindawi (Typical Journal)	\$300-\$1500	YES	YES
PLoS Medicine /Biology	\$2900	YES	YES
PLoS Others	\$2250	YES	YES
PLoS One	\$1350	YES	YES
SpringerOpen	\$645-\$1935	YES	YES
SpringerPlus	\$1085	YES	YES

Hot of the Press.. peerj



The screenshot shows a web browser window displaying the PeerJ website. The address bar shows 'http://peerj.com/'. The search bar contains 'peerj'. The website header includes the PeerJ logo, navigation links for 'Home' and 'Tell a colleague', and social media links for 'Twitter', 'Facebook', and 'Google+'. A main section titled 'Support the cause & tell a colleague' features a blue monkey mascot and a text box explaining the referral program. Below this, three columns describe 'The Mission', 'The \$99 Sustainable Model', and 'The Team'. The Windows taskbar at the bottom shows various application icons and the system clock indicating 16:38 on 19/05/2012.

PeerJ Home Tell a colleague Twitter Facebook Google+

 **Support the cause & tell a colleague**
You'll receive early entry and help us gauge overall interest for this new publishing service. Also, you can help us get the word out about the PeerJ launch with the referral program. You'll get a referral link after entering your email.

Enter your email to help support PeerJ.

The Mission

Provide a platform to openly publish peer reviewed scholarly research at a price that reflects the dramatic decrease in costs brought about from today's technology. We believe an open model such as this will accelerate the outcome of research for both the individual researcher and the community.

The \$99 Sustainable Model

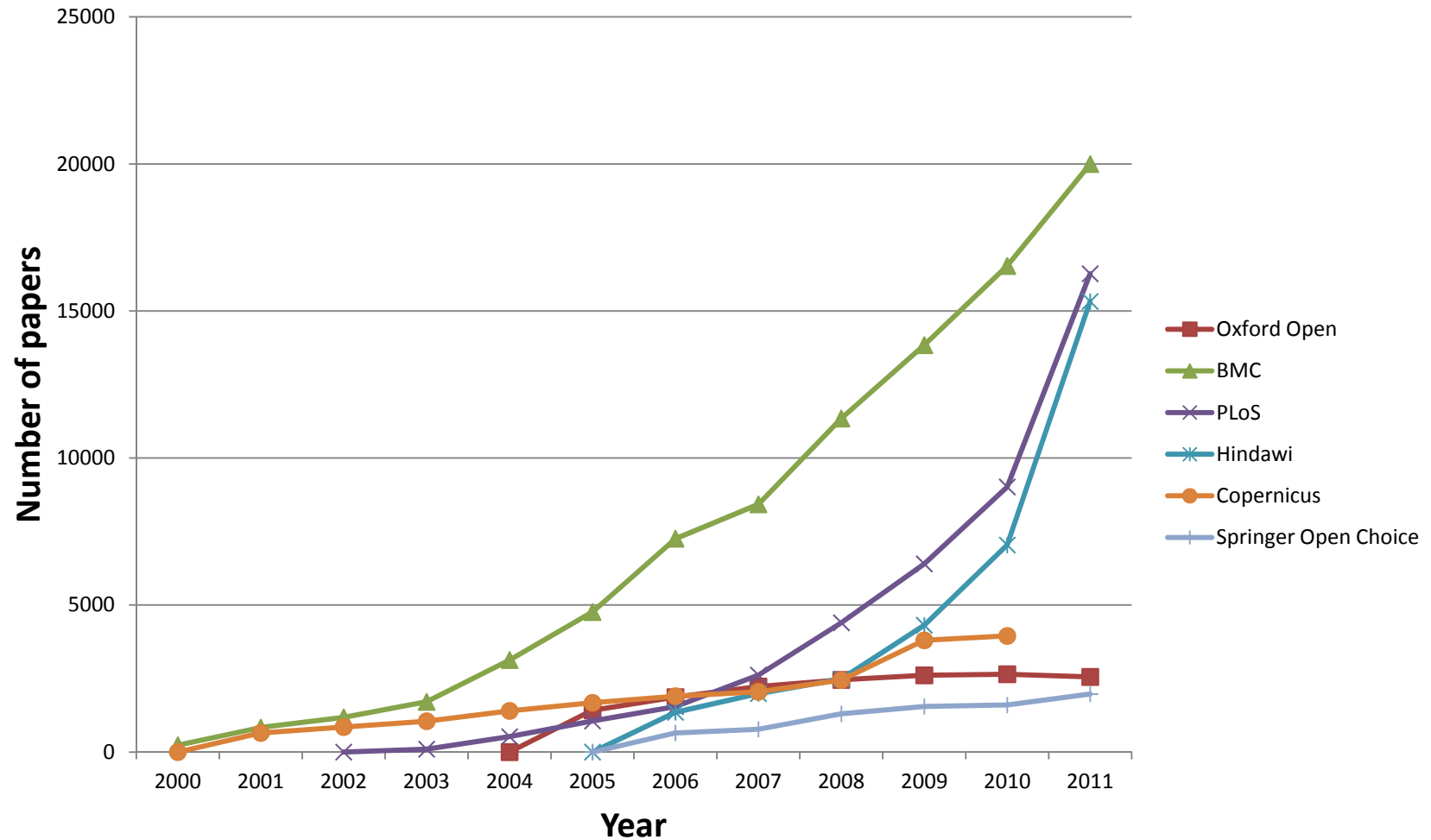
PeerJ is establishing a new sustainability model. Researchers will be able to purchase Lifetime Memberships, starting at just \$99, giving them the rights to publish their articles in our peer reviewed journal. All published articles are made freely available to the public. Subscription fees made sense in a pre-Internet world, but now they just slow the progress of science. It's time to change that.

The Team

The founding team has deep experience in academia, academic publishing and building startup companies. [Follow the team on Twitter.](#)

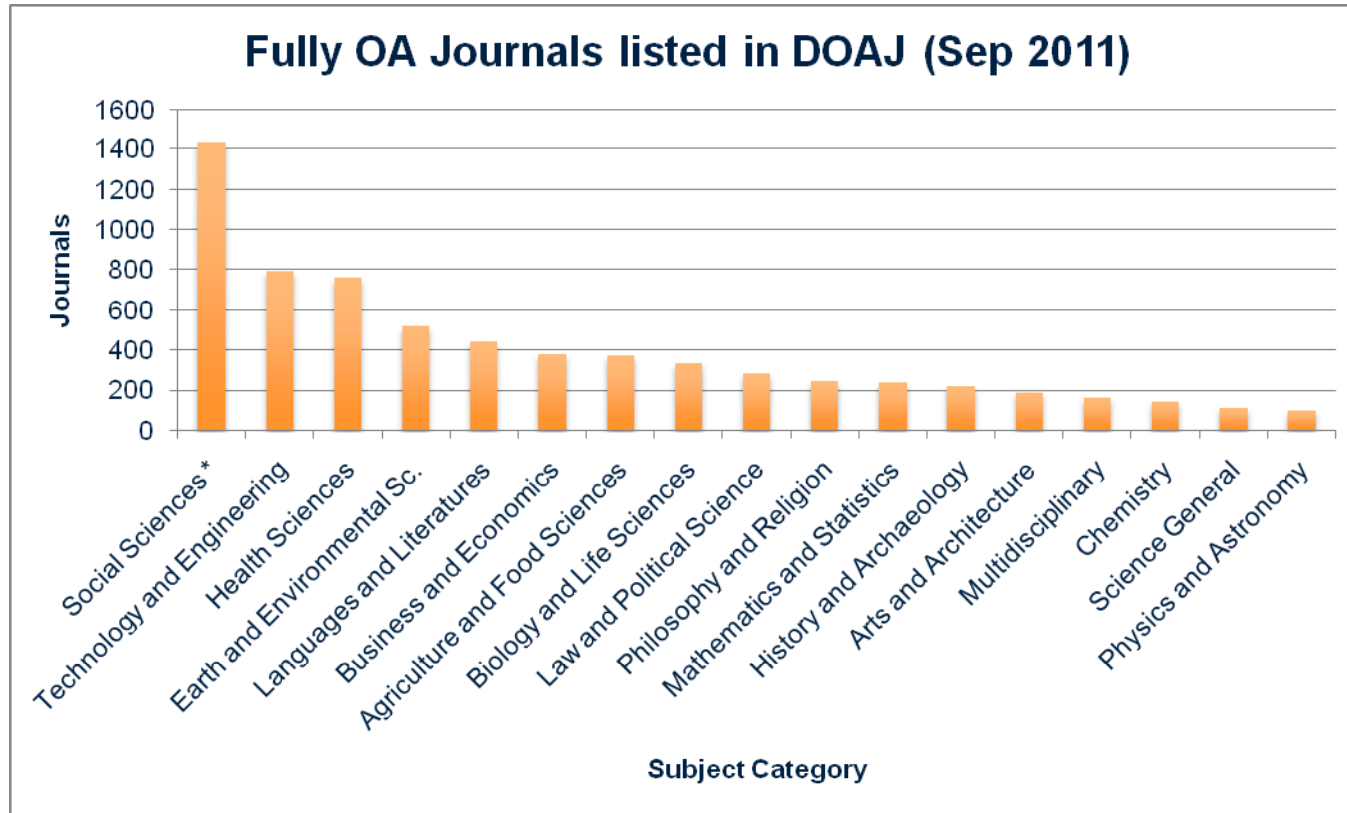
16:38
19/05/2012

OA Papers Published 2000-2011



Data kindly provided by BMC (Stefan Busch), PLoS (Pete Binfield), Hindawi (Paul Peters), Copernicus (Martin Rasmussen) and Springer (Bettina Görner)

And its not just in Biomedicine



*** Social Sciences Journals**

- Education	485
- Social Sciences	272
- Psychology	151
- Library and Information Sc.	123
- Sociology	122
...	

Source: <http://www.doaj.org/>

Why institutions fund OA

- SCONUL survey 2011 – 13% institutions manage OA payments centrally (eg with a fund)
 - Of these, some were managed by the library, some by the research support office and one jointly
- Easier for institution to centrally manage and coordinate (and report)
- Savings at the institutional level
- 2014 REF allocating a 20% weighting to the societal and economic impact of research – easier to prove if the research is openly available for re-use and sharing

Source: Pinfield, S and Middleton, C; 2012 Open access central funds in UK universities *Learned Publishing* 25(2)

Why funders support OA

- Public access to taxpayer funded research
- APCs are part of the research process
- Wide dissemination of research (the wider good):

Statement from the Wellcome Trust is typical:

It is a fundamental part of our charitable mission to ensure that the work we fund can be read and utilised by the widest possible audience. We therefore support unrestricted access to the published outputs of research through our open access policy.

Waiver fund for authors in low-income countries

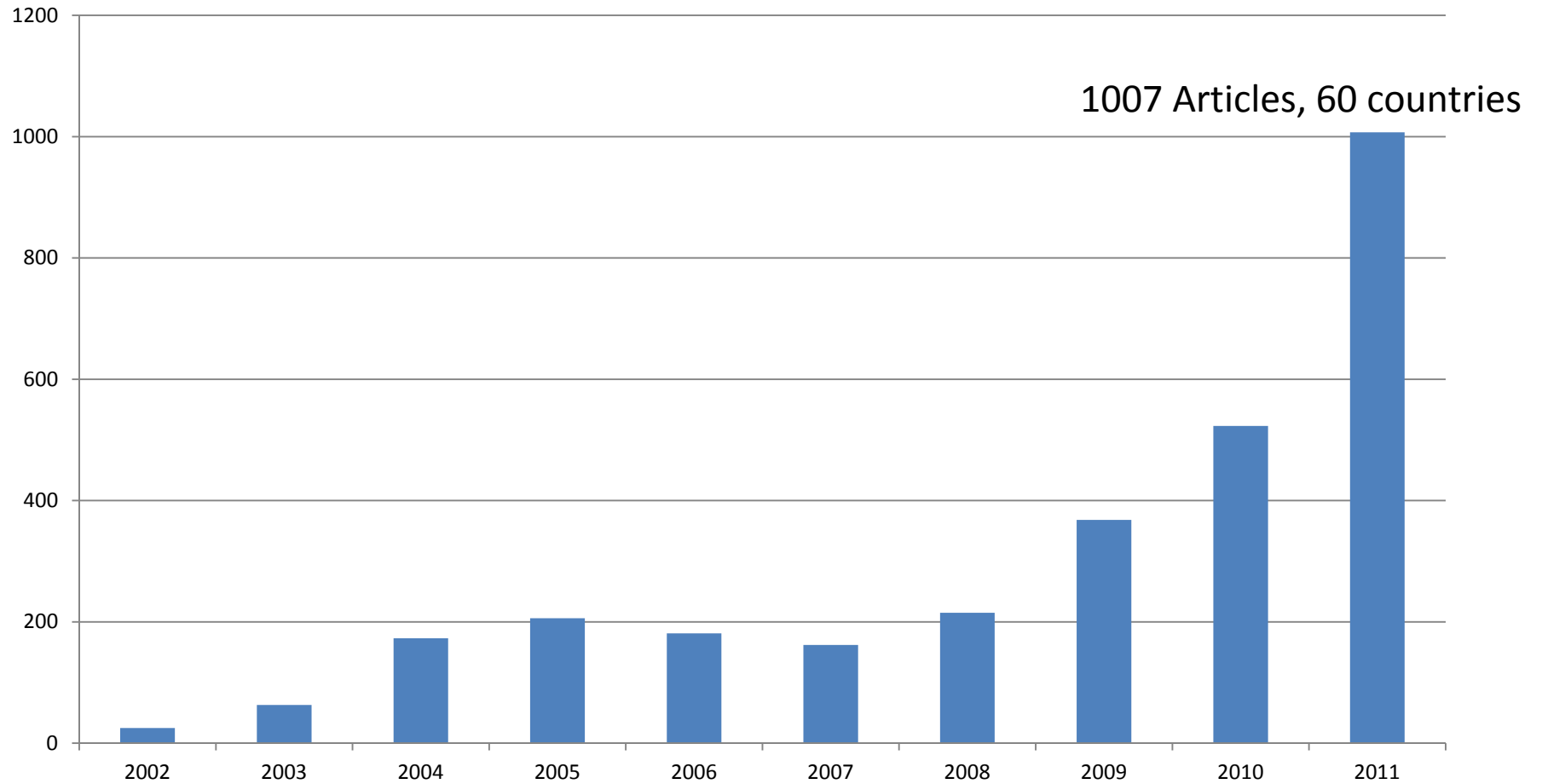
Open access waiver fund

BioMed Central provides an automatic waiver to authors based in any of the following countries, which was classified by the World Bank as Low-income economies or Lower-middle-income economies as of December 2011, and which has a 2010 gross domestic product of less than 200 billion US dollars (reference - World Bank 1st December 2011).

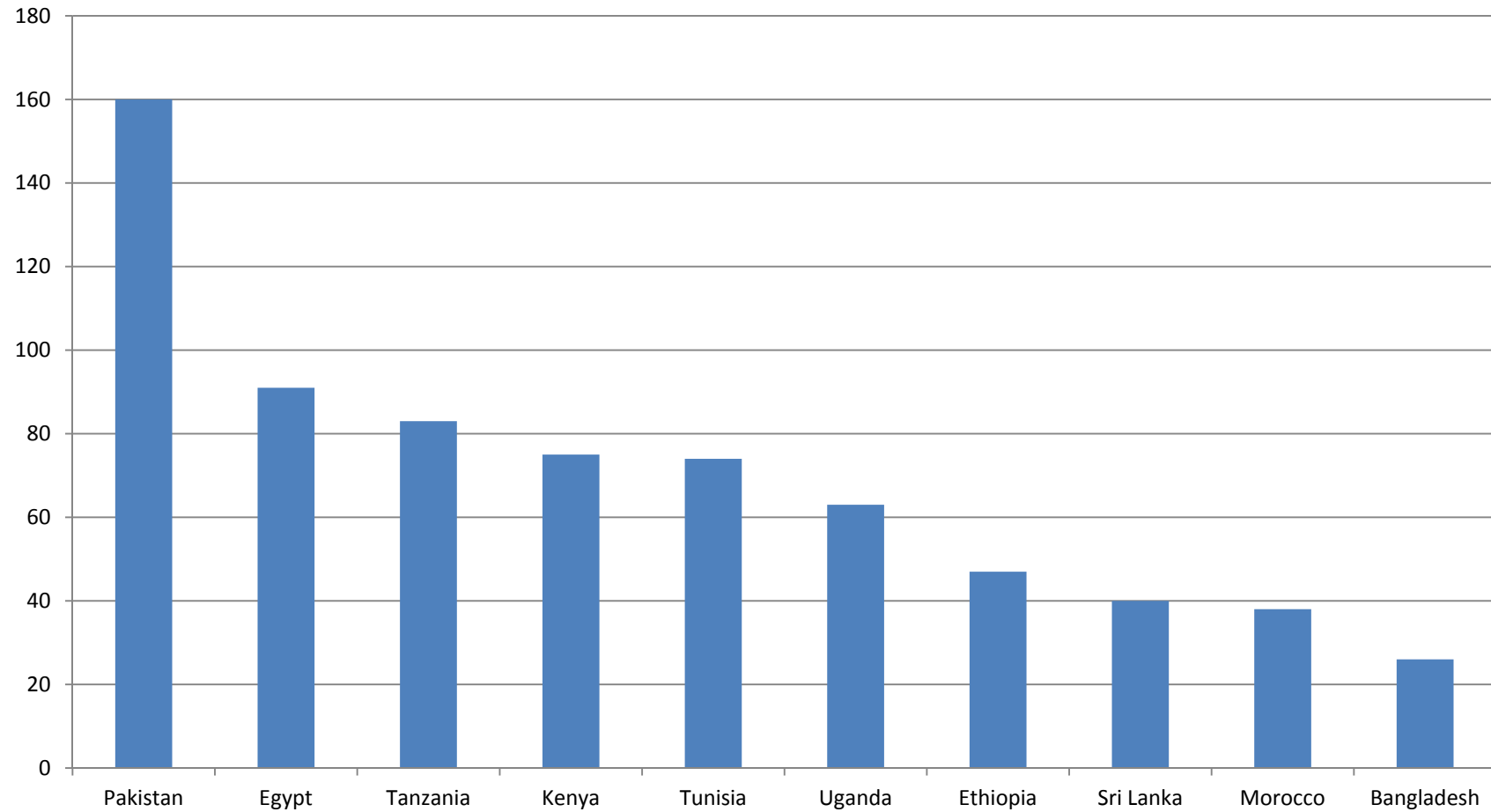
■ Afghanistan	■ Guinea-Bissau	■ Paraguay
■ Angola	■ Guyana	■ Philippines
■ Armenia	■ Haiti	■ Rwanda
■ Bangladesh	■ Honduras	■ Samoa
■ Belize	■ Iraq	■ São Tomé and Príncipe
■ Benin	■ Kenya	■ Senegal
■ Bhutan	■ Kiribati	■ Sierra Leone
■ Bolivia	■ Korea, Dem Rep.	■ Solomon Islands
■ Burkina Faso	■ Kosovo	■ Somalia
■ Burundi	■ Kyrgyz Republic	■ Sri Lanka
■ Cambodia	■ Lao PDR	■ Sudan
■ Cameroon	■ Lesotho	■ Swaziland
■ Cape Verde	■ Liberia	■ Syrian Arab Republic
■ Central African Republic	■ Madagascar	■ Tajikistan
■ Chad	■ Malawi	■ Tanzania
■ Comoros	■ Mali	■ Timor-Leste
■ Congo, Dem. Rep.	■ Marshall Islands	■ Togo
■ Congo, Rep.	■ Mauritania	■ Tonga
■ Côte d'Ivoire	■ Micronesia, Fed. Sts.	■ Turkmenistan
■ Djibouti	■ Moldova	■ Tuvalu
■ El Salvador	■ Mongolia	■ Uganda
■ Eritrea	■ Morocco	■ Ukraine
■ Ethiopia	■ Mozambique	■ Uzbekistan
■ Fiji	■ Myanmar	■ Vanuatu
■ Gambia, The	■ Nepal	■ Vietnam
■ Georgia	■ Nicaragua	■ West Bank and Gaza
■ Ghana	■ Niger	■ Yemen, Rep.
■ Guatemala	■ Papua New Guinea	■ Zambia
■ Guinea	■ Pakistan	■ Zimbabwe

- Applies to all low and low-middle income countries that have GDP < \$200bn
- Any author - anywhere - can apply for a waiver
- BMC alliance with ComputerAid - £10K raised by staff in 2010

Waived Articles Growth




Top waiver countries 2011



Costs

- Academic editors and societies
- Writing Workshops (China and developing world)
- Customer Service
- Editorial teams
- Marketing
- Sales teams
- Editorial office costs (in-house for BMC)
- Back office systems
- IT Development

Common misconceptions



The screenshot shows a web browser window displaying the OASPA Code of Conduct page. The browser's address bar shows the URL <http://oaspa.org/membership>. The page header features the OASPA logo and the text "Open Access Scholarly Publishers Association". A navigation menu includes links for Home, About OASPA, Conference, Membership, Information Resources, Blog, and Contact. The main content area is titled "Code of Conduct" and contains a list of professional expectations for members.

OASPA Open Access Scholarly Publishers Association

Home About OASPA Conference **Membership** Information Resources Blog Contact

Code of Conduct

Members of OASPA are expected to adhere to the Professional Code of Conduct adopted by the Board:

- ▶ Members should not indulge in any practices or activities that could bring the Association or open access publishing into disrepute;
- ▶ Company contact information shall be clearly visible on the web site;
- ▶ All articles or books shall be subjected to some form of peer-based review process. This process and policies related to peer review shall be clearly outlined on the journal or publisher web site;
- ▶ Journals shall have editorial boards or other governing bodies whose members are recognized experts in the field(s) that constitute the scope of the journal;
- ▶ Any fees or charges related to publishing materials in the journal or for publishing books shall be clearly stated and be easy to find for potential authors;
- ▶ Any direct marketing activities publishers engage in shall be appropriate and unobtrusive;
- ▶ An organization's, journal's or book's licensing policy (including policy on re-use and redistribution) shall be clearly stated and visible on the web site;
- ▶ Instructions to authors shall be available and easily located from the journal homepage;
- ▶ Misconduct may be reported to the Board of Directors.

Thank you!

bev.acreman@biomedcentral.com

 @bev_a

 BioMed Central

website: www.biomedcentral.com

google: openaccessafrica



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