OA Business Models

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BioMed Central
What I’m going to cover

• Business Models employed- BMC, Hindawi, PLoS (revenue and costs)
• APC comparisons
• Growth in OA Articles
• Funding Open Access
• Common misconceptions
A brief history of OA

Landmarks

• 2000 PubMed Central
• **2000 BioMed Central**
• 2003 PLoS
• **2004 Springer Open Choice**
  – (1st STM publisher to move)
• 2004 Hindawi
• 2006 PLoS One
• **2007 NIH Mandate**
• **2009 Chinese Academy of Science OA action**
• 2010 SpringerOpen
• **2013 UK RCUK Mandate**
• 2013 – US FASTR and open data mandate
• 2014 – EU Horizon 2020 goes live
The Changing Landscape of Open Access Publishing

2000                        2013

BioMed Central
The Open Access Publisher

PLOS

CCAction Publishing

Hindawi

SAGE open

wellcome trust

DOVE Medical Press

SpringerOpen

EXIS Open Choice

Cell Reports

ATLANTIS PRESS

mBio

WILEY Open Access

SciJournal International

ACS AuthorChoice Free Access

npg

eLIFE

Libertas Academica

FEBS openbio
About us today..

• 349 OA journals
  – (251 BioMed Central and 98 SpringerOpen)
• 455 members supporting Open Access in 51 countries
• Offices in London, NY, Beijing, Hong Kong, Seoul and Tokyo
Across all subject areas

Anatomy of open access publishing: a study of longitudinal development and internal structure, Mikael Laakso and Bo-Christer Björk, *BMC Medicine*, 2012, 10: 124
And across the world
Business Models

• #1 = Article Processing Charges
• Others include:
  – Memberships
  – Events
  – Digital Sales
  – Reprints*/Supplements
  – Open Repository (BMC only)
  – Subscriptions (Hindawi = print version, BMC = review articles)
  – Individual memberships – (PLOS)
Costs (after salaries)

- #1 Production
- #2 Editorial Office
- #3 Marketing & PR
- #4 IT & development
- #5 Travel
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
Membership Types

Hindawi = 25 institutional members

- Flat rate annual membership – fixed annual fee based on previous publication history
- Prepaid Membership – a deposit fund which is topped up
Membership Types

PLoS

• Institutional Members ~ 86 (@20-5-13)
  – 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 - 1

<table>
<thead>
<tr>
<th>OA Publisher</th>
<th>APC</th>
<th>$US equivalent</th>
<th>PMC</th>
<th>License allowing re-use and distribution?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BioMed Central</td>
<td>£1115-£1475</td>
<td>$1755-$2321</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Co-Action Publishing</td>
<td>€233-€950</td>
<td>$305-$1250*1</td>
<td>Yes*2</td>
<td>Partial</td>
</tr>
<tr>
<td>Hindawi</td>
<td>$300-$1500</td>
<td>$300-$1500</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>PLOS Biol/Medicine</td>
<td>$2900</td>
<td>$2900</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>PLOS “regular”</td>
<td>$2250</td>
<td>$2250</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>PLOS One</td>
<td>$1350</td>
<td>$1350</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>SpringerOpen</td>
<td>£440-£1250</td>
<td>$645-$1935</td>
<td>Yes*3</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*1 – plus page charges >7-10 pages
*2 – only if funder required
*3 – if within scope
### APC Comparison Chart - 2

<table>
<thead>
<tr>
<th>“Traditional” Publisher</th>
<th>APC</th>
<th>$US equivalent</th>
<th>PMC</th>
<th>License allowing re-use and distribution?</th>
</tr>
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<tbody>
<tr>
<td>American Chem Soc</td>
<td>$3000*¹</td>
<td>$3000</td>
<td>No</td>
<td>Yes*²</td>
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<tr>
<td>BMJ Open</td>
<td>£1,350</td>
<td>$2130</td>
<td>Yes</td>
<td>Yes*²</td>
</tr>
<tr>
<td>Cambridge Open</td>
<td>£1695</td>
<td>$2700</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Elsevier</td>
<td>$3000-$5000 + colour printing</td>
<td>$3000-$5000 + colour printing</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Oxford Open</td>
<td>£1700</td>
<td>$3000</td>
<td>Yes</td>
<td>Yes*²</td>
</tr>
<tr>
<td>SageOpen</td>
<td>£1600</td>
<td>$3000</td>
<td>Yes</td>
<td>Yes*²</td>
</tr>
<tr>
<td>Taylor &amp; Francis Open</td>
<td>$995-$1500</td>
<td>$995-$1500</td>
<td>Yes</td>
<td>Yes*³</td>
</tr>
</tbody>
</table>

*¹ – plus discounts for subscribing institutions  
*² – excludes commercial re-use  
*³ – excludes derivative works
Hot of the Press.. peerj
The peerj model

<table>
<thead>
<tr>
<th></th>
<th>Free</th>
<th>Basic</th>
<th>Enhanced</th>
<th>Investigator</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-time price (If paid before</td>
<td>-</td>
<td>$99</td>
<td>$199</td>
<td>$299</td>
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<tr>
<td>manuscript is accepted)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>One-time price: (If paid after</td>
<td>-</td>
<td>$129</td>
<td>$239</td>
<td>$349</td>
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<tr>
<td>manuscript is accepted)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PeerJ publications per year</td>
<td>-</td>
<td>One</td>
<td>Two</td>
<td>Unlimited</td>
</tr>
<tr>
<td>PeerJ PrePrints per year</td>
<td>One public</td>
<td>Unlimited public / One private</td>
<td>Unlimited public / private</td>
<td>Unlimited public / private</td>
</tr>
<tr>
<td>Optimized for</td>
<td>Testing the waters</td>
<td>Graduate students</td>
<td>Post-docs</td>
<td>Lab heads &amp; high-volume authors</td>
</tr>
</tbody>
</table>
Article-processing charges

The article-processing charge covers:

• **Editorial**: handling of manuscripts
• **Technical**: development, maintenance and operation of online journal platforms and manuscript handling systems
• **Production**: Formatting and mark up of articles, inclusion in indexing services
• **Marketing, Comms & PR**: Making sure readers and authors know about the journal
• **Customer service**: Responding to authors/readers

No extra charge for inclusion of colour figures, videos/animations or large data sets (no limits on article length)
Open Access Today

• Total 482 mandates or OA funds in 47 countries (@1 March)
  – 202 institutional mandates
  – 80 funder mandates

• 3,375 repositories in 101 countries

• 8,678 Open Access journals in 121 countries
  – 974 journals with Impact Factor
  – Include non-English journals
  – 980,835 Open Access articles
  – (health warning: varying standards of publishing!)

(source ROARMAP, ROAR & DOAJ at March 1, 2013)
Key Mandates Worldwide

• USA –
  – Thursday 9th May – Executive Order on open data
  – OSTP directive Feb 2013 – OA for government funded research

• UK – RCUK & Coalition Government policy
• EU – Horizon 2020 (2014-2020)
• Coming in 2014.. China?

482 mandates in 47 countries
Common misconceptions
Thank you!

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