

Open access: new business models

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Definition: (Bethesda meeting on OA)

- An Open Access Publication^[1] is one that meets the following two conditions:
- The author(s) and copyright holder(s) grant(s) to all users a free, irrevocable, worldwide, perpetual right of access to, and a license to copy, use, distribute, transmit and display the work publicly and to make and distribute derivative works, in any digital medium for any responsible purpose, subject to proper attribution of authorship, as well as the right to make small numbers of printed copies for their personal use.
- A complete version of the work and all supplemental materials, including a copy of the permission as stated above, in a suitable standard electronic format is deposited immediately upon initial publication in at least one online repository that is supported by an academic institution, scholarly society, government agency, or other well-established organization that seeks to enable open access, unrestricted distribution, interoperability, and long-term archiving (e.g. for the biomedical sciences, PubMed Central is such a repository).

What is open access (to put it simply ...)

- Open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions. What makes it possible is the internet and the consent of the author or copyright-holder.
 - (Peter Suber, A very brief introduction to Open Access, 2004)

Key points of OA

- An **alternative publishing model** to the traditional subscription-based one
- Allows **free access at point of use** to peer reviewed material
- Helps ensure **wide dissemination** of high quality research
- **Author retains** intellectual property rights (perhaps shared with their funding body or institution)

Benefits of OA

- Authors can maximise access to their research – so more ideas generated
- Control with the author, not the publisher
- Funded research no longer restricted to those who can pay to access it
- Cuts some subscription costs for libraries when budgets can't keep up with publishing output
- More 'free at the point of use' material available
- No authentication barriers

Challenges of OA

- Author needs to find the money (usually from grant funds)
- Journals take time to be established and appear in indexing services
- 'Free' might be seen as less value to 'paid'
- Risks with hybrid OA models seen as 'pay twice' through subscriptions and author fees
- Will the submission cost impact on where authors choose to publish?
- Need for advocacy in some subject areas

Open access models: Gold

■ Author pays:

- Publishing costs supported by author/funding body/institution
- Author chooses a journal which accommodates cost of publishing other than at the point of access
- Fee paid to publish the article which then becomes freely available

Open access models: Green

■ Self-archiving:

- Author takes initiative to place their document into a publicly accessible archive
- Permission needs to be granted for deposit by the publisher and in the permitted format only
- Institutional/subject/multi-subject archives

Other OA models

- Born-open titles which have author pays models (e.g. Open Law Journal)
- Open with age (after a certain period of time has elapsed after original publication)
- Can be part of journal (e.g. Springer Open Choice)

- For more on publisher copyright policies & self-archiving, and funders' OA policies, see SHERPA RoMEO and JULIET:
 - <http://www.sherpa.ac.uk/romeo.php>
 - <http://www.sherpa.ac.uk/juliet/>

RoMEO categories for open archiving

- Green: can archive pre-print and post-print (95% of publishers)
 - Blue: can archive post-print (i.e. final draft post-refereeing)
 - Yellow: can archive pre-print (i.e. pre-refereed)
 - White: archiving not formally supported
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- NB RoMEO stands for Rights METadata for Open archiving and was a SHERPA project from 2002-3

Examples of OA in mainstream publishing

- Springer Open Choice - <http://www.springer.com/open+access/open+choice>
- Oxford Open - <http://www.oxfordjournals.org/oxfordopen/>
- Wiley Open Access - <http://www.wileyopenaccess.com/>
- Cambridge Open - <http://journals.cambridge.org/action/forAuthors?page=open>
- Sage Open / Sage Choice - <http://www.sageopen.com/> / <http://www.uk.sagepub.com/sagechoice.sp>

- ... and many more