A Publisher’s Perspective

David Ross
Executive Publisher, Open Access
“Publishers” are not a homogenous mass

- ~2,000 Publishers
- ~20,000 Academic Journals
- Top 5 publish ~9,000
- Commercial, Not-for-Profit, Society, University Press

The long tail
Key Issues

- Uncertain legislative environment
- Systems and process limitations
- Uneven distribution of engagement
  - geographical and discipline
- Impact on existing business
Legislative Environment

- **Gold** – RCUK, DFG (excluding hybrid), The Netherlands (maybe)
- **Green** – HEFEC, EC Horizon 2020, Chinese Academy of Sciences
- **USA** – OSTP, FASTR, FIRST
- Private funding agencies
OSTP

Agencies plans were due 31st August 2013...
An example: article that acknowledges funding from BBSRC and British Heart Foundation

The relevant open access policies are HEFCE, BBSRC, BHF, publisher and institution (5)

1. deposit AAM within 3 months of acceptance, 12 month embargo allowed

2. published version must be deposited in Europe PubMed Central within 6 months of publication, APC should be paid if funds remain in RCUK publication fund [CC-BY licence] or if the money can be found elsewhere, if no money in publication fund, AAM can be deposited and 12 month embargo is allowed (unless it is biomedicine when 6 months is the maximum) [non-commercial licence] no grant funding

3. deposit AAM in Europe PubMed Central within 6 months of publication with max embargo of 6 months from publication [CC-BY encouraged], BHF will reimburse APCs if used. J Biol Chem shows as compliant when “Author Choice” option is selected

4. J. Biol Chem will deposit in PubMed Central, publishers version with 12 month embargo [free to read] or will charge $1500/2000 for the AAM to be [free to read] immediately

5. Institution prefers ‘green’ open access and will only pay ‘gold’ fees where additional funds are made available

John Norman

Director Centre for Applied Research in Educational Technologies, University of Cambridge
Systems and Processes

- Article level workflows
- Institutional identifiers
- APC collection mechanisms – discounts, multiple rates
- 3rd party vendor dependency
- Licence requirements
- Reporting – internal and external
- Multiple customer processes
- Cost of developing OA systems/personnel
## Standards and Identifiers

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Uneven Distribution

- Funding
- Discipline
- Geographic
- Engagement
UK Funding

Allocation of Science Budget to Individual Councils 2014/15 (£M)

- EPSRC, 778.5, 30%
- MRC, 580.3, 22%
- NERC, 260, 10%
- STFC, 400, 15%
- BBSRC, 351.2, 13%
- ESRC, 153.2, 6%
- AHRC, 98.3, 4%
Projected growth in citations in scientific literature

Source: Royal Society
Business Implications

- Impact on subscription business
- Publishing partners
- Embargo periods
- Double Dipping
Local vs Global (vs National)

Try to satisfy all groups to be fair

1. Individual/single subscribers
2. Big deal subscribers
SAGE Approach

- SAGE will not be charging subscribers for open access content in hybrid journals where the author has paid an APC.

- Worked with JISC to ensure a fair and sustainable model for hybrid Open.

- Less than 0.5% of papers were published SAGE Choice.

- Locally – to support the UK HE market offering heavily discounted APC’s for consortia customers. All NESLi2, SHEDL and WHEEL subscribers to the SAGE Premier collection.

- Globally - reducing the subscription prices of SAGE owned journals as where more than 5% of articles are published as Gold OA.
“The future is already here — it's just not very evenly distributed”

William Gibson
Thank You

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