

# Beyond Access:

The business models behind open access

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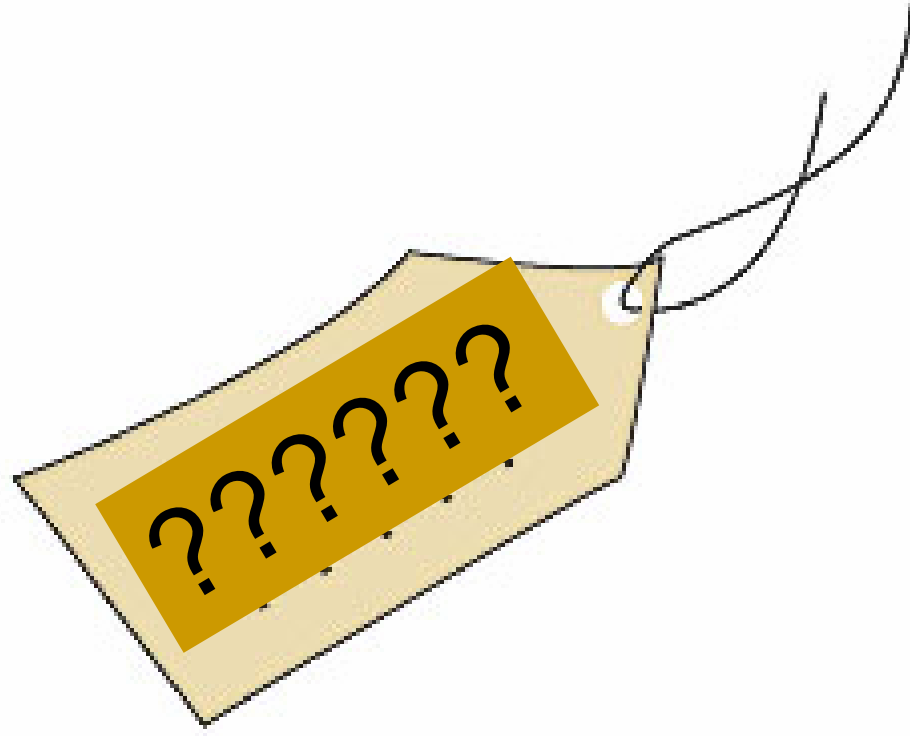
## Flavors of Open Access

# The subscription model

“The existence of a healthy free market has the prerequisite that ‘he who pays the piper calls the tune.’ In scholarly publishing this has never been the case. Authors control the journals (by their choice of where to submit their work) and it is there for their benefit; but libraries pay the bills.”

- Fytton Rowland

- Posting to the American Scientist Open Access Forum

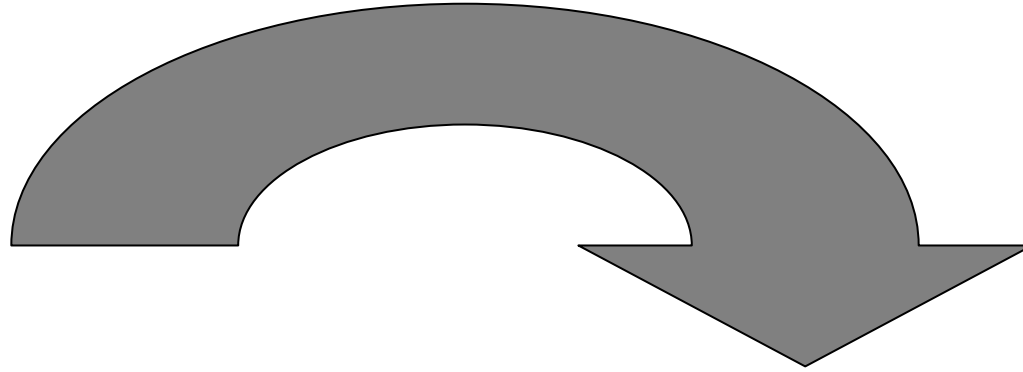


“A ‘cheep’ journal can, on a per-article-basis, take more money out of Academia than an ‘expensive’ journal... A substantial number of not-for-profits have seemingly low subscription prices, but take more money per article out of the academic market than even the most expensive commercial publishers.”

Jan Velterop

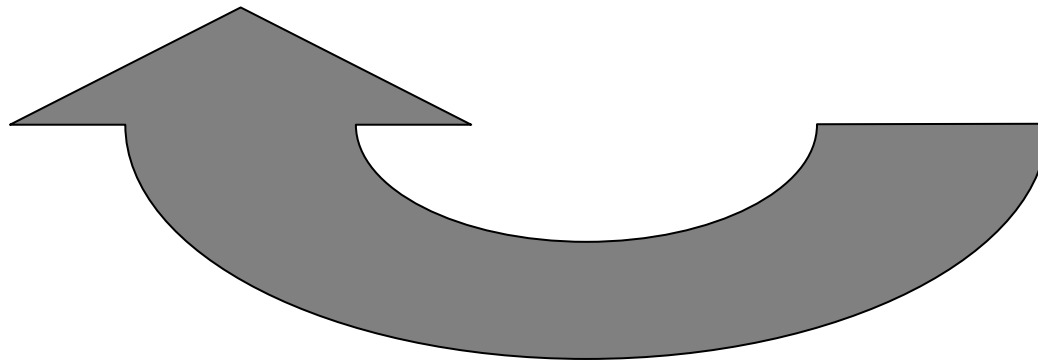
Posting to the American Scientist Open Access Forum

Lack of Competition



Authors

Subscribers



Vicious Circle



“The bundling inherent in the Big Deal means that an independent publisher could create a new economic theory journal (NEW) that could in principle compete, for example, with Elsevier’s Journal of Economic Theory (JET), which listed at \$2070 per year in 2002. NEW might have better articles, review and publish articles more quickly, edit articles more thoroughly, and offer the journal to subscribers at a lower price, say \$600, than Elsevier’s stand-alone print version of JET. Still, libraries that have signed on to the Big Deal may not subscribe...

They save little of the \$2070 list price by canceling JET (perhaps only 10-15 percent, or even nothing at all); and so they will continue to subscribe to JET and only buy NEW if it is worth buying in addition to JET (and the other journals in the collection). Authors will be loathe to publish in NEW because of its limited circulation, which will reduce subscriptions still further.”

Aaron Edlin and Daniel Rubinfeld  
*Antitrust Law Journal*

Looking for a new model

1 ■ “He who pays the piper  
calls the tune”

2. Costs must be visible to the community

**3.** Smaller publishers must be able to compete

**“Green” OA with continued subscriptions**

The cost of journals is still not visible



Authors have no incentive to publish in  
competitively priced journals

Smaller publishers will have even less  
ability to compete

# The Wellcome Trust's policy

Faster uptake in the short-run

Soaring prices in the long-run

“The specific costs are set by the publishers- and though it is true that the OA costs are coalescing around \$3000, some publishers have gone lower (e.g. ASBMB charge \$1500) and some have gone higher (e.g. Cell Press charge \$5,000).”

Robert Kiley

Posting to the Liblicense mailing list

“The Wellcome Trust has not set an upper limit. However, if a publisher set a price that was significantly higher than the norm, then we would want to know why.”

Robert Kiley

Posting to the Liblicense mailing list

**SCOAP3**



“Journals are paid through contracts between publishers and a single financial partner, the ‘Sponsoring Consortium for Open Access Publishing in Particle Physics’ (SCOAP3)”

-Report of the SCOAP3 Working Party

“It is expected that SCOAP3 will contribute to stabilizing the rising cost of access to information in the HEP domain... by increasing the author awareness of costs and prices, by linking price to value, and by fostering new competition in the market.”

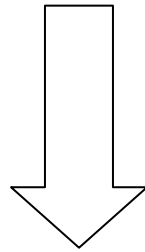
“It is expected that SCOAP3 will contribute to stabilizing the rising cost of access to information in the HEP domain... by increasing the author awareness of costs and prices, by linking price to value, and by fostering new competition in the market.”

“An important asset of the SCOAP3 model is that it will centralize all OA expenses that will therefore not have to be directly borne by authors and research groups. This contrasts with so-called ‘author-pays’ OA options.”

“It is expected that SCOAP3 will contribute to stabilizing the rising cost of access to information in the HEP domain... by increasing the author awareness of costs and prices, by linking price to value, and by fostering new competition in the market.”

“The aim of the SCOAP3 model is to assist publishers to convert these ‘core’ HEP journals to OA and it is expected that the vast majority of the SCOAP3 budget will be spent to achieve this target.”

# Competitive and efficient market



Better services

Lower prices

Greater sustainability

# Thank You

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