

Open Access ist machbar!

Ein Plädoyer für die Umschichtung der Subskriptionsbudgets

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Open-Access-Tage, 7.-8.September 2015, Zürich



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Open Access und kein Ende?

- Budapestener Erklärung 2001
- Berliner Erklärung 2003
- 9. Open-Access-Tage 2015



Open Access und kein Ende?

- Über 500 Wissenschaftseinrichtungen weltweit haben die Berliner Erklärung unterzeichnet
- Trotz dynamischen Wachstums: Anteil der Open-Access-Publikationen bei ~ 13%



Open Access und kein Ende?

Goldener Weg Predatory Publishing

Open Data **Open Access** Mandate

Grüner Weg Urheberrechte Zweitveröffentlichung

Reputation Publikationskultur

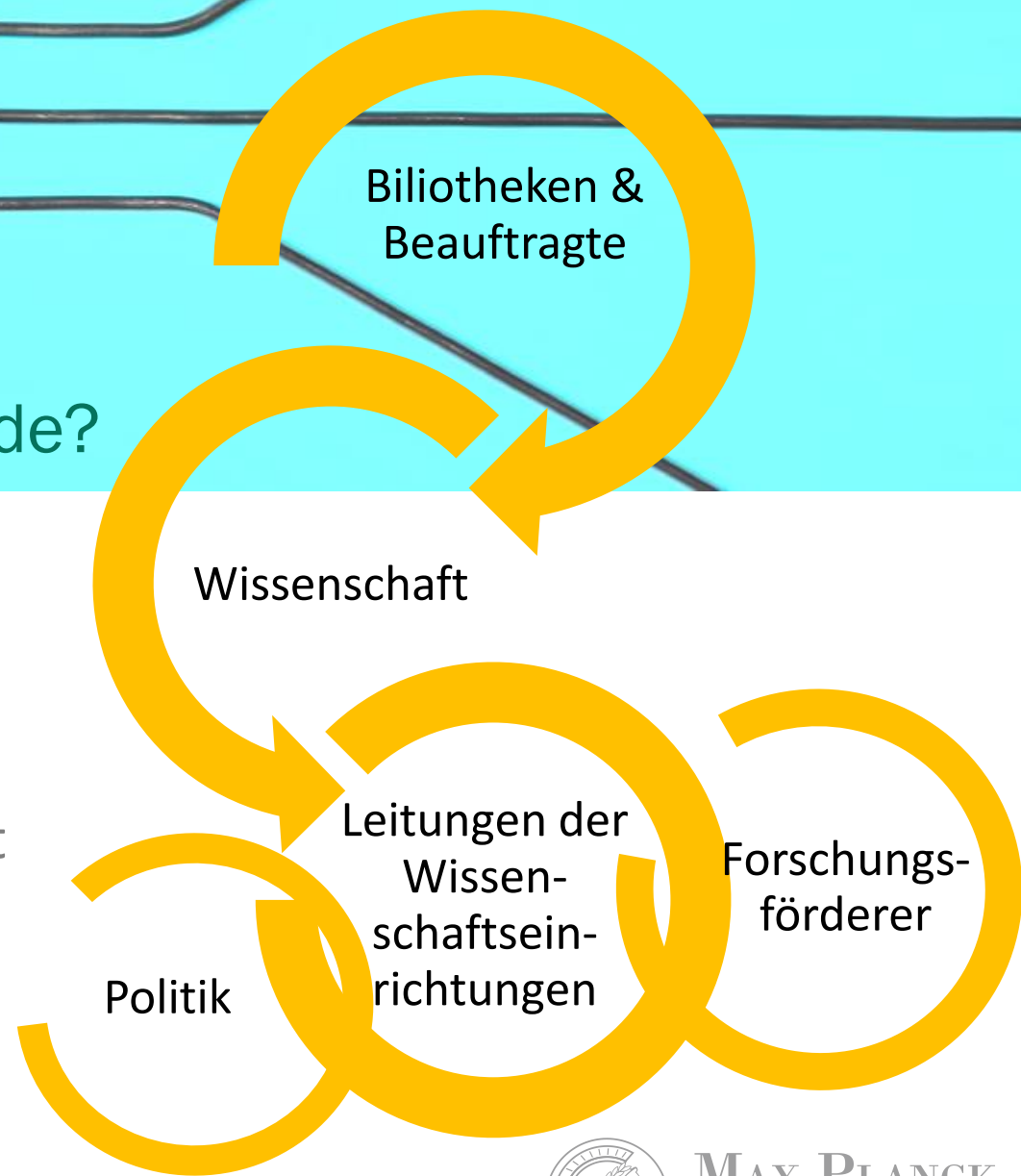
Journal Impact Factor Open Humanities



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Open Access und kein Ende?

- Open Access-Strategien der Bundesländer
- Zweitveröffentlichungsrecht
- OA in Horizon 2020
- ...



Zeitschriftenkrise

- Konzentrationsprozess im Bereich der STM-Zeitschriften führte ab Mitte der 1990er Jahre zu starken Preissteigerungen und zu Abbestellungen
- Digitaler Wandel verschärfte die Krise

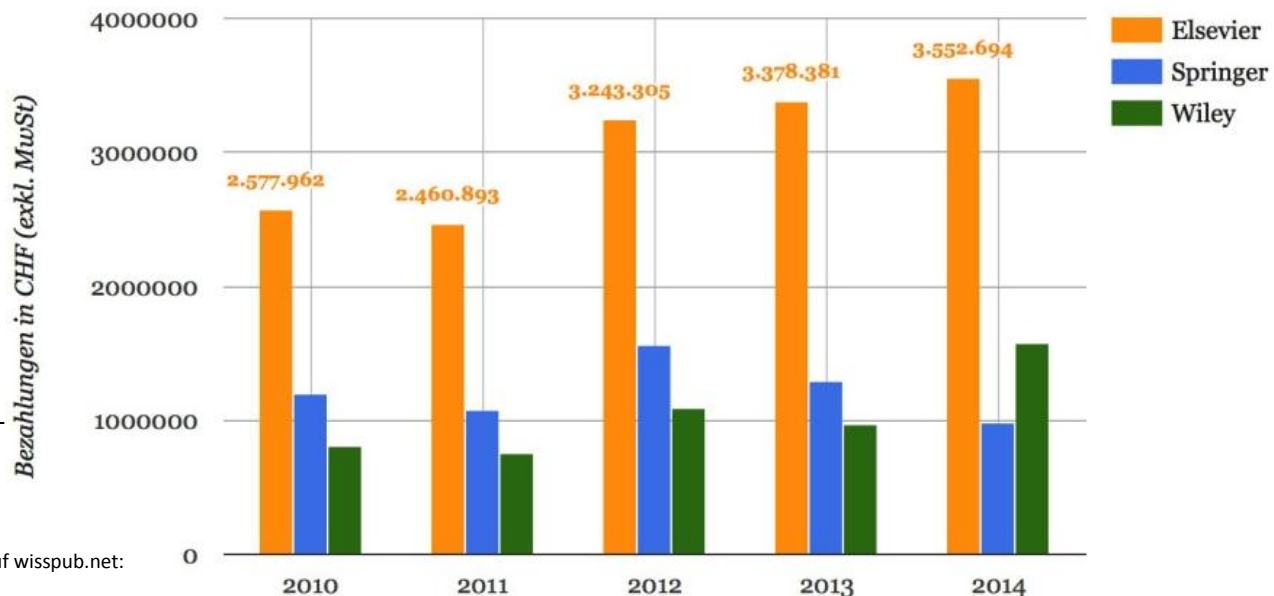


Zeitschriftenkrise alive and kicking

„Alleine die Ausgaben für Zeitschriften, E-Books und Datenbanken an die drei Verlage Elsevier, Wiley und Springer betragen zusammen 7.78 Mio. CHF und machen somit fast die Hälfte des gesamten Erwerbungsbudget der ETH-Bibliothek (17.75 Mio CHF) aus.“

Siehe Beitrag von Christian Gutknecht auf [wisspub.net](http://bit.ly/1QiDgUS):
<http://bit.ly/1QiDgUS>

Zahlungen ETHZ für Zeitschriften (Online und Print)



Zahlen gemäss Auskunft ETH-Bibliothek - Stand August 2015



Disrupting the subscription journal's business model...

Disrupting the subscription journals' business model for the
necessary large-scale transformation to open access

A Max Planck Digital Library Open Access Policy White Paper

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License: CC-BY 4.0, <http://creativecommons.org/licenses/by/4.0/>
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Abstract

This paper makes the strong, fact-based case for a large-scale transformation of the current corpus of scientific subscription journals to an open access business model. The existing journals, with their well-tested functionalities, should be retained and developed to meet the demands of 21st century research, while the underlying payment streams undergo a major restructuring. There is sufficient momentum for this decisive push towards open access publishing. The diverse existing initiatives must be coordinated so as to converge on this clear goal. The international nature of research implies that this transformation will be achieved on a truly global scale only through a consensus of the world's most eminent research organizations. All the indications are that the money already invested in the research publishing system is sufficient to enable a transformation that will be sustainable for the future. There needs to be a shared understanding that the money currently locked in the journal subscription system must be withdrawn and re-purposed for open access publishing services. The current library acquisition budgets are the ultimate reservoir for enabling the transformation without financial or other risks. The goal is to preserve the established service levels provided by publishers that are still requested by researchers, while redefining and reorganizing the necessary payment streams. By disrupting the underlying business model, the viability of journal publishing can be preserved and put on a solid footing for the scholarly developments of the future.

1. Introduction

The uptake of open access in recent years has been remarkable. Articles in open access are the most dynamic growth area in scientific publishing and have reached a market share of 13% (without even counting the hybrid component, which has also been growing rapidly as a result of British encouragement following the Finch report). In just a few short years PLOS One has become the largest journal in the world, both in the number of papers it publishes and in the citations it is attracting.

... for the necessary large-scale transformation to open access

<http://dx.doi.org/10.17617/1.3>



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Disrupting the subscription journal's business model...

Fragestellung: Ist ein APC-basiertes
Publikationsmodell mit den derzeitigen
Subskriptionsmitteln finanzierbar?



Disrupting the subscription journal's business model...

Globale Subskriptionskosten/ Jahr	7,6 Mrd. Euro
Artikelanzahl nach Web of Science/ Jahr	1,5 Mio
Artikelkosten	~ 5.000 Euro



Disrupting the subscription journal's business model...

Bisherige Kosten für OA-Artikel liegen im Durchschnitt weit unter
5.000 Euro

- “In total, 4 345 486€ for 3 515 articles were paid by the participating universities. Average fee is 1 236.3€ and the median 1 201€.” →
<https://github.com/OpenAPC/openapc-de>
- MPDL-Durchschnitt 2014= ~ 1.400 Eur
- SCOAP³ < 1.100 Eur



Disrupting the subscription journal's business model...

Scenario of transformation based on current operating numbers per year

Subscription market today

Market volume
7.6 bn €



1.5 M research papers (WoS);
up to ~ 2 M overall



5,000 €/article WoS;
3,800 €/article overall

After an OA transformation

Basis volume
4 bn €



2 M research papers



2,000 €/article¹⁾

Clear potential of savings & development based on realistic APC expectations¹⁾

¹ The empirical values of SCOAP3 are ~ 1,000 €/article; for MPG and DFG funded universities they are ~ 1,200 €/article

Disrupting the subscription journal's business model...

Fazit:

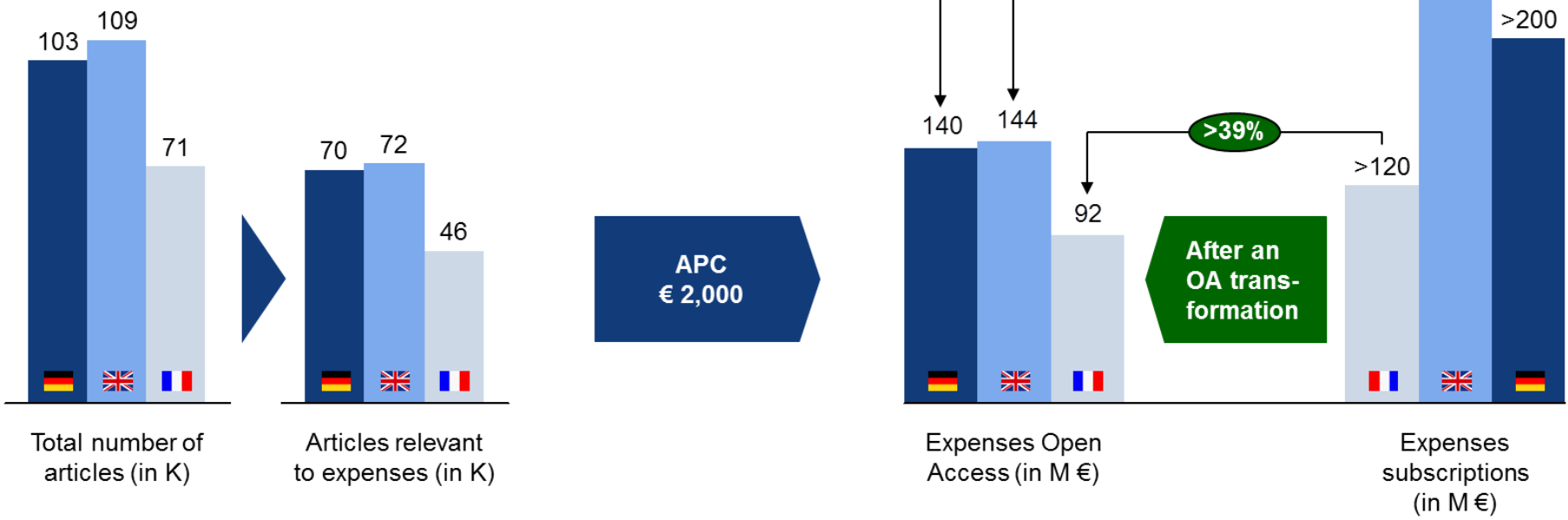
Auf globaler Ebene ist genug Geld im System,
Potenzial für Einsparungen



Disrupting the subscription journal's business model...

Output volume and expenses in DE, UK, and FR

Publication data 2013:



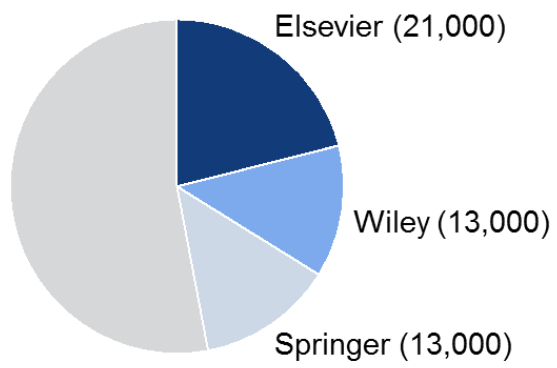
Compared to the current subscription spending, substantial savings are to be expected

Share of major publishers in Germany 2013

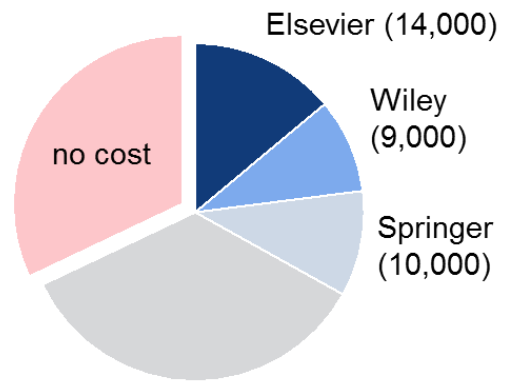
Publications

Share of overall publications

N = 103,000 journal publications

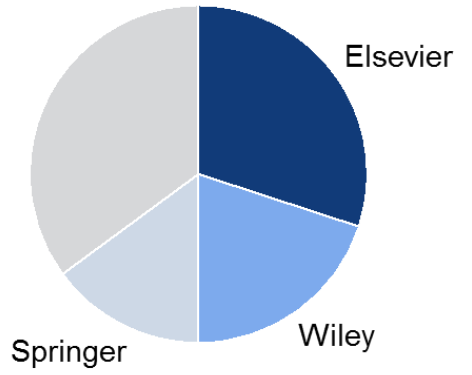


Share of publications with corresponding author



Library expenses

Typical shares of journal expenses



Assuming OA conditions, especially the expenses for the major commercial publishers would be substantially lower than in the current subscription market

Disrupting the subscription journal's business model...

Fazit:

- Nicht alle Publikationen eines Landes/ einer Einrichtung müssen finanziert werden, sondern nur der Anteil mit *corresponding authors*
- Auch auf Länderebene Potenzial für Einsparungen, speziell bei den Ausgaben für die großen drei Verlage



Disrupting the subscription journal's business model...

Fazit:

Subskriptionszahlungen müssen eingestellt werden,

Mittel für Open Access reinvestiert werden



Open Access Transformation / “OA Transition”

Allianz-Initiative „Digitale Information“ der deutschen Wissenschaftsorganisationen

Perspektiven und Ziele 2013 bis 2017

„... Rahmenbedingungen einer möglichen Transformation des bisherigen Subskriptionssystems auf ein Publikationskostenmodell aktiv mitgestalten“



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Open Access Transformation / “OA Transition”

Science Europe

Science Europe Roadmap (12/2013):

“Science Europe Member Organizations will cooperate by taking action in areas that include: (...) Defining models that allow the re-direction and re-organization of resources, in order to replace the current subscription system.”



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Open Access ist machbar!

- Das „Wie“ der Transformation ist derzeit noch offen. Offsettingmodelle weisen aber in eine vielversprechende Richtung.
- Der wichtige erste Schritt wäre ein breiter Konsens zur Reinvestition der Mittel für Open Access.



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Datenanalysen by Margit Palzenberger / RIO, siehe auch: Palzenberger, M. (2015).
Number of Scholarly Articles per Country. <http://dx.doi.org/10.17617/1.2>

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