

o p e n a c c e s s  
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# OA2020: A Global Initiative to Drive Large-Scale Transformation of the Subscription System

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**Open Access 2020** is an international initiative that aims to induce the swift, smooth and scholarly-oriented transformation of today's scholarly journals from subscription to open access publishing.

A decorative orange line starts as a horizontal segment on the right side of the slide, then turns diagonally upwards and to the right, ending near the bottom right corner.

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# 1. The distinctive OA dilemma

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## Lack of significant progress in the OA movement

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*Open Access is (exceptionally) strong as a **principle***

- cf. the many resolutions, policies, guidelines etc.

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*...but still fairly weak as a **practice***

- only 14-15% immediately OA
- subscription system as prosperous as ever for publishers  
*(Lehman Brothers did more damage to publisher revenues than OA so far)*





## The key question

**What does it take to make Open Access the default in scholarly communication?**

We may tolerate being 15% away from 100%.

But we simply cannot accept being only 15% away from 0%.

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## **2. Thinking about a new activation energy**

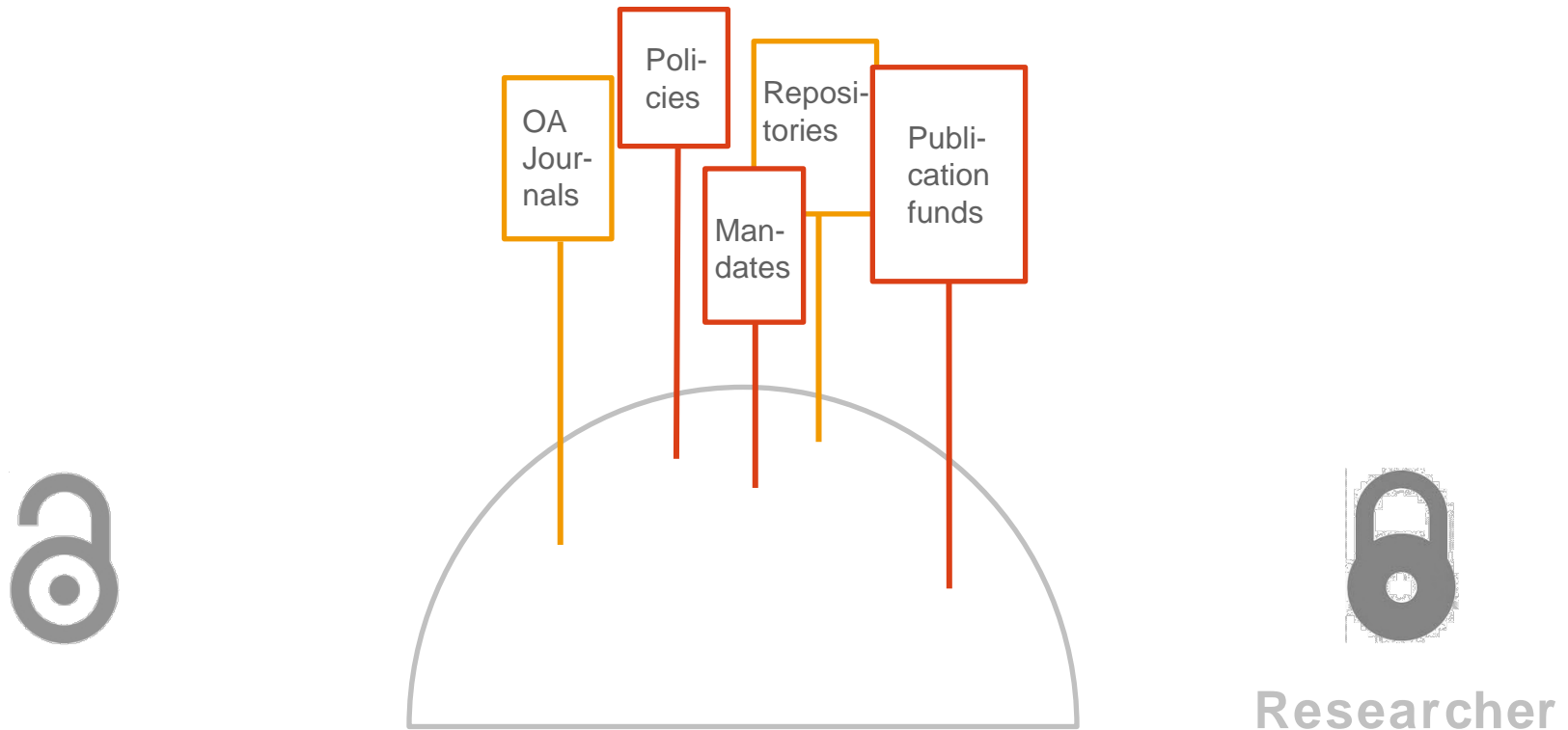
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OA has been a story of trying to activate researchers



Researcher

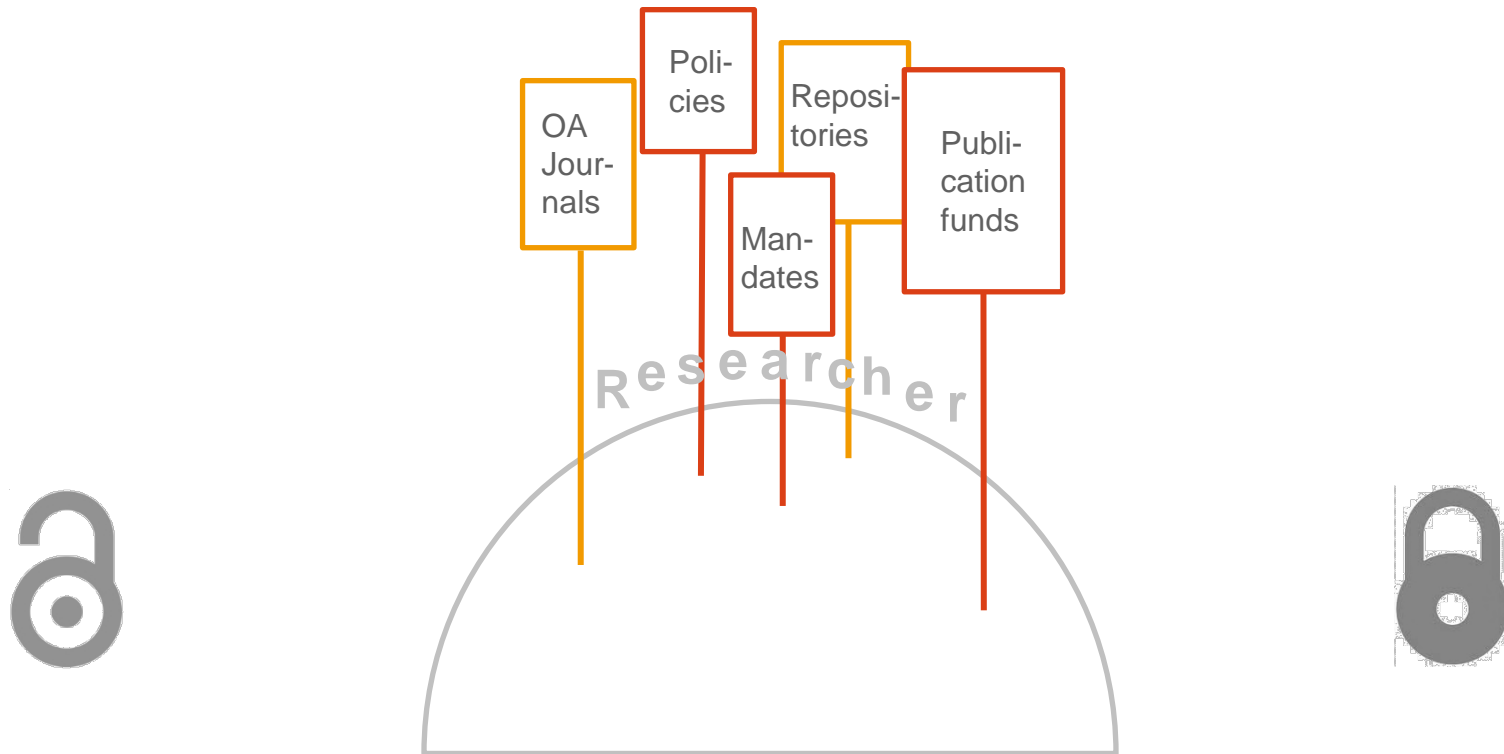
# OA has been a story of trying to activate researchers



**Through a variety of measures such as advocacy, mandates and support efforts the researchers should be moved to OA**

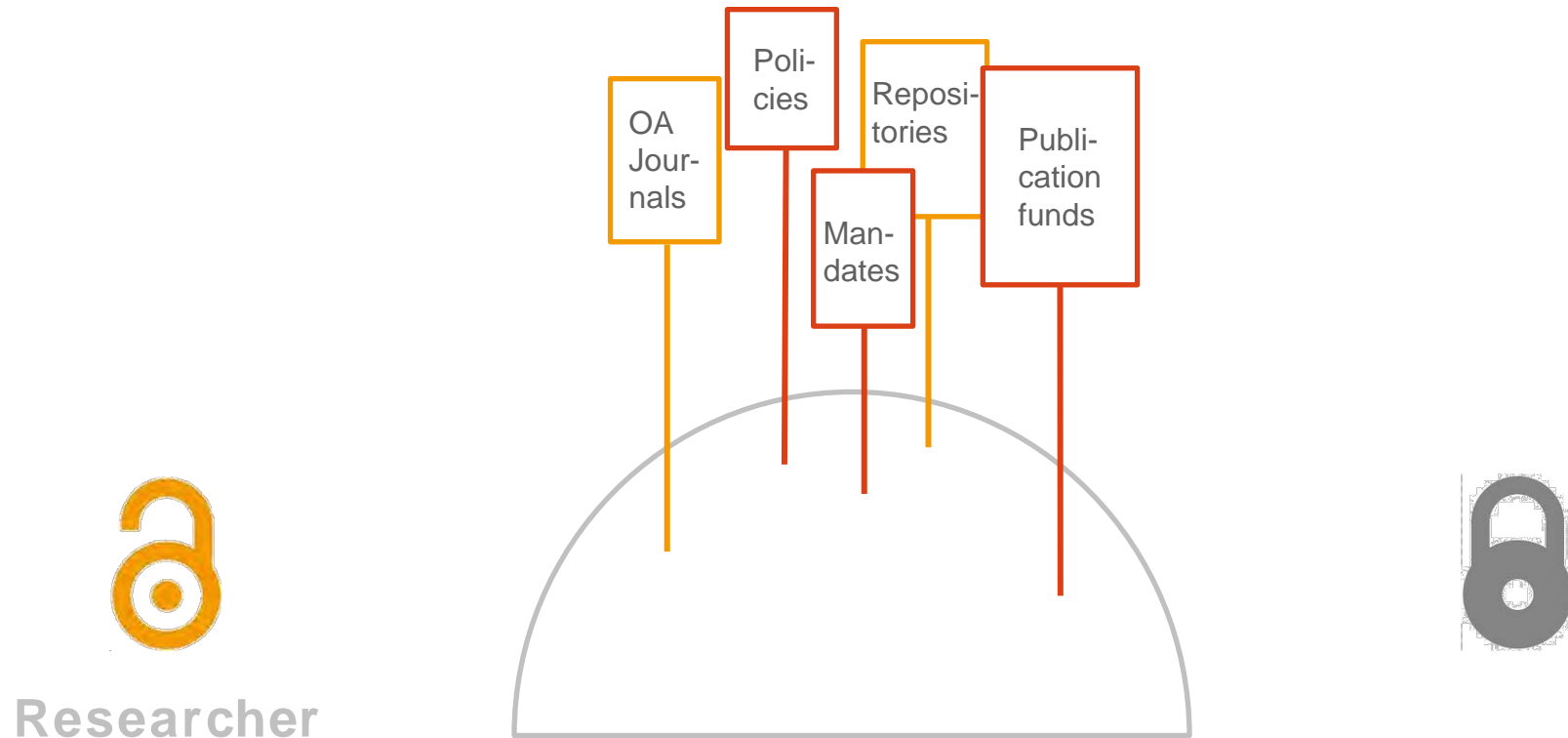


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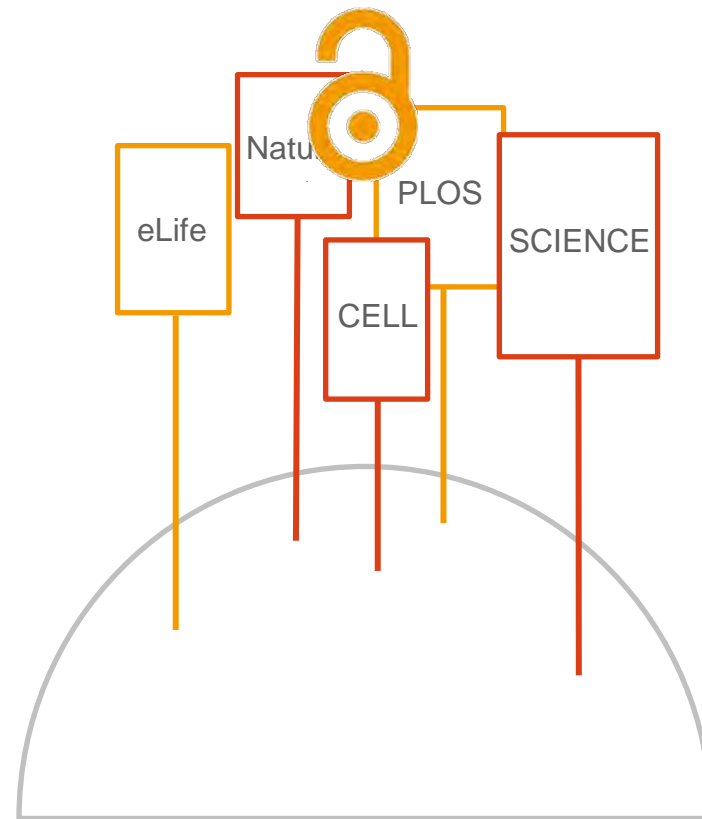
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# OA has been a story of trying to activate researchers



**Through a variety of measures such as advocacy, mandates and support efforts the researchers should be moved to OA**

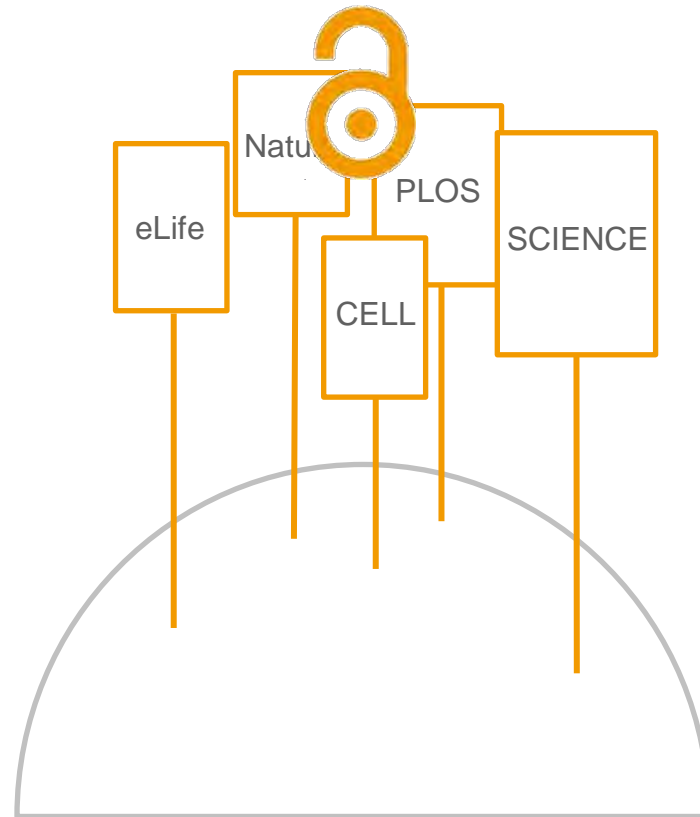
# How about a new activation energy?



Researcher

**Through switching the business model of the existing corpus of journals  
OA shall be brought to the researchers**

# How about a new activation energy?

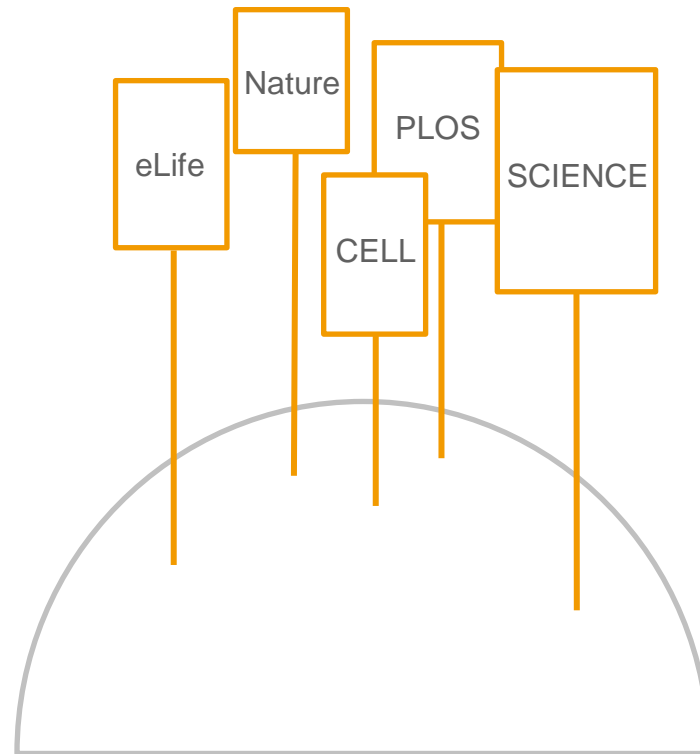


Researcher

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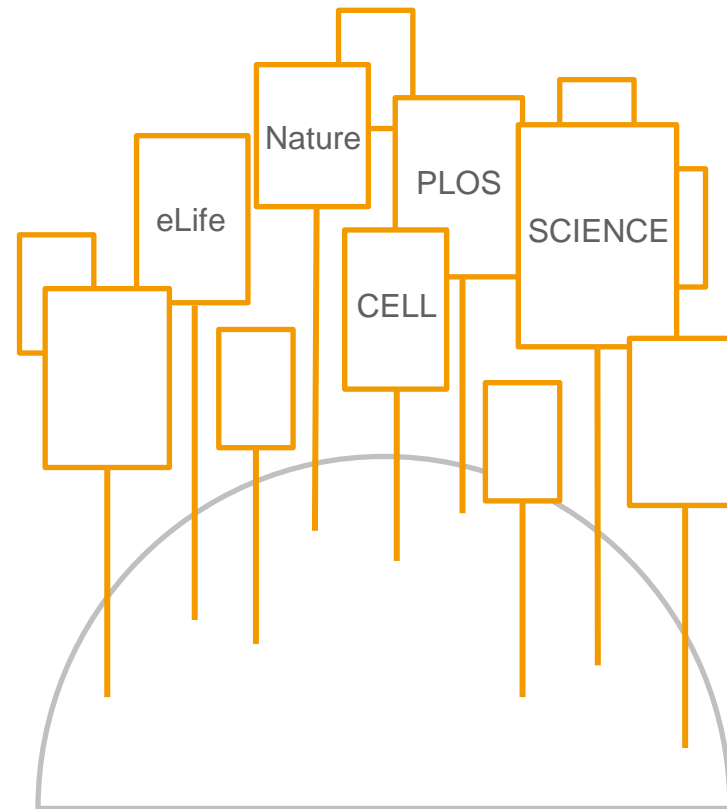
# How about a new activation energy?



Researcher

**Through switching the business model of the existing corpus of journals  
OA shall be brought to the researchers**

# Bringing OA to the natural habitat of researchers



**Not the researchers shall change but the publishing system,  
and in particular the underlying business model**

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## **3. OA2020 as a solution**

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## Proposing an orderly transition

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Open Access on a **large scale** can only be accomplished if and as soon as we **change the business model** of the existing scholarly journals and **leave the subscription system** behind.

The pursued disruptions would **affect only the underlying cash flows**, rather than the publishing process itself or the roles of journals and publishers.



# The power of our spending decisions

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**OA2020** is based on the principle that we, as research communities, hold the **key to success**.

By virtue of our own **spending decisions** we can drive Open Access into the system.

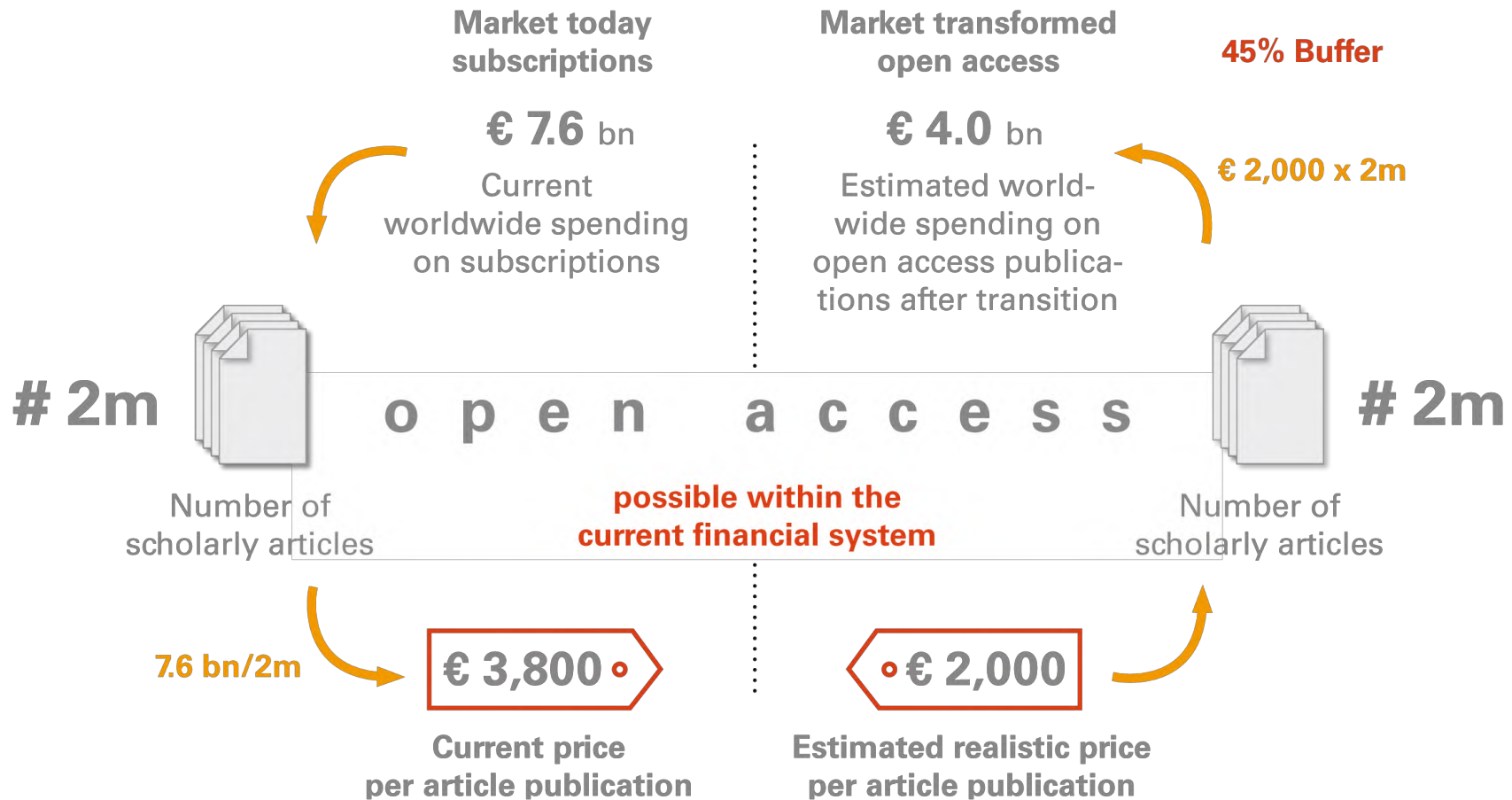
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Exposing the financial demographics of the scholarly publishing system (cf. [2015 White Paper](#))

- **there *is* enough money in the system**
- through the subscription system we are putting in the range of **\$5,000 per research paper** on the table

Enough money in the system

# Worldwide Publishing Market



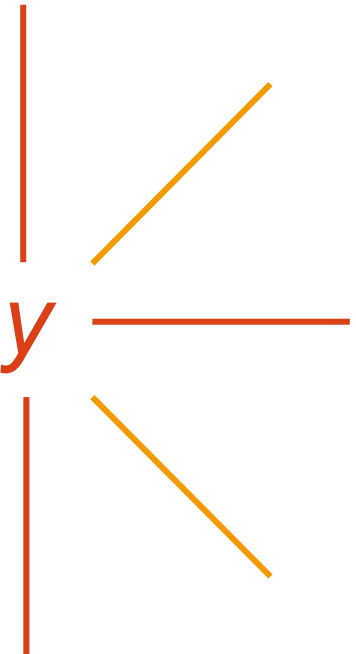


## Changing tactics to achieve new robustness

We don't need further mandates for researchers

we need a


*mandate for our money*



# Transformation means re-allocation of budgets and conversion of journals and processes



Global  
subscription journal  
budget  
7.6 bn EUR p.a.  
(≥3,800 EUR/article)



Open Access volume:  
~13% of articles;  
~4% of budget

**Today's global subscription market >> today's open access market**

# Transformation means re-allocation of budgets and conversion of journals and processes



7.6 bn EUR

Remaining subscription  
budget 10% (~0.8 bn EUR)

2.8 bn EUR buffer for  
new & improved  
services etc.  
(without remaining  
subscriptions)

Global  
open access journal  
base budget  
4 bn EUR p.a.  
(2,000 €/article)

**Assuming 90% conversion**

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## **4. Grounded in data evidence**

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## New grip on data needed

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### *Publication data*

- including corresponding author shares
- publisher distribution
- on institutional or country level

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### *Finance & APC data*

- continuously growing evidence available
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# Germany

## Publication volumes and corresponding author shares Articles and reviews in Web of Science

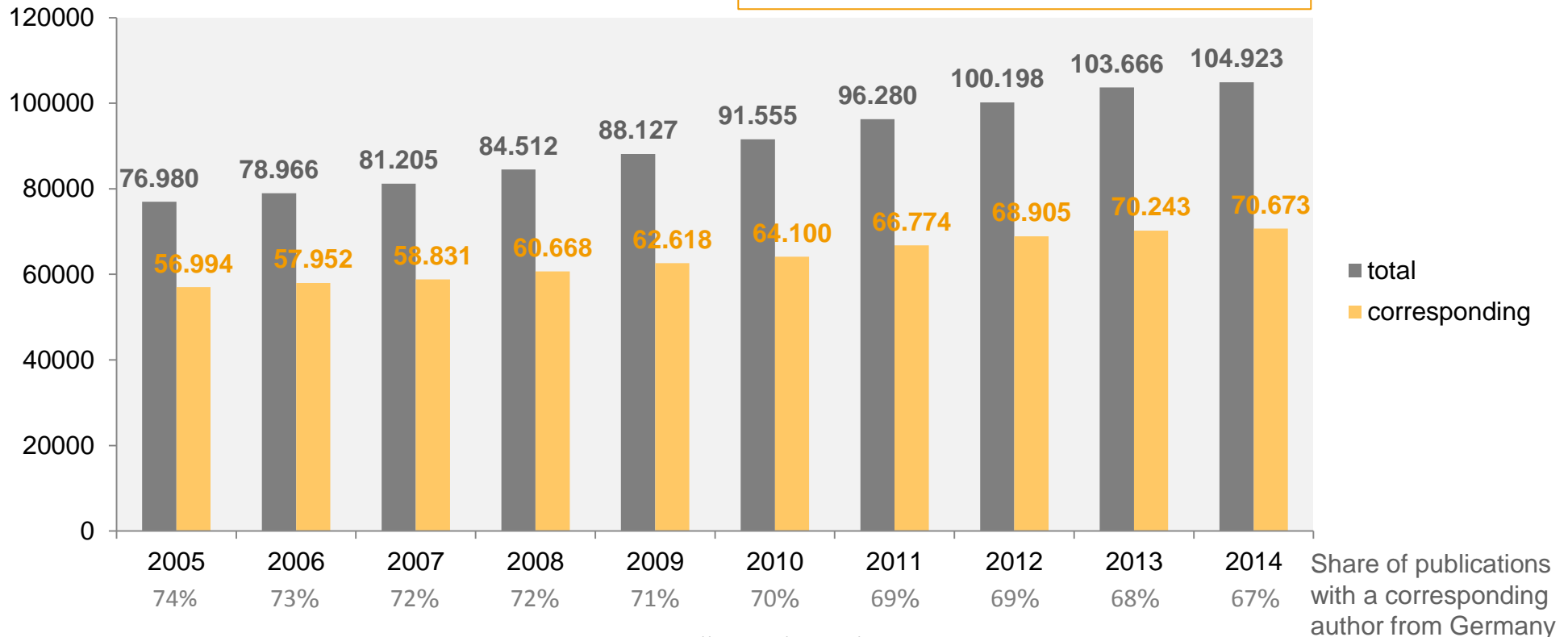


OA Transformation, 2014 calculation span

70,673 papers x 1,300 € = ~ **91.9m €**

70,673 papers x 2,000 € = ~ **141.3m €**

Number of articles p.a.





# South Africa

## Publication volumes and corresponding author shares Articles and reviews in Web of Science

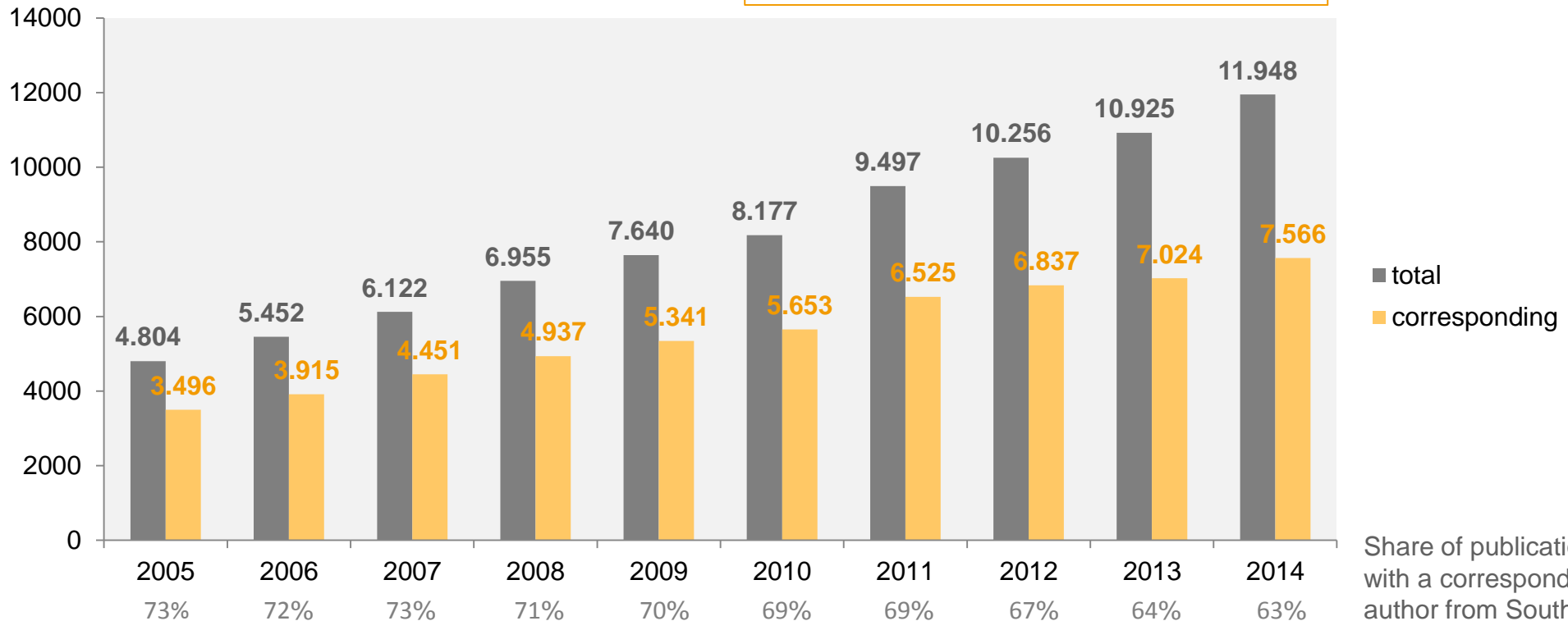


### OA Transformation, 2014 calculation span

7,566 papers x 1,300 € = ~ **9.8m €**

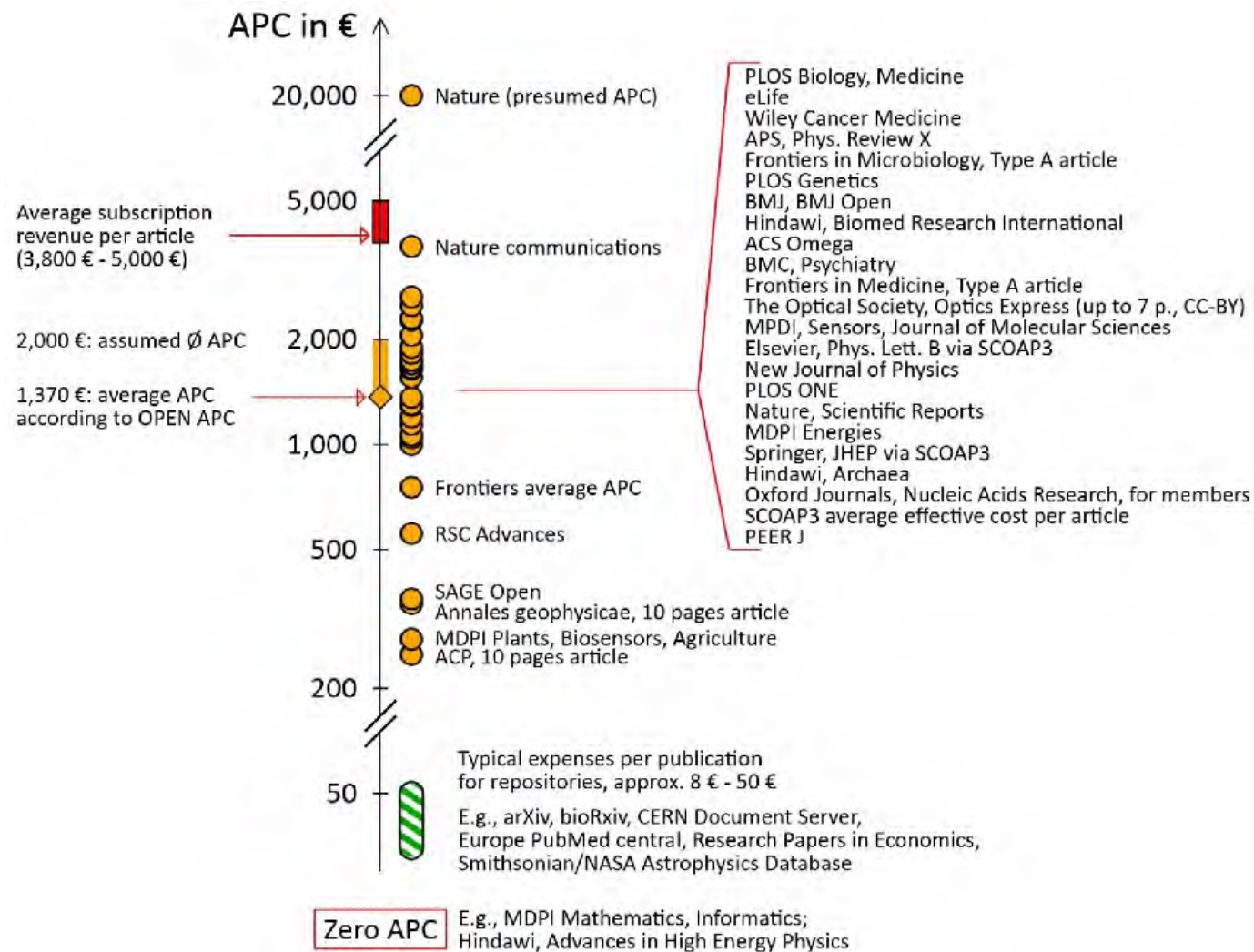
7,566 papers x 2,000 € = ~ **15.1m €**

### Number of articles p.a.



Share of publications with a corresponding author from South Africa

# Cost stratification in the publishing system: OA Gold Publishing



## Rare high budget publications

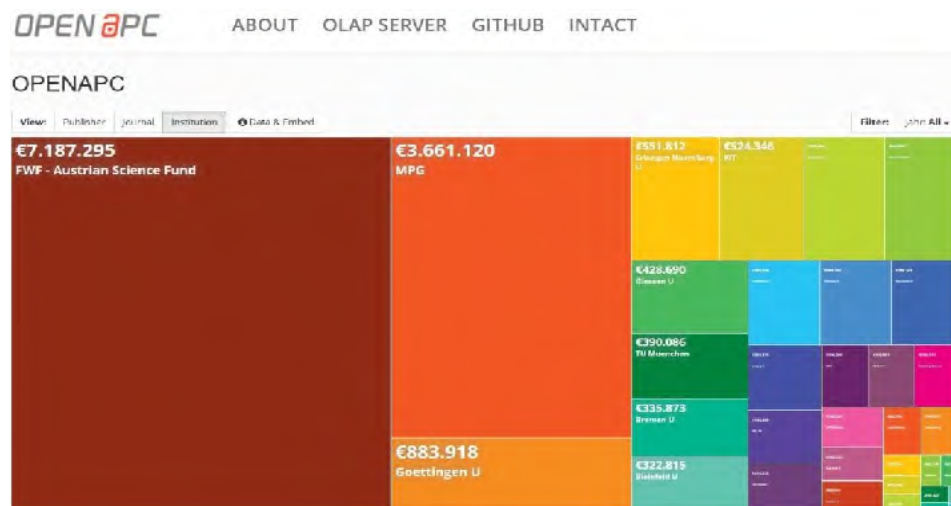
- Enhanced marketing
- Enhanced branding
- Digests (press releases)
- Presentation in social media

- State-of-the-art indexing, keywording, formatting
- Image editing
- Basic marketing

- Organization of proper review
- Technical platform
- Archiving

## Frequent low cost publ.

# Collecting APC evidence via the OpenAPC Initiative



## Open APC

<http://treemaps.intact-project.org/apcdata/openapc/> (e.g. Germany)

## Open APC Offsetting data set

<http://treemaps.intact-project.org/apcdata/offsetting/>

Universities and research institutions globally are invited to contribute their APC expenditure data to Open APC in order to build up a comprehensive data set that allows for extensive analyses and fosters transparency on the evolving APC market.

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## 5. How to get involved

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# How libraries and consortia leaders can get involved

## 1 Expression of Interest (*policy*)

84 signatories to date including a number of consortia  
SANLIC, ANKOS, JUSTICE, CAPES, DEFF, FinELib, BIBSAM,  
Jisc Collections, UKB, CRIStin/CERES

- Raise awareness and lead deliberations on signing EoI at consortium and/or institutional level
- Take an active role as regional contact point in global OA2020 network

## 2 Roadmap(s) (*action*)

- Lead development of regional or institutional roadmaps
- Support institutions in taking practical steps toward adoption e.g.:
  - Data analysis (publication & financial data)
  - Consolidate subscription and OA responsibilities under one management & budget
  - Take publisher relations to a new level (e.g. engage in combined model, i.e. offsetting)

## How library and consortia leaders can get involved

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*The starting point is to **combine the subscription logic (read access) with open access rights in one comprehensive licensing scheme (e.g. ‘offsetting’) or otherwise appropriate the funds to OA***

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### **Action to be taken:**

- Engage in data analyses (publication data, publisher distribution, share of corresponding authors, finances)
- Provide/secure market transparency (e.g. [OpenAPC initiative](#))
- Define the new workflows (e.g. [ESAC initiative](#))

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## **6. Symptoms of a deteriorating system**

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# SciHub – the ‘Napster moment’ for publishing



<http://31.184.194.81/>



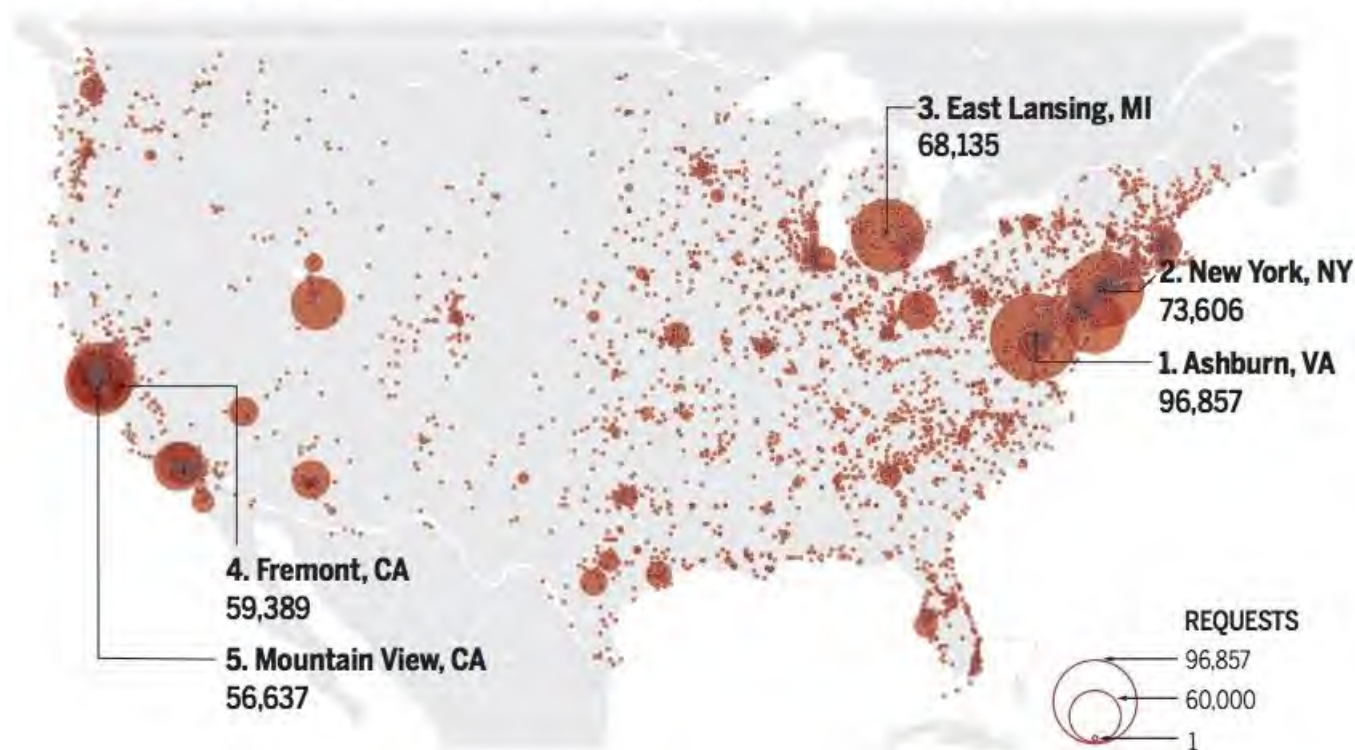
# SciHub: Holding a painful lesson for libraries and publishers

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## Going to SciHub is not only an act of necessity! It is an expression of convenience!

Sci-Hub users in the United States seem to congregate near universities and likely have institutional access to the articles they request. This map excludes 27,000 download requests from anonymous U.S. IP addresses.



1 John Bohannon: Who's downloading pirated papers? Everyone, in: Science Mag, Apr. 28, 2016.  
<http://www.sciencemag.org/news/2016/04/whos-downloading-pirated-papers-everyone>

# Opening the eyes to a deteriorating system

**The publishing system**  
The publishing system

as we know it  
as we know it

LIBRARIES

PUBLISHERS

**Publishers & libraries together desperately stabilize a disintegrating anachronistic system that is not needed and wanted anymore in a 21<sup>st</sup> century environment**

# Exposing the nakedness of the subscription system

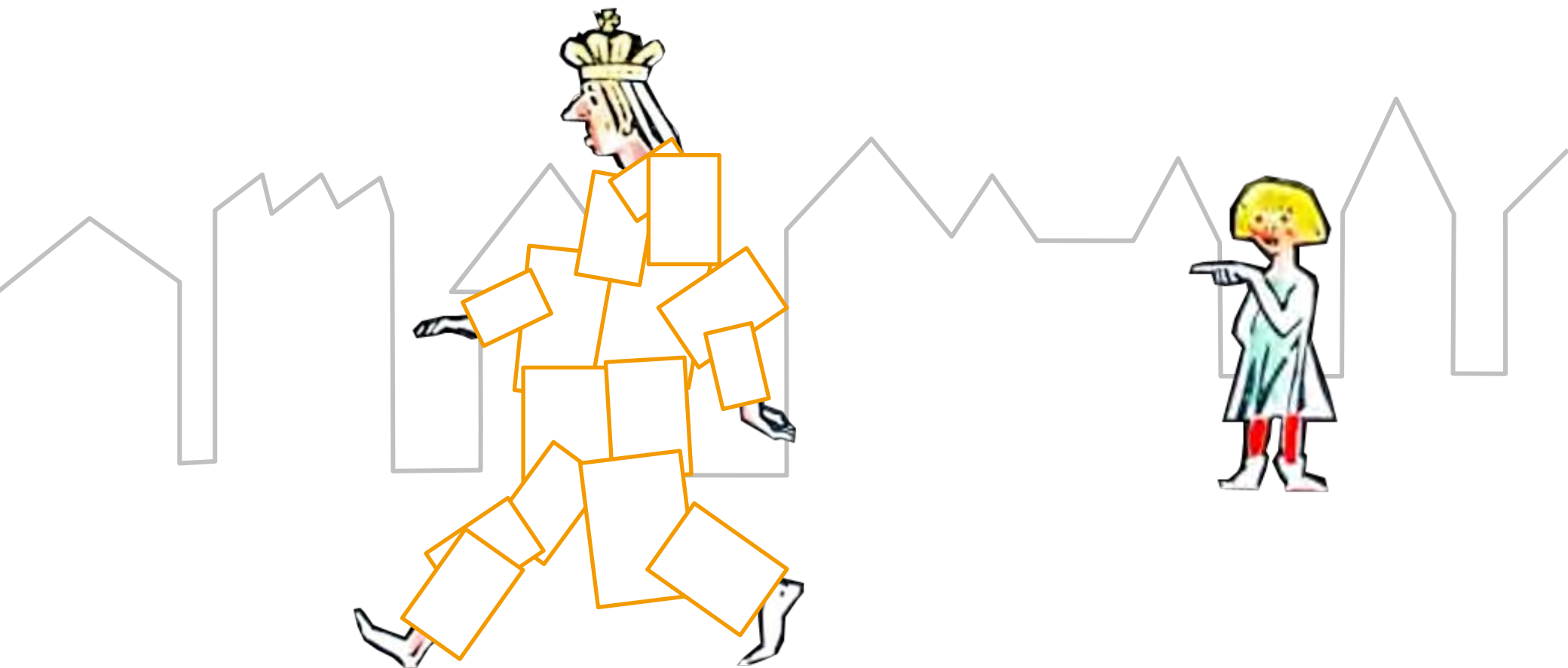
*The Emperor's New Clothes*, a fairy tale by Hans Christian Andersen, Denmark (1837)



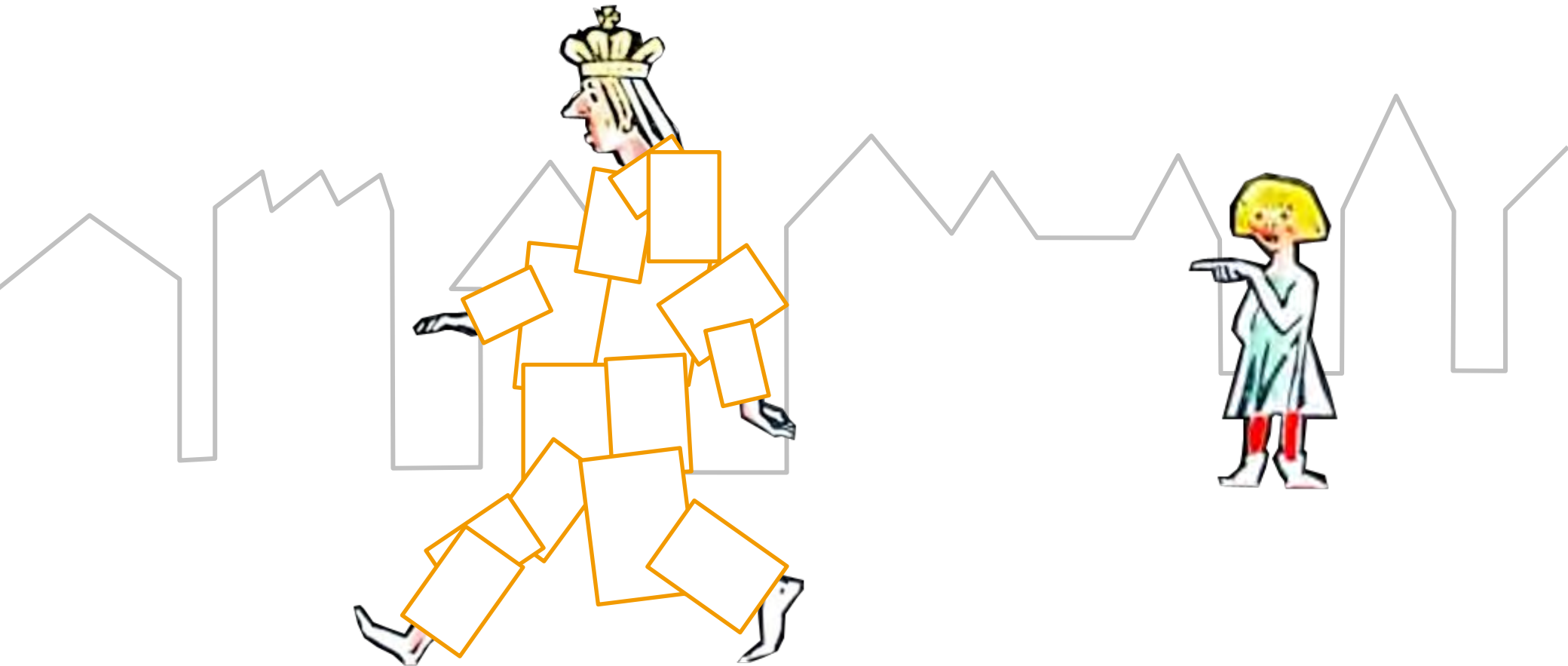
1 [https://41.media.tumblr.com/0e1dbf83f053703568913d04a526fcb1/tumblr\\_inline\\_o3m3oc2kCO1srx3js\\_540.jpg](https://41.media.tumblr.com/0e1dbf83f053703568913d04a526fcb1/tumblr_inline_o3m3oc2kCO1srx3js_540.jpg)

# Exposing the nakedness of the subscription system

open access  
2020

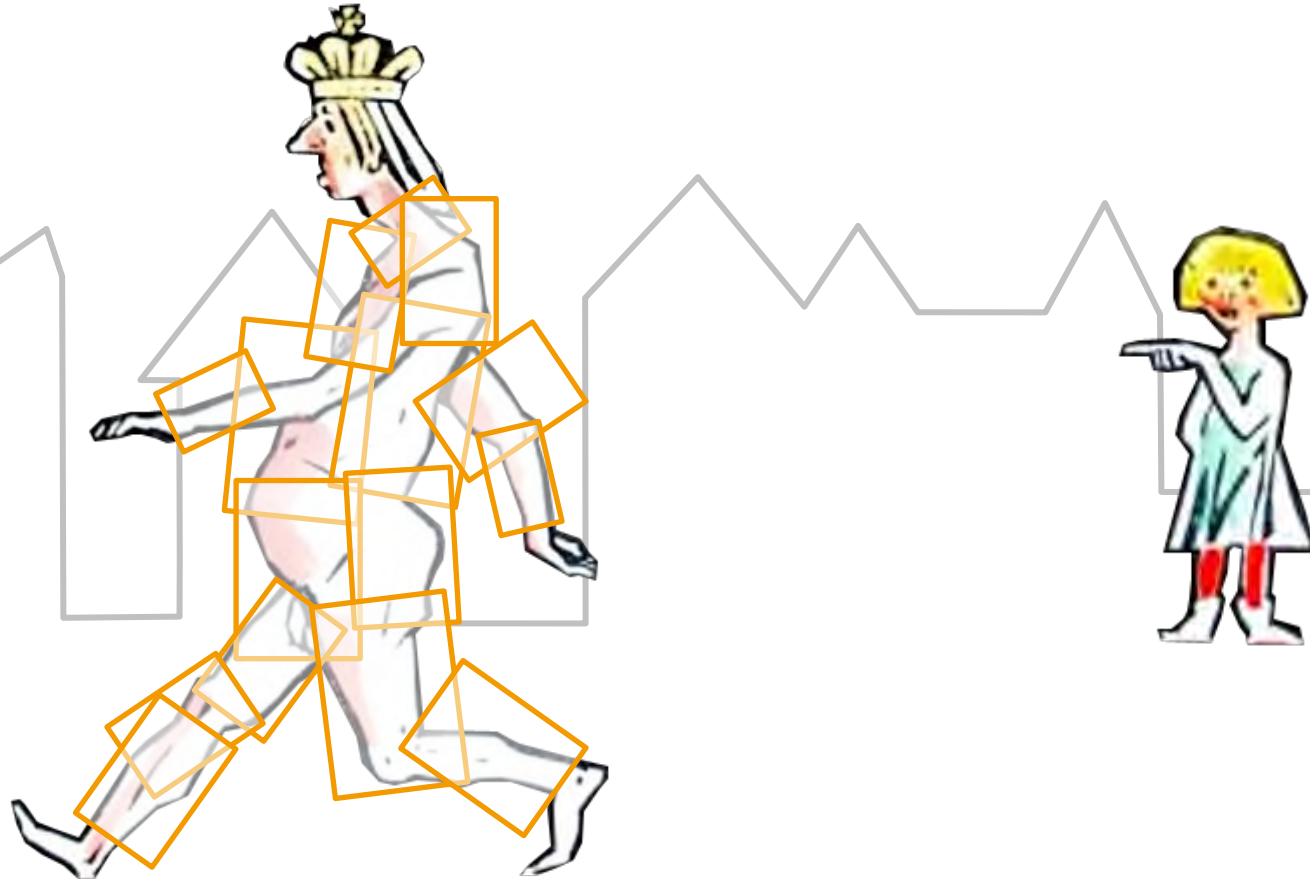


# Exposing the nakedness of the subscription system



**Isn't SciHub exposing the nakedness of the ruler just as the little girl did in Andersen's fairy tale? Can we really do business as usual now that we know this?**

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## **7. Read the signs of the times**

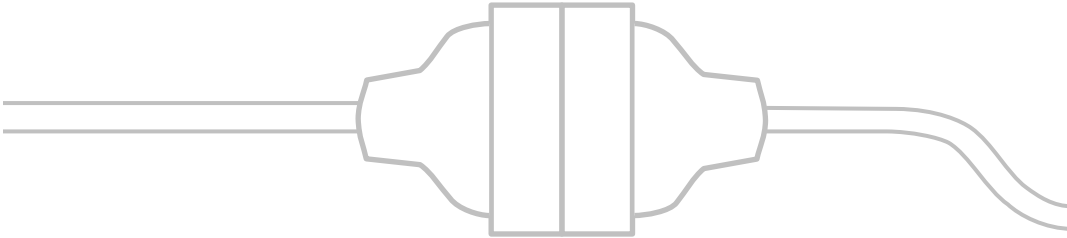
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## The landscape is in the process of being restructured

- SciHub shock & its de-legitimation of current system
- Rationale and plan for the large-scale transformation
- Evidence that enough money is already in the system
- Data analyses available for cost modelling
- APC evidence collected and documented
- Political initiatives, e.g. oa2020.org (EoI), EU, LERU...
- Roadmap with practical steps (mainly offsetting)
- Emerging standards in handling APCs (e.g. ESAC)

# Time to unplug the system



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We need to discontinue the subscription system and to **find new ways to finance the publishing services** that are wanted and needed in the 21<sup>st</sup> century

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o p e n a c c e s s



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