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## Initiatives for the Large-Scale Transition to Open Access

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# Context and approach of this presentation

## Rich context

- MPDL OA Transformation White Paper (04/2015)
- Launch of OA2020.org (03/2016)
- Amsterdam Call for Action on Open Science (04/2016)
- EU Council Conclusions on the transition to an open science system (05/2016)
- Mushrooming of offset agreements on the practical side
- And many others...

## Approach

- The goal is not to explain the details of any particular approach but to reflect on what is currently going on, hence to provide a broad picture of the current state of affairs

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# 1. The OA dilemma

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# The distinctive OA dilemma

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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 about 14% OA
- subscription system as prosperous as ever

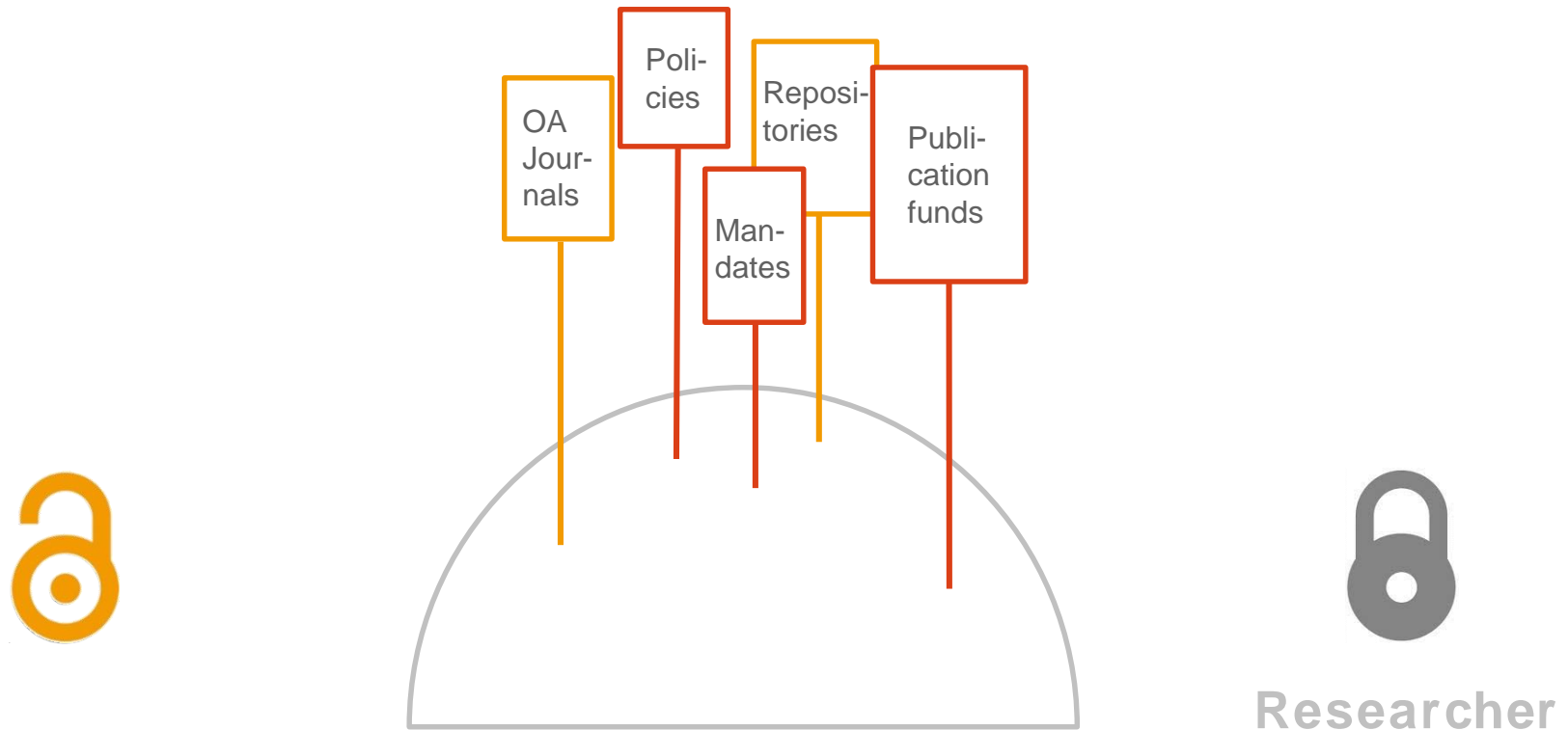


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## **2. Thinking about a new activation energy**

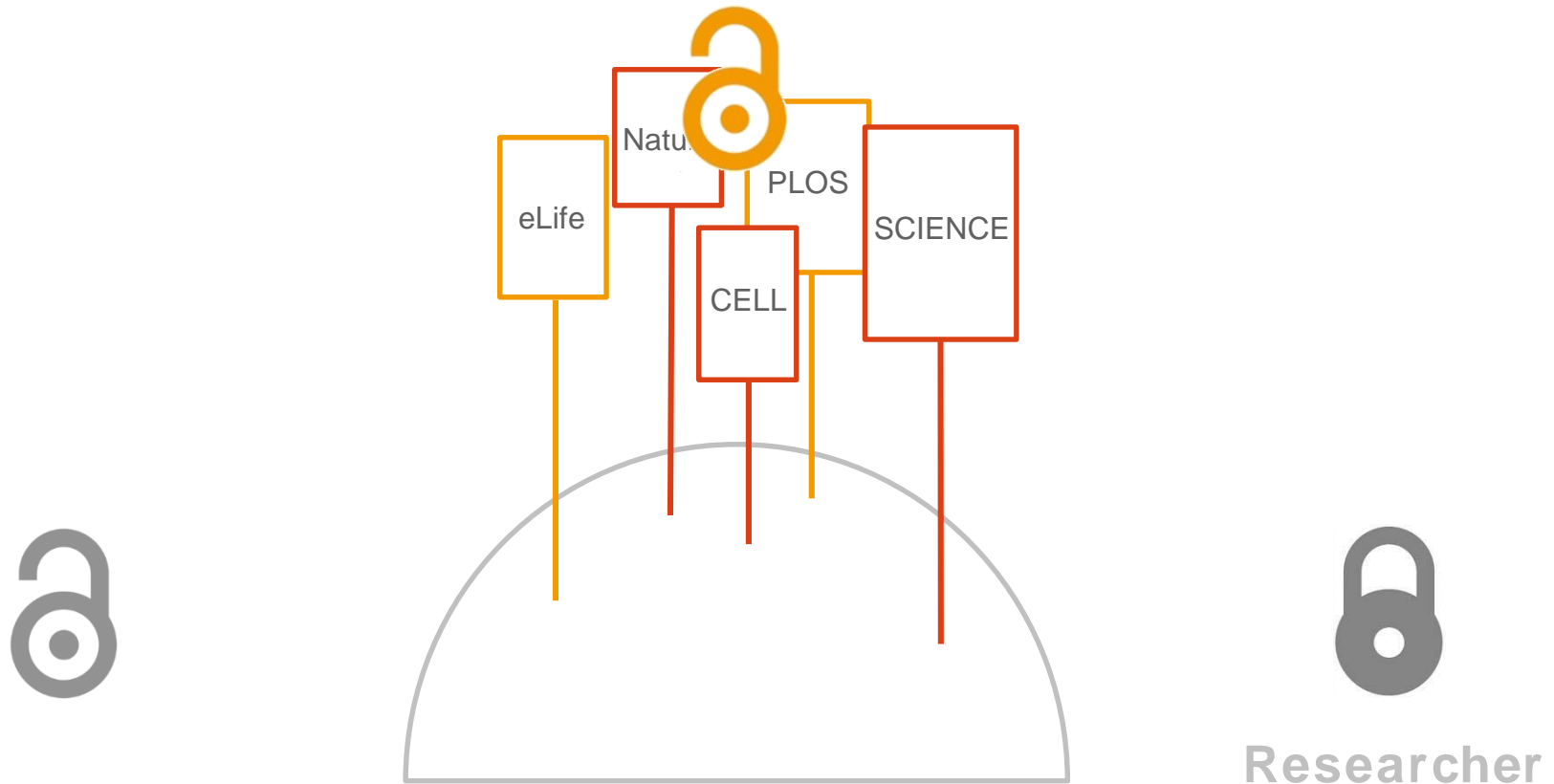
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# OA has been a story of trying to activate researchers



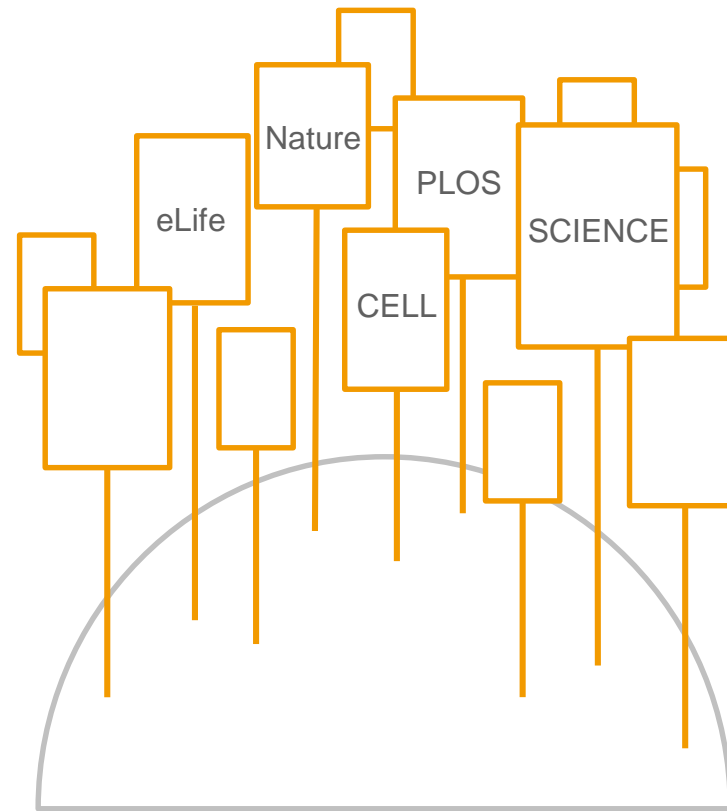
**Through a variety of measures such as advocacy, mandates and support efforts the researchers should be moved to OA**

# How about a new activation energy?



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

# 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. Moving beyond the dilemma

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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 dominant subscription system



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## 4. What is this transformation about?

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# The global scholarly journal market and its financial dimensions

Scenario of transformation based on current global operating numbers per year

## Market today (subscription)

Total budget  
7.6 bn €

1.5 M scholarly  
articles in WoS;  
up to ~2 M overall

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

## Market transformed (Open Access)

Base budget  
4 bn € plus  
~45% buffer

2 M scholarly articles

2,000 €/article<sup>1)</sup>

based on realistic APC expectations<sup>1)</sup>  
available for new & improved services, remaining subscriptions etc.

**An OA transformation seems to be possible without financial risks**

<sup>1)</sup> The empirical values of SCOAP3 are ~1,100 €/article; for MPG and for DFG funded universities in Germany they are ~1,250 €/article

# 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)

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**

## New grip on data needed

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### *Publishing data*

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

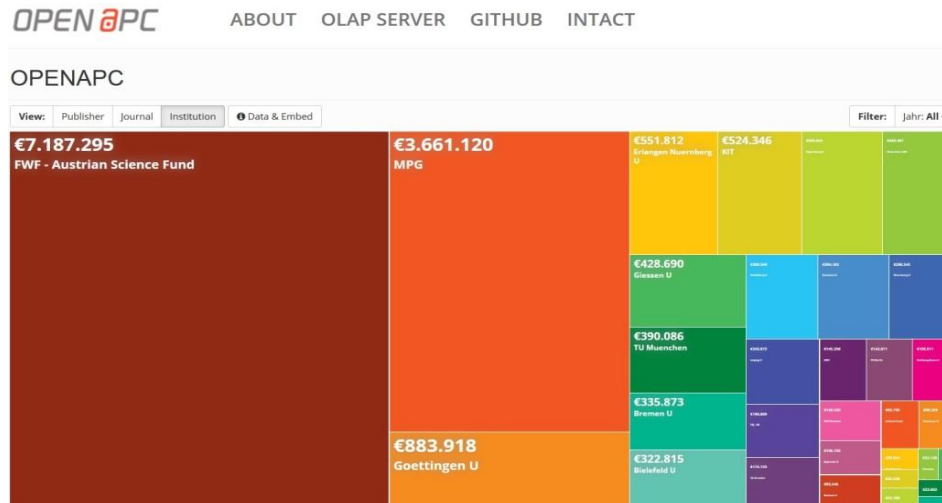
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### *APC data*

- continuously growing evidence available



# More and more APC evidence available



## Open APC

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

## 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. Enhanced urgency**

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# SciHub – the “Napster moment” for publishing

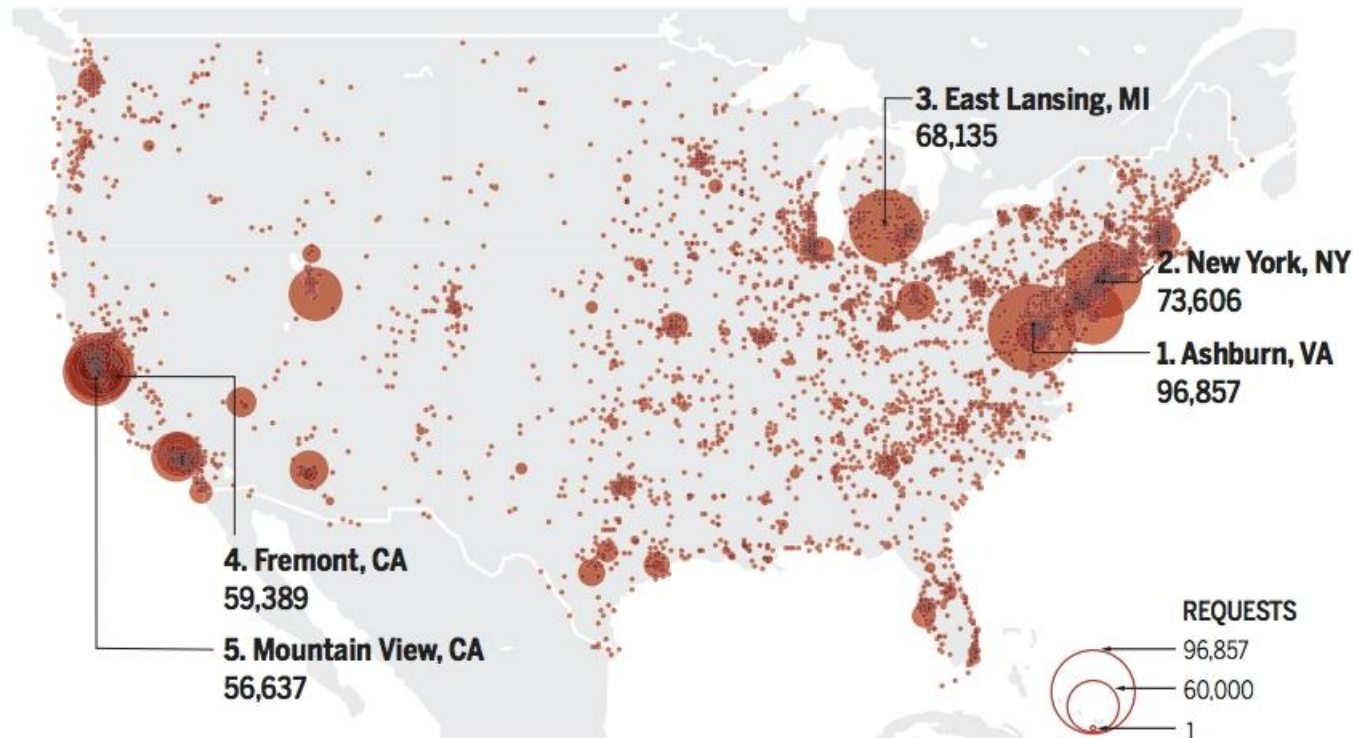


<http://31.184.194.81/>

# SciHub: Holding a painful lesson for libraries and publishers

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

SciHub 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.



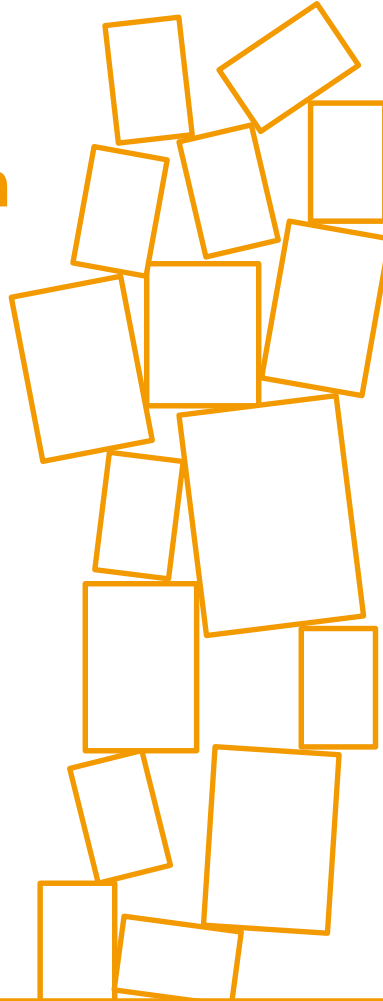
1 John Bohannon: Who's downloading pirated papers? Everyone, in: Science Mag, Apr. 28, 2016.  
<http://www.sciencemag.org/news/2016/04/whos-downloading-pirated-papers-everyone>



# Opening the eyes to a deteriorating system

**The publishing system**

**as we know it**



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

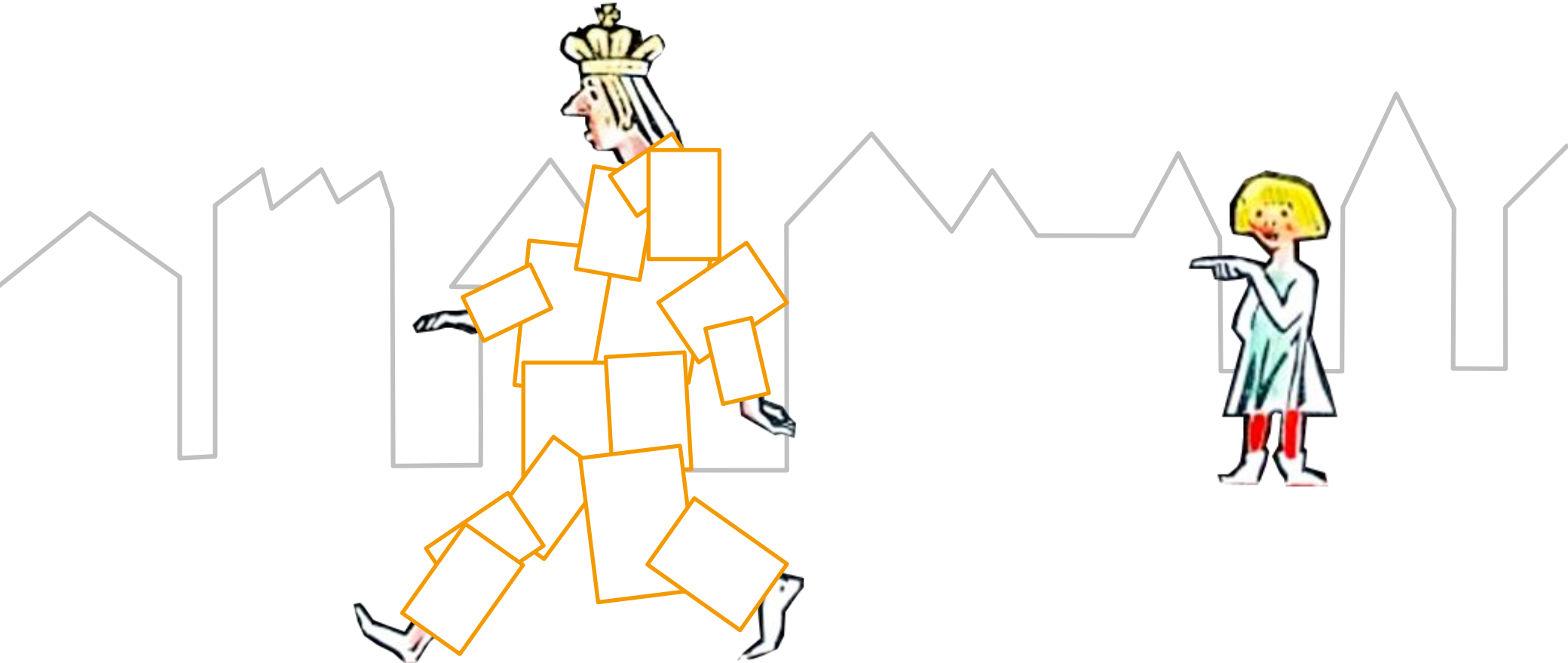
# Exposing the nakedness of the subscription system

*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



**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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## **6. 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)

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## 7. Orderly transition

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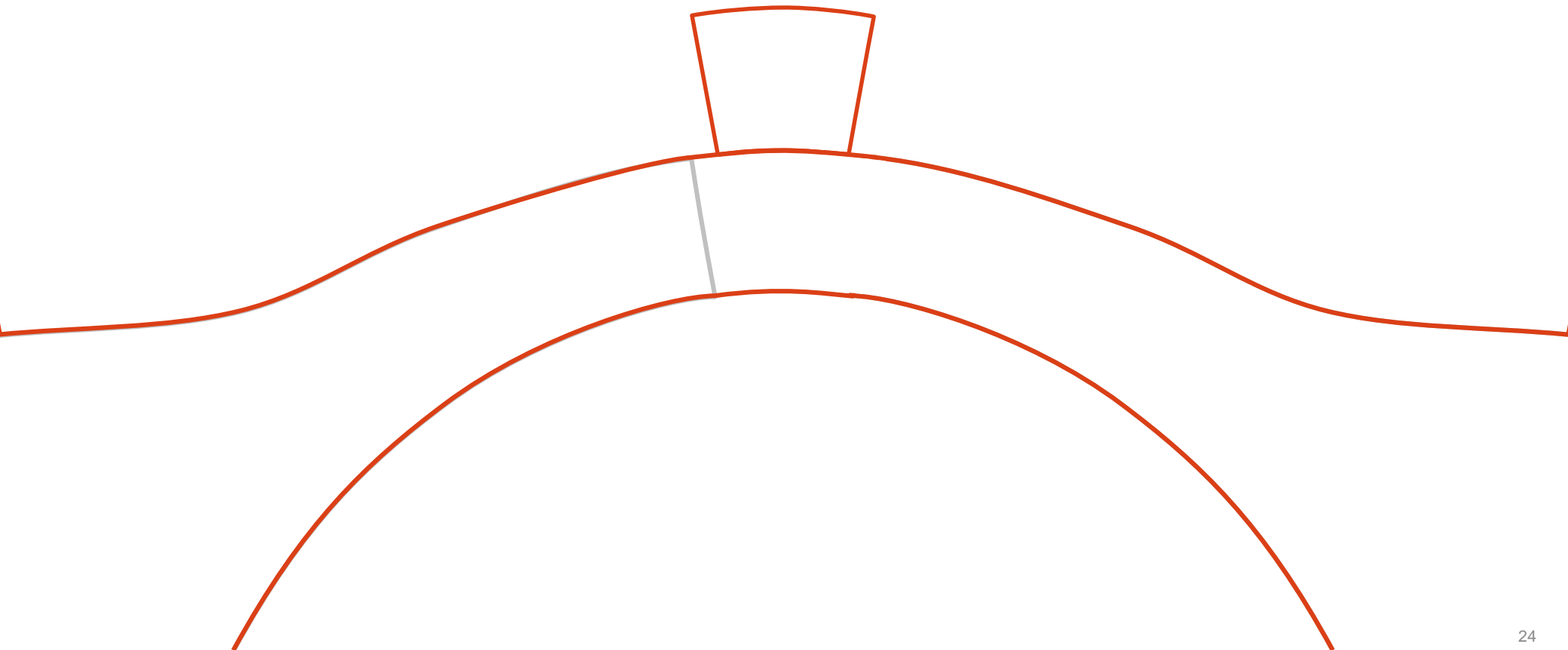




## Orderly transition

The days of the current business as usual will come to an end. But we have a future to win!  
**Libraries can truly open the paths to knowledge** (as per LIBER Conference motto)

LIBRARIES & PUBLISHERS



# It is time to re-plug the system

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

