



o p e n   a c c e s s  
2 0 2 0



# Rekindling research and untangling our investments with OA2020

**CONCERT 20: Passion rekindled, ideas entangled**

14 October 2018 – National Taiwan Normal University Library

**Colleen Campbell**

Open Access 2020 Initiative | Max Planck Digital Library



**@oa2020ini**

# The promise of open access



# What progress have we made?

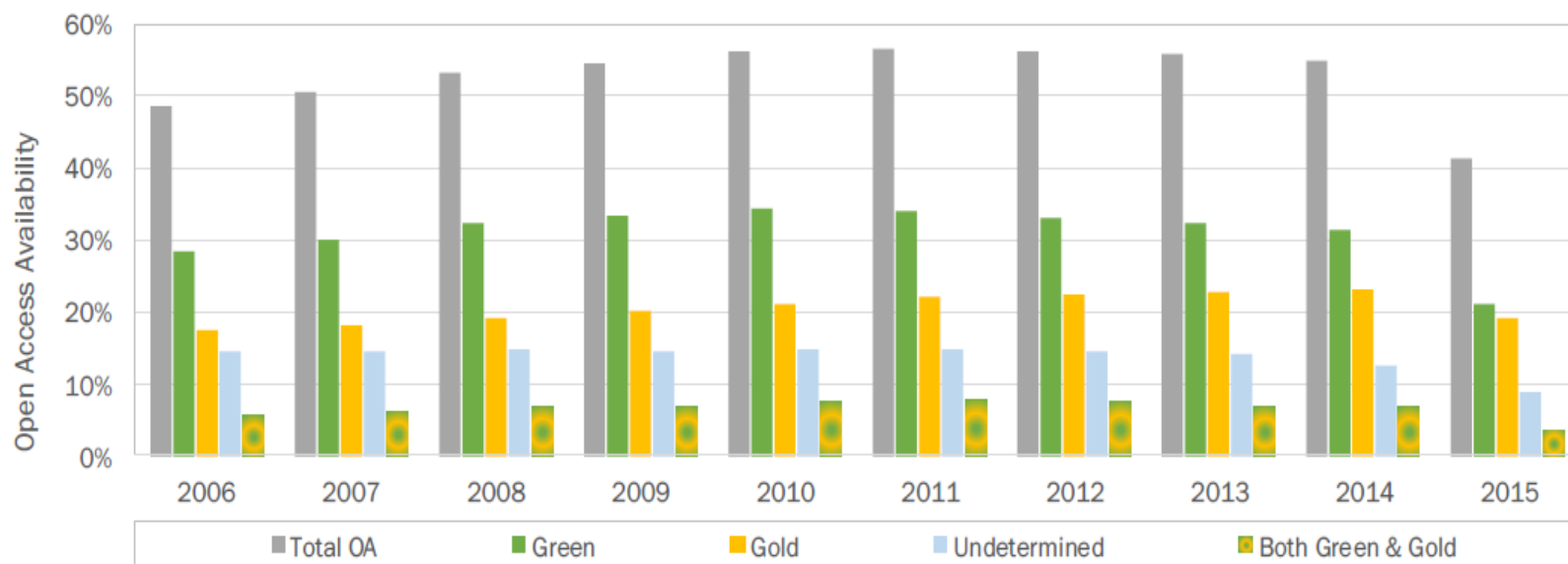


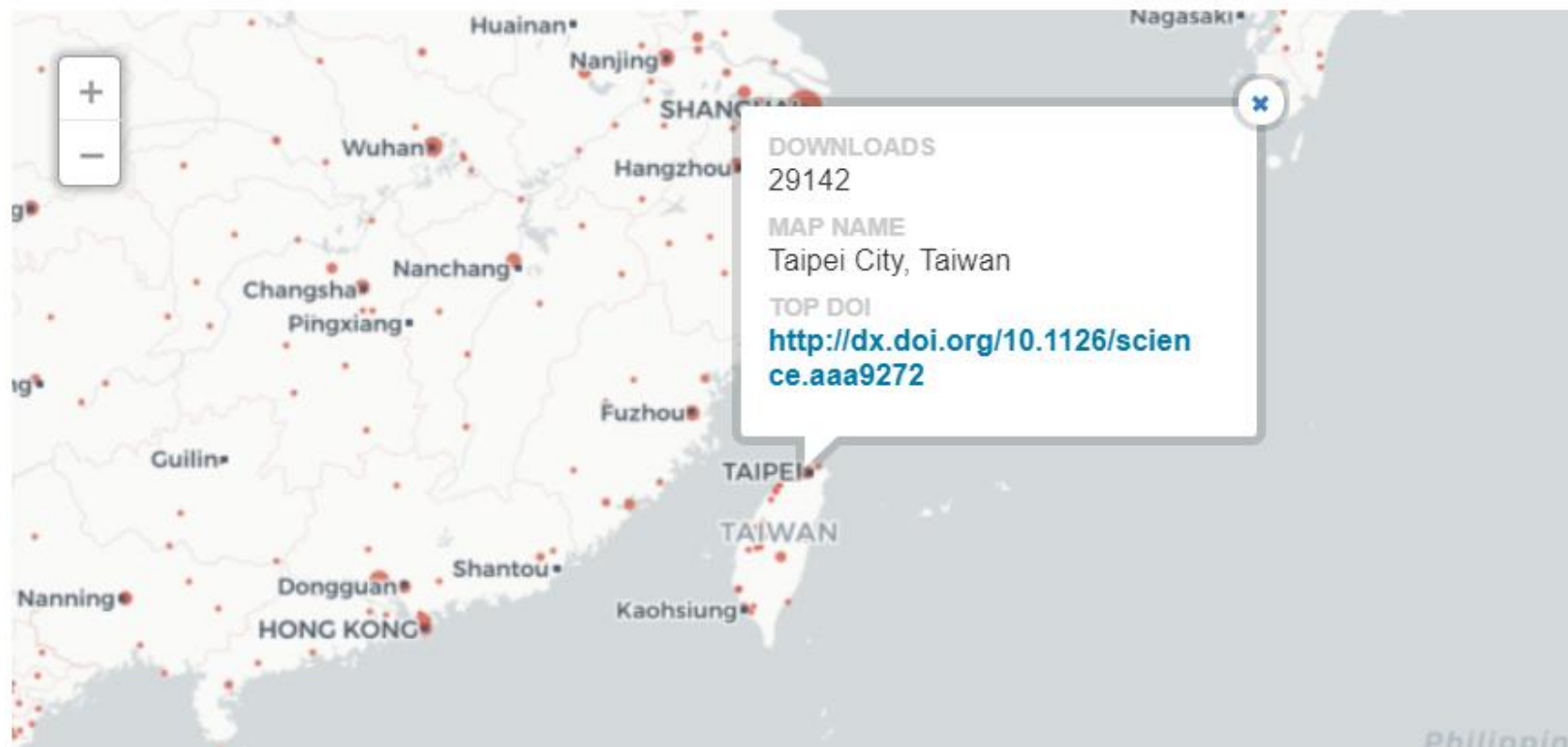
Figure 3 Percentage of OA per publication year (2006–2015), per OA type, as measured in Q3 2016

Note: Open access types are not mutually exclusive. Underlying data available in Table XI.

Source: Prepared by Science-Metrix using the Web of Science (Clarivate Analytics) and the 1science database

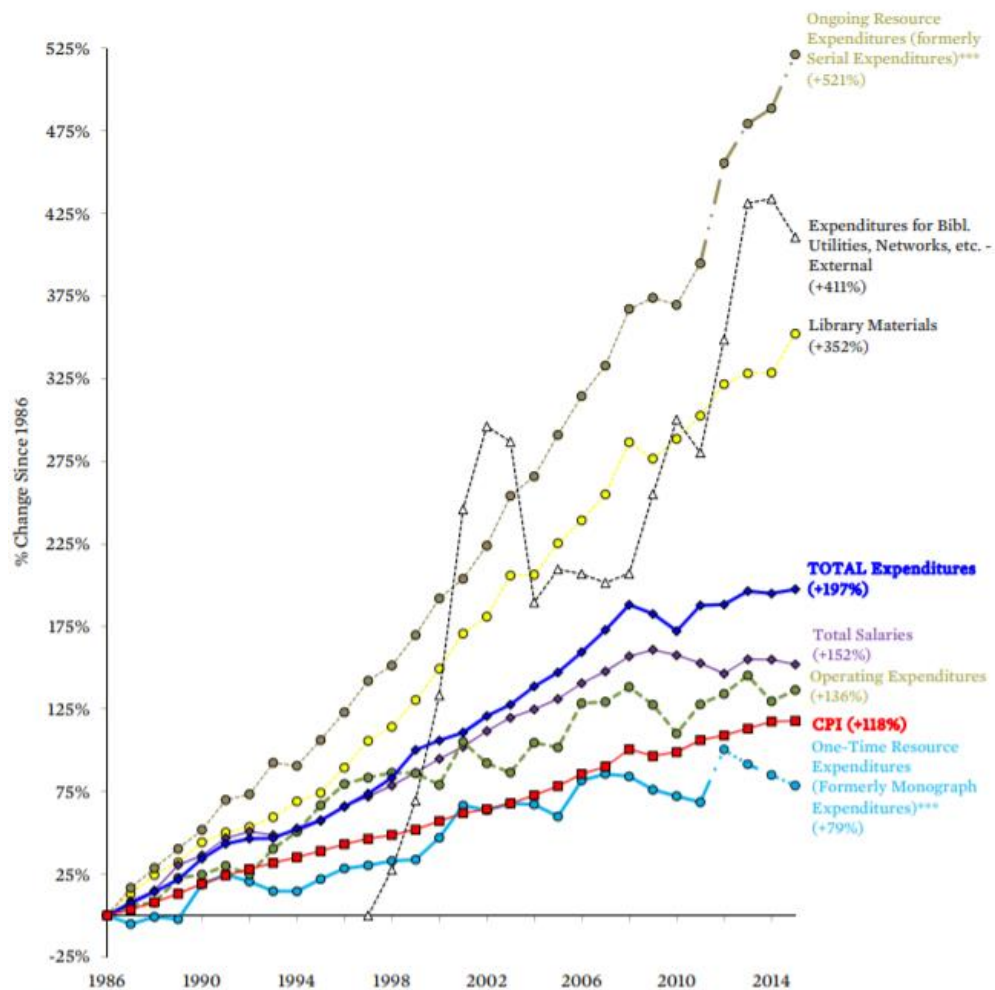
# Paywalls hinder research and slow science

Server log data for the website Sci-Hub from September 2015 through February paint a revealing portrait of its users and their diverse interests. Sci-Hub had 28 million download requests, from all regions of the world and covering most scientific disciplines.

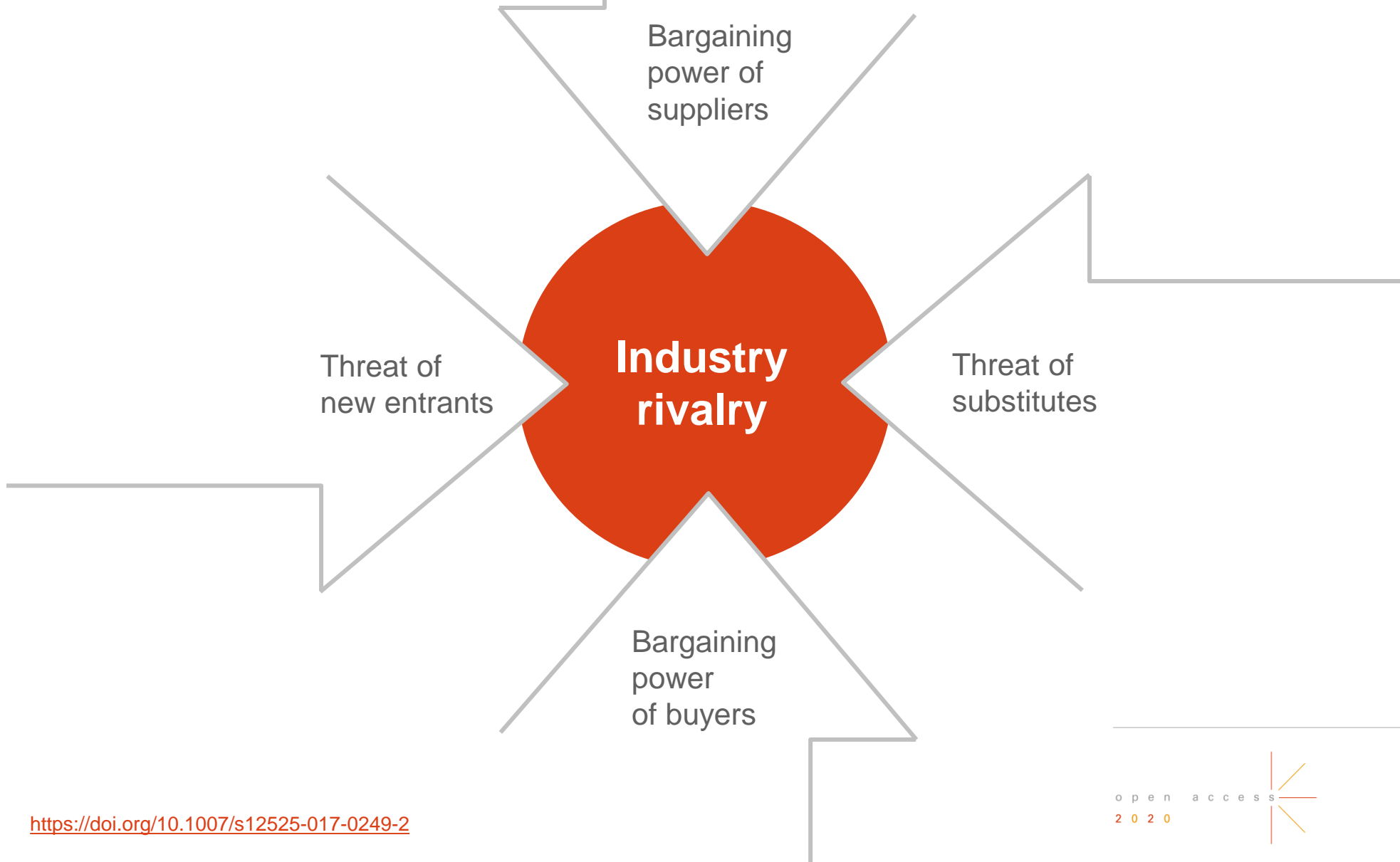


# Subscriptions tie up our money

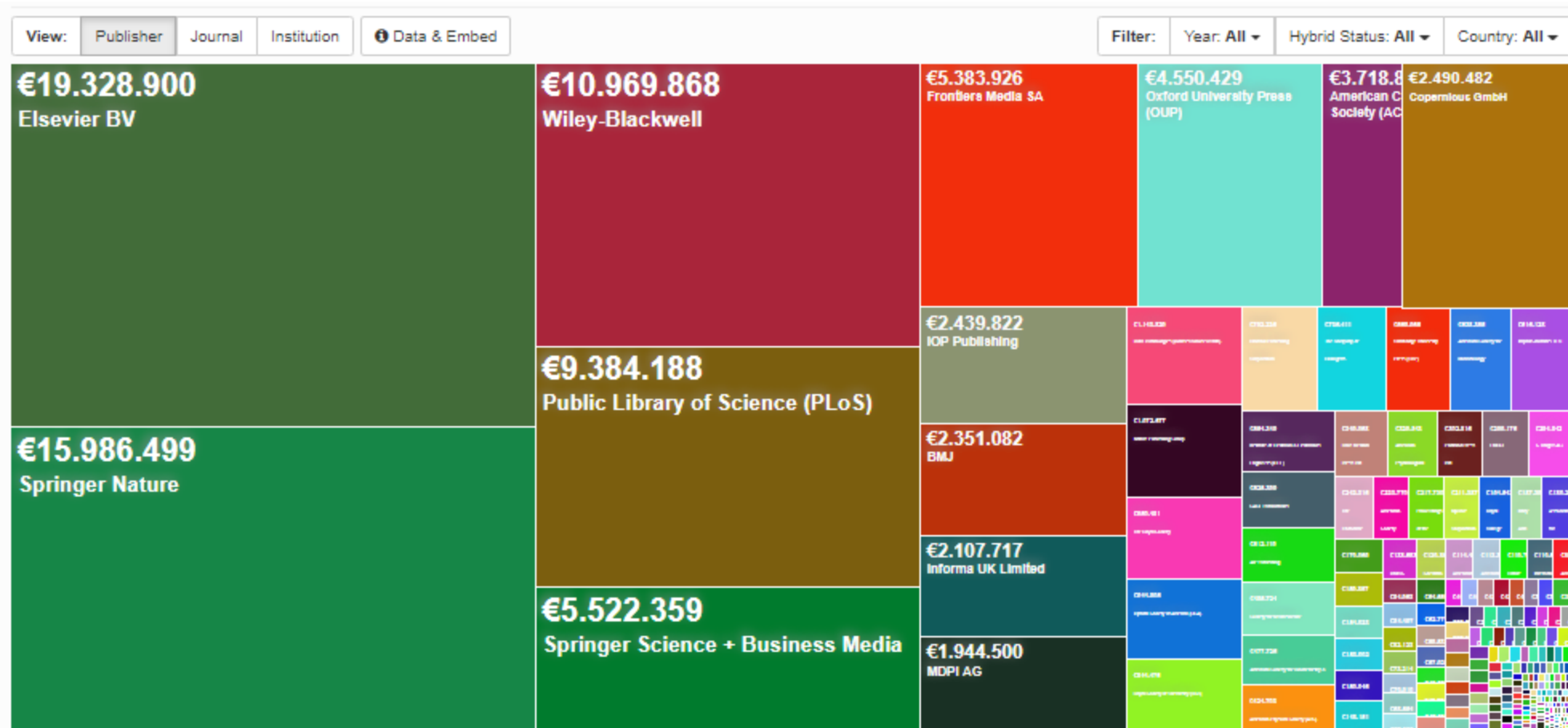
**Expenditure Trends  
in ARL Libraries, 1986-2015**



# The tangle of scholarly publishing



# Transparency in open access



<https://treemaps.intact-project.org/>



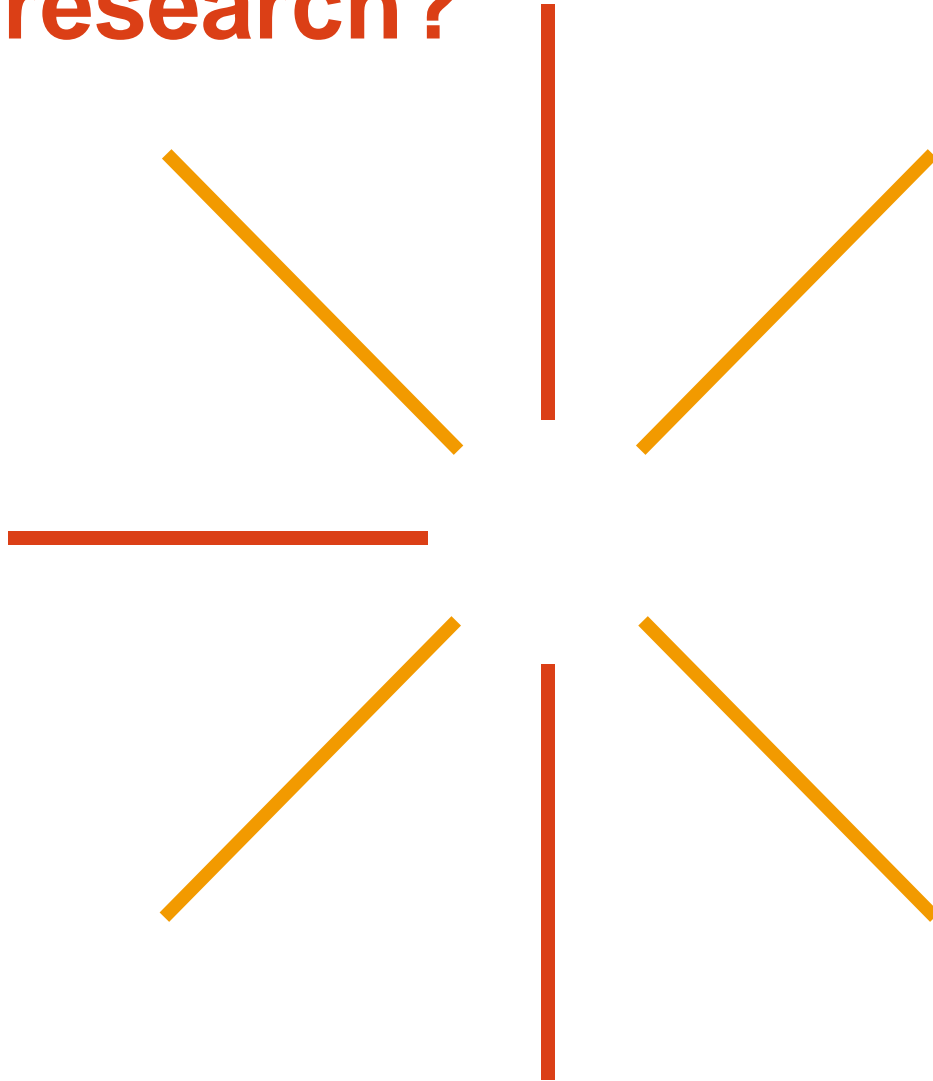
# Transparency in open access

Publishers (402 entries)	Sum	Number of Articles	Mean Value	Standard Deviation	Percentage
Elsevier BV	€19.328.900	7399	€2.612	€1.035	18.37%
Springer Nature	€15.986.499	8357	€1.913	€909	15.19%
Wiley-Blackwell	€10.969.868	4671	€2.349	€736	10.42%
Public Library of Science (PLoS)	€9.384.188	6731	€1.394	€394	8.92%
Springer Science + Business Media	€5.522.359	3688	€1.497	€506	5.25%
Frontiers Media SA	€5.383.926	3662	€1.470	€507	5.12%
Oxford University Press (OUP)	€4.550.429	1875	€2.427	€757	4.32%
American Chemical Society (ACS)	€3.718.842	1420	€2.619	€1.006	3.53%
Copernicus GmbH	€2.490.482	1848	€1.348	€610	2.37%
IOP Publishing	€2.439.822	1598	€1.527	€652	2.32%
BMJ	€2.351.082	1059	€2.220	€690	2.23%
Informa UK Limited	€2.107.717	1378	€1.530	€857	2.00%
MDPI AG	€1.944.500	1654	€1.176	€442	1.85%
Ovid Technologies (Wolters Kluwer Health)	€1.143.829	410	€2.790	€1.168	1.09%
Nature Publishing Group	€1.072.677	340	€3.155	€1.461	1.02%
<a href="#">+ view small values</a>					
<b>Total</b>	<b>€105.248.525</b>	<b>55791</b>	<b>€1.886</b>	<b>€936</b>	<b>100%</b>

<https://treemaps.intact-project.org/>



# How can we untangle our money and rekindle research?



# A closer look at the tight knot of subscriptions



7.6 Bn EUR  
÷ 2M # articles  
-----  
3800 EUR per article

> 2000 EUR per article  
× 2M # articles  
-----  
4.0 Bn EUR

7.6 Bn  
- 4 Bn  
-----  
3.6 Bn

# Evidence of growth in OA publishing

Publisher	Journal	#Papers 2016
PLOS	PLOS ONE	22091
NPG	Scientific Reports	20546
RSC	RSC Advances (OA as of 2017)	13274
Impact	OncoTarget	6625
APS	Physical Review B: Condensed Matter and Materials Physics	5345
ACS	ACS Applied Materials and Interfaces	4057
NPG	Nature Communications	3537
RSC	Physical Chemistry, Chemical Physics	3503
APS	Physical Review D: Particles, Fields, Gravitation, and Cosmology	3390
Elsevier	Medicine	3275
Elsevier	Journal of Alloys and Compounds	3243
ACS	The Journal of Physical Chemistry C: Nanomaterials and Interfaces	3241
OUP	Monthly Notices of the Royal Astronomical Society	3208
NAS	Proceedings of the National Academy of Sciences of the USA	3183
AIP	Applied Physics Letters	3047
e-Century	International Journal of Clinical and Experimental Medicine	3005
RSC	Chemical Communications	2967
OSA	Optics Express	2903
AAS	The Astrophysical Journal	2812
Desalination	Desalination and Water Treatment	2762

20 largest journals, based on number of papers published in 2016. OA highlighted in grey.  
MPDL analysis based on data from **Web of Science**.

# That is a good thing, but...

OA publishing constitutes an **unmonitored and unchecked parallel revenue stream** for subscription publishers



**7.6 Bn EUR**  
÷ 2M # articles  

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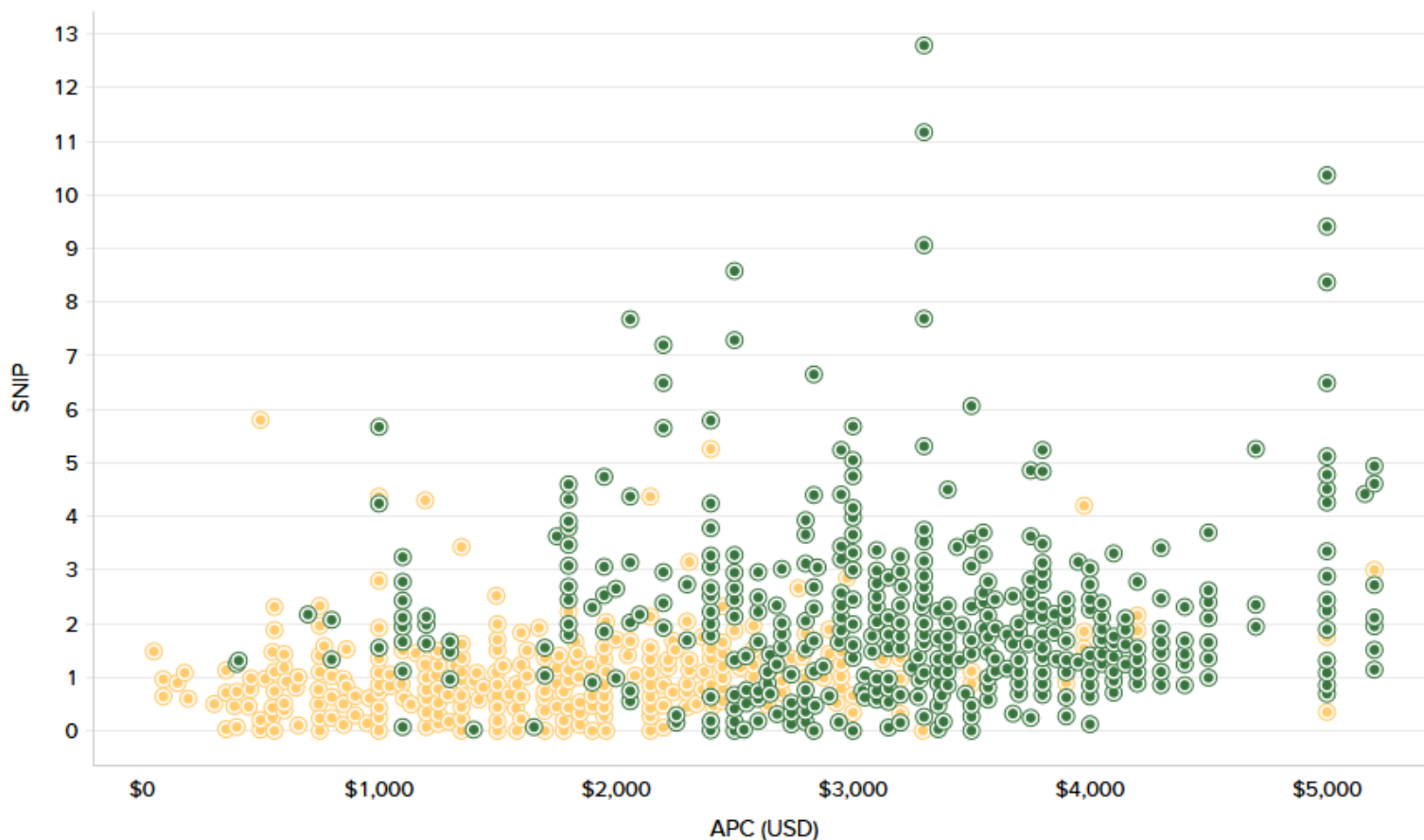
**3800 EUR per article**

~~+ 10~~  
~~+ 100~~  
→ **1000**

# Risks of uncontrolled APCs

## APC vs. SNIP for Publishers by Fully OA/Hybrid:

All publishers (2017-2018)



- Fully OA / Hybrid
- Fully OA
- Hybrid

### Average list APC

Fully OA: \$1600

Hybrid: \$2900

### Average payment tracked by

#### OpenAPC:

Fully OA: €1488

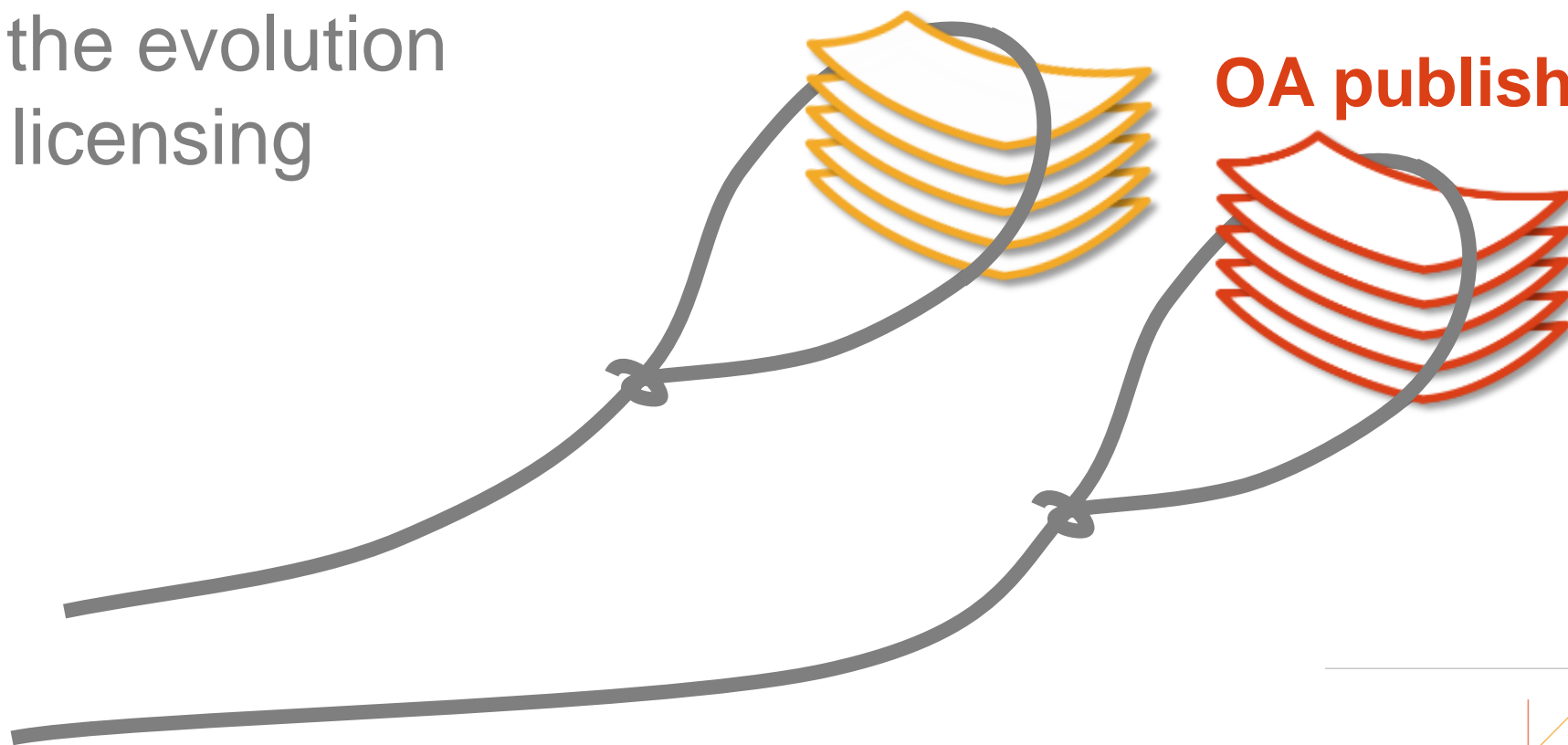
Hybrid €2445

# To untangle the system, both money streams must be reined in

OA is (just) the next step in the evolution of licensing

subscriptions

OA publishing



# The key to success: bring stakeholders together with a strong business case



# Authors expect open access to be delivered to them

BERKELEY • DAVIS • IRVINE • LOS ANGELES • MERCED • RIVERSIDE • SAN DIEGO • SAN FRANCISCO

SANTA BARBARA • SANTA CRUZ



UNIVERSITY COMMITTEE ON LIBRARY AND SCHOLARLY COMMUNICATION  
Assembly of the Academic Senate, University of California

## Declaration of Rights and Principles to Transform Scholarly Communications

## Championing Change in Journal Negotiations

## Negotiating Journal Agreements at UC: A Call to Action

<https://osc.universityofcalifornia.edu/2018/06/championing-change-in-journal-negotiations/>

UNIVERSITY OF CALIFORNIA  
BERKELEY • DAVIS • IRVINE • LOS ANGELES • MERCED • RIVERSIDE • SAN DIEGO • SAN FRANCISCO  
UNIVERSITY COMMITTEE ON LIBRARY AND SCHOLARLY COMMUNICATION  
Assembly of the Academic Senate, University of California  
13 April 2018

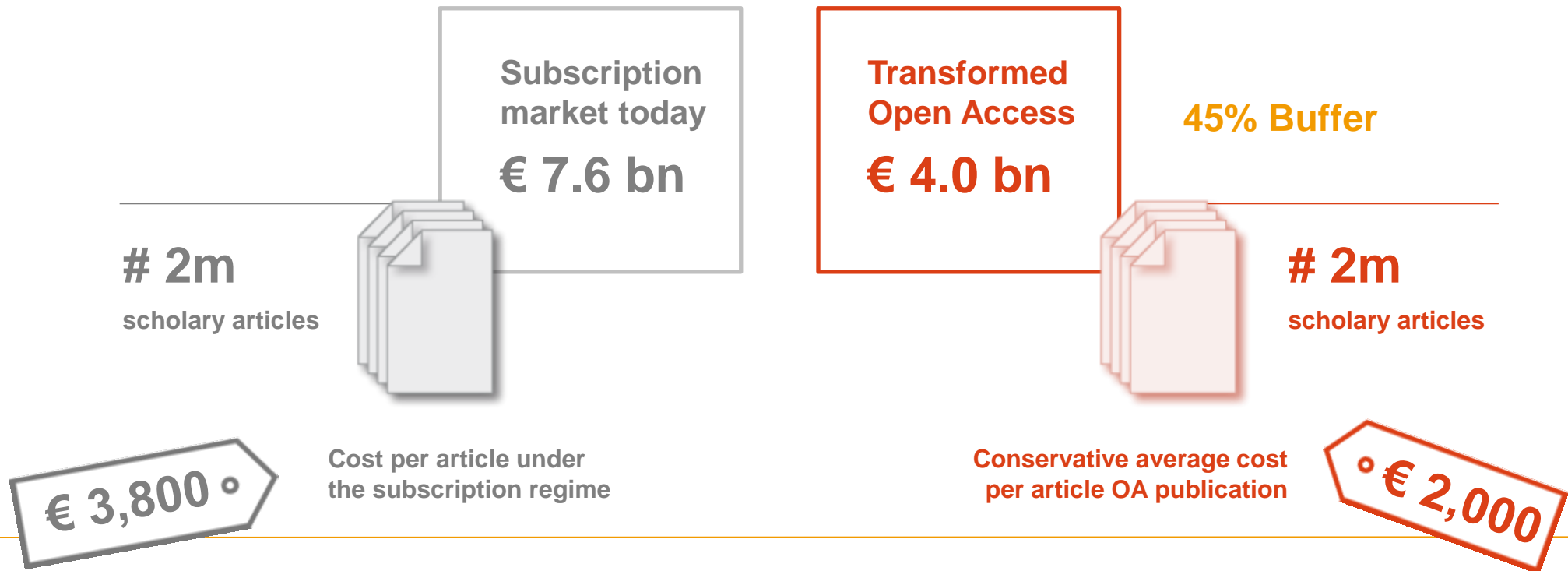
**DECLARATION OF RIGHTS AND PRINCIPLES TO TRANSFORM SCHOLARLY COMMUNICATION**  
*To align our institutional policies and practices toward the goal of replacing subscription-based publishing with open access (OA), we propose that the University of California assert the following rights and principles when negotiating with publishers during journal license renewals:*

- 1. No copyright transfers.** Our authors shall be allowed to retain copyright in their work and grant a Creative Commons Attribution license of their choosing.
- 2. No restrictions on preprints.** Our authors shall have the right to submit for publication work they have previously made available as preprints.
- 3. No waivers of OA Policy.** Publishers shall not require our authors to provide waivers of our Institutional OA Policy as a condition for publishing our work.
- 4. No delays to sharing.** Publishers shall make work by our authors immediately available for harvest or via automatic deposit into our Institutional OA repository or another public archive.
- 5. No limitations on author reuse.** Our authors shall have the right to reuse figures, tables, data, and text from their published work without permission or payment.
- 6. No impediments to rights reversion.** Publishers shall provide a simple process for our authors to regain copyright in their previously published work.
- 7. No curtailment of copyright exceptions.** Licenses shall not restrict, and should instead expressly protect, the rights of authors, institutions, and the public to reuse excerpts of published work consistent with legal exceptions and limitations on copyright such as fair use.
- 8. No barriers to data availability.** Our authors shall have the right to make all of their data, figures, and other supporting materials from their published work publicly available.
- 9. No constraints on content mining.** Publishers shall make licensed materials open, accessible, and machine-readable for text and data mining by our researchers, at no additional cost and under terms that allow retention and reuse of results.
- 10. No closed metadata.** Publishers shall make bibliographic records, usage metrics, and citation data for our authors freely available, easy to parse, and machine-readable.
- 11. No free labor.** Publishers shall provide our Institution with data on peer review and editorial contributions by our authors in support of journals, and such contributions shall be taken into account when determining the cost of our subscriptions or OA fees for our authors.
- 12. No long-term subscriptions.** Publishers shall provide our Institution with plans and timelines for transitioning their subscription journals to OA.
- 13. No permanent paywalls.** Our Institution shall receive perpetual access for previously licensed content and back files shall be made freely available once a journal transitions to OA.
- 14. No double payments.** Publishers shall provide our Institution with data on hybrid OA payments from our authors and such payments shall reduce the cost of our subscriptions.
- 15. No hidden profits.** Publishers shall use transparent pricing for the services they provide our authors when levying article processing charges and other fees associated with publishing.
- 16. No deals without OA offsets.** Our Institution shall only enter into publishing agreements that include offsets for OA publishing by our authors.
- 17. No new paywalls for our work.** Work by our authors shall be made OA on the publisher's website as part of subscription terms for new journals.
- 18. No non-disclosure agreements.** Publisher agreements with our Institution shall be transparent and shall not contain terms that prevent the sharing of their contents.





# There is already enough money in the system



# Financial indicators are a call to action

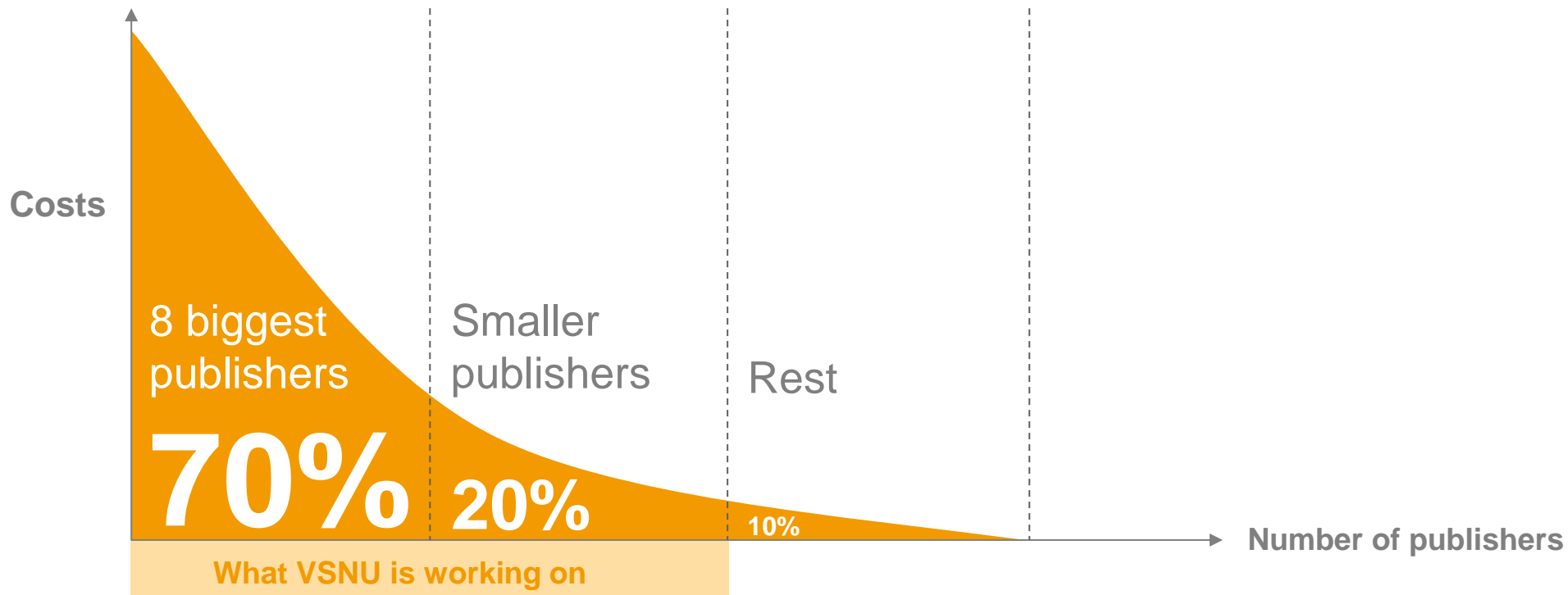
**\$5,000 per research  
paper via subscriptions**

**Economic interest of  
\$150,000 per article  
copyright**

**STM publisher profit  
margins 30-40%**

**Publisher OA revenues  
are increasing unchecked**

# Pareto principle works to our advantage



# OA2020 mission and vision

**Accelerate the transition to open access,** replacing the *subscription* business model with new models that ensure outputs are **open and re-usable** and that the costs behind their dissemination are **transparent** and **economically sustainable**.

# OA2020 strategy

Divest of subscriptions - Invest in open access



# OA2020 is part of a comprehensive open access strategy

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Archiving, Repositories, Infrastructure

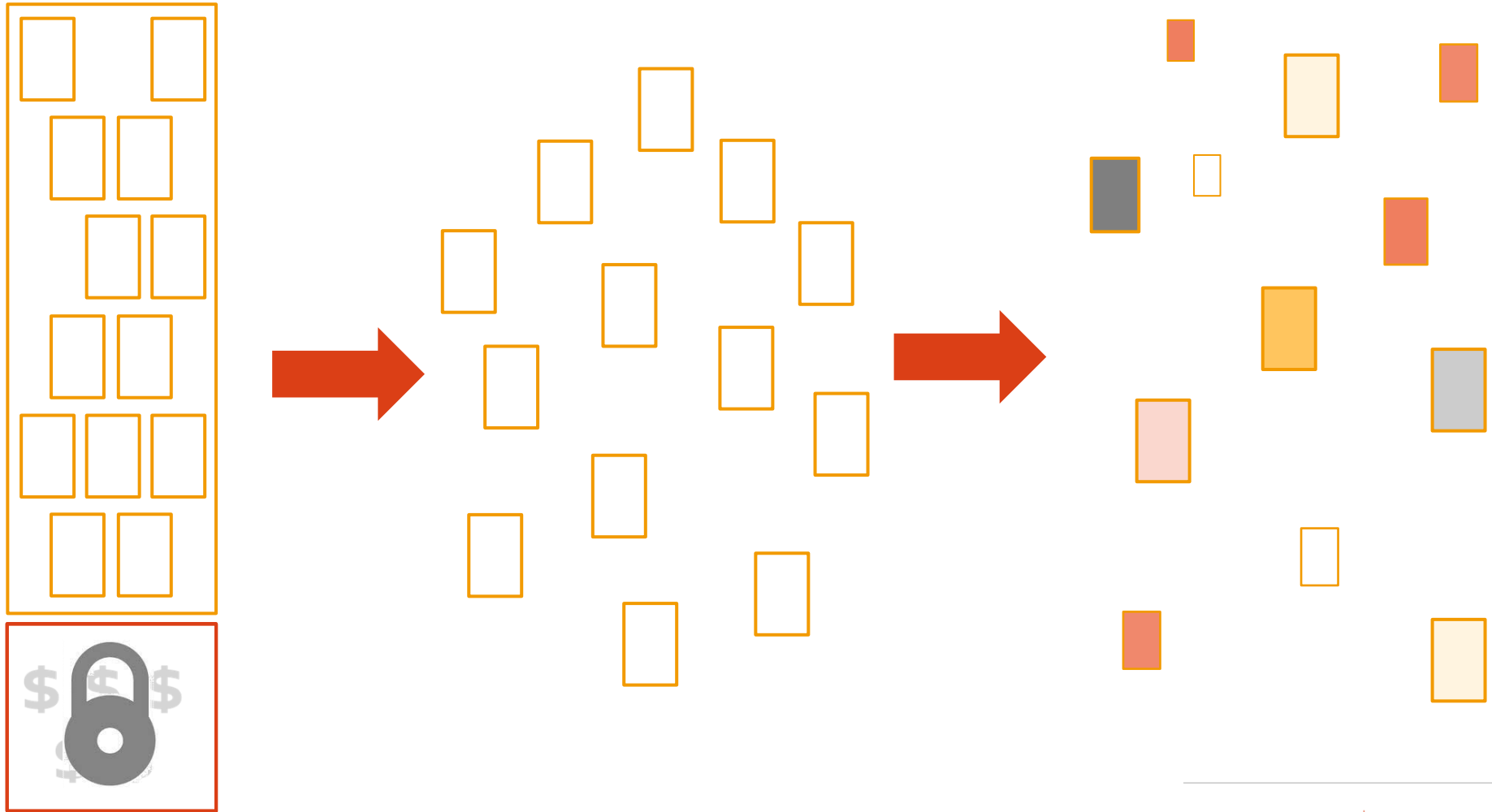
# OA2020 is part of a comprehensive open access strategy

Alternative publication venues



# Transformative agreements

# Transformative agreements



<http://esac-initiative.org/>

# Temporary and transitional



MIT and Royal Society of Chemistry Sign First North American “Read and Publish” Agreement for Scholarly Articles

*Publisher represents that the Read & Publish model, with its foundation in “hybrid” open access – where some articles are paywalled and others published open access – **is a temporary and transitional business model whose aim is to provide a mechanism to shift over time to full open access.***

*The Publisher commits to informing Customer of progress towards this longer-term aim on an annual basis, and to adjusting Read & Publish terms based on **its progress towards full open access.***

# Project DEAL approach



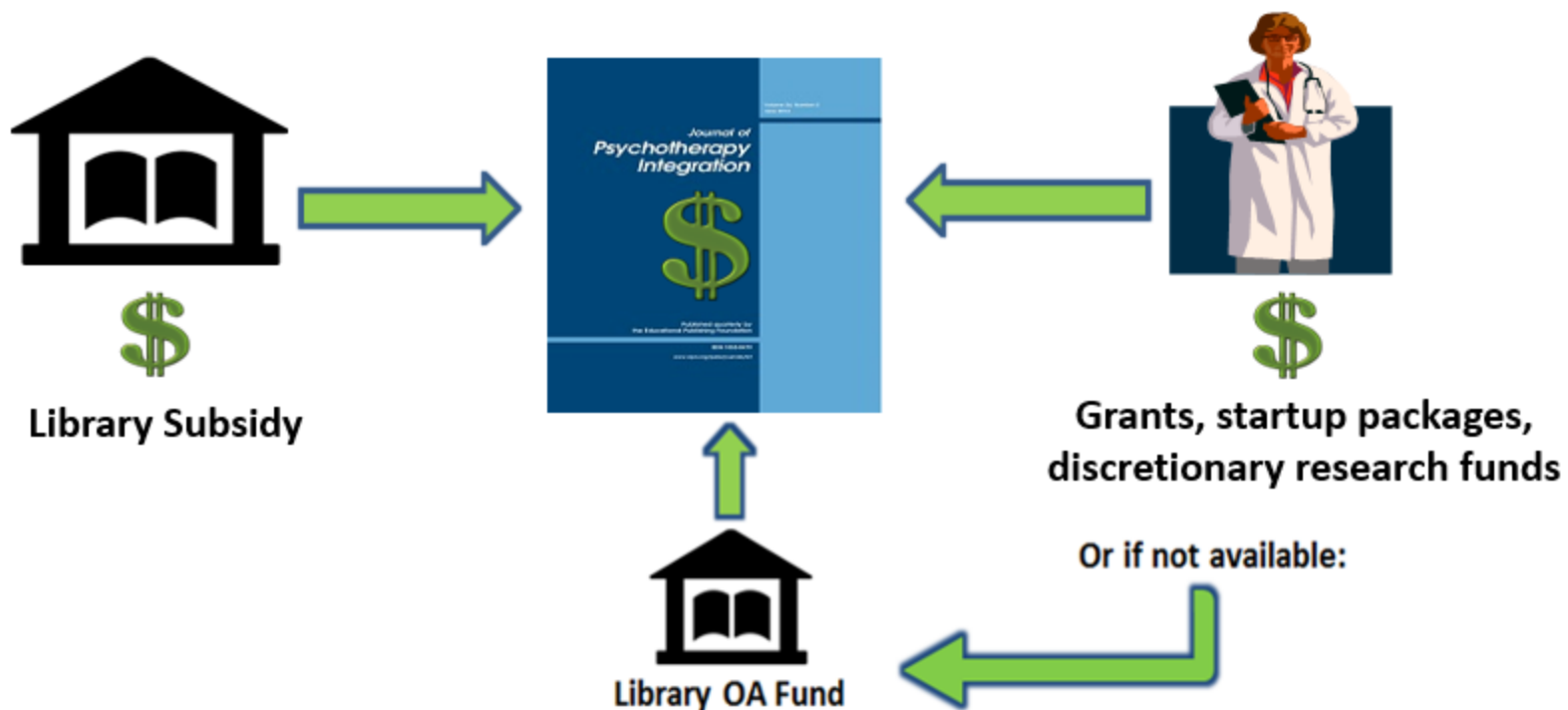
**Access** to all publisher content

No more money – actually, **less money**

Articles published **open access for the world**  
to **read and use freely**

# California Digital Library approach

## Sustainability Strategy: Multi-Payer Model



# Timing is everything

SCIENTIFIC PUBLISHING

## *European funders seek to end reign of paywalled journals*

Move aims to accelerate full transition to open access

<http://science.sciencemag.org/content/sci/361/6406/957.full.pdf>

NEWS • 19 JULY 2018

## Dutch publishing giant cuts off researchers in Germany and Sweden

*Negotiations with Elsevier have stalled over open-access deals.*

<https://www.nature.com/articles/d41586-018-05754-1>

## German researchers resign from Elsevier journals in push for nationwide open access

By **Gretchen Vogel** | Oct. 13, 2017, 3:30 PM

<http://www.sciencemag.org/news/2017/10/german-researchers-resign-elsevier-journals-push-nationwide-open-access>

# Stepping away from the table IS an option

## HOW TO GET THE PDF?

Alternatives to the publisher version of full-text journal articles

[http://www.openaccess.nl/sites/www.openaccess.nl/files/documenten/howtogettothepdf\\_march\\_2018.pdf](http://www.openaccess.nl/sites/www.openaccess.nl/files/documenten/howtogettothepdf_march_2018.pdf)

- 1 UNPAYWALL**  
Get full-text of research papers as you browse, using Unpaywall's index of 10 million legal, open access articles. For CHROME | Firefox <http://unpaywall.org/>  

- 2 GOOGLE SCHOLAR BUTTON**  
Easy access to Google Scholar from any web page. Find full text on the web or in your university library. Select the title of the paper on the page you're reading, and click the Scholar button to find it. for CHROME | Firefox <https://addons.mozilla.org/nl/firefox/addon/google-scholar-button/>  

- 3 KOPERNIO**  
Get instant notifications of available versions from your library or otherwise. Promising features like a personal Locker, saved articles and more. <https://kopernio.com/>  

- 4 OPEN ACCESS BUTTON**  
Free, legal research articles and data delivered instantly or automatically requested from authors. You can do this from the website, or install a browser extension/API. <https://openaccessbutton.org/>  

- 5 HASHTAG #ICANHAZPDF**  
Use the hashtag #icanhazpdf together with a link to the requested publication; if somebody has access, they can send you the PDF. <https://twitter.com/search?q=%23icanhazpdf>  

- 6 REQUEST COPY VIA AUTHOR**  
You can always request a copy directly from the author ; often not the fastest way, but traditionally a well-used route to get pdf's. Many researchers have joined the social network for scientists ResearchGate. And many make their pdf's available inside ResearchGate for download, or offer the option to request it from the author. Other examples social networks: in Academia.edu and Humanities Commons.  

- 7 REQUEST PDF VIA LIBRARY**  
This is not free, but often a fast option, and often much cheaper than buying it from the publisher. Libraries usually have special rates for staff, phd's and students! Ask your library for advice.  
  
[Overview Dutch University Libraries](#)

- 8 NARCIS**  
NARCIS provides access to scientific information, including (open access) publications from the repositories of all the Dutch universities, KNAW, NWO and a number of research institutes, datasets from some data archives as well as descriptions of research projects, researchers and research institutes. <http://www.narcis.nl/>  

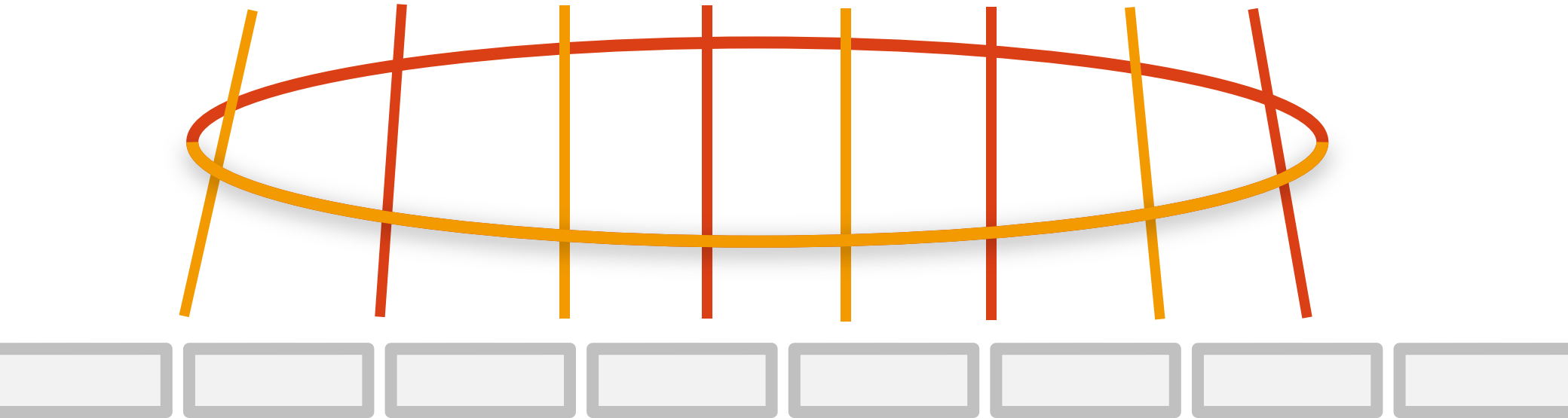
- 9 OSF PREPRINTS**  
OSF offers access to over 2 million open access preprints. <https://osf.io/preprints/>  

- 10 DIRECTORY OF OPEN ACCESS JOURNALS**  
DOAJ offers access to over 10.000 open access journals. <https://doaj.org/>  

- 11 SCIENCE OPEN**  
Science Open contains over 37 million articles, a large part in open access. <http://www.scienceopen.com/>  

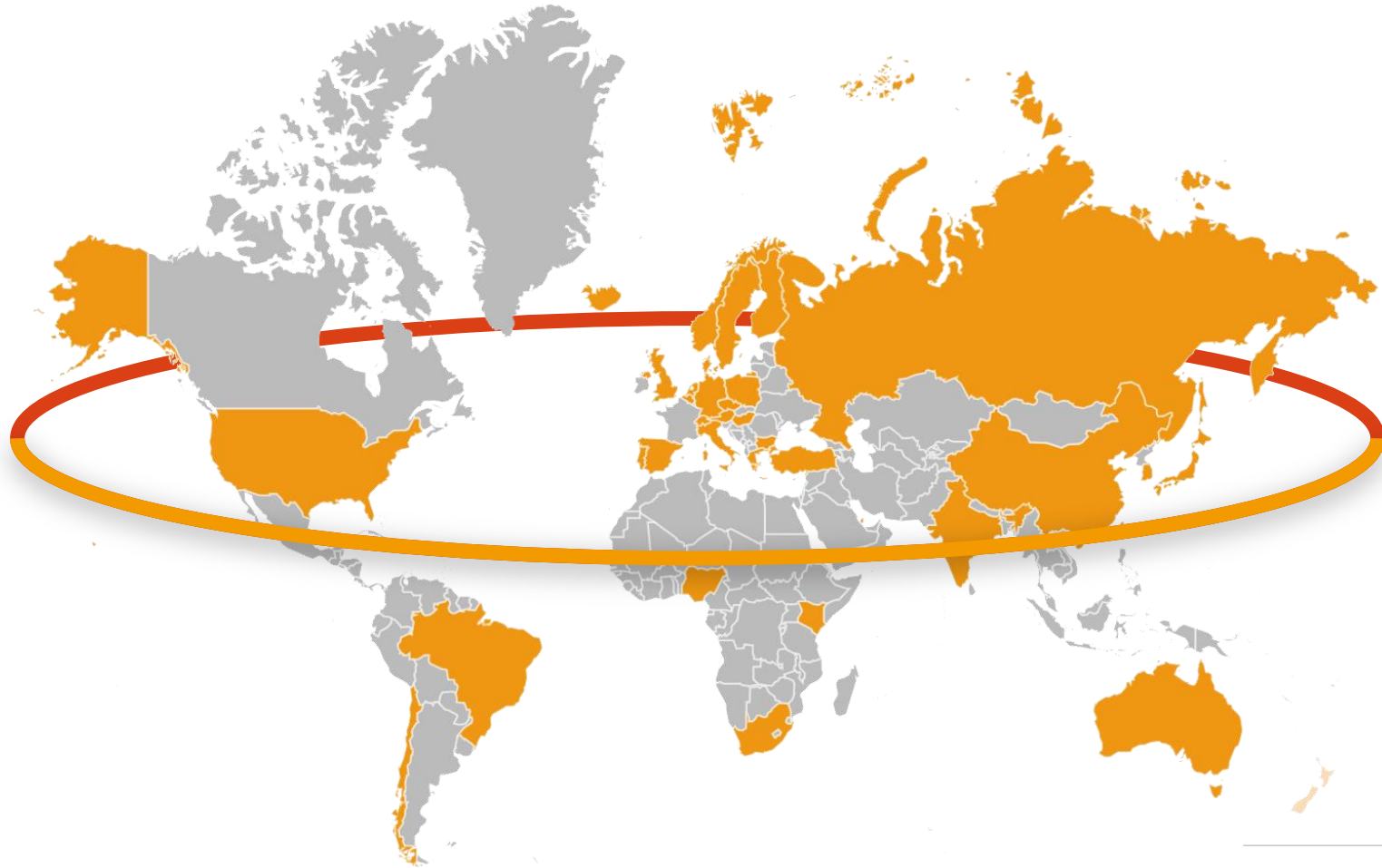
- 12 SCI-HUB**  
If all else fails, you may be tempted to use Sci-Hub. Do realize, however, that in many countries, including The Netherlands, the use of Sci-Hub is considered as an illegal act, as it involves content protected by copyright laws and licensing contracts.

# OA2020 for international strategy alignment

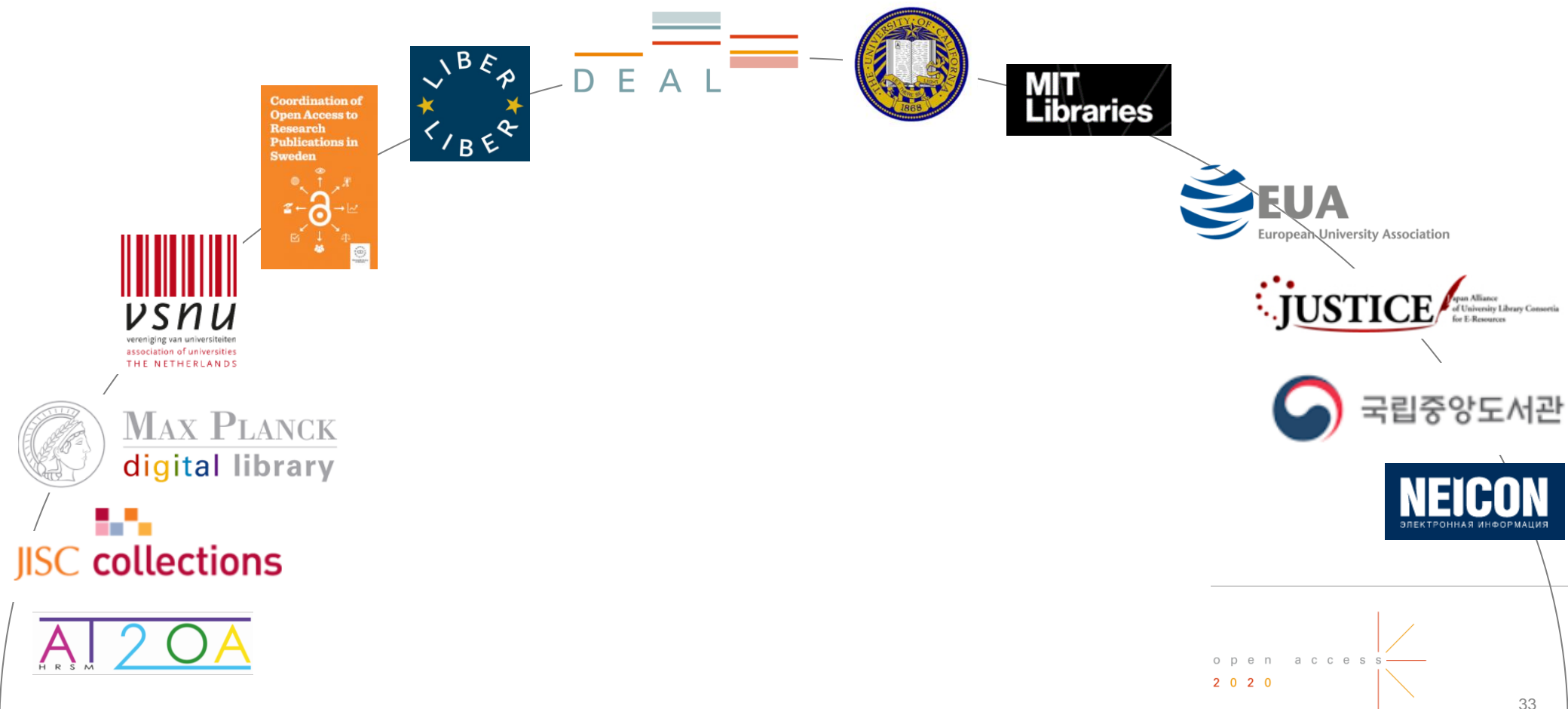




# OA2020 is a global initiative



# OA2020 meets publishers at eye level



# Funder strategies aligned with OA2020



cOAlition S  
Making  
Open Access  
a reality  
by 2020

A DECLARATION OF COMMITMENT  
BY PUBLIC RESEARCH FUNDERS

<http://scieur.org/coalition-s>

# Time to end the obsolete system and rekindle research

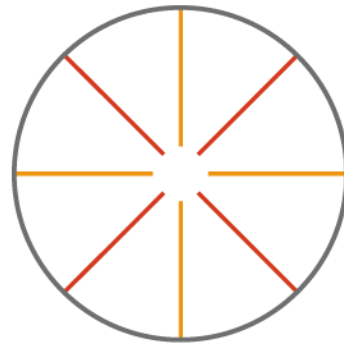
Subscription system

# Untangle our money so it can flow where researchers need it

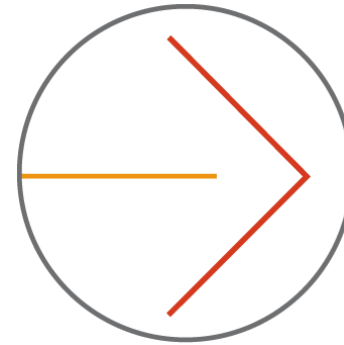
Cost transparency and a competitive market in which our money can follow scholars, not publishers.



# Ready to start?



Participate  
in **OA2020**



**Accelerate**  
the transition

<https://oa2020.org/>

# Thank you!

**Colleen Campbell**  
Open Access 2020 Initiative  
Max Planck Digital Library

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<https://oa2020.org>