



Open access is possible!

On the transition of a business model.

Andreas Vogler, Max Planck Digital Library – 22 October 2015, Vienna

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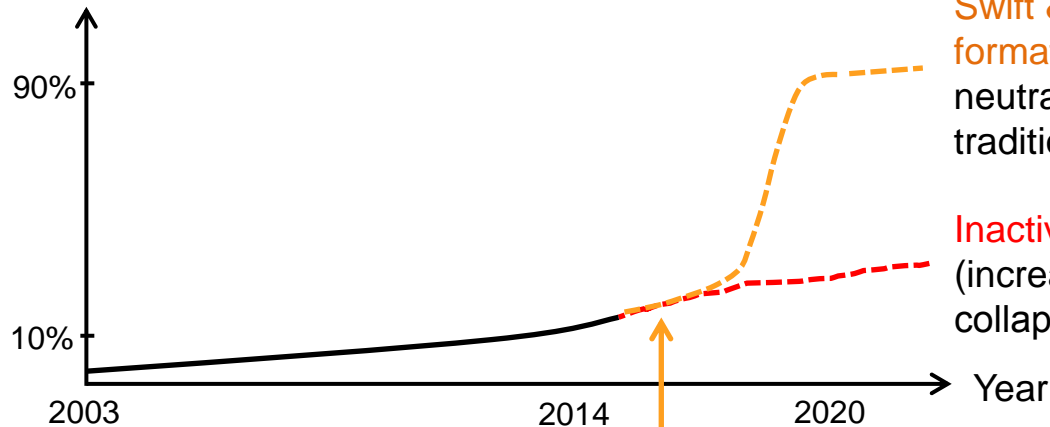
Open access – current status

**One decade after
the Berlin Declaration:**

OA ~ 13% of total
publication output

OA ~ 4% of total
publication budget

OA Gold share in peer-reviewed
scientific journals (analysis WoS)



Swift & concerted initiative for a trans-
formation of the STM sector to OA (budget-
neutral, science conform, maintaining
traditional partnerships with publishers)

Inactivity & delayed transformation
(increased costs & danger of aberration,
collapse before construction/conversion ...)

We have many stakeholders favoring open access,
but we need a catalyst for an **open access transformation**

Open access – value the transformation

Repurpose the money locked in the subscription system and bring open access to the scientists!

Subscription market today

Market volume per year
7.6 billion €



1.5 Mio research papers (Web of Science, WoS); up to ~ 2 million overall



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

After an OA transformation

Basis volume per year
≤ 4 billion €



2 million research papers



APC upper limit of 2,000 €/article

≥ 3.6 billion € p.a. remaining for new services and developments



SCOAP3 ~ 1,000 €/article; for MPG and DFG funded universities ~ 1,200 €/article

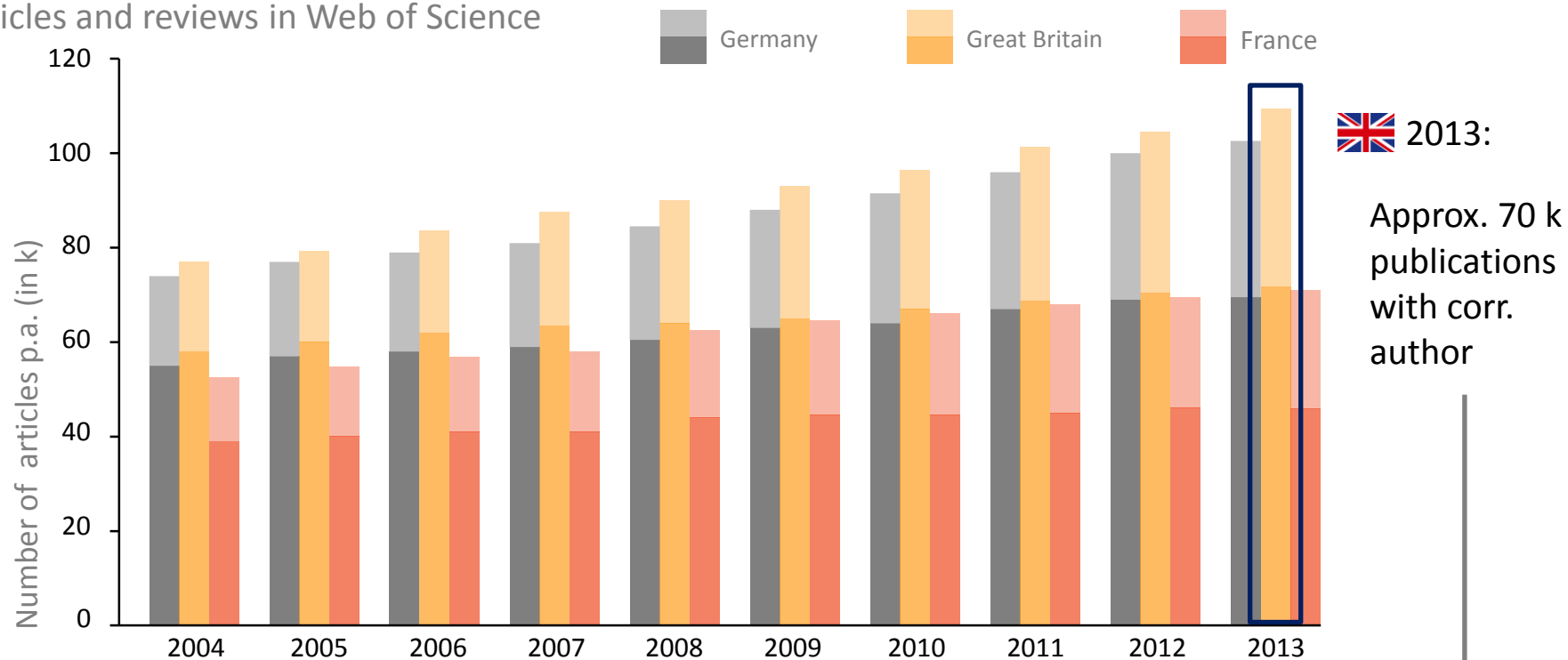
Cf. Schimmer et al. (2015, <http://dx.doi.org/10.17617/1.3>) , Palzenberger (2015, <http://dx.doi.org/10.17617/1.2>)

Publication volume, selected countries (EU)

Total publication volume

Articles and reviews in Web of Science

The dark part of the columns marks the share of articles with a corresponding author from this country ($\leq 70\%$).



🇬🇧 2013:

Approx. 70 k publications with corr. author

Subscription spendings 🇬🇧 2013: 260 M € ➡ OA upper limit of ~ 140 M €

70 k x APC upper limit of 2000 €

Thanks a lot for paying attention

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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.