

Experimenting with OA : A Publishers Perspective

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Why we are experimenting

Our experiments are designed to discover whether Open Access models can achieve wider, more cost effective dissemination than subscription-based models

But in order to be widely adopted Open Access models will also need to be financially viable and supported by authors



An evidence-based approach

The need to collect real data on:

- Author response
- Effect of OA on usage
- Financial sustainability



Open Access – three case studies

- Full open access – *Nucleic Acids Research*
- Optional open access – *Oxford Open*
- Institutional Repositories – Oxford Eprints/SHERPA



Case Study 1: Full Open Access

- Author charge of \$1900 per paper
- Discounted charge of \$950 for authors from institutions with “institutional membership”
- Institutional membership rate = \$2700
- Free or reduced rates for authors from developing countries
- Waivers available for other authors in case of financial hardship



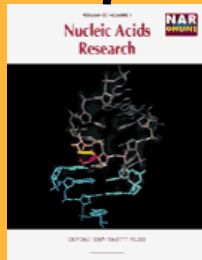
Case Study 2: Optional Open Access



- 48 Journals participating across a broad range of subjects
- Author charges \$1500/\$2800 depending on whether author based at subscribing institution
- Subscription prices to be adjusted in proportion to % of pages published OA in prior year



Case Study 3: Oxford Eprints/SHERPA



Journal



Article



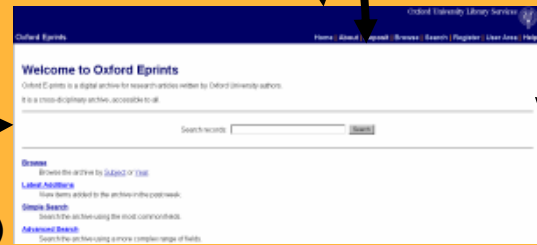
Author



OUP Journals Online

Metadata to Oxford Eprints

Link to OUP for PDF full text delivery



Oxford University Eprints I.R.



OAI (Open Archives Initiative) harvesters & aggregators e.g. www.OAIster.org

OAI harvesters crawl and index OAI-compliant websites

(Self-archiving)

Do authors want OA?

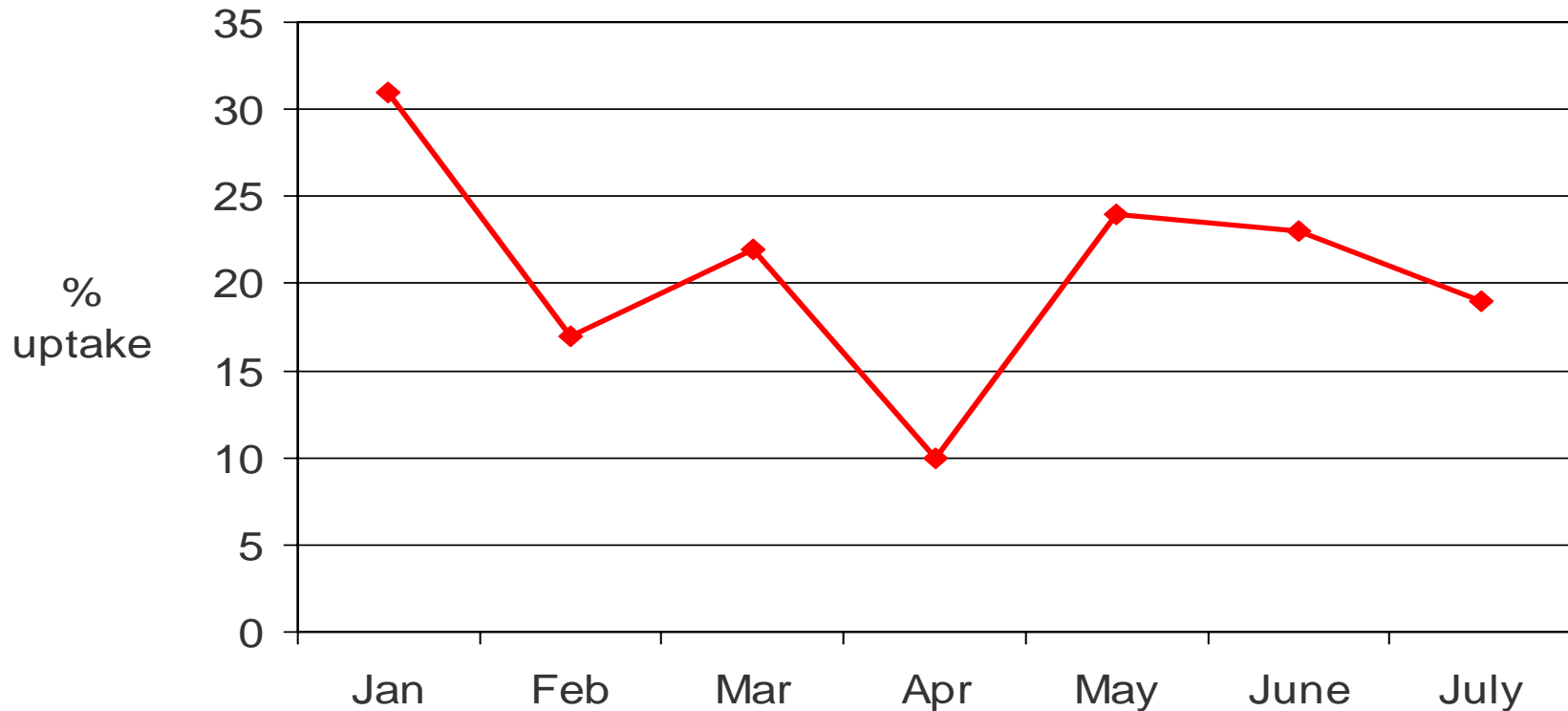
Oxford Open uptake January – June 2006

Subject Area	<u>No. of Journals</u>	<u>Papers Published</u>	<u>OA Papers</u>	<u>% Uptake</u>
Medicine	21	2019	104	5.2
Life Sciences	16	2203	246	11.2
Social Sciences & Humanities	9	293	8	2.7
Mathematics	2	60	2	3.3
Total	48	4575	360	7.9



Do authors want OA?

Bioinformatics: Percentage of authors selecting OA option
Manuscripts accepted January – July 2006



Do authors want OA?

NAR

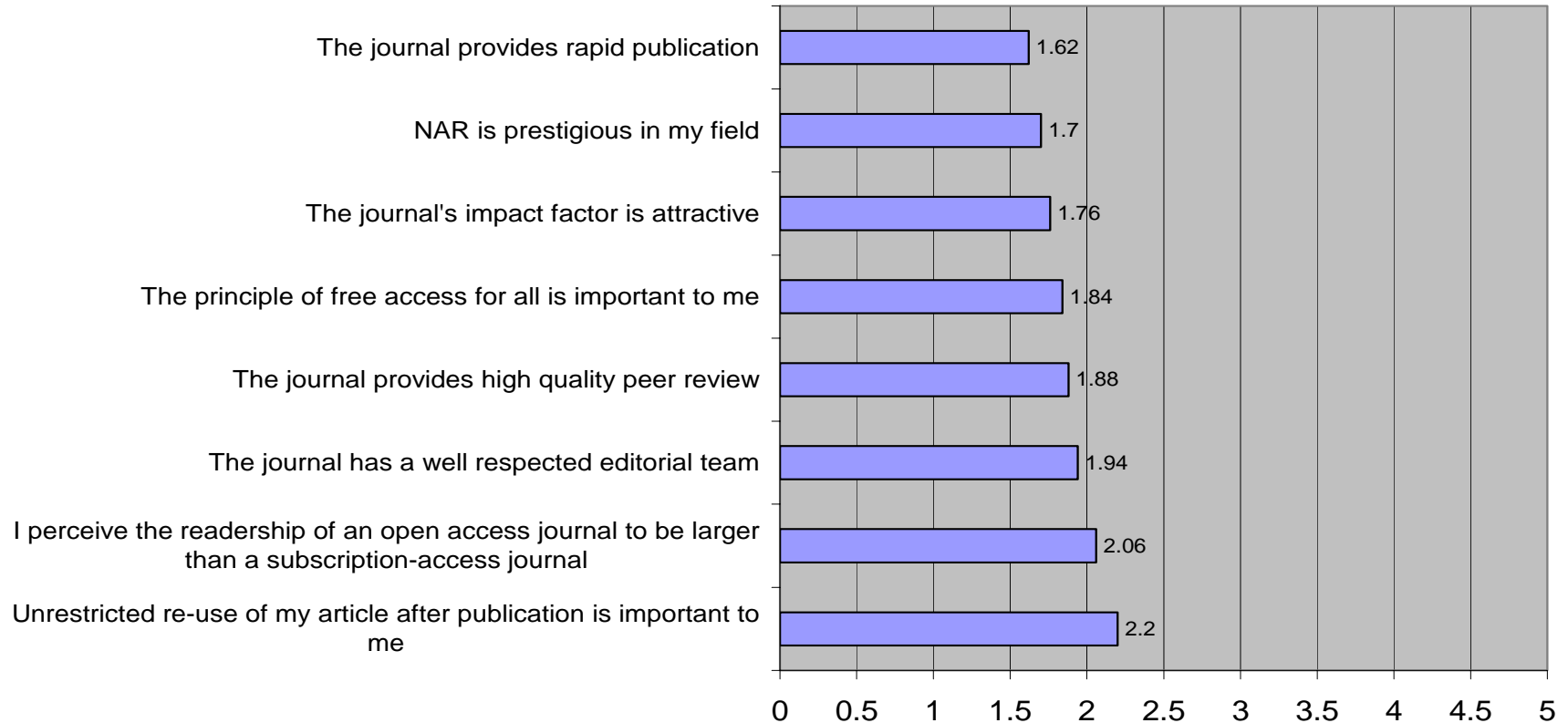
NAR

	<u>2003</u>	<u>2004</u>	<u>2005</u>
Total Submissions	2514	2731	2800
Acceptance rate (%)	43	41	42
Impact Factor	6.6	7.3	7.6



Do authors want OA?

Author perceptions of NAR (Q8) Mean score (1 = strongly agree)
(respondent subset – 2005: 1 paper: main author)



Do authors want OA?

Would you have published your paper(s) in *NAR* if it had not offered open access?

	Response %
Yes	79%
No	7%
Don't know	14%



Do authors want OA?

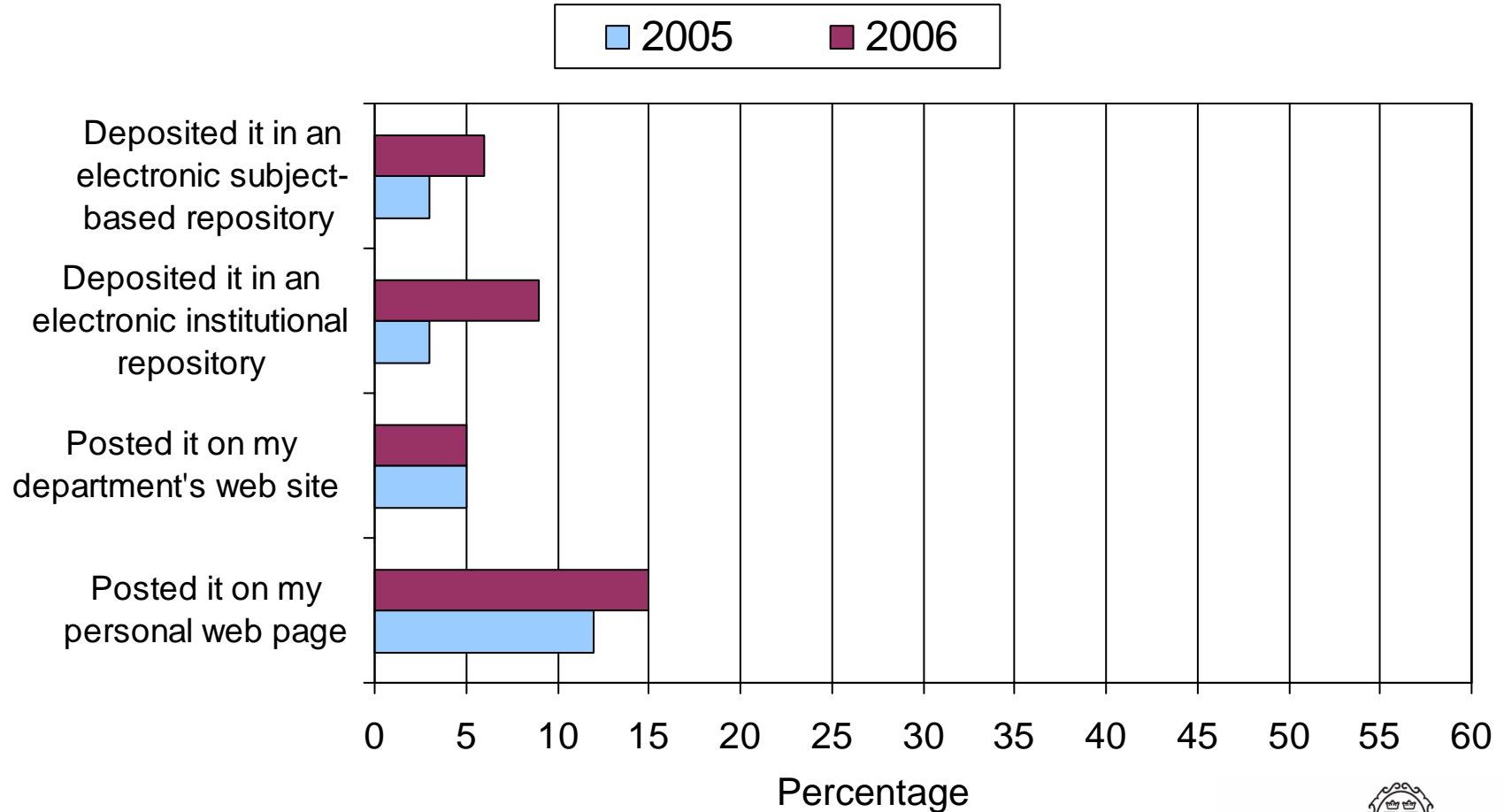
Oxford Eprints Submissions

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
OUP Submissions	90	28	0	0
Other Submissions	15	71	25	4
Total Submissions	105	99	25	4



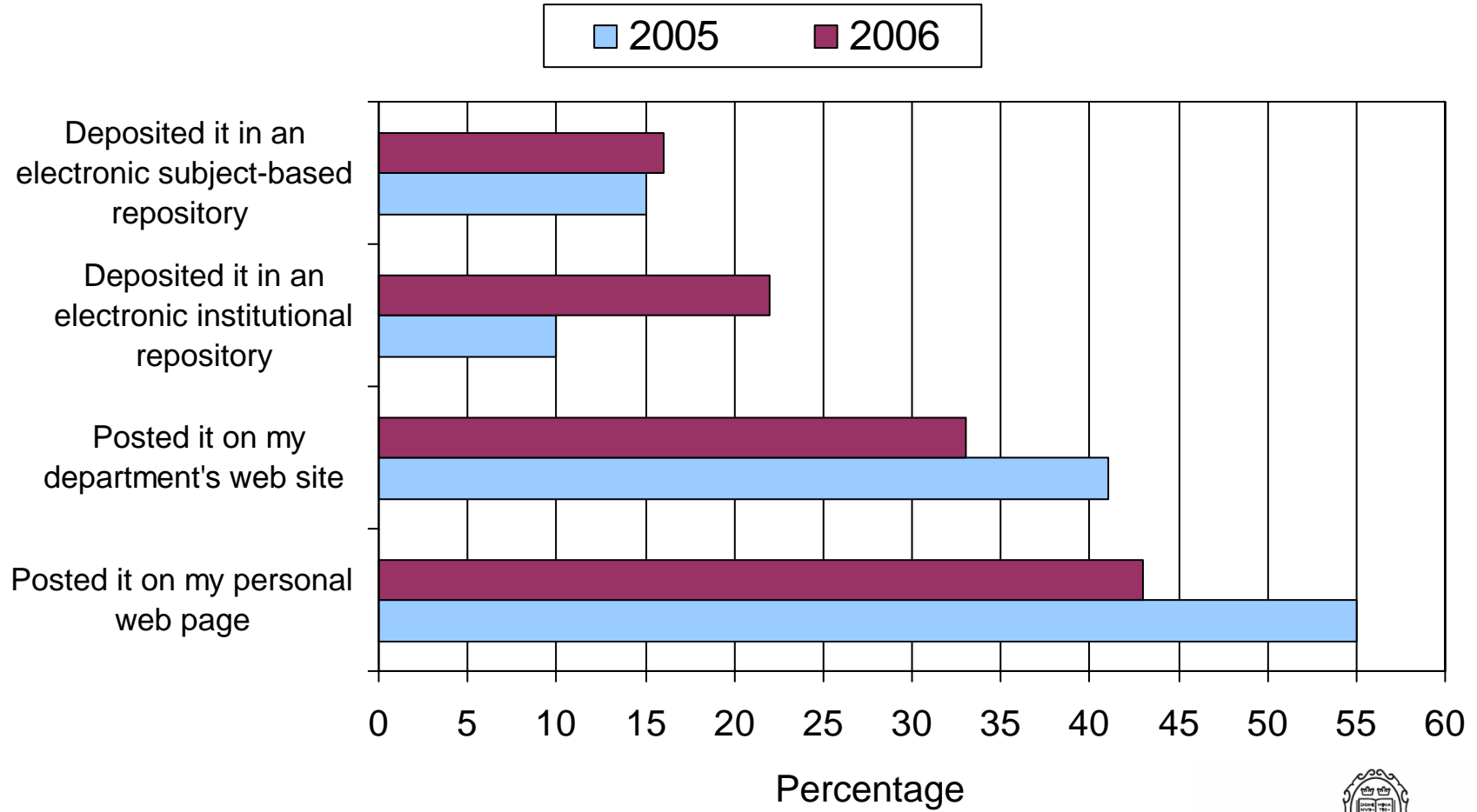
Do authors want OA?

NAR: Author Archiving - Accepted Manuscripts



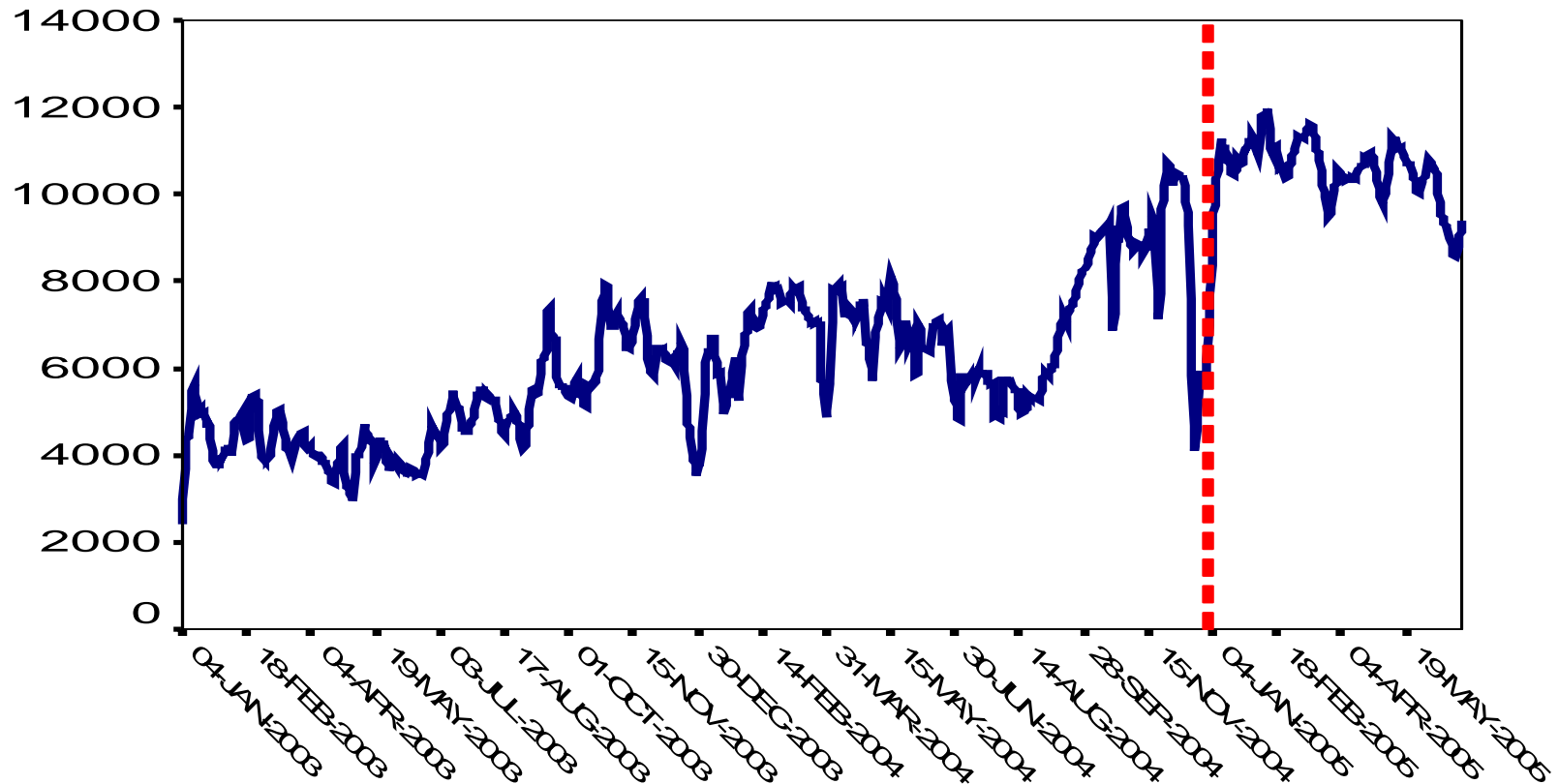
Do authors want OA?

NAR: Author Archiving – Final Published Form



Does OA increase usage?

NAR: Daily article views for 2003-2005

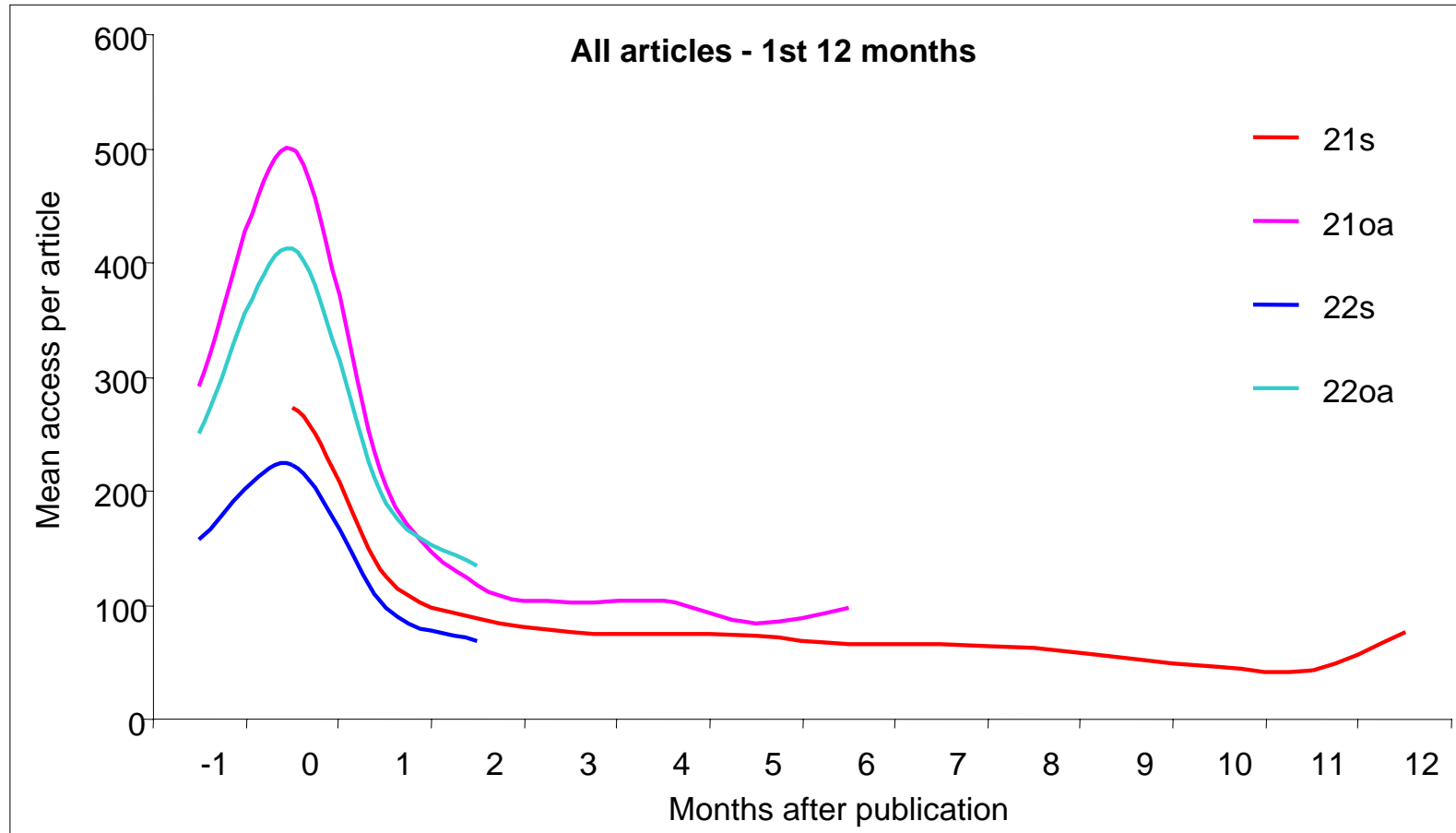


Source: Ciber study, 2006



Does OA increase usage?

Bioinformatics: downloads



Source: LISU Survey 2006

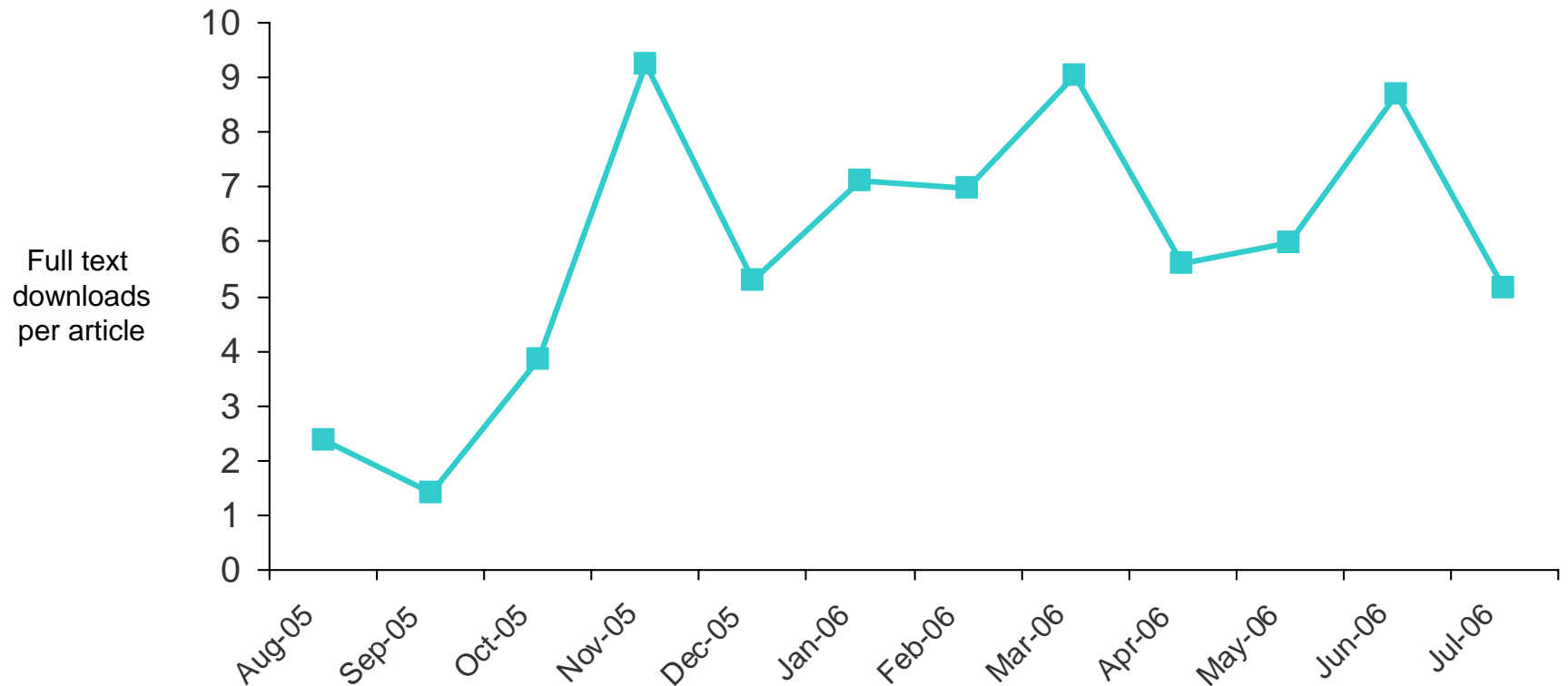
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Does OA increase usage?

Oxford Eprints full text downloads



Is OA financially viable?

NAR: Income per article

	<u>2003</u>	<u>2004</u>	<u>2005</u>
	\$	\$	\$
Print Subscriptions	3355	2869	2153
Online Subscriptions	354	965	0
Institutional Membership	0	0	206
Author Charges	99	385	952
Other Income	416	428	311
	<hr/> 4224	<hr/> 4647	<hr/> 3622



Experimenting with Open Access: Next Steps

- CIBER - Usage analysis of journals participating in Oxford Open with uptake of 10% or more
- LISU - Usage/citation analysis of NAR, Bioinformatics and Journal of Experimental Botany.
- OUP - Continue to monitor author support and financial impact of different OA models.



Further Information

Description of Oxford Journals OA models, FAQ's and titles participating

www.oxfordjournals.org/oxfordopen/

Report of one-day conference presenting results of Oxford OA experiments

www.oxfordjournals.org/news/oa_report.pdf

CIBER/UCL Centre for Publishing

www.publishing.ucl.ac.uk/research.html

LISU

www.lboro.ac.uk/departments/dils/lisu/index.html





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THANK YOU