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# The Publishers' Perspective: Overview

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# Moving from a print to a digital world

## Print world

## Digital world

Date of publication dependent on journal publication schedule



Articles can be published immediately following successful peer review

Subscription to single title



Electronic licensing makes publishers' entire content set available

Archives held in individual libraries; hard to search



Searchable online archives, but worries about availability in perpetuity

Printed article is the authoritative version



Pre-prints, post-prints: articles evolve, rather than being published

Long-established editorial, production and sales processes



New software and new staffing capabilities

Hard to access research data behind articles



Strengthening connection between data and article

Communication restricted to symposia or discussions between colleagues



Social networks and dialogue around research on an ongoing basis

# Open Access: opportunities for publishers

- Hybrid models: offering services suitable to individual researchers' needs
- Continuing need for peer review from trusted, established players: even more important in an open access world?
- OA as a competitive tool: if OA articles are more widely read, successful OA publishers could attract the highest calibre of researchers (away from traditional journals?)
- Placement of data and tools alongside articles could help sustain revenues (either through subscriptions, or higher OA charges for articles with added extras)

# Open Access: challenges for publishers

- Economic viability of the OA model: concerns of erosion of margins (and subsequent impact on share price, or on existence of scholarly societies)
  - "Any economic model has to be sustainable. If we get a lot of requests this way, we can lower subscription prices further. If it begins to be a predominant path for authors to take, we'll have to reconsider, because it begins to eat into our subscription fees."  
*Tom McIlrath, APS treasurer*
  - "There is no inherent reason why open access publications supported by Article Processing Charges should have any difficulty being sustainable and profitable." *Matthew Cockerill, BMC*
- Concerns over content quality if article acceptance is linked to payment (OA publishers deliberately disassociate the two processes)
- Incestuous market: authors are also readers
- Some years may be "poor research years" – will quality standards fall, or will publishers have to put surpluses aside to cope with these lulls?

# Publisher activities on the OA timeline

1991	arXiv launched (and the Web!)	
1994	Stevan Harnad's "Subversive Proposal"	
1997	SPARC launched	Hindawi Publishing Corporation founded
1999		BioMed Central founded
2000	Open Archives Initiative ePrints software	PubMed Central launched Public Library of Science founded
2001	Launch of SPARC Europe	Public Library of Science becomes an OA publisher
2002	Budapest Open Access Initiative OAIster launched	
2003	Bethesda Declaration/ Berlin Declaration Washington DC Principles	
2004	NIH proposal UK Science & Technology Select Committee	Springer launched Open Choice Elsevier gives authors the green light to self-archive American Institute of Physics launched OA trial OUP started OA trial with Nucleic Acids Research
2005	Introduction of CURES Act Wellcome mandates deposit of articles from funded research within 6 months of publication	Oxford University Press launched Oxford Open Blackwell launched Online Open
2006	Introduction of FRPAA (endorsements from 117 leaders of US universities and colleges as at 11 Sept 2006) RCUK position on OA published	May: Elsevier announced its first hybrid OA journals Aug: BMJ launched BMJ Unlocked Aug: CUP launched Cambridge Open Option Aug: Wiley announced funded access service Aug: American Physical Society launched Free To Read

# And what about repositories?

- Usage of subject-specific vs. institutional repositories: Harnad believes that "the era of direct depositing in central repositories...is already obsolete"
- Does it even matter where the content is located? It's the ability to find it which counts (i.e. content is archived in an IR, and harvesting services take care of distributed search)
- Who is in charge of standards in these repositories? How can we ensure that they are consistently applied?
- Usage (in terms of deposit) depends very much on the position taken by research funders: deposit rates are low unless mandated by the research funder
- Room for co-operation? Publishers want solutions which serve the needs of researchers and authors, while protecting publisher embargo periods
- Are repositories a bigger threat than open access? Immediate deposit of post-print articles generates zero revenue for publishers – OA at least has a revenue stream

# The needs of the next generation

- “Eventually, printed journal articles will be quaint artefacts. Scientific papers will be living documents with data published on Web pages – commented on, linked to, and mirrored by labs doing the same work 6,000 miles away. Every research effort will have thousands of reviewers working in real time. Today's undergrads have never thought about the world any differently – they've never functioned without IM and Wikipedia and arXiv, and they're going to demand different kinds of review for different kinds of papers. It's in their nature.”
  - *Adam Rogers, Wired.com, September 2006*

## The bottom line

- If Open Access works, all of the major commercial publishers will adopt it to some degree – a mixed publishing economy may be inevitable. However, it has yet to prove itself viable to publishers' satisfaction – and may never.
- Margins may be eroded in this new world – this will affect learned societies more than commercial publishers
- Self-archiving may be acceptable – if access is embargoed
- Open Access could be distracting publishers from the more fundamental changes in scholarly communications (mixed media articles, evidential publishing)

# Thank you for listening

Questions? Thoughts?  
Comments?

At the end of the session...

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