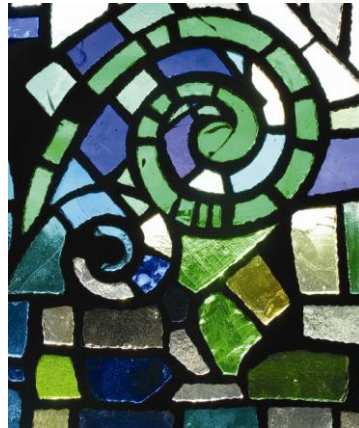


Open Access

A view from Oxford Journals – Oxford University Press



Roland Ehrenfels

Sales & Marketing Director, Oxford University Press, Journals Division

IARU Workshop -- Zurich – 21./22. January 2010



OXFORD JOURNALS
OXFORD UNIVERSITY PRESS



THE UNIVERSITY OF OXFORD



OXFORD JOURNALS
OXFORD UNIVERSITY PRESS

Welcome to OUP



Our mission



Oxford University Press' mission is to further excellence in research, scholarship, and education by publishing worldwide; to bring the highest quality research to the widest possible audience.



OUP: facts and figures



Oxford University Press...

- was founded 1478
- is a department of the University of Oxford
- is governed by the Delegates, 21 senior academics chaired by the Vice Chancellor
- is the largest university press in the world
- has a sales turnover of more than £500 million p.a.
- employs more than 5,000 staff worldwide
- publishes more than 6000 publications p.a. and more than 240 Journals

OUP Offices



Changing World – STM-Publishing



1. Shift from print to online (journals + books)
2. Shift to “mobile” (new devices – “Kindle” is just a start)
3. 24/7 access to content (global)
4. Importance of discoverability
5. Quality more important than quantity, but how to define quality?
6. Changing user and author behaviour
7. Matter of “trust” in the “www”
8. Branding



Changing World – Open Access



1. OA gets more important
 - For Authors – to maximise global/free reach
 - For Publishers – to help attract authors/content
 - For “Funders” – to disseminate the results of their investment
2. No one-size-fits-all sustainable model (for ex. subject areas – STM/HSS)
3. Lot of different stakeholders in the process
(Author/Reader/Funding/Librarians/Publishers/Societies ...)
5. Funding in the economic downturn?
6. Balancing commercial vs quality decisions



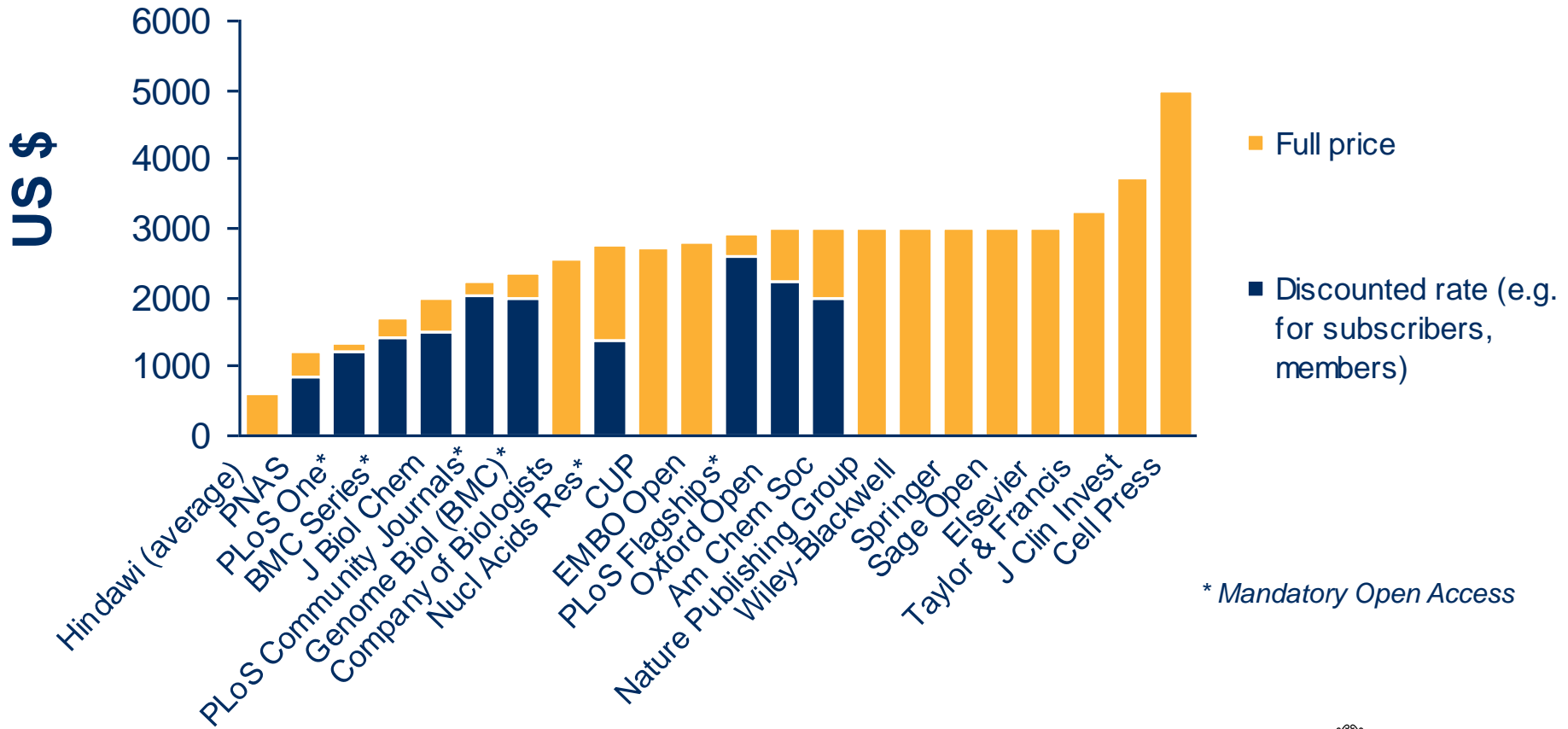
The open access world



- Funder and university mandates
 - Wellcome, NIH, Harvard...
- Green OA - post-print repositories
- Gold OA - Fully OA publishers
- OA experimentation by 'traditional' publishers
- New OA partnerships
- A new OA publishers association
 - <http://www.oaspa.org/>
- OA book start-ups (esp. humanities)



Open access charges



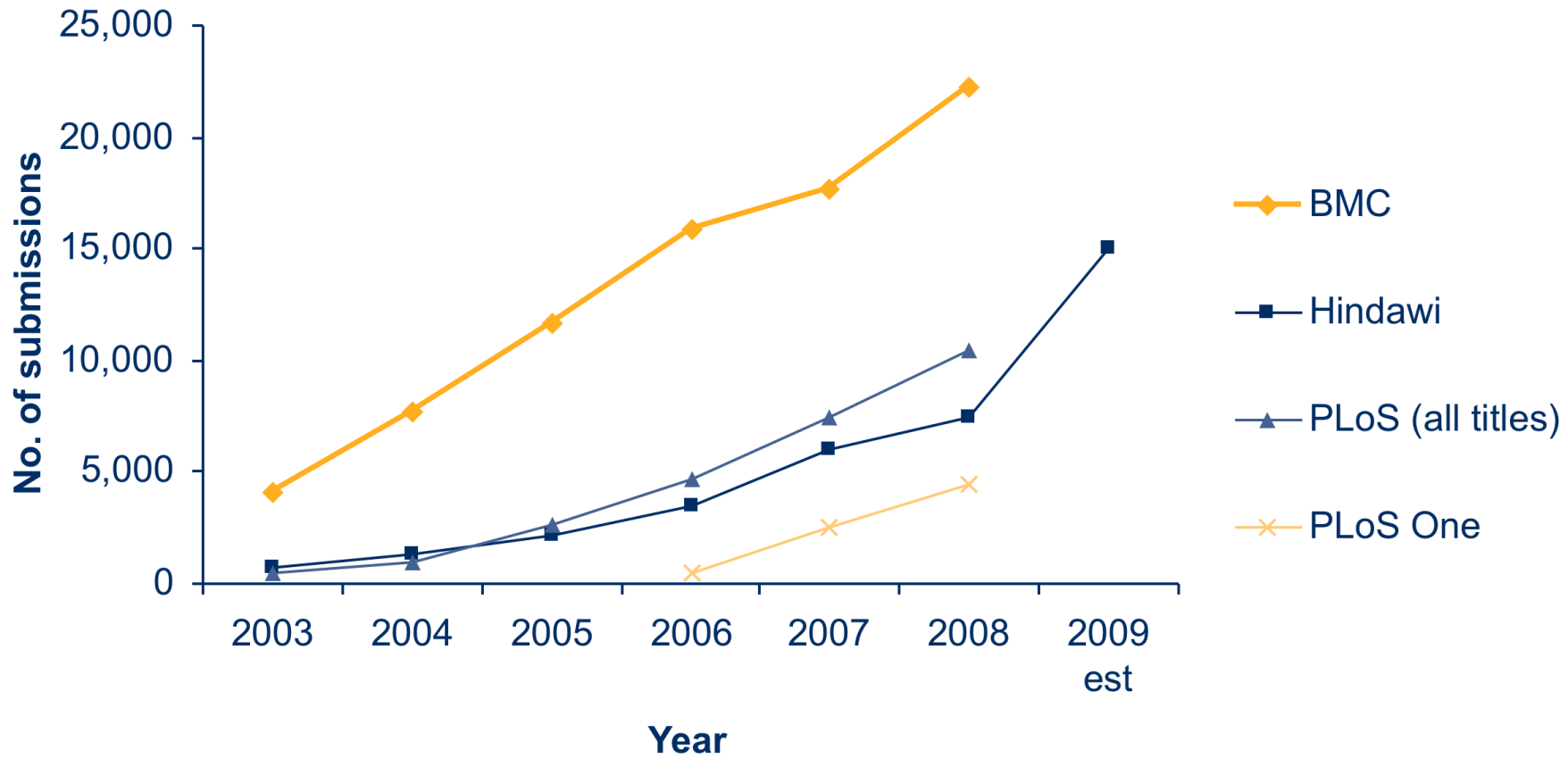
* Mandatory Open Access



Full open access



Approximate no. submissions received 2003-2009



Oxford Open



- The OA brand for Oxford Journals
- Six fully OA titles including *NAR*
- Optional OA for ~90 more journals
- Utilises a mixture of funding sources, but mainly author charges
- Editorial decisions kept firmly separate from Author charge/OA decisions



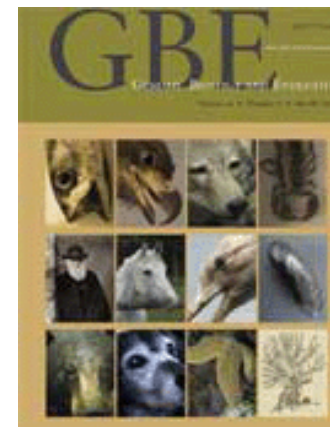
Oxford Open



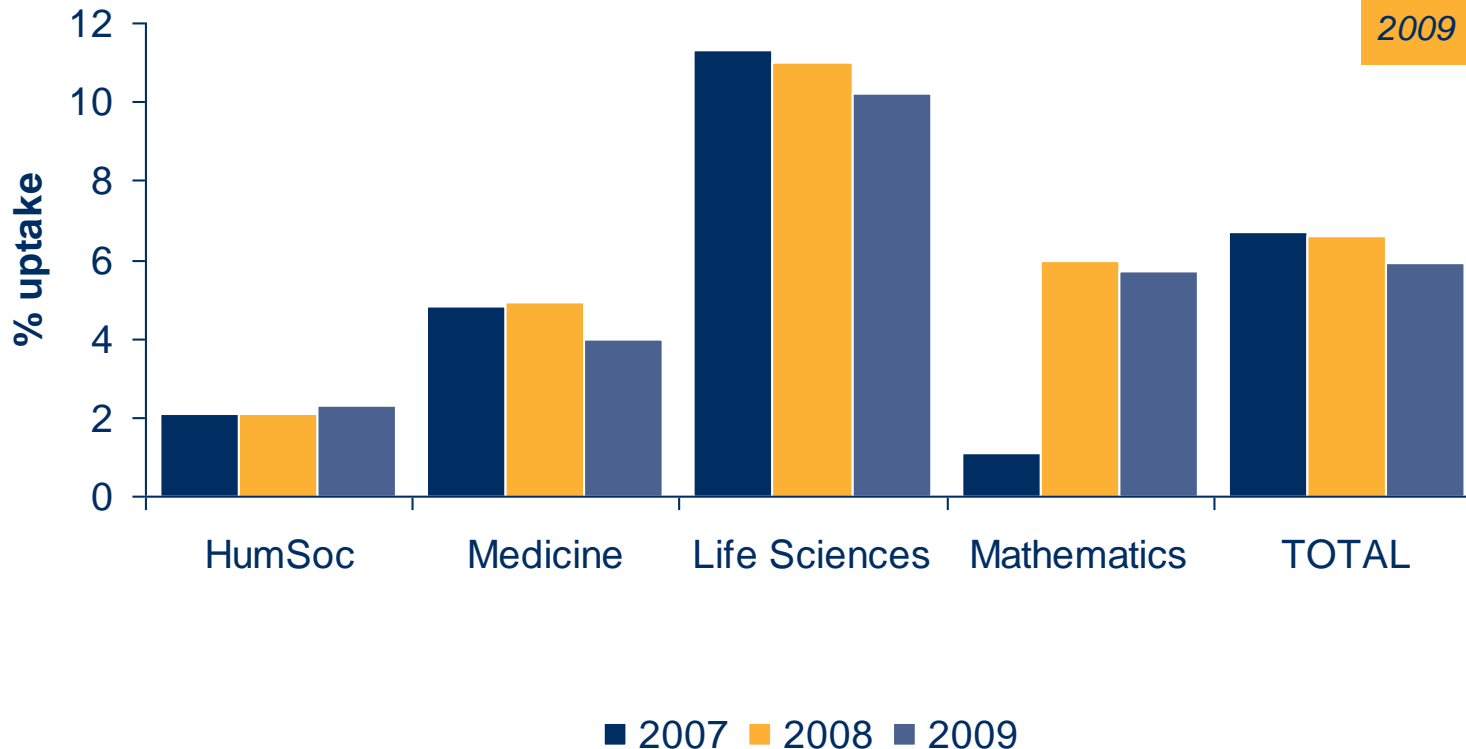
- Our Creative Commons licence allows authors to re-use their material elsewhere for non-commercial purposes
- All Oxford Open content deposited in (UK)PMC
- Self-archiving policies for authors to enable green OA
- Participating in PEER project



Fully Open Access Oxford Journals



Oxford Journals hybrid OA uptake by discipline



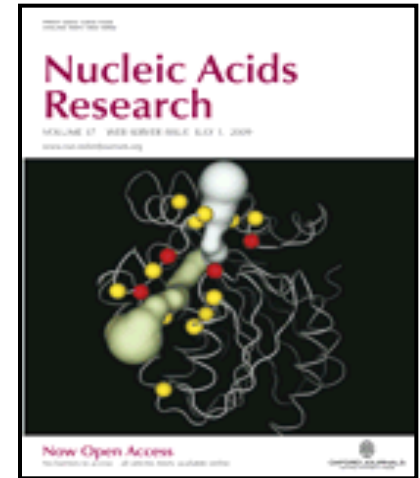
“
Bioinformatics: 31%
Human Molecular Genetics: 20%
2009 uptake
”



Nucleic Acids Research



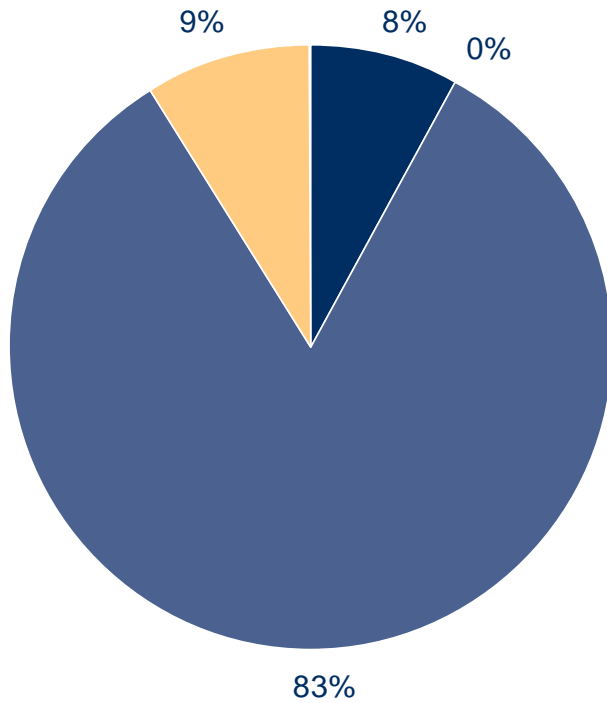
- Largest OUP-owned title
- Impact Factor: 6.878
- Subscription model → Full OA in 2005
- \$2770 charge per paper
- Institutional membership gives 50% discount
- ~20% pay member charge (\$1335)
- ~2700 submissions in 2009 (as in 2004)
- ~1100 papers published per volume (40% acceptance rate)



NAR revenue by type

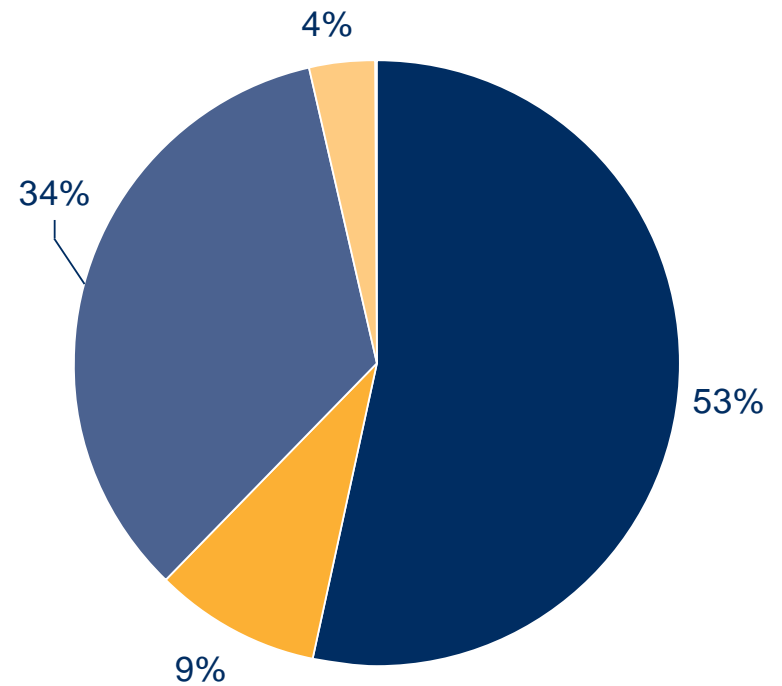


2004



2008

- Author Charges
- Institutional memberships
- Subscriptions
- Other



2009 *NAR* survey; 1094 respondents



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

- Yes
- No
- Don't know

Response

- 64%
- 12%
- 24%



Economics of OA



- No clear model has emerged which will fit all journals
 - author payments
 - sponsorship
 - memberships
 - subscription discounts?
- Development of a norm has occurred in pricing – will we see the same with models?
- How will the recession affect OA funders?
- Funding by “Library budgets” or “R&D budgets”?
- Influence of policymakers – e.g. US congress



Summary



- **STM publishing** is changing rapidly
- Open access models are evolving
- Establishment of norms in pricing
- **OUP** continues to experiment with full and hybrid OA
- Author service is top priority (reputation/quality/speed)
- **Questions** for the future:
 - How will gold OA uptake affect subscriptions to hybrid journals?
 - Will the recession bolster or break OA?
 - Will green OA become more prevalent and what impact will this have?



A new phase?



**Towards the sharing of
rational research rather than
emotional argument**

-Publishers

-Authors

-Funders

-Libraries

-Societies

“

The time is right for the debate to develop, as hypotheses and speculation can gradually be enhanced by case-by-case experience and empirical data

IFLA and IPA joint statement: Enhancing the debate about open access

”

The debate about open access is important and publishers welcome it. Publishing is never at a standstill and we should not fear change.

Herman P. Spruijt, IPA President



Changing world



Thank you!

