



UNIVERSITY OF CALIFORNIA PRESS

Open Access Publishing: How Will We Pay for It?

Lynne Withey

University of California Press

IARU Workshop on Open Access Publishing

ETH Zurich January 2010



UNIVERSITY OF CALIFORNIA PRESS

PUBLISHING COSTS MONEY





UNIVERSITY OF CALIFORNIA PRESS

The complex economics of scholarly publishing

- **Prestige economy: scholars**
- **Market economy: publishers**
- **Subsidy economy: libraries**



Sources of revenue

- **Users—individuals and libraries**
- **Producers—authors**
- **Institutions—universities, funding agencies, government**

Business models: basic categories

- **Supply-side models**
 - Funded primarily by producers
- **Demand-side models**
 - Funded primarily by consumers



One size doesn't fit all

- **Different types of publications lend themselves to different models**
- **Hybrid models may be necessary, even for a single publication**



Journals

- **OA most advanced**
 - **Pressure on library budgets**
 - **Digital has largely replaced print**
 - **Cost to start new journals relatively low**



Journals: “supply side” models

- **“Author pays”**: submission and article processing fees
 - Extends precedent established in some STM fields
 - PLoS, BioMed Central
 - Are fees sufficient?
- **Hybrid: author pays + subscription**
 - **Author pays for own article to be OA**
 - Selected jnls at major commercial publishers and Oxford UP
 - **Institution makes blanket agreement for its faculty**
 - NAS, Oxford, Springer
 - **Are institutional agreements scalable?**
- **Unlikely to work in HSS fields**



Journals: more “supply side” models

- **Institutional support**
 - **Institutional repositories**
 - **Volunteer faculty labor**
 - **Direct subsidy**
- **Advertising**
- **Sponsorship**
- **Endowment**



Journals: “demand-side” models

- **Versioning**
 - Print editions
 - Convenience-format licenses
- **Value-added services**
 - Alert services
 - Site customization
- **Voluntary fees**
 - Use-triggered licenses
 - Donations and fundraising



Making the transition from subscription to OA

- If a journal changes from subscriptions to author-pays model, do they risk driving authors away?
- How can we mitigate the risk?
- The “compact” idea
 - Key players are universities and funding agencies
 - Dedicated funds for article fees
 - Fees paid to “pure” OA journals only
 - Provision to waive fees in case of economic hardship
 - Cap annual funding per author
 - Article fee costs eventually balanced by reduction in subscription costs
 - Will require commitment of large number of institutions to be effective



The special case of books

- **Books lag journals and reference in the OA movement**
 - Much less costly for libraries
 - Market is more diffuse
 - Print still rules
- **But...this situation is changing**
 - General increase in support for OA
 - Declining market for specialized monographs with no reduction in supply
 - Growing acceptance of reading online



The model for books: digital free, pay for print

- The pioneer: National Academies Press
- Library + press collaborations
 - California, Michigan, others
- OA-only (or primarily) publishers
 - Rice, Athabasca, ANU
- An effort to scale the concept: Open Humanities Press
- The theory: print sales cover the costs
- The reality: institutional support still needed
- The question: how long will print sales last?



UNIVERSITY OF CALIFORNIA PRESS

An emerging alternative: author/institution pays

Open Access Publishing in European Networks (OAPEN)

- Consortium of eight European university presses based at Amsterdam University Press
- Plan to adopt author/institution pays model
- Will it play in the US?



Thinking about OA from an institutional perspective

- **Growing institutional commitment to OA**
 - Libraries led the charge
 - Government mandates followed
 - Institutional mandates gaining ground
- **But what are the costs for the institution as a whole?**
 - Significant savings in journal subs will take time, and require action from many institutions
 - Meanwhile, costs for repositories, article fees, project support mount