



INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

10 Jahre Open Access /elektronisches Publizieren – Eine Bilanz

Open Access – eine Option für STM Verlage?

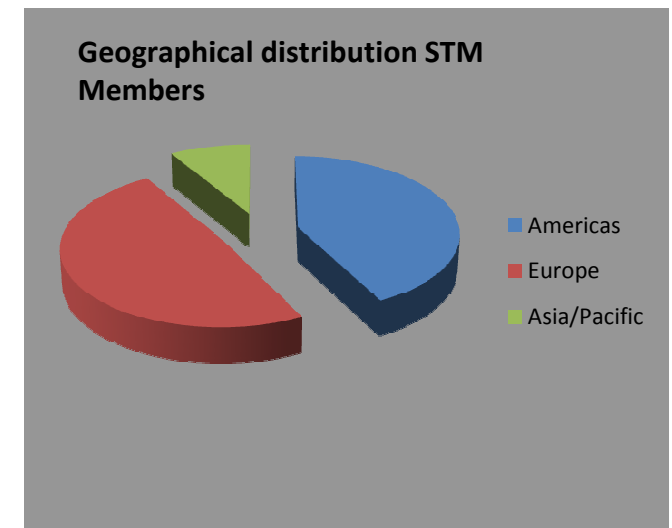
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Agenda

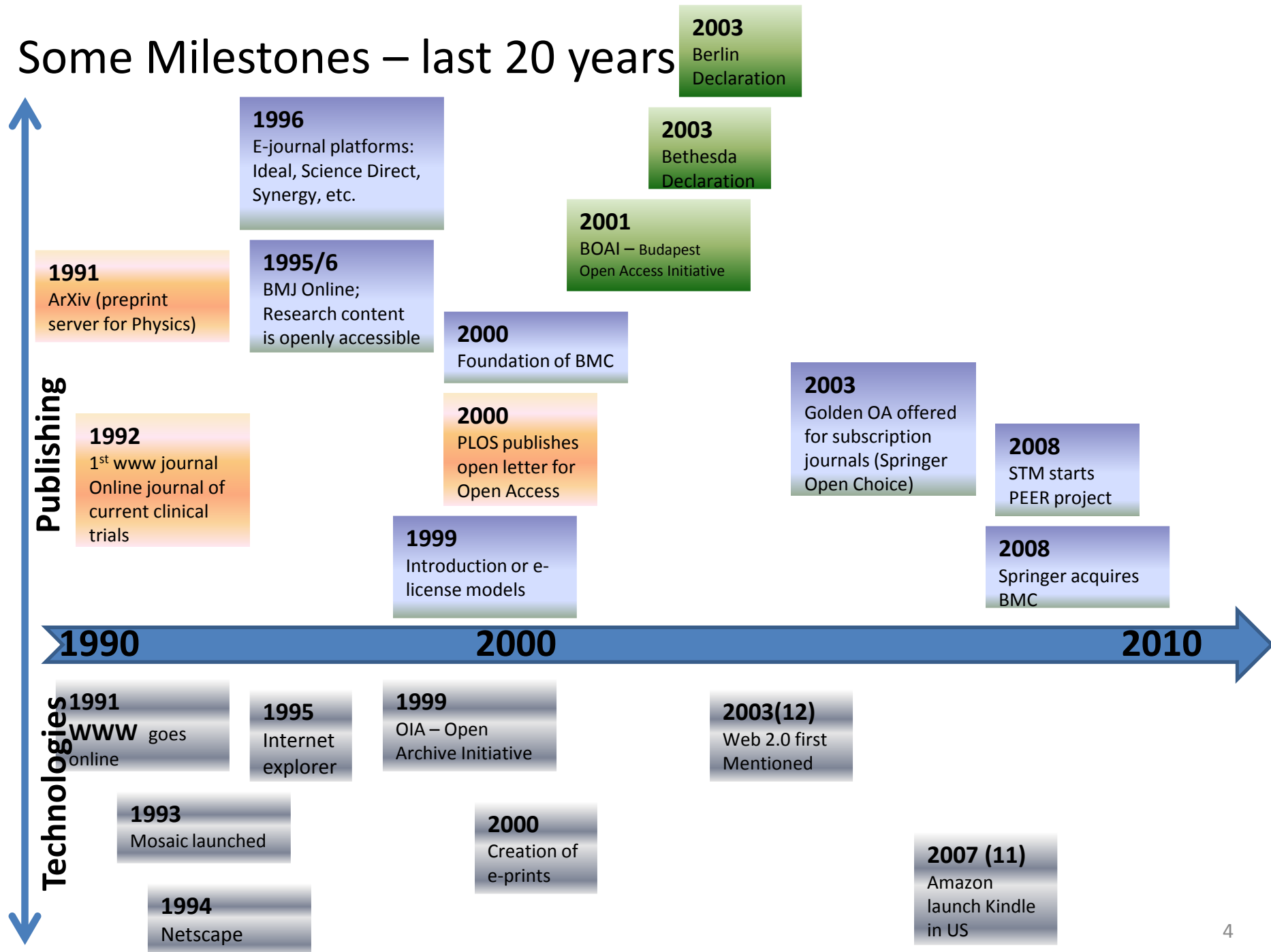
- STM
- Einige “milestones”
- Position der STM Verlage bezüglich Open Access; ist dies eine Option für Verlage?
- Herausforderungen für die Zukunft

What is “*stm*”?

- International trade association
 - Over 100 members worldwide
- Members are academic publishers
 - Learned societies, University presses, Commercial publishers
- Some EU-based members include
 - Biochemical Society, BMJ Group, Cambridge University Press, Deutsche Aertze-Verlag, EDP Sciences, Elsevier, Carl Hanser Verlag, Hogrefe-Verlag, ICSTI, INSERM, Institute of Physics Publishing, IOS Press, Nature Publishing Group, Oxford University Press, Polish Scientific Publishers, Springer, Taylor & Francis, Thieme, Versita, Wiley-Blackwell, Wolters Kluwer, WHO
- Our members publish
 - **two-thirds** of all journal articles
 - tens of thousands of books and reference works



Some Milestones – last 20 years



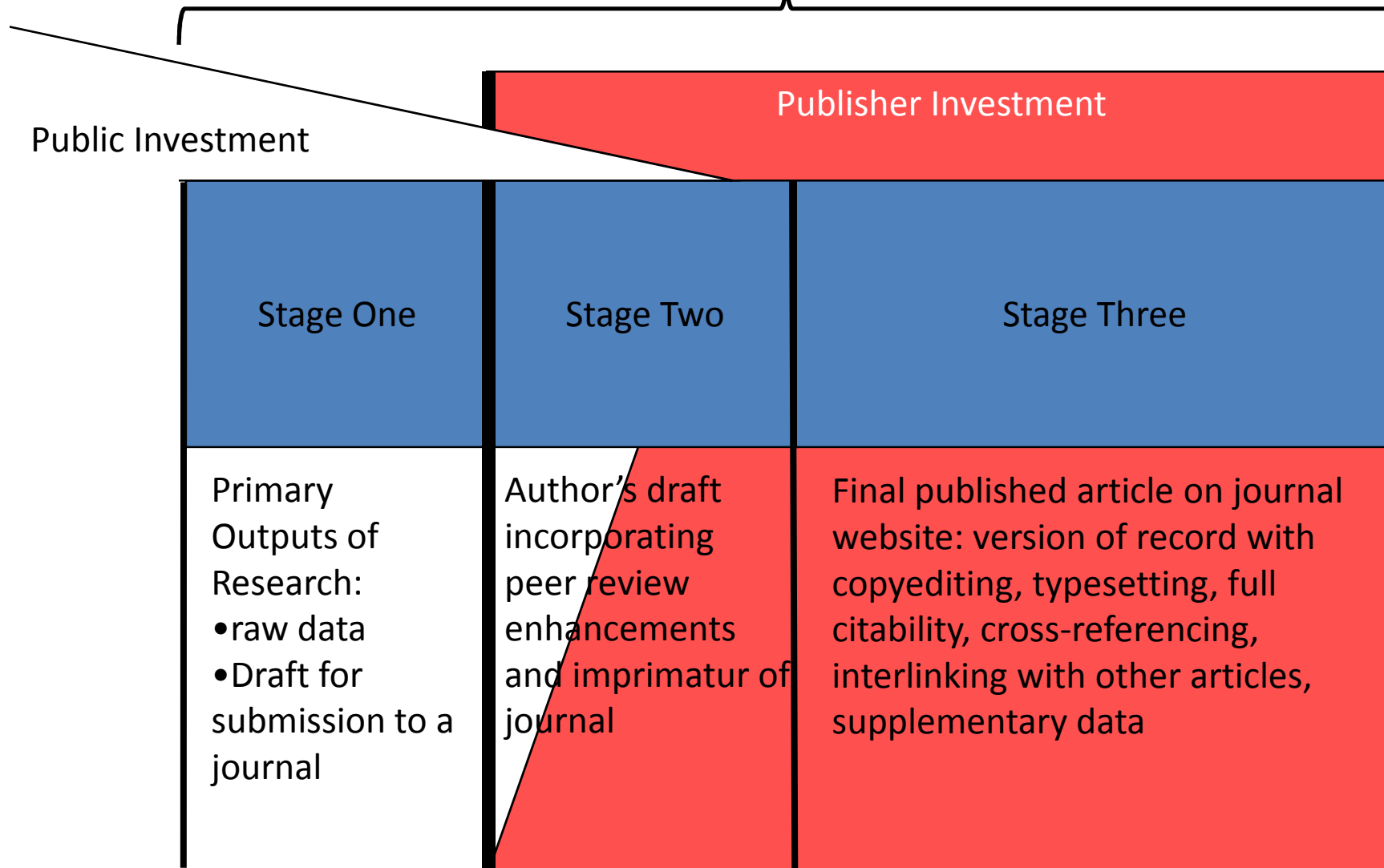
Open Access

- Definition
 - Availability of electronic content to readers without any payment
- Variations
 - *What* is made free
 - *When* and *where* it is made free
 - *How* it is made free (business model)

Open Access Types

- PAY TO PUBLISH OA **“GOLD”**
 - final published articles (stage 3)
 - free upon publication on publisher’s website
 - pay-to-publish model
- DELAYED OA **“DELAYED”**
 - final published articles (stage 3)
 - free some time after publication on publisher’s website
 - existing model
- SELF ARCHIVING OA **“GREEN”**
 - peer reviewed author mss (stage 2)
 - systematic/self- archiving with a variable delay or embargo on institutional or subject repositories
 - no model
- PRE-PRINT SERVERS
 - pre-prints (Stage 1)
 - free upon deposit on pre-print server
 - no model

Stages of Publication



Business Model Options - 10 Years of OA

- Supply or demand-side user payment
 - 1. Authors pay
 - 2. Authors' institutions pay
 - 3. Authors' granting bodies pay
 - 4. Readers pay
 - 5. Readers' agents (library) pay
 - 6. National authorities pay
 - Third party tolls and tariffs
 - Advertising
 - Telecommunication access charges
 - Sponsorship
 - Charities, foundations, companies, government
 - Rental or timeshare: DeepDyve
-
- | Business Model Option | Percentage of Papers |
|----------------------------------|----------------------|
| 1. Authors pay | 2% of papers |
| 2. Authors' institutions pay | |
| 3. Authors' granting bodies pay | |
| 4. Readers pay | 98% of papers |
| 5. Readers' agents (library) pay | |
| 6. National authorities pay | |
| Third party tolls and tariffs | ~5% of papers |
| Sponsorship | ~3% of papers |

Publishers & Open Access

- Goals are entirely compatible
 - OA maximum dissemination on www
 - Publishers maximum dissemination in an economically sustainable way
- Publishers are pragmatic about business models
 - What works, works
 - All models must support and maintain academic freedom and quality
- **All STM member publishers do some form of open access**

The Unfunded Mandate

- Mandated deposit of peer reviewed content after imposed embargo period
 - Compulsion
 - One size fits all
 - Length of embargo period
- **The unfunded mandate is opposed by all STM publishers**
 - Compulsion to deposit at very short embargo without any compensating payment
 - Endangers viability of journals, the branding they give articles, the information infrastructure
- PEER – Publishing and Ecology of European Research – www.peerproject.eu; investigate the effects of the large-scale, systematic depositing of authors' final peer-reviewed manuscripts (called Green Open Access or stage-two research output) on reader access, author visibility, and journal viability, as well as on the broader of European research



Herausforderungen

- Entwicklung von nachhaltigen Geschäftsmodellen, die alle Nutzer bedienen
- Besinnung auf die Kernkompetenzen der Marktteilnehmer:
 - **Verlage:** Inhalte, Inhalte, Inhalte und Inhalte
 - Weiterentwicklung von innovativen Plattformen; Web 2.0 Applikationen
 - **Bibliotheken:**??
- PPP –Public Private Partnerships – Ist das Verlagswesen ein Beispiel für ein PPP?

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Danke für Ihre
Aufmerksamkeit

