

Experimenting with Open Access Publishing: Overview

Martin Richardson
Managing Director
Oxford Journals



OXFORD JOURNALS
OXFORD UNIVERSITY PRESS

Why are we 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



An evidence-based approach

The need to collect real data on:

- Author and other stakeholder views
- Financial sustainability
- Effect of OA on usage and citations



Open access journals – three different flavours



- Full open access – *Nucleic Acids Research*
- Optional open access – 49 Journals
- Sponsored Open Access – 2 Journals



Full open access



Nucleic Acids Research

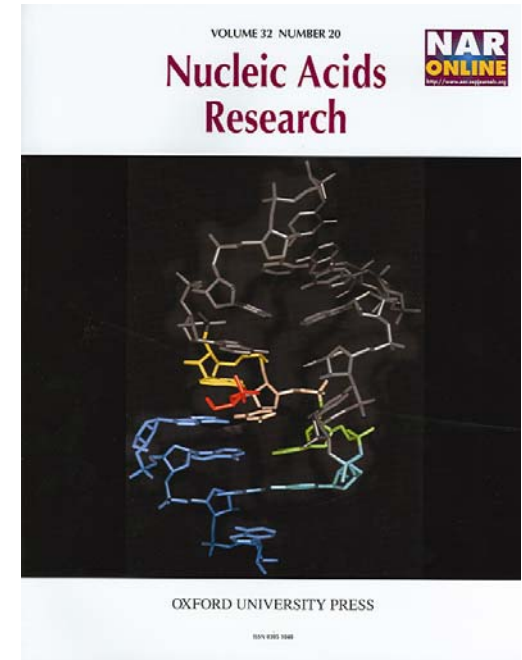
- Full open access from 2005
- \$950–\$1900 author charge (2006)
- Reduced rates available for authors from developing countries
- Institutional memberships \$2700 (2006)
- Waivers

<http://nar.oxfordjournals.org/openaccess>

Full open access

Nucleic Acids Research

- >90% of 2005 authors paid applicable charges
- Print subscriptions declining steadily
- Fewer institutional memberships than projected



OXFORD JOURNALS
OXFORD UNIVERSITY PRESS

Nucleic Acids Research

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



Oxford Open – optional open access model

- Launched July 2005
- 49 journals participating, across a wide range of disciplines
- Author charges:
 - \$2800 full price
 - \$1500 for authors at subscribing institutions
- 2007 online subscription prices will reflect open access content in 2005

<http://www.oxfordjournals.org/oxfordopen/> for further information



Do authors want OA

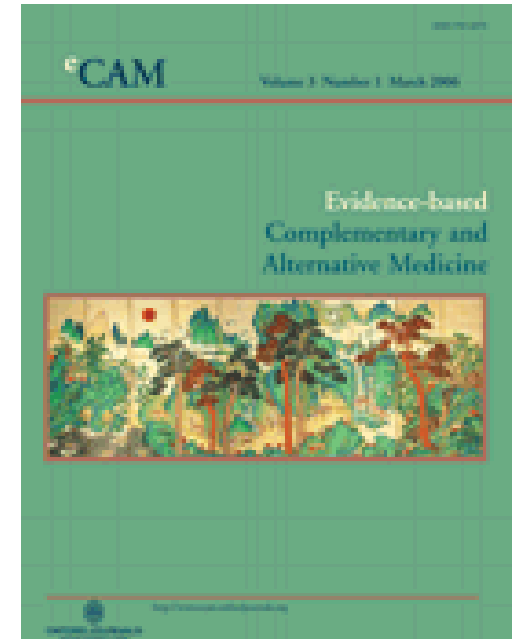
Oxford Open uptake January – April 2006

Subject Area	<u>No. of Journals</u>	<u>Papers Published</u>	<u>OA Papers</u>	<u>% Uptake</u>
Medicine	18	1243	60	4.8
Life Sciences	16	957	108	11.3
Social Sciences & Humanities	10	135	3	2.2
Other	3	63	0	0
Total	47	2398	171	7.1



Case Study 3: Sponsored Open Access (eCAM)

- New Journal launched 2004
- High proportion of authors from developing countries
- More than 50% non-research articles



OXFORD JOURNALS
OXFORD UNIVERSITY PRESS

eCAM Financial Model

- Print version sold on subscription
- Online version Open Access for 2004-6
- No author charges
- Fixed costs covered by sponsorship grant
- From 2007, will move to subscription-based model for non-research articles
- Author charges may be introduced in the future





OXFORD JOURNALS
OXFORD UNIVERSITY PRESS

For further information, please contact

Martin Richardson
Managing Director

Tel: +44 (0) 1865 353780

Fax: +44 (0) 1865 353200

THANK YOU