Experimenting with Open Access Publishing: Overview

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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

Full open access

_Nucleic Acids Research_

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

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print Subscriptions</strong></td>
<td>3355</td>
<td>2869</td>
<td>2153</td>
</tr>
<tr>
<td><strong>Online Subscriptions</strong></td>
<td>354</td>
<td>965</td>
<td>0</td>
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<tr>
<td><strong>Institutional Membership</strong></td>
<td>0</td>
<td>0</td>
<td>206</td>
</tr>
<tr>
<td><strong>Author Charges</strong></td>
<td>99</td>
<td>385</td>
<td>952</td>
</tr>
<tr>
<td><strong>Other Income</strong></td>
<td>416</td>
<td>428</td>
<td>311</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4224</td>
<td>4647</td>
<td>3622</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Subject Area</th>
<th>No. of Journals</th>
<th>Papers Published</th>
<th>OA Papers</th>
<th>% Uptake</th>
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</thead>
<tbody>
<tr>
<td>Medicine</td>
<td>18</td>
<td>1243</td>
<td>60</td>
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<tr>
<td>Life Sciences</td>
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<td>957</td>
<td>108</td>
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<tr>
<td>Social Sciences &amp; Humanities</td>
<td>10</td>
<td>135</td>
<td>3</td>
<td>2.2</td>
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<tr>
<td>Other</td>
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<td>63</td>
<td>0</td>
<td>0</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>47</strong></td>
<td><strong>2398</strong></td>
<td><strong>171</strong></td>
<td><strong>7.1</strong></td>
</tr>
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</table>
Case Study 3: Sponsored Open Access (eCAM)

• New Journal launched 2004
• High proportion of authors from developing countries
• More than 50% non-research articles
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
For further information, please contact

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THANK YOU