

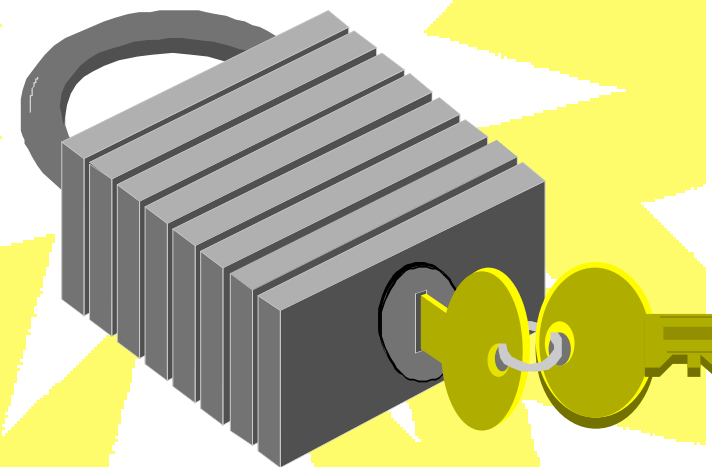


Scholarly Publishing & Academic Resources Coalition
An initiative of the Association of Research Libraries

www.arl.org/sparc

Open Access: Unlocking the Value of Scientific Research

Rick Johnson • SPARC Director
Nakata Lecture • April 8, 2004
University of Illinois at Chicago





Change is all around

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INTERNATIONAL **Herald Tribune**

Monday, March 1, 2004

Restrictions may backfire, report warns

The entertainment industry's pursuit of tough new laws to protect copyrighted materials from online piracy is bad for business and for the economy...

BBC NEWS

All change for the music business

The rise of digital music is transforming the way Americans listen to music - with far-reaching consequences for the industry...

TORONTO STAR www.thestar.com

Mar. 1, 2004

Music's new spin

Amid noise and lawsuits, many in this industry are rethinking how it does business and finally see new opportunities...

BusinessWeek

MARCH 2, 2004

Tearing Down the Walls in Telecom

In a few years, it "will be a sectorless industry," with phone, cable, and even power companies all selling the same communications services...



The opportunity

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THE GLOBE AND MAIL

Canada - Apr 15, 2003

Canadian researchers put SARS data on Web

VANCOUVER — The Vancouver researchers who mapped the genetic sequence of the virus believed to cause SARS have put their data on the Internet.



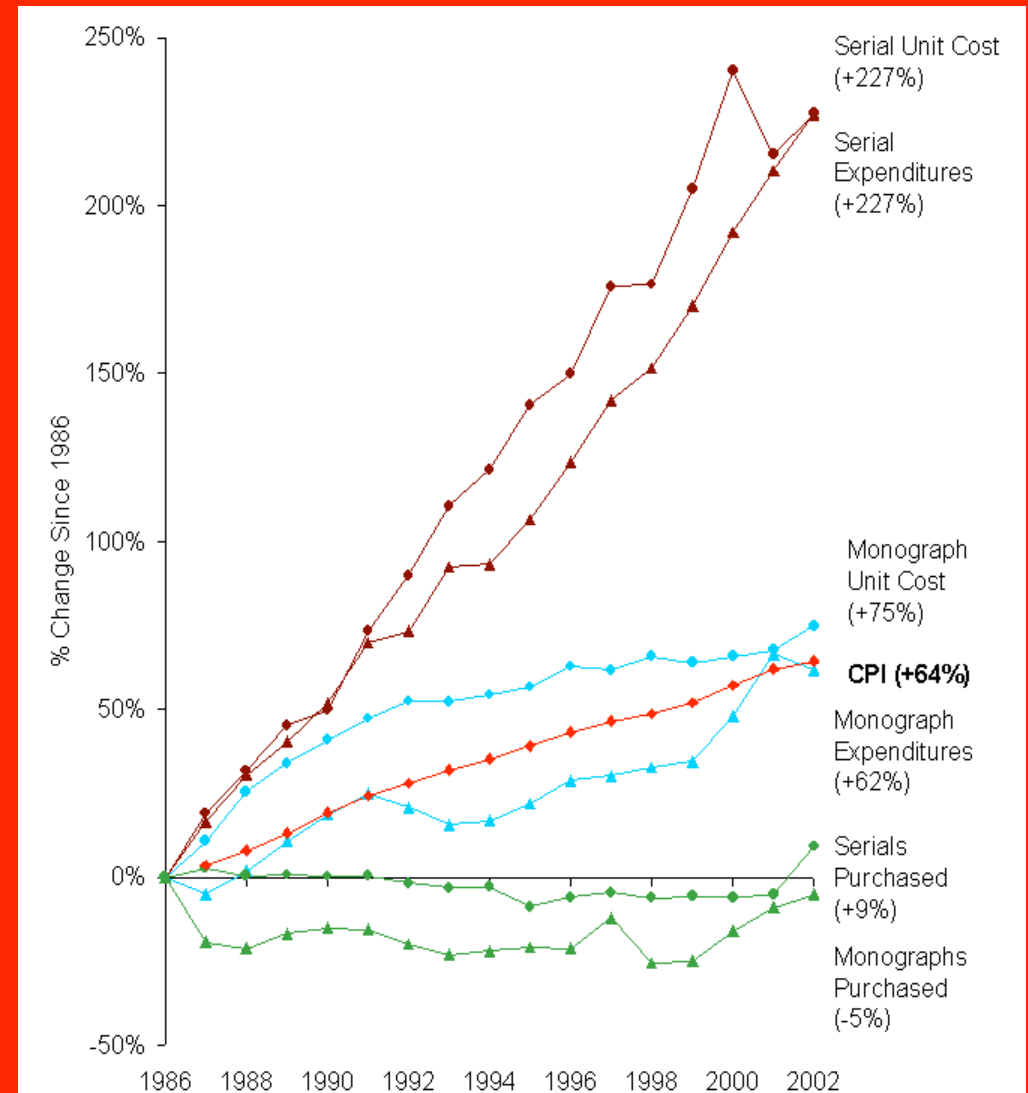
A library problem?

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Serial & Monograph Costs, 1986-2002

North American research libraries

ARL Statistics

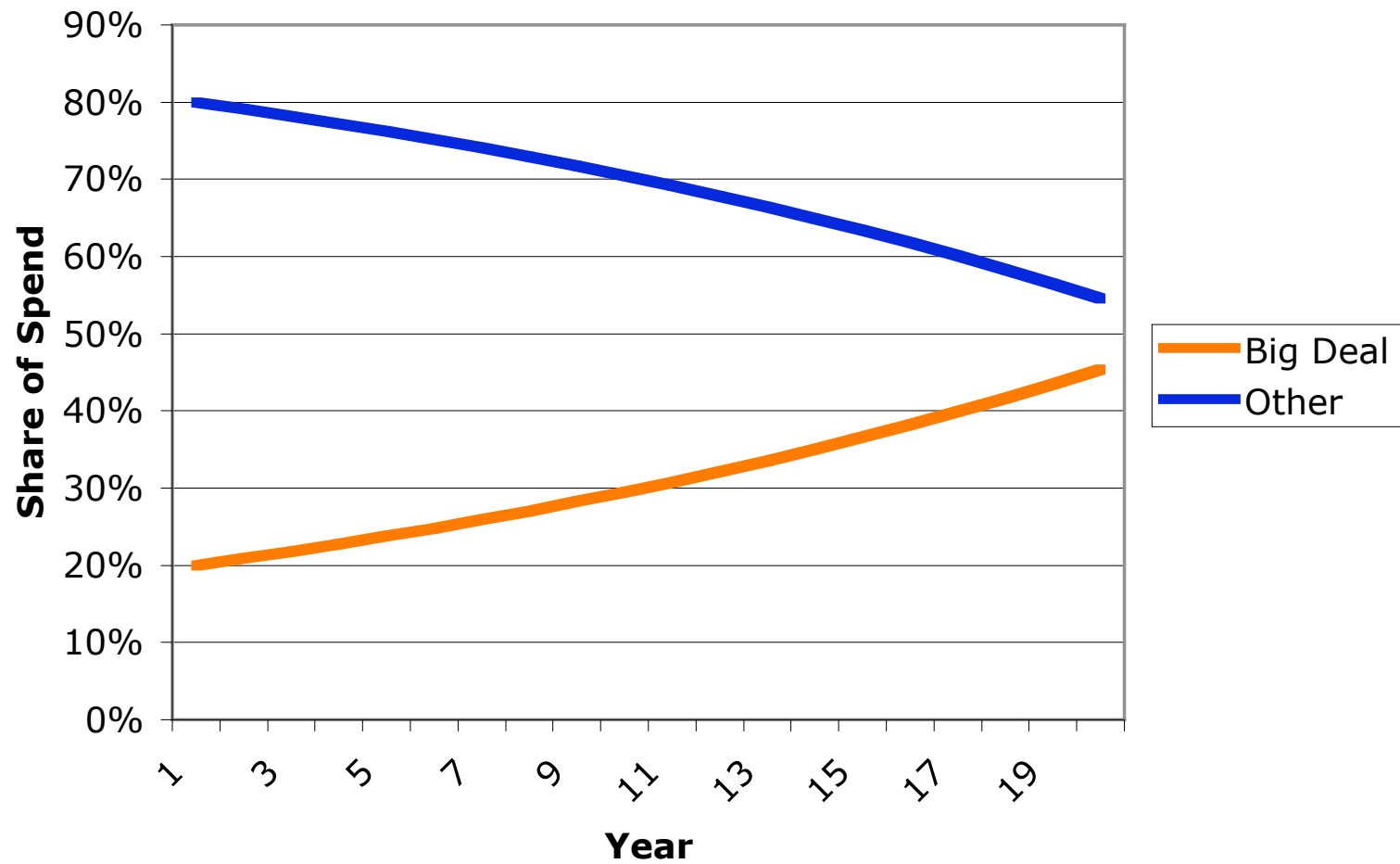




The Big Squeeze

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Impact of the Big Deal





Awakenings

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University administrators back cancellation of the Big Deal

- Cornell University
- Harvard University
- Triangle Research Libraries Network (North Carolina)
- MIT
- University of Maryland

“Libraries need our support...to regain control of their budgets, their collections, and the intellectual property that is the ultimate output of the research enterprise”

-- William W. Destler, Provost,
University of Maryland



Awakenings

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Recent faculty resolutions on scholarly communications

- UC-Berkeley graduate assembly
- UC-Santa Cruz faculty senate
- UC Systemwide Library and Scholarly Information Advisory Committee
- Cornell faculty senate
 - “current trends...are unsustainable”
- North Carolina State University faculty senate
- University of Connecticut
 - “...the business practices of some journals... threaten to limit the promise of increased access inherent in digital technologies.”
- Stanford University faculty senate
- Indiana University at Bloomington faculty council



Change in the market

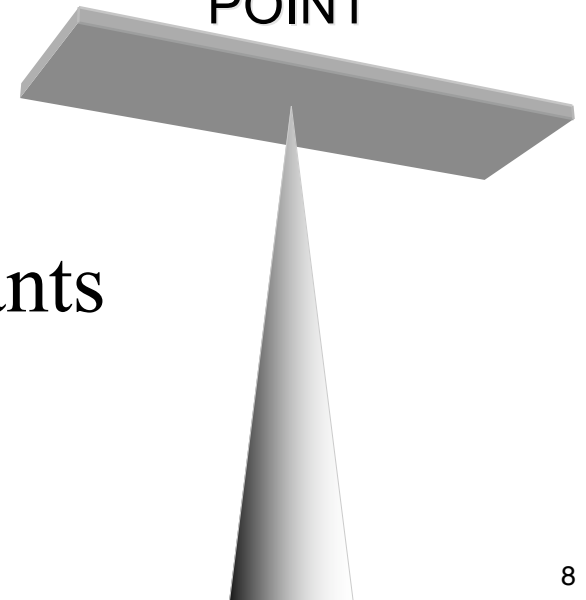
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“...it’s clear the current model is breaking up.” – Outsell (Feb. 2004)

Market forces driving change:

1. Mission of scholarly communication
2. Research library funding constraints
3. Market power of STM giants
4. New publishing models born of the Web

TOWARD
THE
TIPPING
POINT





Open access

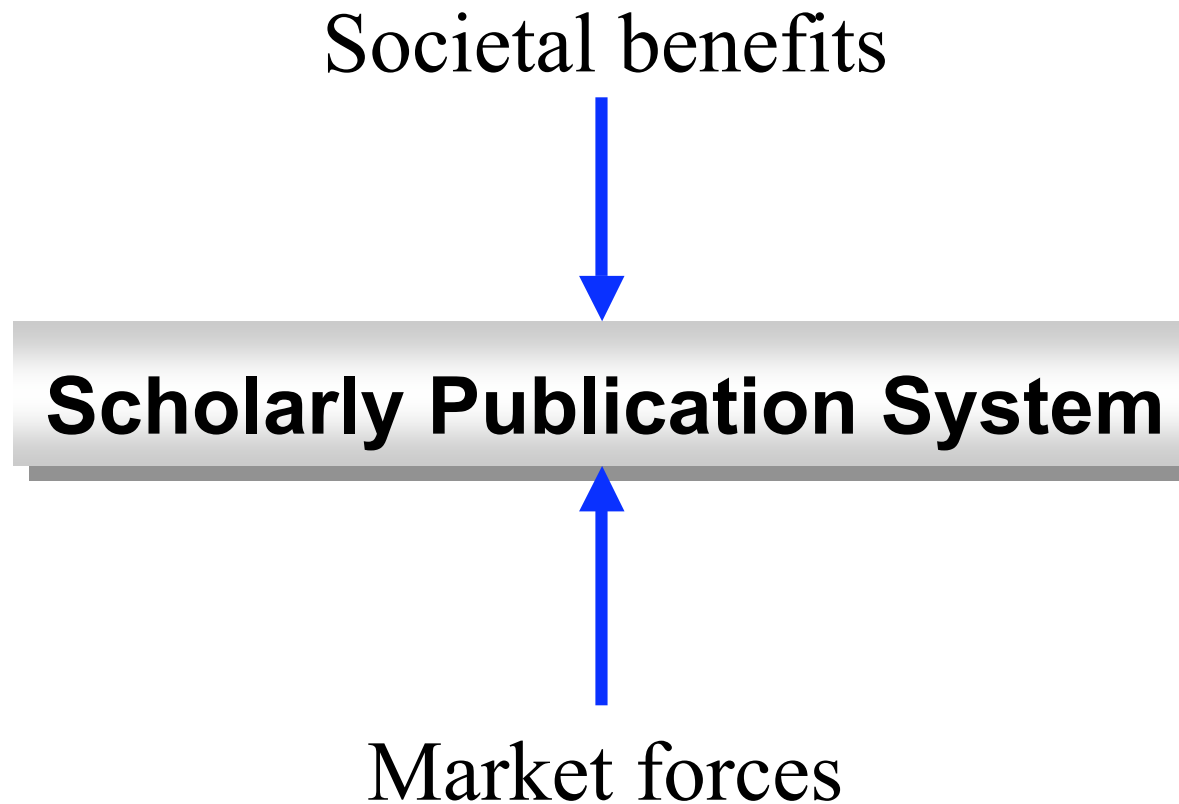
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- What is it?
 - free availability on the public internet
 - the literature that scholars give to the world without expectation of payment
- Open access is a goal
- Diverse supporting business models will be fleshed out in the market



The societal context

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Public good

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Open access leverages investment in research

- Expands and accelerates dissemination
- Exploits economics of Internet -- low marginal cost of dissemination
- Magnifies benefits of innovation
 - Economic (e.g., prosperity)
 - Social (e.g., health)
- Benefits far outweigh dislocations



What's next

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*Why
open
access?*

Develop policy context



Scholarly Publication System



*How
open
access?*

Build business models



Business models

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- Two main routes:

1. Open archives, e.g.:



arXiv.org
e-Print archive

2. Open access journals, e.g.:

PUBLIC LIBRARY OF SCIENCE



- Many potential supporting business models



Business models: Archives

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Investment in support of institution's mission

- Expands access to & impact of institution's research
- Increases institutional visibility & prestige by clarifying institutional sources of research
- Demonstrates institution's value to funding sources



Business models: Journals

Self-generated income

Input fees

- Author submission/publication charges or article processing fees
- Off-print sales

Affinity relationships

- Advertising
- Sponsorships
- Co-hosting of conferences and exhibits

Alternative distributors

- Convenience-format licenses or distributor format fee

Related products & services

- Journal publication in off-line media (print or CD-ROM)
- Value-added fee-based services

Electronic marketplace

- Contextual e-commerce
 - Community marketplace
-

Subsidies

Internal subsidies

- Dues surcharge

Grants and contributions

- Foundation grants
- Institutional grants and subsidies
- Government grants
- Gifts and fundraising
- Voluntary contributors
- In-kind contributions

Partnerships



Societies & open access

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- Societies were pioneers in open access
 - 1996: *Journal of Clinical Investigation*
 - 1997: *Optics Express*
 - 1998: *New Journal of Physics*
- More than 20% of titles in *Directory of Open Access Journals* from societies
- Open access a means of driving high impact
- But most societies skeptical of converting subscription journals to open access
 - Fear loss of publishing surpluses
 - Open access decision easier when society has diversified revenue base



What can societies do?

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Existing journals – give authors a choice

- If they pay a publication charge, the paper is made open access on publication
- If they do not pay the publication charge, the paper is only made available to subscribers
- Over time, as proportion of authors who pay increases, subscription prices can fall
- Eventually, entire journal is open access

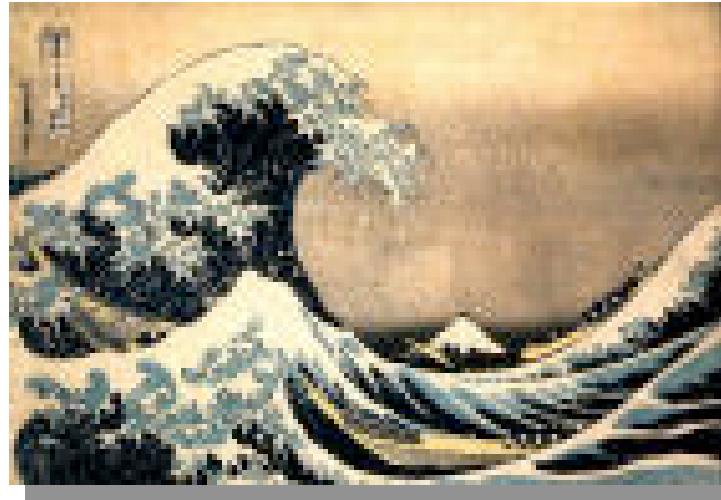
New journals

- Open access may be lower risk
- Don't need to market to libraries
- Focus on authors
- Achieve high impact faster



Change seems inevitable

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“Once the logjam of business models and ‘who will pay’ is broken, a tsunami of pent-up frustration and demand for open access to scientific research is ready to unleash the true power of sharing on the Web”

– Outsell (Jan. 2004)



Create Change!

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“Although the battle is being fought over subscription prices, what is really at stake...is the scientific process itself.”

New York Times, Dec. 8, 1998

Contact SPARC: sparc@arl.org