

o p e n a c c e s s  
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## OA2020: Progress and Outlook

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# **1. The grounding of OA2020**

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# A very revealing status quo

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*Open Access is (exceptionally) strong as a **principle***

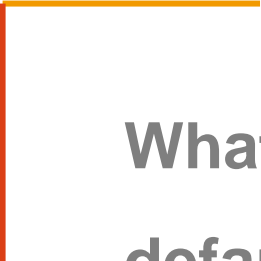
- cf. the many resolutions, policies, guidelines etc.

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*...but still fairly weak as a **practice***

- only 14-15% immediately OA
- subscription system as prosperous as ever


# The key question



**What does it take to make Open Access the default in scholarly communication?**

We may tolerate being 15% away from 100%.

But we simply cannot accept being only 15% away from 0%.



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## **2. Money as leverage for OA2020**

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# It's the money, stupid!

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**OA2020** is based on the creed that the research communities themselves hold the **key to success**. By virtue of their **spending decisions** they can force Open Access on the system.

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Exposing the financial demographics of the scholarly publishing system (cf. *2015 White Paper*)

- **there is enough money in the system**
- through the subscription system we put **€3,800–€5,000** per research paper on the table

## Changing tack and finding new robustness

We don't need further mandates for researchers

we need a

*mandate for our money*



## Making OA the default in the publishing system

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***It's not that the researchers should be brought to OA***

- through advocacy, policies, guidelines etc.

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***...but OA should be brought to the researchers***

- by converting their journals to OA



## Proposing an orderly transition

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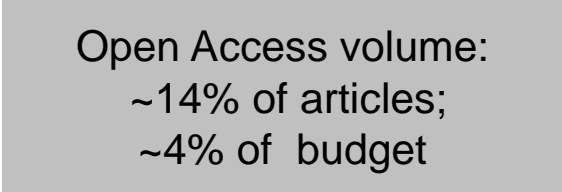
Open Access on a **large scale** can only be accomplished if and as soon as we **change the business model** of the existing scholarly journals and **leave the subscription system** behind.

The pursued disruptions would **affect only the underlying cash flows**, rather than the publishing process itself or the roles of journals and publishers.

# Transformation means re-allocation of budgets and conversion of journals and processes



Global  
subscription journal  
budget  
7.6 bn EUR p.a.  
  
(≥3,800 EUR/article)



Open Access volume:  
~14% of articles;  
~4% of budget

**Today's global subscription market >> today's open access market**

# Transformation means re-allocation of budgets and conversion of journals and processes

7.6 bn EUR

Remaining subscription  
budget 10%(~0.8 bn EUR)

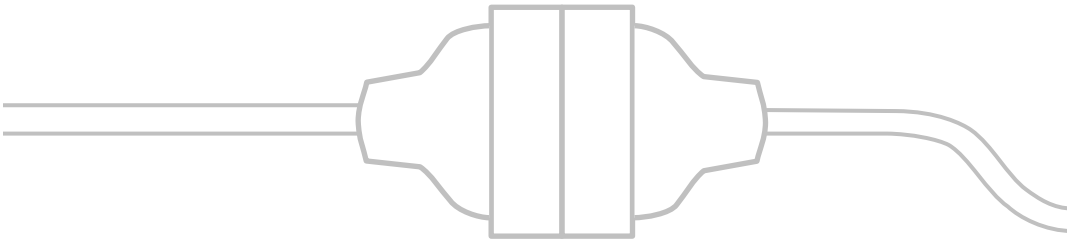
2.8 bn EUR buffer for  
new & improved  
services etc.  
(without remaining  
subscriptions)

Global  
open access journal  
base budget  
4 bn EUR p.a.

(2,000 €/article)

**Assuming 90% conversion**

In other words: It is time to re-plug the system



In other words: It is time to re-plug the system



We need to discontinue the subscription system and to **find new ways to finance the publishing services** that are wanted and needed in the 21<sup>st</sup> century

In other words: It is time to re-plug the system



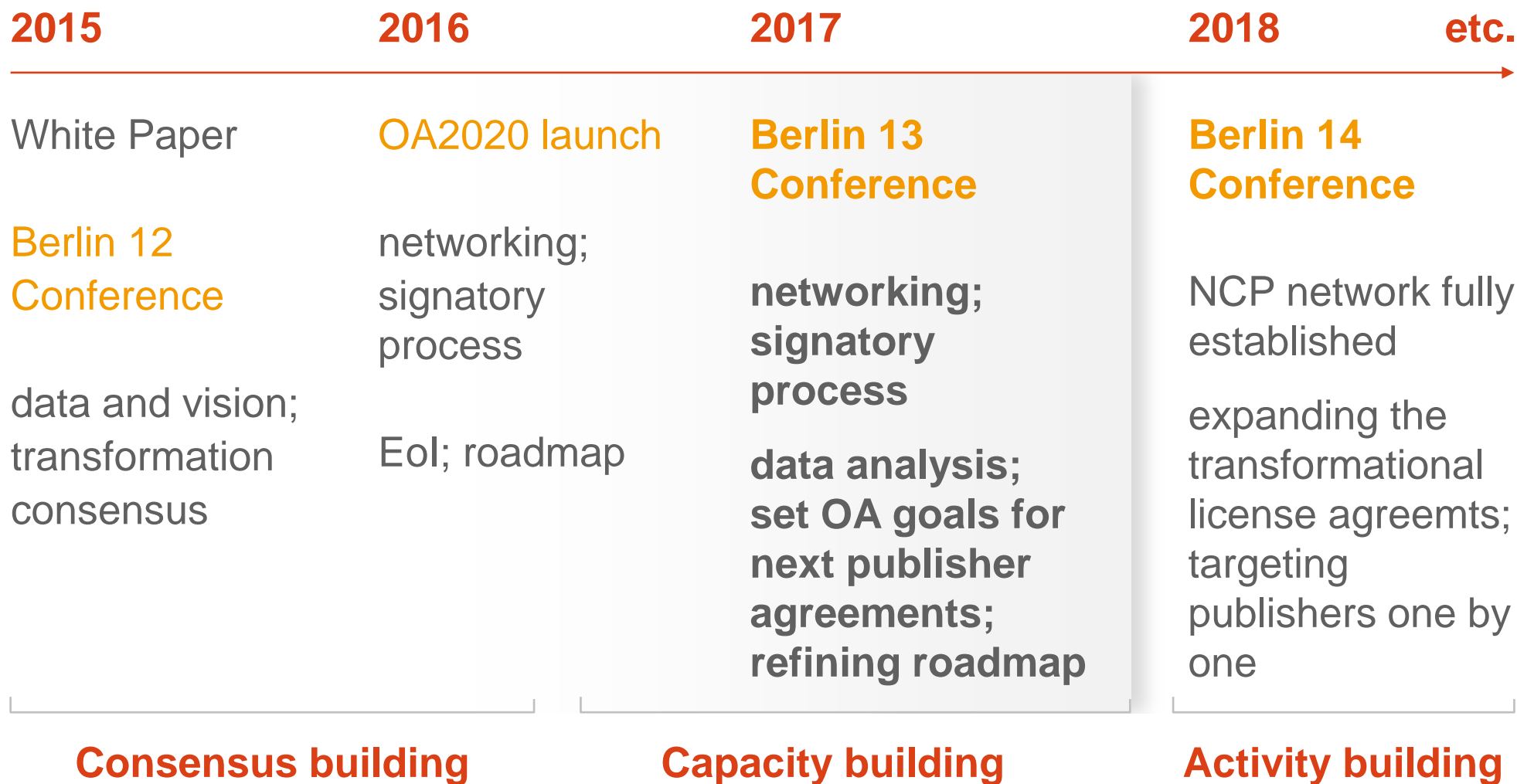
We need to discontinue the subscription system and to **find new ways to finance the publishing services** that are wanted and needed in the 21<sup>st</sup> century

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## **3. The unfolding of OA2020**

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# The upscaling of OA2020





# The upscaling of OA2020

**2015**                      **2016**                      **2017**                      **2018**                      **etc.**

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The OA2020 partners will never be all in the same phase together.

So far the OA2020 narrative and roadshow has focused on the first two phases.

But from now on we will start to address the ‘activity building’ phase more deliberately and elaborate on what needs to happen there.

**Consensus building**

**Capacity building**

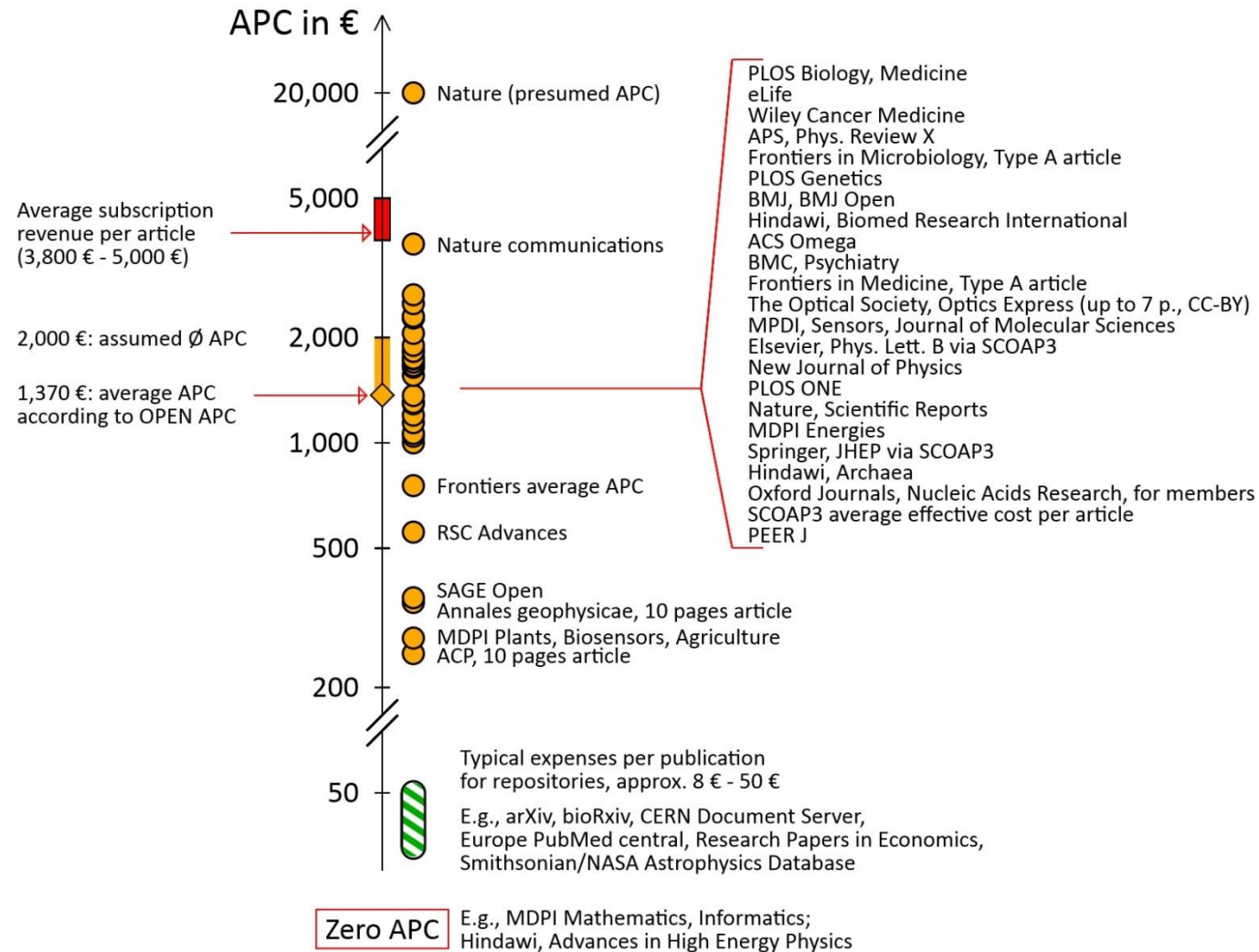
**Activity building**

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## **4. The activities of the Max Planck Society**

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# Cost stratification in the publishing system: OA Gold Publishing



## Rare high budget publications

- Enhanced marketing
- Enhanced branding
- Digests (press releases)
- Presentation in social media

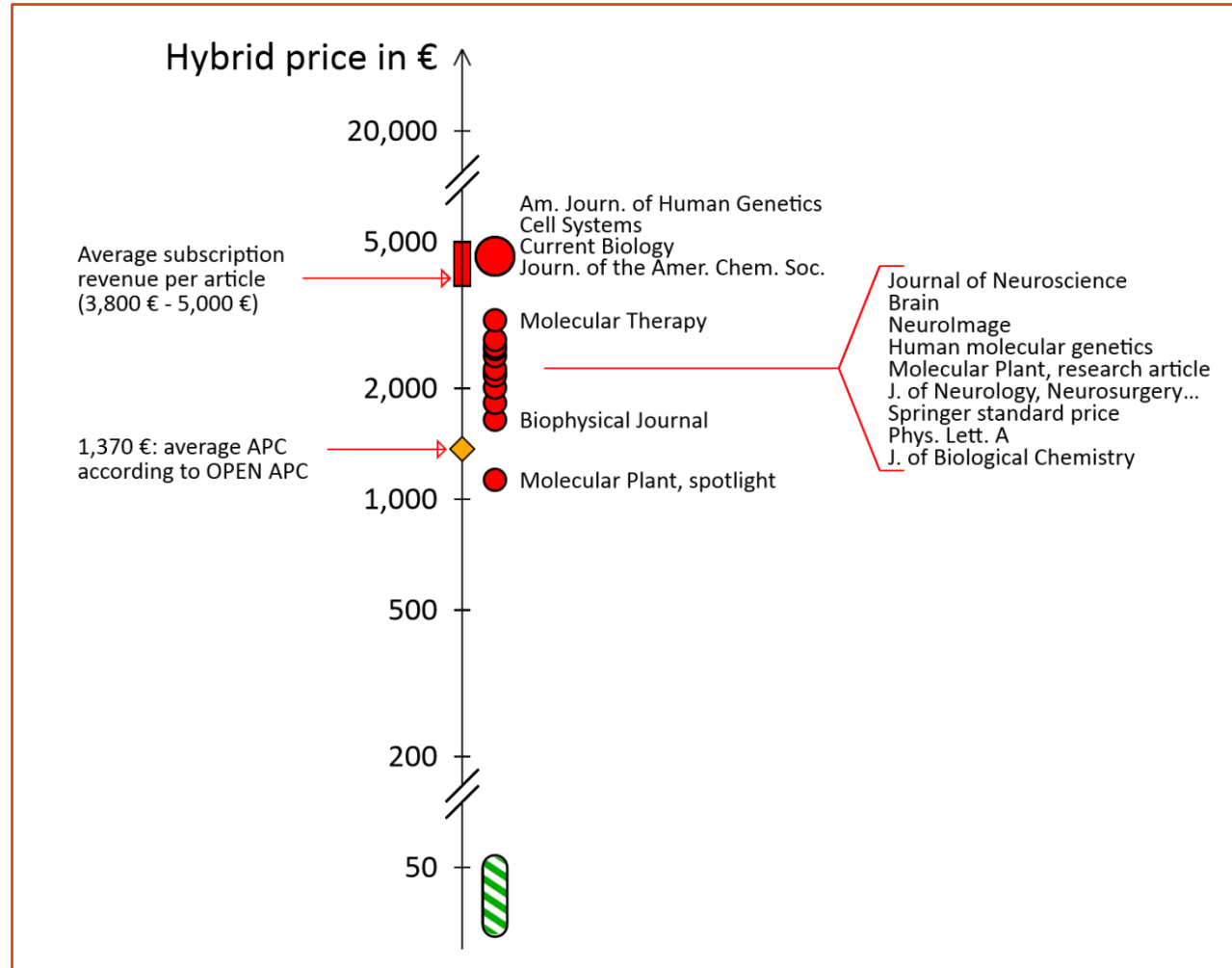
- State-of-the-art indexing, keywording, formatting
- Image editing
- Basic marketing

- Organization of proper review
- Technical platform
- Archiving

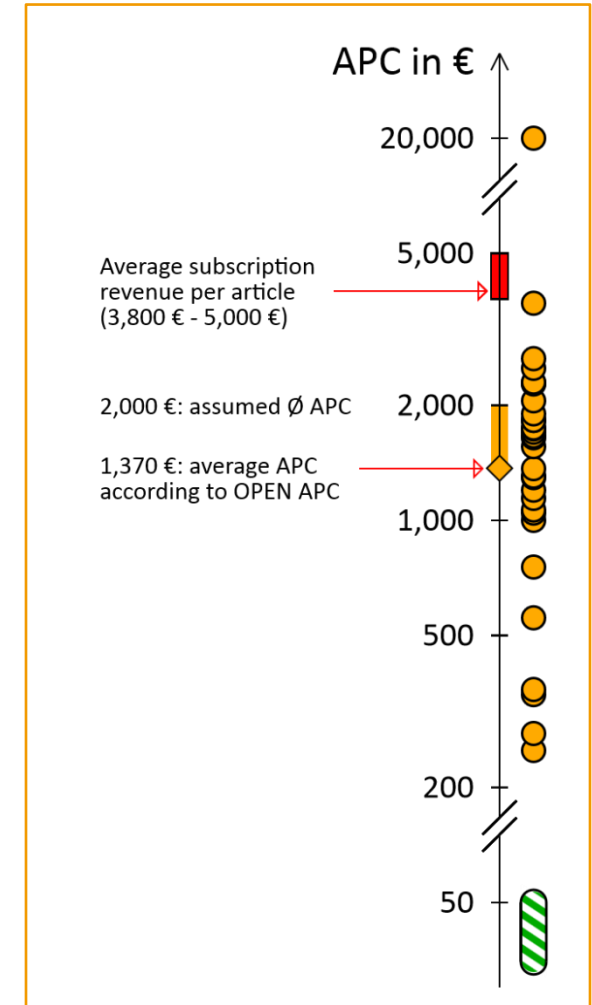
## Frequent low cost publ.

# Cost stratification in the publishing system: Hybrid Publishing vs OA Gold

## Hybrid



## OA Gold

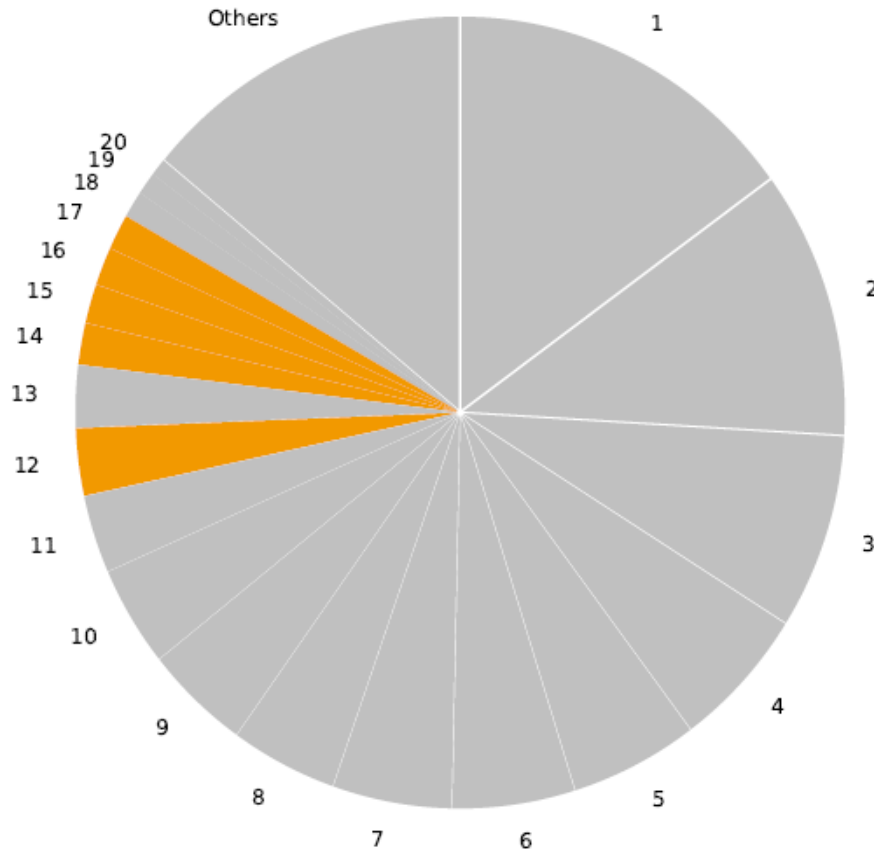


# Publisher distribution of Max Planck Society papers

## MPG publications by provider / OA Gold

articles and reviews in Web of Science 2015

Subscription publisher  
OA publisher

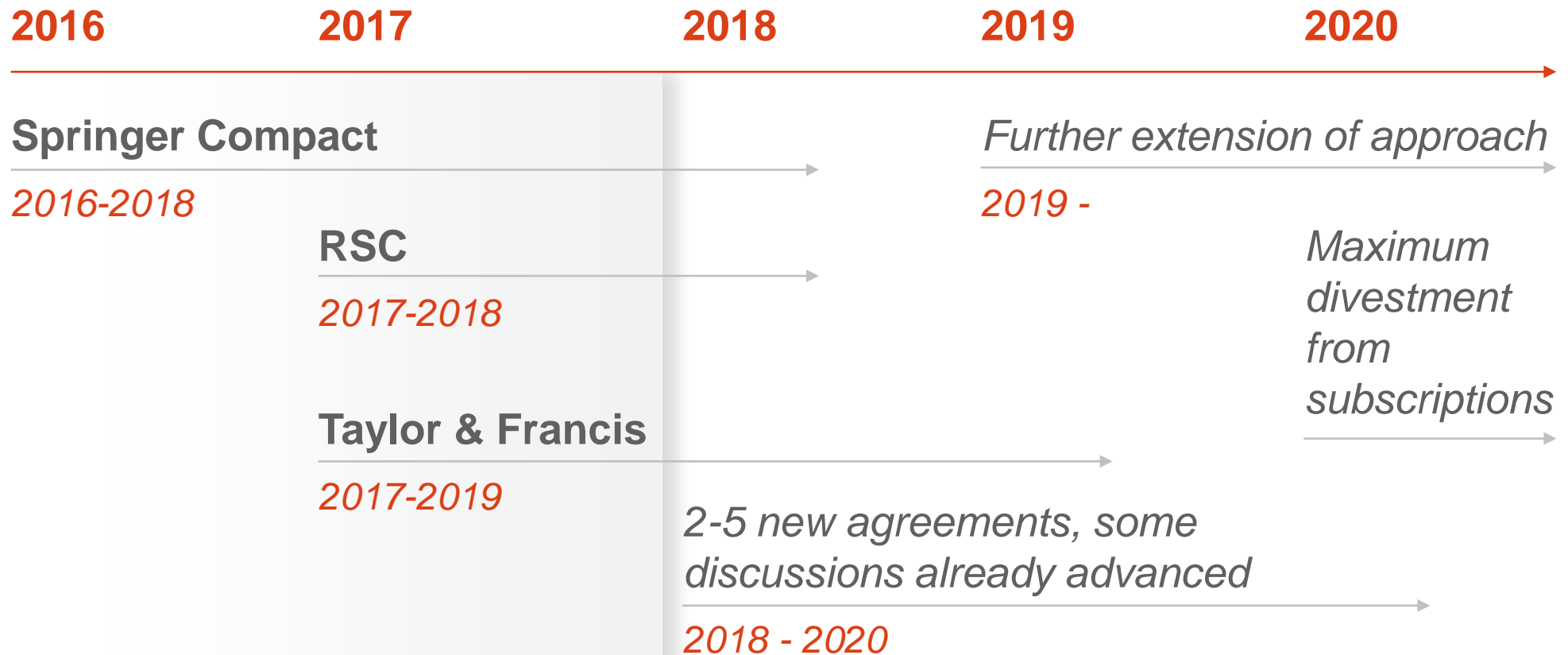


More than 80% of the total article output of the Max Planck Society is published in journals from **20 key publishers.**

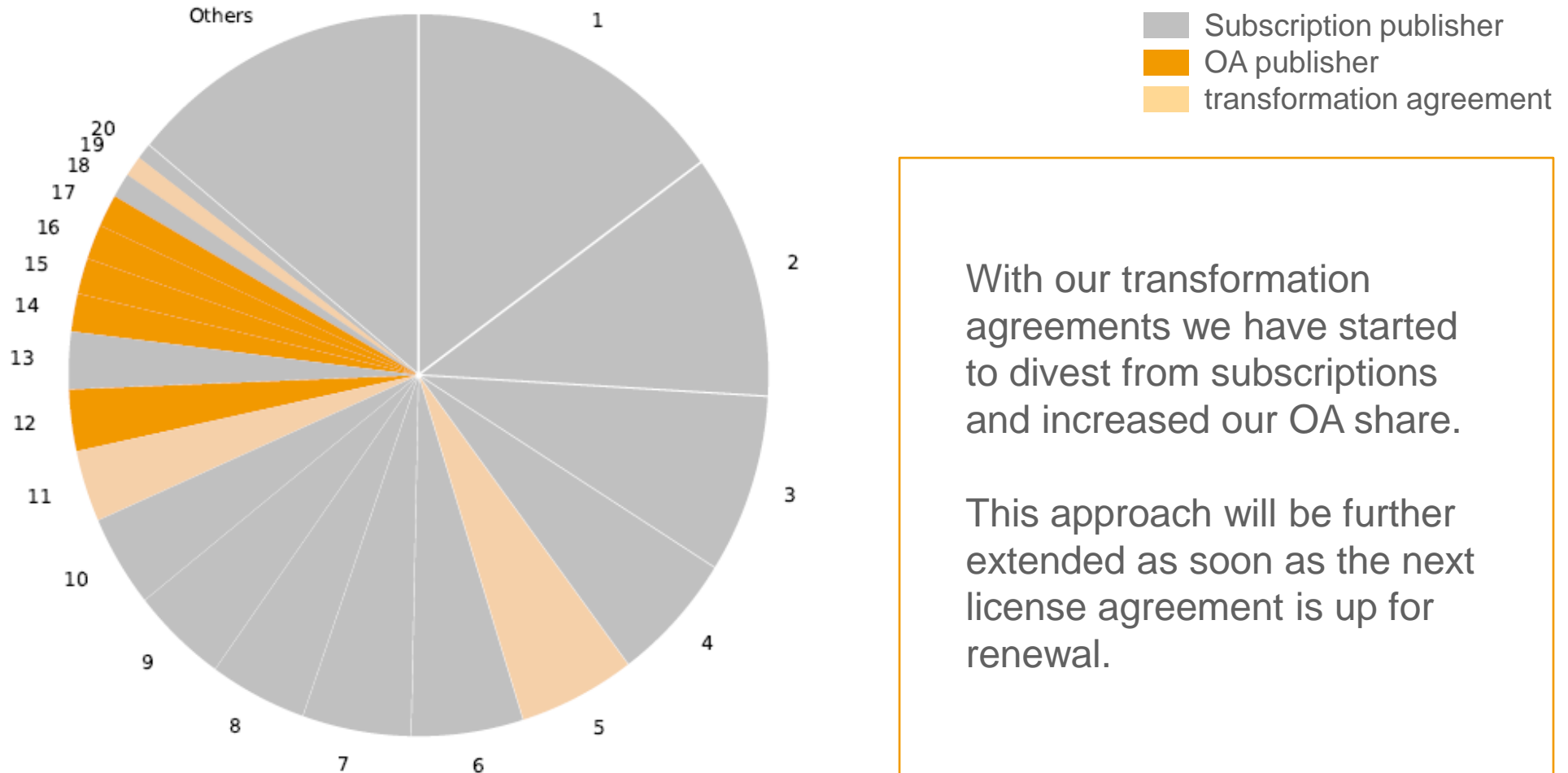
5 out of the 20 publishers are already pure OA publishers.

# A roadmap for the Max Planck Society

## Working on offsetting or otherwise transformative agreements with publishers

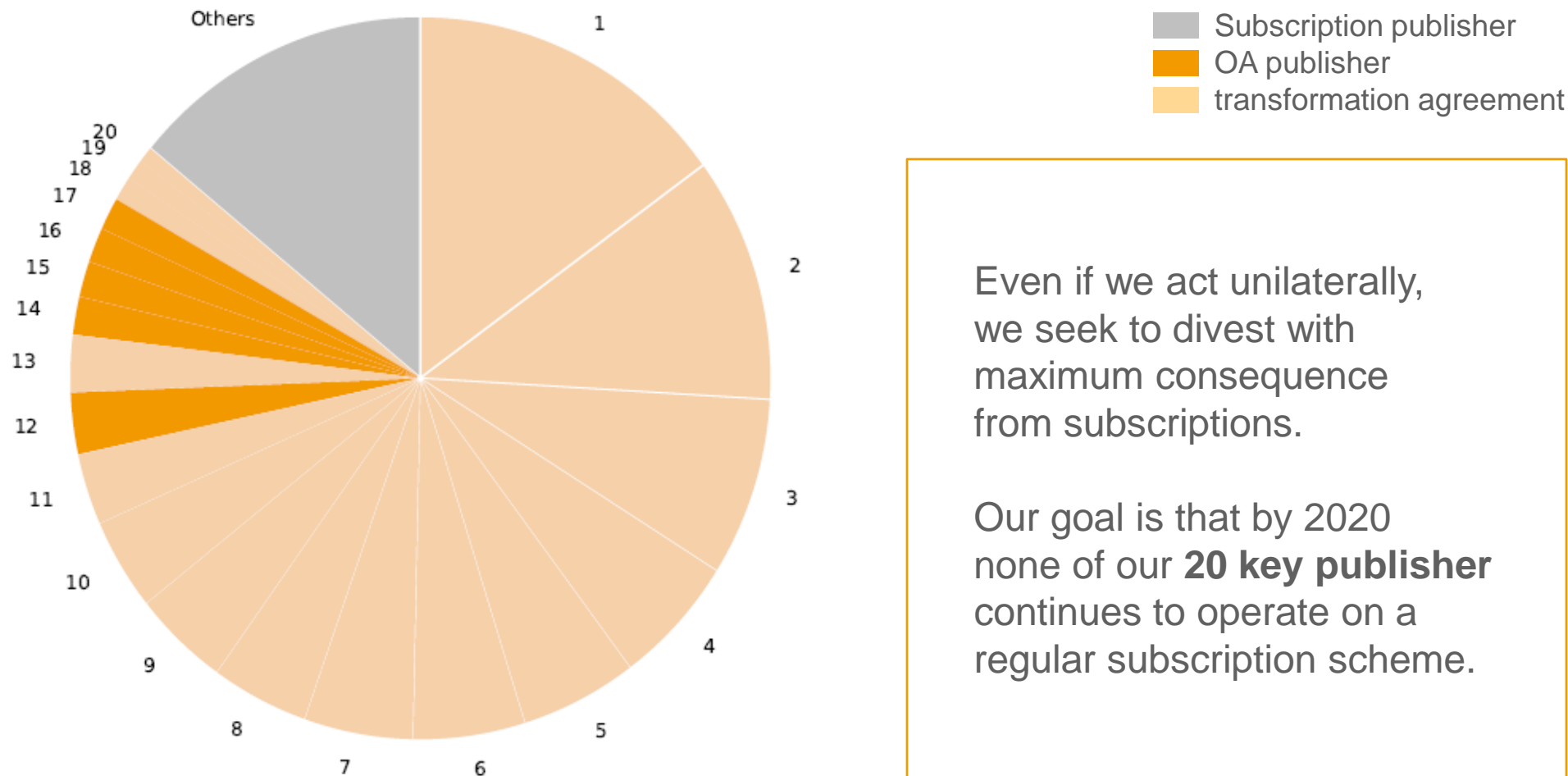


# Offsetting effects for the Max Planck Society in 2017



# Our goal:

Maximum divestment from subscriptions by 2020





# Creating a binary choice for publishers

The instrument for our approach in negotiating with publishers is to analyze the relevant publishing and subscription data and to discuss ***two options:***

to engage in a transformative arrangement (e.g. offsetting) with OA rights based on fair conditions

***or***

we pull the plug and discontinue our subscriptions altogether (completely or reduced to only a bare minimum)

**Data analytics**

**Offsetting**

**Economic considerations**

## Pulling the plug seems to be a viable option

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As the publishers themselves report, the monopoly of getting access to content ONLY via the publisher platform is eroding rapidly

cf. Science Metrix studies and other empirical evidence

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Even if we cancel journals or even our big deal packages, there are alternative access routes for our researchers

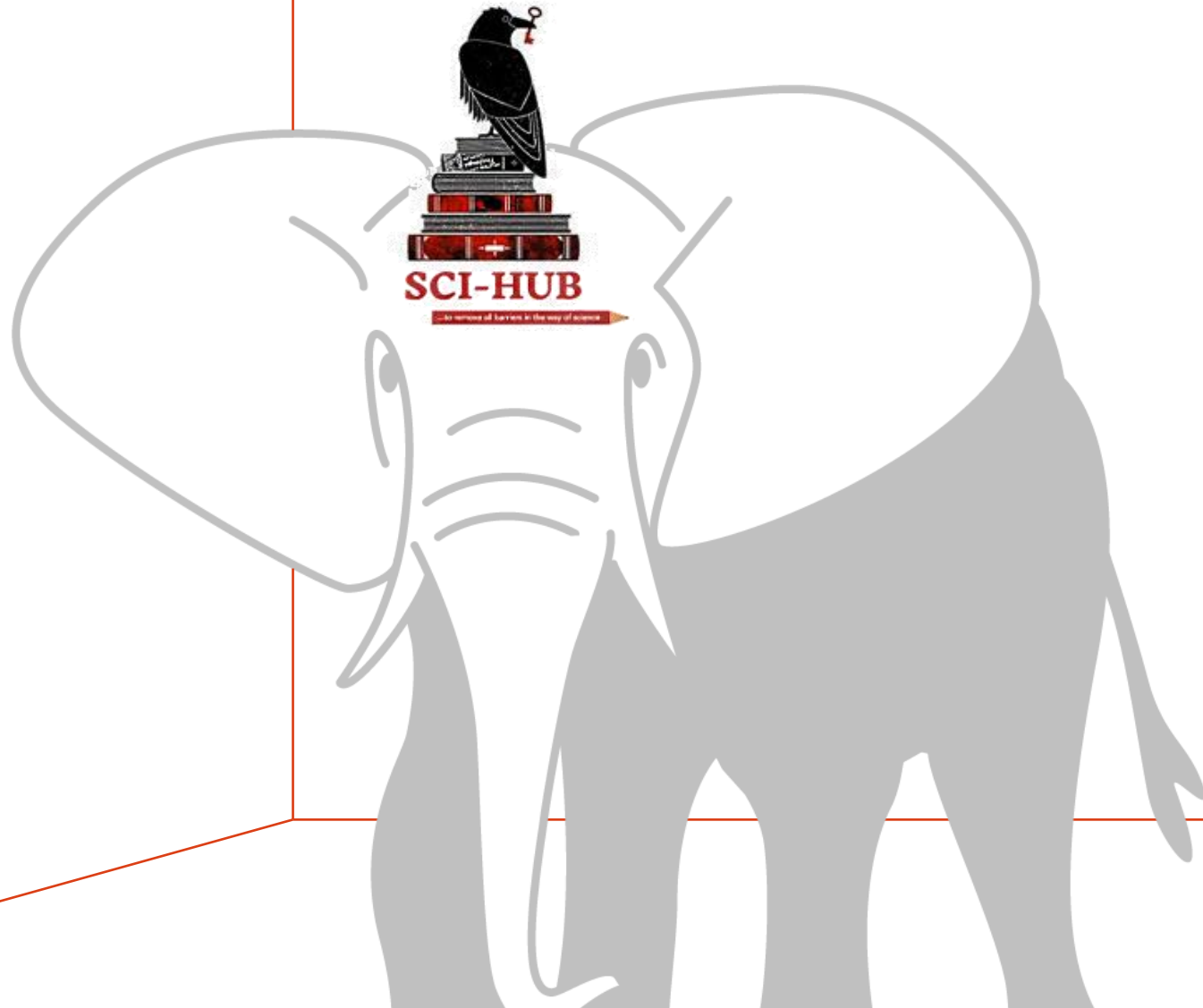
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This is a theme to be highlighted and developed in the next 6-12 months

## Alternative OAccess points (selection)



...and then there is another 'elephant' in the room



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## **5. The 20:80 rule as an OA2020 ally**

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# Corresponding author output by country (2015 WoS data)

## Countries at B13

Total	y2015RP	Share	Cumulative
United States	297,093	20.2%	20.2%
China	250,375	17.0%	37.2%
Great Britain	69,613	4.7%	41.9%
Germany	68,952	4.7%	46.6%
Japan	60,448	4.1%	50.7%
South Korea	47,900	3.3%	54.0%
Italy	45,835	3.1%	57.1%
France	44,573	3.0%	60.1%
Canada	43,264	2.9%	63.0%
Australia	39,293	2.7%	65.7%
Spain	39,169	2.7%	68.4%
Brazil	32,968	2.2%	70.6%
Russian Federation	25,729	1.8%	72.4%
Netherlands	23,377	1.6%	74.0%
Poland	20,524	1.4%	75.4%
Switzerland	15,150	1.0%	76.4%
Sweden	15,069	1.0%	77.4%
Belgium	12,126	0.8%	78.2%
Denmark	10,139	0.7%	78.9%
Austria	8,144	0.6%	79.5%

Similar to what we have seen with the publisher distribution of our institutional output, we find the 20:80 rule holds true on the global scale:

**20 countries account for 80% of the annual global output.**

Those 20 are here with us at this conference along with 13 others!

# When will OA2020 be ultimately successful?

**To be successful OA2020 would need no more than 100 firm supporters**, provided that they are among the leading institutions of their countries and geographically distributed

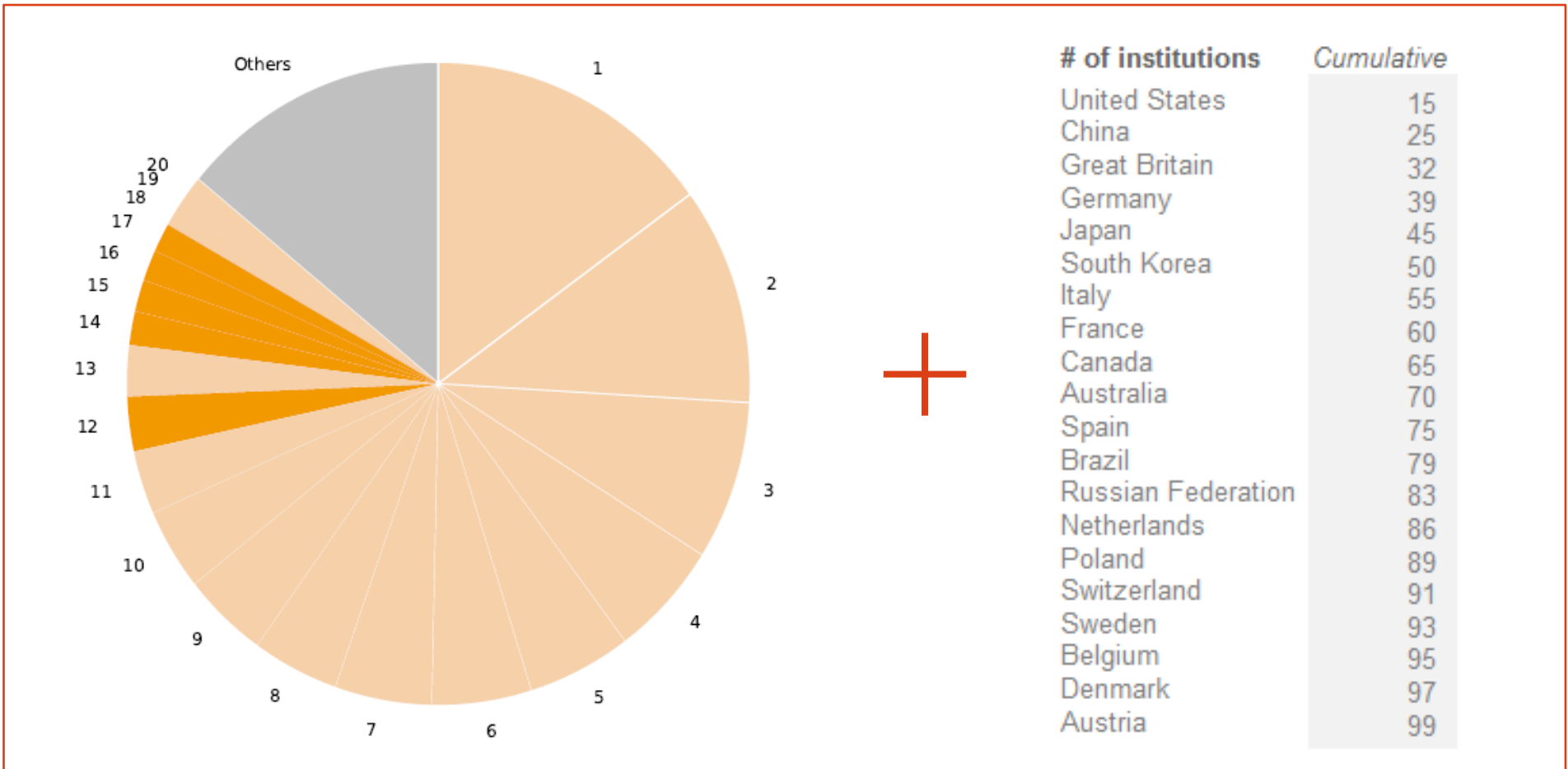
# of institutions	Firm support	Medium	Cumulative
United States	10-20	15	15
China	8-12	10	25
Great Britain	6-8	7	32
Germany	6-8	7	39
Japan	5-7	6	45
South Korea	4-6	5	50
Italy	4-6	5	55
France	4-6	5	60
Canada	4-6	5	65
Australia	4-6	5	70
Spain	4-6	5	75
Brazil	3-5	4	79
Russian Federation	3-5	4	83
Netherlands	2-4	3	86
Poland	2-4	3	89
Switzerland	1-3	2	91
Sweden	1-3	2	93
Belgium	1-3	2	95
Denmark	1-3	2	97
Austria	1-3	2	99

Firm support would not stop with signing the Expression of Interest.

It would mean expressing and demonstrating a commitment to divest the money from the subscription system and to shift budget and all operations to OA related services.

# The success formula of OA2020: institutional 20:80 + geographic 20:80 = irreversibility

We need firm institutional commitment **plus** reasonable geographic distribution of supporters to bring the departure from the subscription system to a point of no return





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## **6. The signs of the times are pointing towards OA**

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# The landscape is in the process of being restructured

- Symptoms of a deteriorating system
- Rationale and plan for the large-scale transformation
- Evidence that enough money is already in the system
- Data analyses available for cost modelling
- APC evidence collected and documented
- Political initiatives, e.g. oa2020.org (EoI), EU, LERU...
- Roadmap with practical steps (mainly offsetting)
- Emerging standards in handling APCs (e.g. ESAC)

Clearly, OA is on the horizon...



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