

14th Berlin Open Access Conference

Publisher Colloquy session

Berlin, Max Planck Society's Harnack House
December 04, 2018

Guido F. Herrmann
Vice President and Managing Director



WILEY

Wiley's perspective and approach to the collective demand for open access to scholarly knowledge

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o p e n a c c e s s

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WILEY

What Wiley believes:

- Open Science isn't just the future of research communications; **it's the here and now.**
- We embrace and drive the strategy for open research to support the aspirations of our communities.
- Partnership is at the core of our way of working.
- **Open Science is the next era of the continued legacy of driving knowledge.**



Who we are:

76 offices and facilities in **30** countries, with customers in over **200** countries

Publishing Partnerships with 778 societies, associations, and organizations

1600+ Journals
100 OA Journals

Over **7.5 million** Articles

Representing over **4 million** members globally.

222 online program partnerships with universities

Over **350 million** Downloads/Year

5,000+ Employees

6 million using our training platform

25,000 Institutions

68% of Revenue is Digital

450+ Nobel Laureates published

Total Revenue
\$1.7 Billion

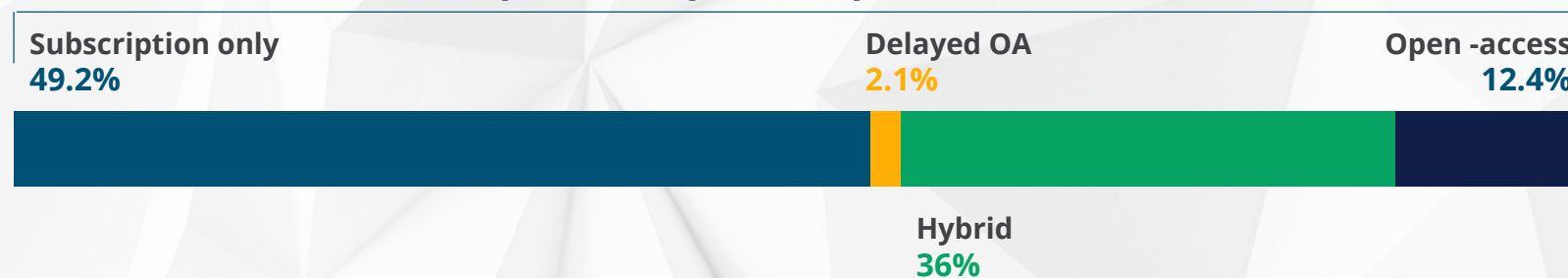


Introduction

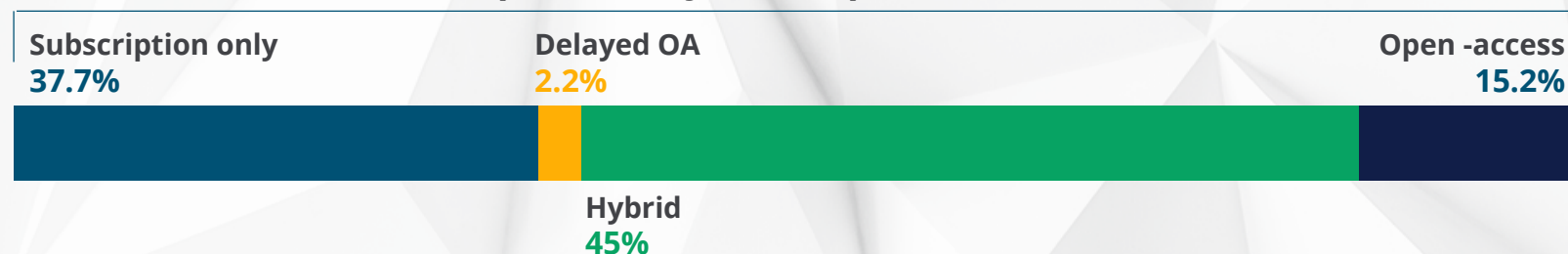
OA Market Overview

PUBLISHING MODELS

Proportion of journals published 2012



Proportion of journals published 2016



The Future of Scientific Publishing

TABLE 1. Science and engineering articles in all fields, by region, country, or economy: 2004 and 2014

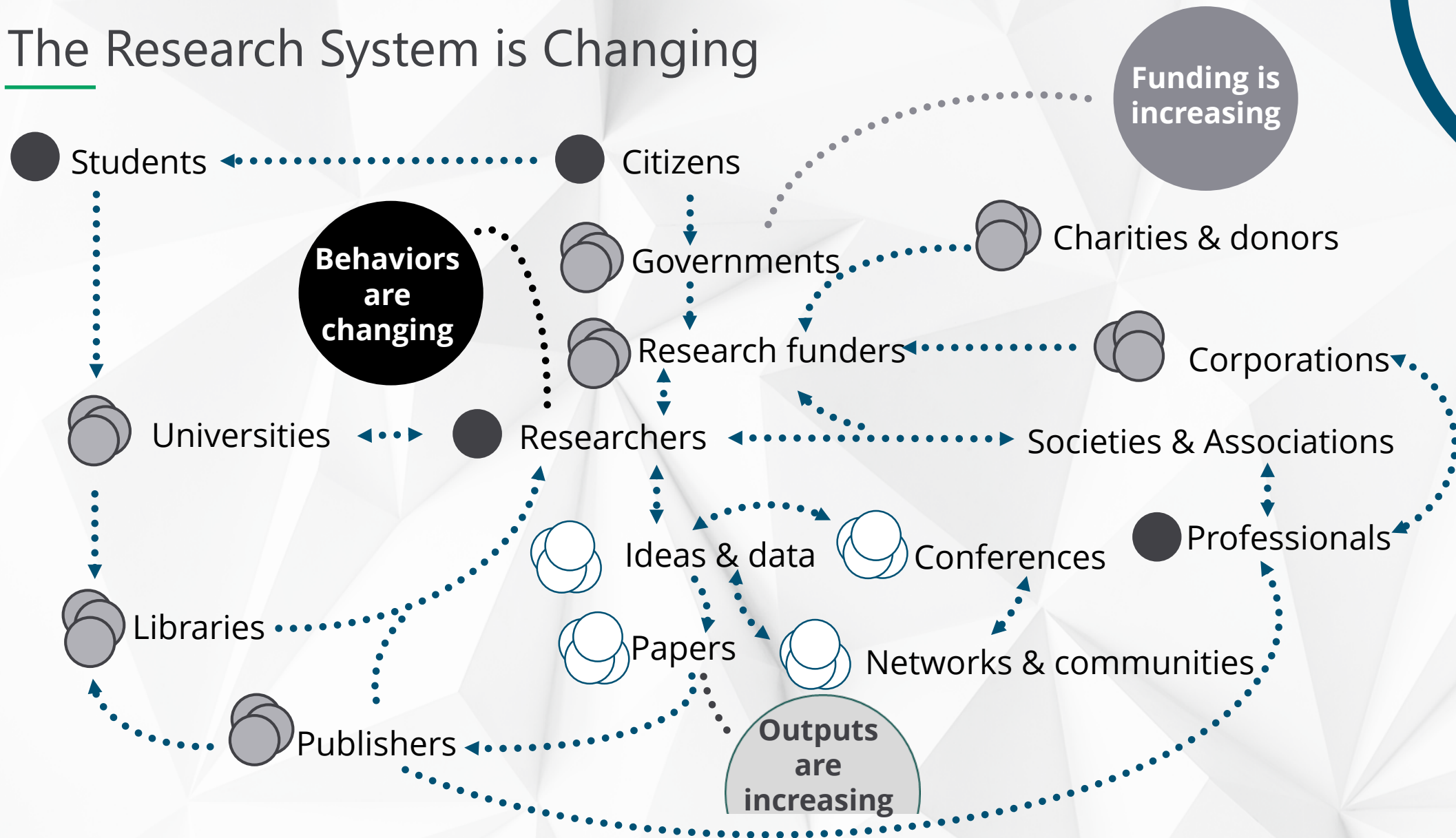
Rank	Region, country, or economy	2004	2014	Average annual growth rate (%)	2014 world total (%)	2014 cumulative world total (%)
na	World	1,272,362	2,290,294	6.1	100.0	na
1	United States	336,194	431,623	2.5	18.8	18.8
2	China	110,388	395,588	13.6	17.3	36.1
3	Germany	72,177	107,747	4.1	4.7	40.8
4	India	28,752	106,574	14.0	4.7	45.5
5	Japan	95,999	103,793	0.8	4.5	50.0
6	United Kingdom	75,119	101,536	3.1	4.4	54.4
7	France	53,375	74,269	3.4	3.2	57.7
8	Italy	42,647	70,453	5.1	3.1	60.8
9	South Korea	27,029	63,748	9.0	2.8	63.5
10	Canada	40,624	60,916	4.1	2.7	66.2
11	Spain	30,977	56,604	6.2	2.5	68.7
12	Brazil	18,814	53,152	10.9	2.3	71.0
13	Australia	26,277	52,269	7.1	2.3	73.3
14	Russia	26,869	43,487	4.9	1.9	75.2
15	Iran	4,952	36,539	22.1	1.6	76.8

na = not applicable.

Science and Engineering Publication Output Trends: 2014 Shows Rise of Developing Country Output while Developed Countries Dominate Highly Cited Publications, *NSF Info Brief October 2017*

Funders

The Research System is Changing



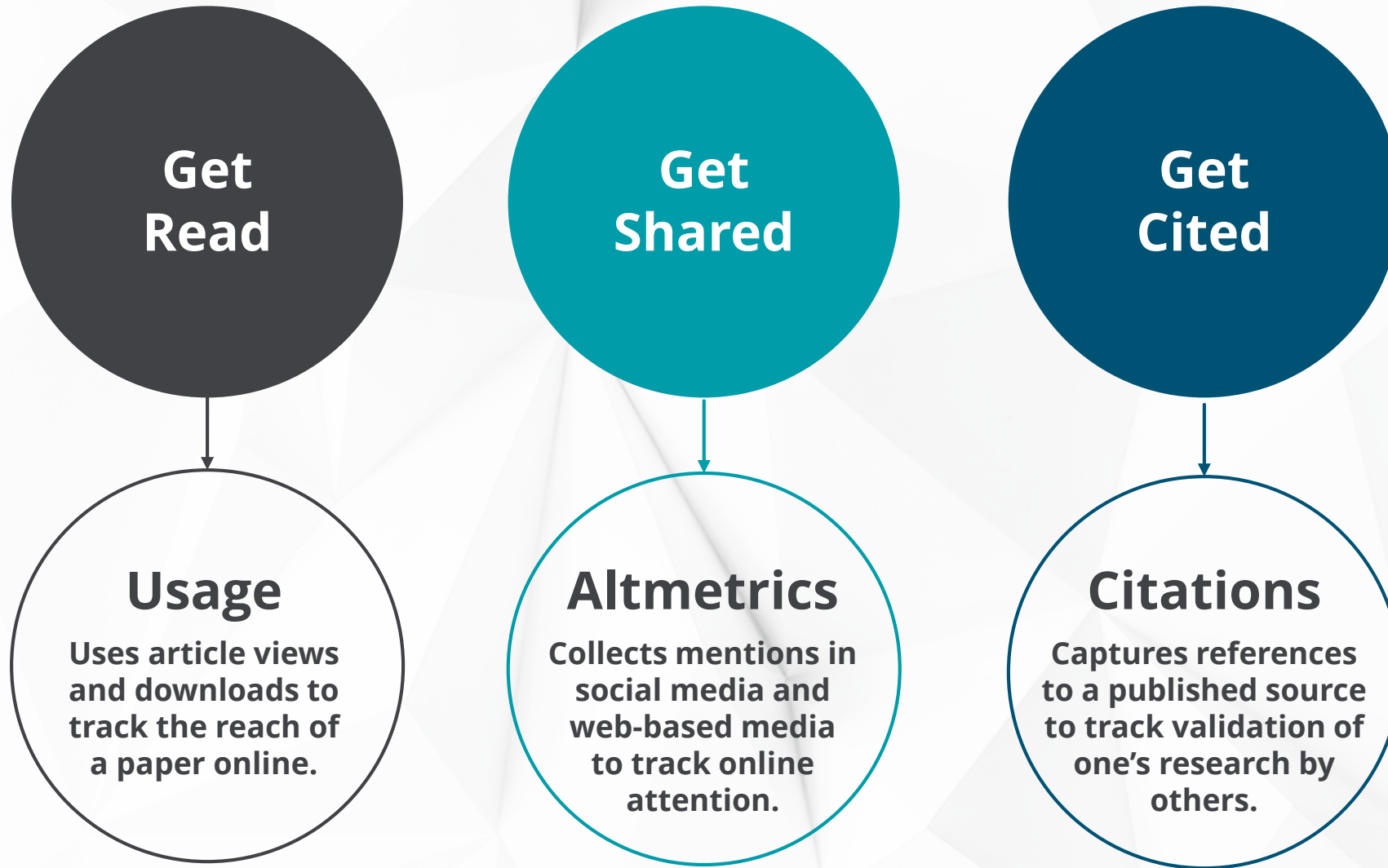
Authors

Authors: Why do they Publish?

1. **Registration** – Establish ownership and priority
2. **Certification** – Acknowledge quality of the work through journal publication
3. **Dissemination** – Inform peer group (and others)
4. **Archiving** – Provide a permanent record of the work – “the minutes of science”
5. **Designation** – Publication record is important
6. **“Active content”** – Participate in the workflow of users?



Author Expectations are constantly increasing



Readers



Where readers are going:
**user experience and
content**



Anytime, anywhere,
anyhow



Precision Information:
user-centred, contextual



Social and collaborative

Publishers

Central Role of Publishers



Open Science

Definition

*... broad term, covering the many exciting developments in how **science is becoming more open, accessible, efficient, democratic, and transparent.** This Open Science revolution is being **driven by new, digital tools** for scientific collaboration, experiments and analysis and which **make scientific knowledge more easily accessible** by professionals and the general public, anywhere, at any time ...*

- European Commission



Benefits of Science becoming more open:

INCREASED OPENNESS

making scientific research more open, transparent and accessible for researchers, research stakeholders and the general public alike



Open Access

INCREASED REPRODUCIBILITY

creating a more efficient and effective research landscape, whether conducting, funding or supporting research



Reproducible Data

INCREASED ACCOUNTABILITY

protects the integrity and overall reputation of research



Higher returns on investment and faster pace of discovery

Open Science at Wiley

Open Science

OPEN ACCESS

Increasing accessibility of publicly funded research

OPEN DATA

Enabling reproducibility and verification of researcher data, methodology, and reporting standards

OPEN PRACTICES

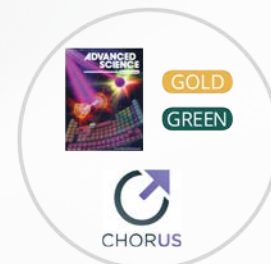
Embracing greater transparency throughout the research process

OPEN COLLABORATION

Supporting inclusive and networked research practices

OPEN RECOGNITION & REWARD

Helping to integrate researcher identification and evaluation tools



Facilitating faster
and more effective
research discovery

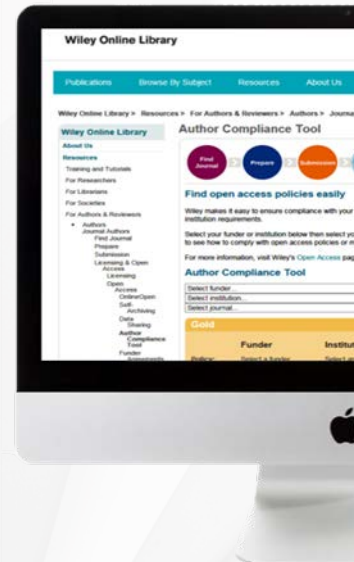
Open Access at Wiley: investing in the future

- Journals

- Organic development of 100+ Gold OA journals
- Flipping from subscription to OA
- Piloting flips with a full-gold partner

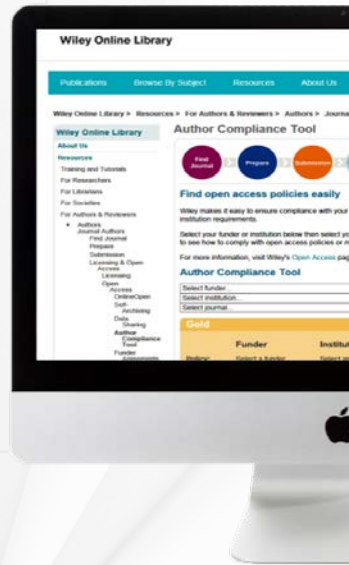
- Partner Support

- Assessing impact of current and future state models on societies
- Helping societies understand their strategic options in a changing environment



Open Access at Wiley: investing in the future

- Customer Support
 - Funder and institutional accounts simplify support for gold OA
 - Developing offset and transitional models with customers
- Workflow, technology and infrastructure development
 - Helping authors understand their options and obligations
 - Supporting institutions embedded in transitional deals



Open Access at Wiley

Wiley publishes OA content in more than 127 subject areas

Wiley ranks #3 in top 10 OA publishers, market share = 7.5%

127 OnlineOpen and Open Access Journal Subject Areas

including but not limited to:



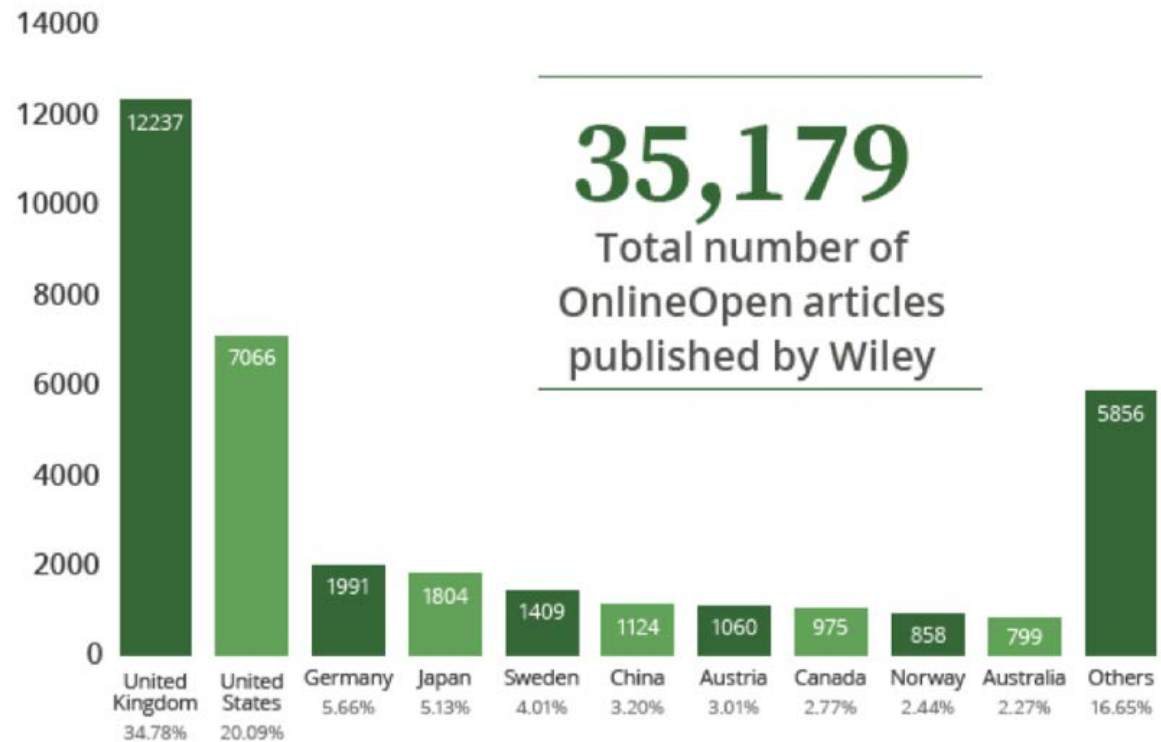
Open Access at Wiley

1400+



Subscription journals
that offer OnlineOpen

OnlineOpen at Wiley around the world



Open Access at Wiley

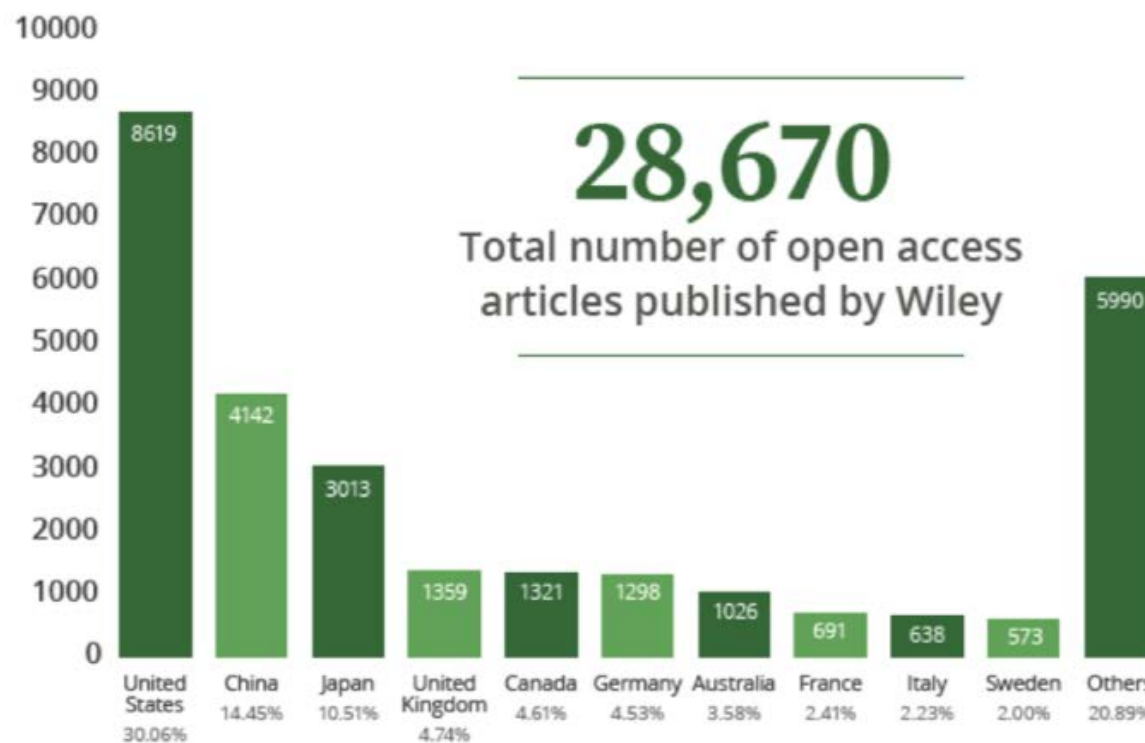
100+



open access
journals

Wiley's portfolio of open access journals has grown from just a handful in 2011 to over 100 titles either launched or launching before the end of 2018.

Open Access at Wiley around the world



Findable code and datasets



Encouraging sharing and enabling reproducibility

- Wiley **Data Sharing Policy** in place since 2011. We expect data to be shared & findable
- **COPDESS** – With AGU, we have developed a data sharing policy for earth and space sciences
- Implement **Data Availability Statements** in author workflow





Transparency of hypothesis & methods

Open Practices: Developing greater transparency in research communication and peer review

- **Registered Reports** – Peer review prior to observing outcomes; those that pass pre-study are in-principle accepted
- Pilot w/ **Center for Open Science** underway w/ 35 titles
- Authorea and Manuscripts will further allow us to “network” research collaboration in new ways
- Launched pilot with **Publons** & **Clarivate** in Sept. Focus on automation of process and editor & community adoption
- 7 additional Wiley journals signed **ASAPBio**’s open letter promoting transparency & are changing policies to align



Resource Identification Portal

ORCID

Open Recognition and Reward

Integrating tools that help with researcher attribution and badging



Open Collaboration

Supporting researchers in article preparation and prepublication sharing



Conclusion

Researchers are our North Star

We are partnering-

In an increasingly diverse and fragmented landscape we partner with **researchers, funders, and institutions** to continue to meet the mandates and requirements of funding organizations and institutions.

We also partner with scientific **societies** and associations as well as nonprofit organizations on whose behalf we publish hundreds of journals.

We make sure that we **connect all stakeholders** in moving to an open future.

Researchers are our North Star

We are invested-

In **helping** our partners transition to more open journal publishing policies and practices in the least disruptive way possible.

In **giving financial returns** from our publishing partnerships to their communities, giving grants, funding education, and creating opportunities for scholarly exchange.

In **continuous improvement** of processes and technology in support of Open Science

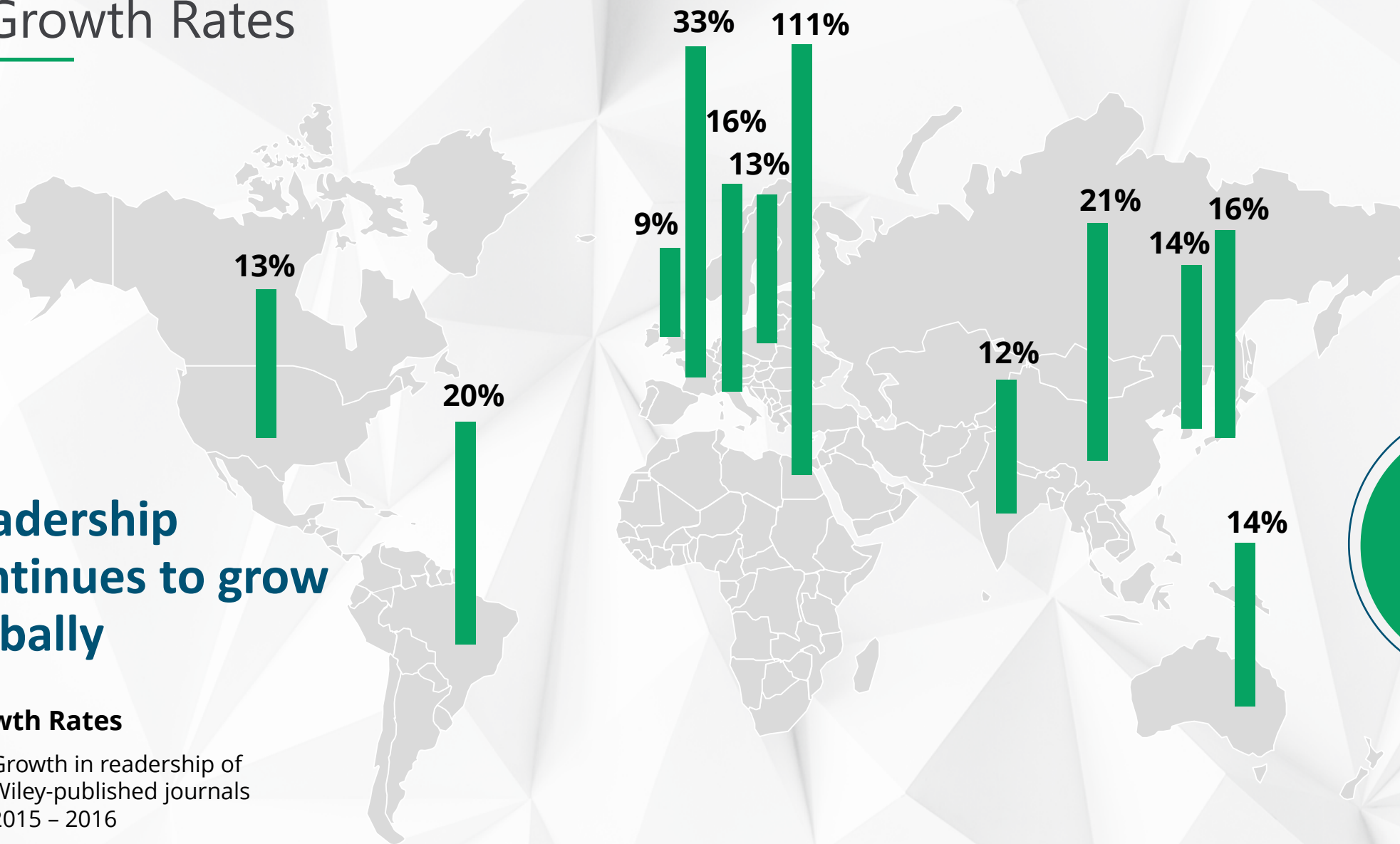
To build the future we all want, it is critical the whole community works TOGETHER to drive a sustainable path to an Open future.

Growth Rates

Readership
continues to grow
globally

Growth Rates

■ Growth in readership of
Wiley-published journals
2015 – 2016



Readership
up
14%



Thank you and
let's keep
talking!

