



Open access from the publishers' perspective

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The key questions

- What are the drivers for change?
- What are repositories for?
- What relationship will repositories have with the formal process of publication?
- Will you still need publishers?



Where we are now

- The PA welcomes the vibrant culture of innovation surrounding the publication of primary research outputs. We are neutral about business models operating in this dynamic market as publishers extend the services they offer to their authors.
- We do not recognise a priori superiority of any particular model over another, moral or financial. We await with interest the outcome of current experiments set up by publishers large and small, commercial and not-for-profit.



Where we are now (2)

- We recognise however that any publisher's business model must be sustainable, and so we work for constructive dialogue between publishers and funders, researchers, academics, librarians and policy makers to ensure a secure future for the published outputs of primary research and the highest quality standards.
- We look to support publishers as they invest in technology capable of enabling practical, sustainable, universal access to the legacy of knowledge acquired through research



Statistics

- UK researchers publish 65k+ articles p.a.
 - China published 93k in 2003
- Article output is growing
 - Historically 3% compound
 - But 1.8m+ in 2003, which is +27% over 2002
- 2000+ publishers, 21k+ journals
- Online usage increasing exponentially
- Cost per download heading below £1



More statistics

- Libraries spend £90m on journal subscriptions (2003)
- UK publishers generate £750m+ revenues
- Cost per article ~\$2500+ (£90m for UK output?)
- Publication costs ~2% total research costs
- Two thirds of journal authors surveyed are happy with current access



What are the drivers for change?

- (Disruptive) technology
- Advocacy for access
- e-Science needs
- SE Asia coming on stream



What are repositories for?

- Service to document the intellectual life of an institution
 - Management, stewardship, dissemination
- Ownership, self determination, technology imperative
- Valuable and will grow in number and capability
- RAE
- But the channel for formal publication?



What relationship will they have with formal publication?

- Registration – ownership
- Quality assurance – peer review & editorial added value
- Certification – definitive version, reputation, authority
- Distribution – access, marketing, customer service, rights & permissions
- Navigation – relevance, browsing, verification
- Archive – a permanent record



Will you still need
publishers?



Some current initiatives

- HINARI, AGORA, INASP-PERI
- patientINFORM
- CrossRef Search, Google Scholar
- Digital access to back archives
- Hybrid open access
- Electronic document delivery services
- Post-print policies



The challenges ahead — needing collaborative solutions

- long term preservation independent of current platforms
- enabling the population of e-learning environments
- developing universal standards for transmitting IPR data
- integrating outputs into library management systems
- metadata standards to support search and discovery
- electronic document delivery and access at article level
- collective management of digital rights for broad access
- persistent version identification



Our principal concerns

- Mandating potentially unsustainable business (funding) models
- Input funding into research vs. funding for research outputs



Some questions to consider (1)

- Has there been enough consultation with research authors?
- Repositories may cannibalise the system that makes them viable
- Can repositories represent a channel for formal publication?
- Supply-driven thinking is high risk
- High risk ventures need an experimental approach
 - Robust appraisal of demand, risk, cost, impact, VFM
 - Period for testing models and prototypes
 - Criteria for measuring success



Some questions to consider (2)

- Repositories will not be immune to market forces
- Costs in the system may actually increase
 - Free riders
 - Loss of reprints income
 - Burden on research intensive institutions
- What are the true costs?
- Can there ever be a one-stop solution?
- The publishers reaction



Principles to focus the debate

- Any policy for disseminating research outputs must retain the capacity to manage, sustain, and fund quality peer review.
- The authority that publication in a quality peer reviewed journal bestows must not be undermined.
- Funding for dissemination of and access to research outputs must match increases in research funding that generate those outputs.
- The whole system for dissemination of and access to research outputs must be sustainable, including the capacity to generate funds to invest for enhanced future provision and for long term preservation.



If publishers did not exist...

- Skills, commitment, experience, value-added services
- Cost efficient
- Investment for the future
- Drive for innovation
- Need to make a surplus
 - To fund the future
 - To fund the cost of capital
 - To fund society activity
- Convergent objectives



Stakeholders in scholarly communication

- Our staff are your students
- Our culture is compatible with your own
- Our aspirations align with yours
- Journal content belongs to researcher communities, not to publishers
- Our customers are your peer group



Our perspective

- The challenges are complex, and need a refined resolution
- We need dialogue, experimentation and sustainable economic solutions
- Allow time for evidence-based policy development
- Beware supply-side thinking
- Do not require deposit – sets authors vs. publishers vs. funders vs. institutions
- Make all costs transparent, understand fully what is involved



Think synergy, not duplication

- Engage – publishers have more to offer than you sometimes realise
- Publishers will support repositories if they are not set up to undermine peer reviewed journals