

The Different Flavors of Open Access Publishing:

*Different types of publishers,
different business models, different subject areas*



Caroline Sutton
President, OASPA
Co-founder, Co-Action Publishing

Open Access Informationstag am 25.3.2010, Vienna, Austria

OASPA

www.oaspa.org

Established October 2008 by:



- BioMed Central
- Co-Action Publishing
- Copernicus Publications
- Hindawi Publishing Corporation
- Journal of Medical Internet Research (Gunther Solomon)
- Medical Education Online (David Solomon)
- Public Library of Science (PLoS)
- SAGE Publications
- SPARC Europe
- Utrecht University Library (Igitur)

Background



- OA publishers lacked a voice in public debates about scholarly communications and Open Access
- Open Access had become an established part of the publishing landscape, it was time to address practical issues
- Need to develop uniform standards and best practices
- Need to bring together the Open Access publishing community
- Need to share information and work collectively
- OASPA represents both professional publishing organizations as well as scholar publishers and welcomes other organizations whose work supports OA publishing.

OASPA Mission



To support and represent the interests of Open Access (OA) journal publishers globally in all scientific, technical, and scholarly disciplines.

To accomplish this mission, the association will:

- Exchange information
- Set standards
- Advance models
- Advocate for OA publishing
- Educate
- Promote innovation

Members



- 14 Professional Publishing Organizations
- 15 Scholar Publishers
- 4 Other organizations
- 23 Associate Members

OASPA definition of OA



OPEN ACCESS = Free Access + Re-use

Different Flavors



Different Types of Publishers



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From the BioMed Central blog

Stem Cell Research & Therapy - advancing the pathway to the clinic (16 Mar 2010)

Alzheimer genetics in the post-clinical era (15 Mar 2010)

False duplications in genome assemblies (12 Mar 2010)

Highlights from the latest issue Arthritis Research & Therapy (12 Mar 2010)

Wiki-based integration of genomic data (9 Mar 2010)

[More from the blog](#)

New from BioMed Central

Stem Cell Research & Therapy: advancing the pathway to clinic

The publication of the first article in *Stem Cell Research & Therapy* marks the launch of a major journal for translational research in stem cell therapies.

New thematic series published in Critical Care
Critical Care has co-published Selected articles from the *Yearbook of Intensive Care Emergency Medicine 2010*.

New from Journal of Biological Chemistry



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Results of 2009 Author Survey

Earlier in 2009, we asked authors whose work was considered by our journals in 2008, about all aspects of our service. We are pleased to report that overall levels of satisfaction are high. We have also adjusted some aspects of what we do in response to your feedback. View this [Powerpoint slide show with audio commentary](#), to find out more. We encourage participation in our 2010 survey which is coming shortly, meanwhile we always welcome your [comments](#).

IN THE NEWS

PLoS journal articles currently receiving widespread media attention: [Influences on Visual Memory](#), [Brain Amyloid and Alzheimer's](#), [PLOS Medicine Bans Research Funded by Tobacco Industry](#), [Fossil Snake Eats Dinosaur Hatchling](#), [Declining Cancer Death Rates](#), [Unassisted Smoking Cessation](#), [Pea Aphid Genome](#), [Humidity and Flu Outbreaks](#), [Genes for Baby Teeth Timing](#), [New Crocodile Species Ate Human Ancestors](#), [Health Research Reporting Guidelines](#), [Women's Age and Egg Depletion](#), and [Sun and Sneezing](#).

Recent News on PLoS Journals:

PLOS JOURNALS

- PLoS Biology
- PLoS Medicine
- PLoS Computational Biology
- PLoS Genetics
- PLoS Pathogens
- PLoS ONE
- PLoS Neglected Tropical Diseases

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Influenza

PLOS BLOG

Call for Designs: The PLoS Computational Biology 2010 T-shirt

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New user functionality - referenced PDFs via Pubget

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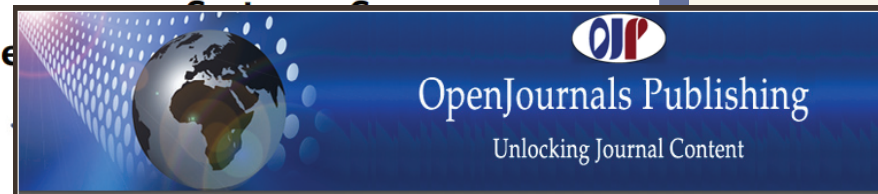
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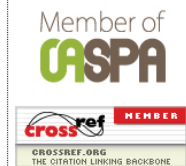
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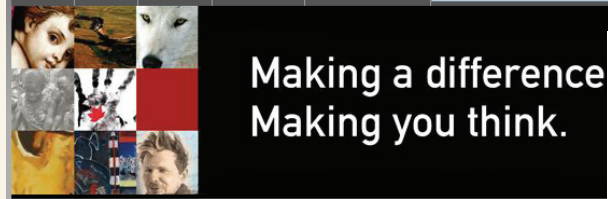
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 (author) V.D. Dibner
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News

- 04.03.10 **NWO Open Access Incentive Fund Now Available**
The NWO is making 2,5 million euro available in 2010 to cover author fees for the publication of articles from ...
- 03.02.10 **Dutch higher education sector convinced of need for Open Access**
Open Access – meaning free access to scientific and scholarly information – is winning ground, and more and more ...
- 12.01.10 **Open Access seminar**
SURF and the SURFshare community are organising the Open Access seminar 'Toegang tot de toekomst' (Access to the ...)
- 12.01.10 **Enhanced Master's / Bachelor's thesis archive**
Utrecht University's Master's / Bachelor's thesis archive has undergone a complete renovation. New features of the ...
- 07.12.09 **New Open Access Series: Utrechter Blätter**
On December 1st, 2009, the first volume in the new Open Access series Utrechter Blätter - Research Review on German ...

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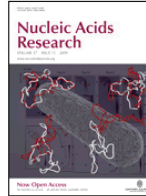
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Subjective memory problems

How common are subjective memory problems in older people, and are they associated with concurrent objective memory impairment? Are they a risk factor for developing dementia, linked to depression and other problems, and how should general practitioners approach patients with concerns about their memory? This clinical review argues that subjective memory problems are not simply a characteristic of the "worried well" and should be taken seriously.

Research methods and reporting

Rethinking pragmatic randomised controlled trials

Explanatory trials aim to determine the efficacy of a treatment by using a double blind, placebo controlled design. But applying the results to routine clinical practice can prove difficult. Pragmatic trials, on the other hand, retain the rigour of randomisation and the characteristics of normal clinical practice, but they too have shortcomings. Could the new "cohort multiple randomised controlled trial" design, address the problems associated with existing approaches?

Healthcare bill

US House of Representatives approves historic healthcare reform bill

Late on Sunday 21 March the US House of Representatives approved the healthcare reform bill passed by the Senate on Christmas Eve and sent it to President Barack Obama to sign into law. At midnight President Obama praised the legislators and said: "This is what change looks like." He called it a victory for the American people.

Related articles:

- Obama asks Congress "to finish its work" on health reform
- Democrats and Republicans air differences on health reform in television summit
- US health lobbyists outnumbered members of Congress by eight to one in 2009

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- Richard Smith: Scrap peer review and beware of 'top journals' (22 Mar 2010)
- Venkat Narayan: Oozing With Confidence: New India Takes On Education Challenges (22 Mar 2010)
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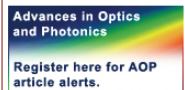
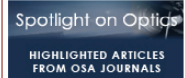
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Adaptive Optics

- Open-loop control demonstration of micro-electro-mechanical mirror

Abstract | Full Text: PDF (429 KB)

- Optics Express Vol. 18, Iss. 6, pp. 5433-5448 (2010)
- Célia Blain, Rodolphe Conan, Colin Bradley, and Olivier Guyon

Atmospheric and Oceanic Optics

- Space-time trellis coding with transmit laser selection for atmospheric turbulence channels

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- Optics Express Vol. 18, Iss. 6, pp. 5356-5366 (2010)
- Antonio García-Zambrana, Carmen Castillo-Vázquez, and Beatriz

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- Optics Express Vol. 18, Iss. 6, pp. 5629-5638 (2010)
- Minzheng Duan, Qilong Min, and Knut Stamnes



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- Gene variation linked to higher risk of lung cancer in non-smokers

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How to test for HER2, the lessons and pitfalls - Molecular Pathology Education Module 1
 Professor Giuseppe Viale - European Institute of Oncology
 Views: 228 Duration: 43:51

Roundtable discussion on the latest advances in multiple myeloma therapy
 Prof Gordon McVie, Prof Thierry Facon, Prof Meletios Dimopoulos, Prof Heinz Ludwig
 Views: 561

ASH 2009: Novel agents for multiple myeloma
 Dr Shaji Kumar - Hematology, Mayo Clinic

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Society Publishers

Summarizing Types of Publishers

- In many ways the Open Access publishing landscape does not vary that much from the subscription publishing landscape. We find many of the same types of actors.
- Open Access does, however, seem to have offered an opportunity for small publishing enterprises and single journal publishing.



Different Business Models

Article Processing Charges



- Perceived advantages (Paul Peters, Economics of Open Access Publishing; at Open business, Online Information 2006 conference proceedings).
 - Scaleability
 - Competition
 - The "Big Deal"
 - Attracting authors

Article Processing Charges



- Perceived disadvantages
 - The need to disengage ability to pay from editorial decisions
 - Will a new "Big deal" emerge?
 - The focus on attracting authors can lead to perceived SPAM activities

Volunteer efforts



- Perceived advantages
 - On paper it looks "free"
 - Scholar control
 - In touch with relevant readers and researchers

- Perceived disadvantages
 - More work than expected
 - Questions of sustainability
 - Uninformed support as well as informed support

Other financial sources



- Patronage (grants, sponsorship, etc.)
- Sale of supplementary services and products
- Submission fees (instead of or in addition to APCs)
- Advertising
- Subscriptions to print edition
- Etc.



Different Fields of Publishing

Biomedical Fields



- Clearly dominate the Open Access publishing landscape
- Many funders make funds available to cover OA charges
- Biomedical journals are published by all types of OA publishers
- Professional publishing organizations have focused activities on biomedicine

Engineering



- Less common than most other fields
- Chemistry may be leading the way (BMC's Chemistry Central)
- Published largely by scholar publishers, but also some professional publishing organizations

Social Sciences



- Less common than medicine, but more common than Engineering
- By and large Social Science OA titles are published by scholar publishers and/or through university libraries/presses
- A few professional publishers have begun testing the waters of OA social science publishing
- Some funding bodies (e.g. EU F7) cover OA charges for social science

Humanities



- Probably the slowest field to develop OA titles (with the exception of mathematics?)
- OA humanities journals tend to be published by scholar publishers, or through University Libraries/Presses (notable: Open Humanities Press)
- Only one professional publishing house engaged in OA Humanities journal publishing (that I know of)
- Humanities are taking steps on OA books publishing (e.g. OAPEN in Europe)

Some final thoughts



- Perhaps greater opportunities today for small and medium-sized publishing enterprises
- The types of publishers populating the landscape are largely similar to those of earlier periods, with the exception of hosting groups
- Business models are shifting
- Publishers, libraries and university administrations can and should work together to consider appropriate payment mechanisms to scale with growth in OA
- OA developments are uneven between subject fields
- Different types of publishers tend to publish different subject matter in the OA publishing arena

For more discussions, join:



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