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# Transformative agreements: a viable pathway to open access

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Open Access 2020 Initiative | Max Planck Digital Library

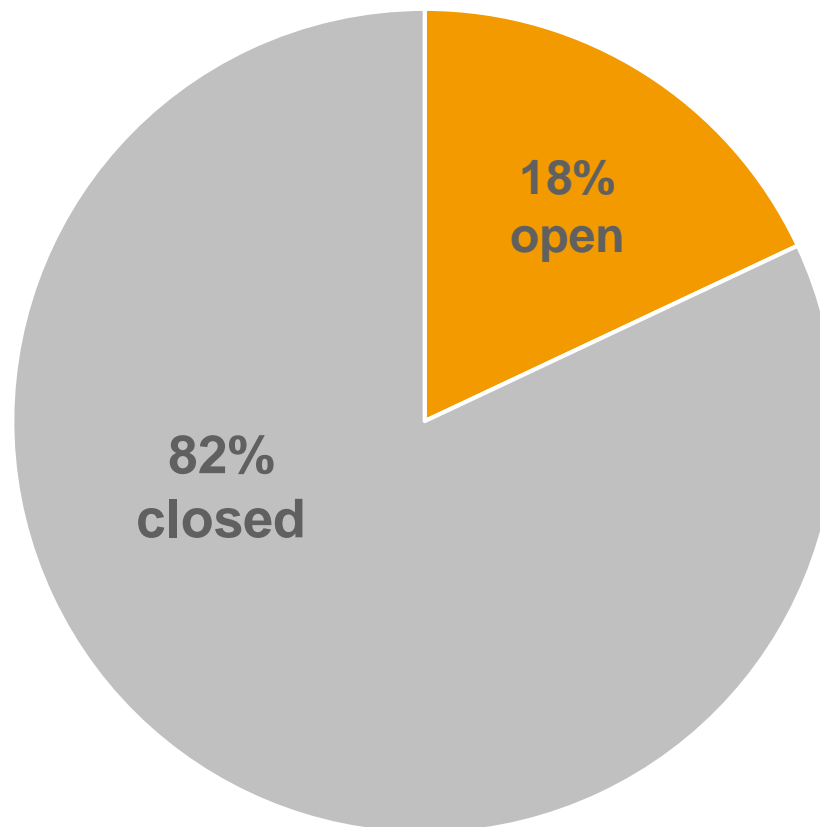


**@oa2020ini**

# The current scenario

Global publisher market shares 2014 – 2018  
Original articles and reviews indexed in the Web of Science

Global subscription spend  
**= 7.6 Bn Euro**



[github.com/subugoe/oa2020cadata](https://github.com/subugoe/oa2020cadata)

Data Sources: Web of Science in-house database Competence Centre for Bibliometrics for German Science.  
Publisher names were disambiguated using Crossref metadata. OA status obtained from the Bielefeld GOLD OA list.  
Funding: Federal Ministry of Education and Research of Germany (BMBF), Project OAUNI (01PU17023A)

# The current scenario

## Financial implications

### Lack of price transparency

The same publishers negotiate subscription agreements with many different customers and demand non-disclosure clauses; individual pricing is kept secret.

### No market pressure to control pricing

Subscriptions paid in lump sums for “Big Deals” and prices are largely based on historical expenditure of print subscriptions and differ for each customer--the only commonality is the ~5% annual price increase.

### Duplicate revenue stream of ‘hybrid’ publishing

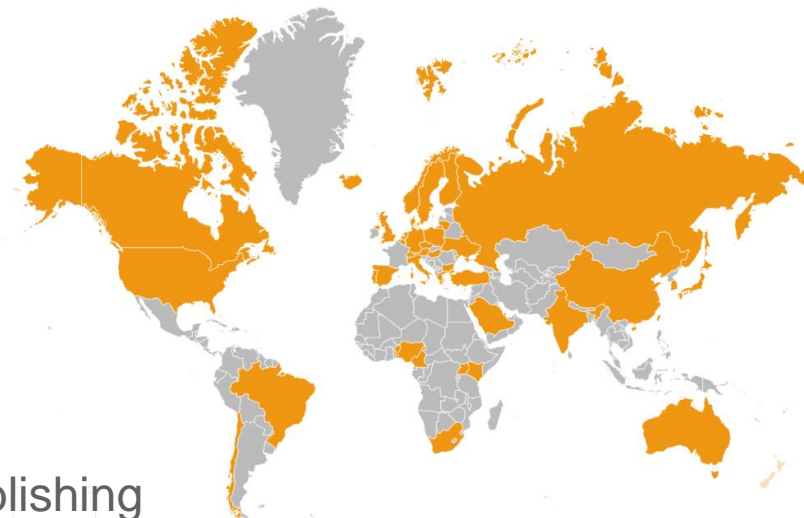
Publishers offer the opportunity to publish articles open access in subscription journals for a fee -> “double dipping”.

### Publishers hold - and *cash in on* - the copyright to all articles

Elsevier sued SciHub in 2017 and was awarded \$15M in damages for 100 articles -> copyrights are worth at least \$150.000 / article.

# Accelerate the transition

## Open Access 2020 Initiative



We aim to **transform** a majority of today's **scholarly journals from subscription to OA** publishing in accordance with community-specific publication preferences. At the same time, we continue to **support new and improved forms of OA** publishing.

We will pursue this transformation process by **converting resources currently spent on journal subscriptions into funds to support sustainable OA business models.**

Accordingly, we intend to **re-organize the underlying cash flows**, to establish **transparency** with regard to **costs and potential savings**, and to **adopt mechanisms to avoid undue publication barriers.**

# Accelerate the transition

## \_\_\_\_\_ The leverage to challenge the status quo

### Insights gained from the open access publishing market

The cost to publish articles open access averages around EUR 1,400 in fully open access journals to EUR 2,500 in 'hybrid' journals.

[treemaps.intact-project.org/apcdata/openapc/](https://treemaps.intact-project.org/apcdata/openapc/)

### Transitioning today's journals to open access is possible within the current spend

Under the current system, between EUR 3,800 and EUR 5,000 per research article is already being spent by institutions through library subscriptions.

[hdl.handle.net/11858/00-001M-0000-0026-C274-7](https://hdl.handle.net/11858/00-001M-0000-0026-C274-7)

### Broader perspective on researcher interaction with scholarly journals

Tracking publication and citation trends to understand the relevance of journals to authors and gain central oversight of 'hybrid' spending 'in the wild'.

# A transitional scenario

## \_\_\_\_\_ Transformative agreements

This approach massively increases the proportion of articles published openly, driving a swift and efficient transition of subscription journal portfolios to open access.

- ✓ Authors retain copyright, (all) articles published open access
- ✓ Constrain and reduce costs, no double-dipping
- ✓ Transparent cost/service
- ✓ Temporary and transitional toward a complete and definitive shift to OA
- ✓ Future-ready orientation of processes and workflows

# A transitional scenario

## \_\_\_\_\_ Transformative agreements

Transformative agreements create a **cost-neutral setting** in which the *logic, operations, and money flows* of subscriptions can be shifted to **support open access publishing** of an institution or consortium's outputs.

In their many iterations, **they do not constitute a standard**, but pave the way for *further evolution*.

# Openness achieved to date

## Case study: Sweden

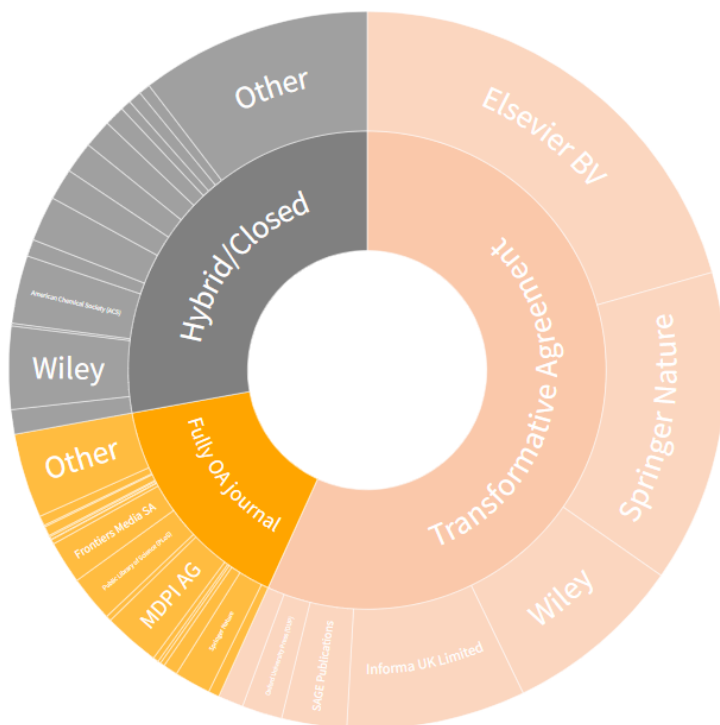


**Case study:** Sweden  
Corresponding authorship  
article output by publisher



# Openness achieved to date

## Case study: Sweden

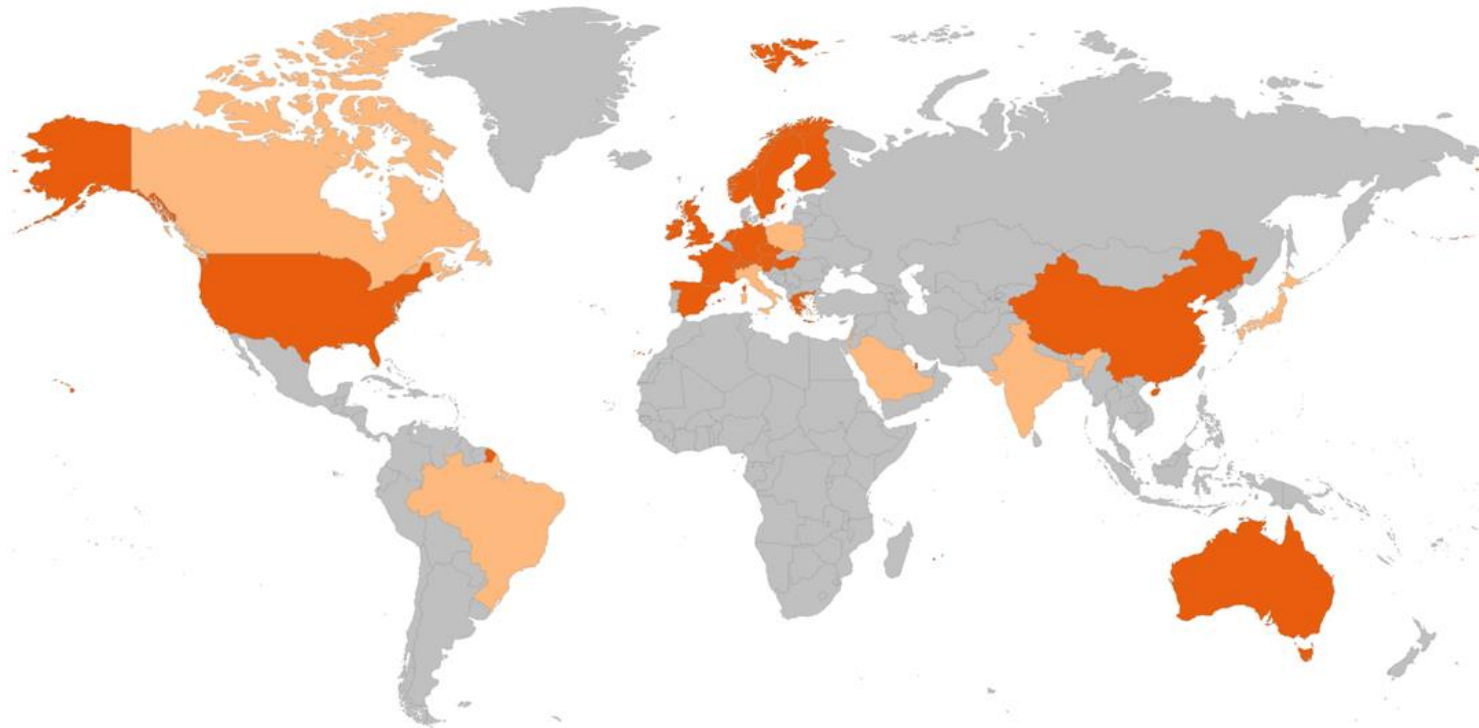


**Case study:** Sweden  
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Impact of transformative  
agreements

# Openness achieved to date

## Geographic distribution of Transformative Agreements

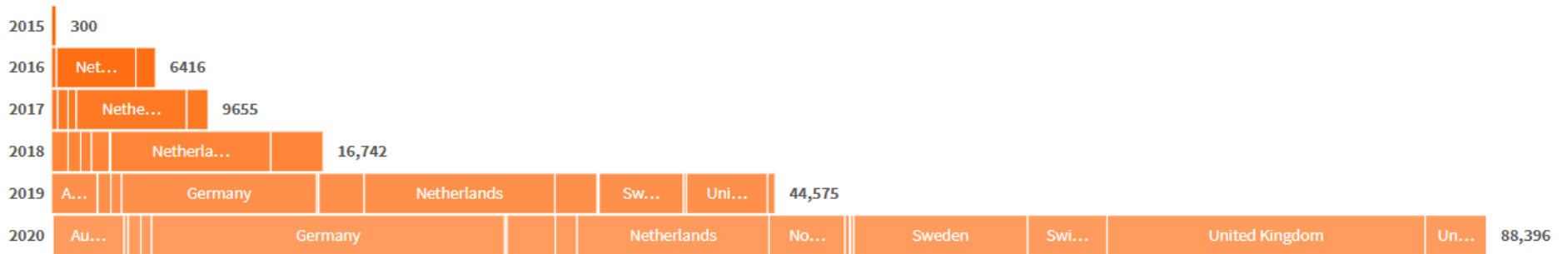


Pale orange are existing transformative agreements not yet submitted to the registry.

[esac-initiative.org/about/transformative-agreements/agreement-registry/](https://esac-initiative.org/about/transformative-agreements/agreement-registry/)

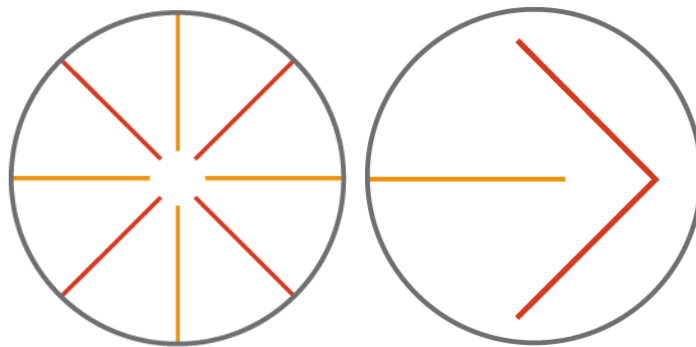
# The transition has just begun

## Massive growth in openness



The **ESAC Registry of Transformative Agreements** now counts more than 140 agreements, negotiated in 20 different countries with 33 publishers large and small, leading to the publication of over 90,000 articles immediately open access in 2020.

# Thank you!



Participate  
in **OA2020**

**Accelerate**  
the transition

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