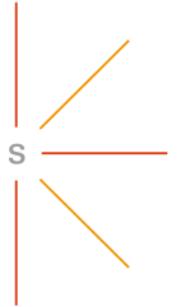




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# Transformative agreements: a viable pathway to open access

**FCCN e-Jornadas 2020 - B-On: Biblioteca do conhecimento online (2)**  
15 October 2020 | Online

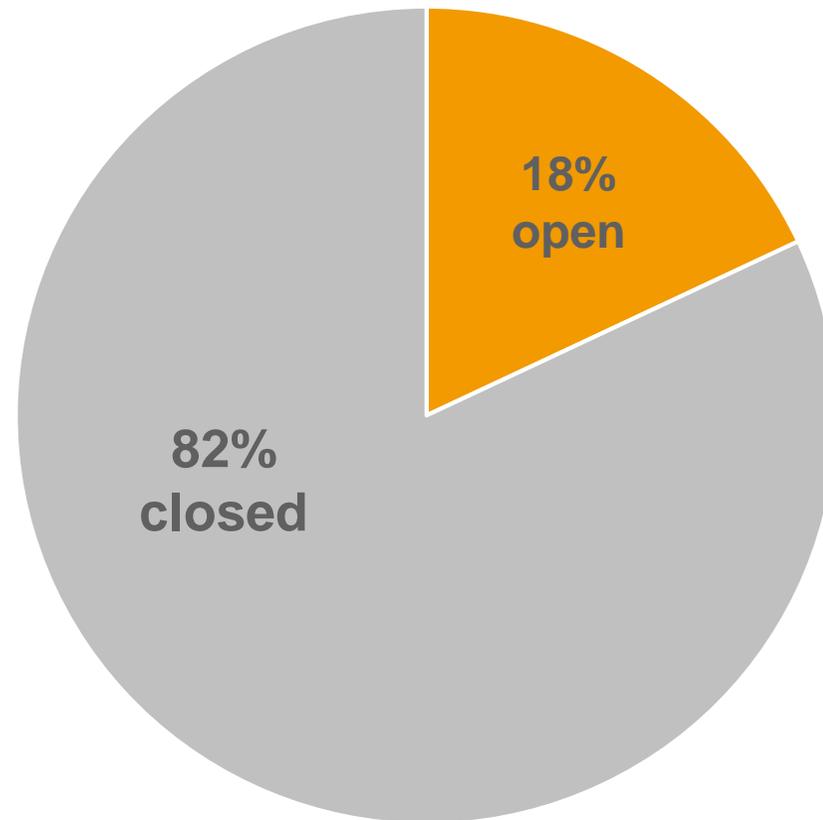
**Colleen Campbell**  
Open Access 2020 Initiative | Max Planck Digital Library

 [@oa2020ini](https://twitter.com/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

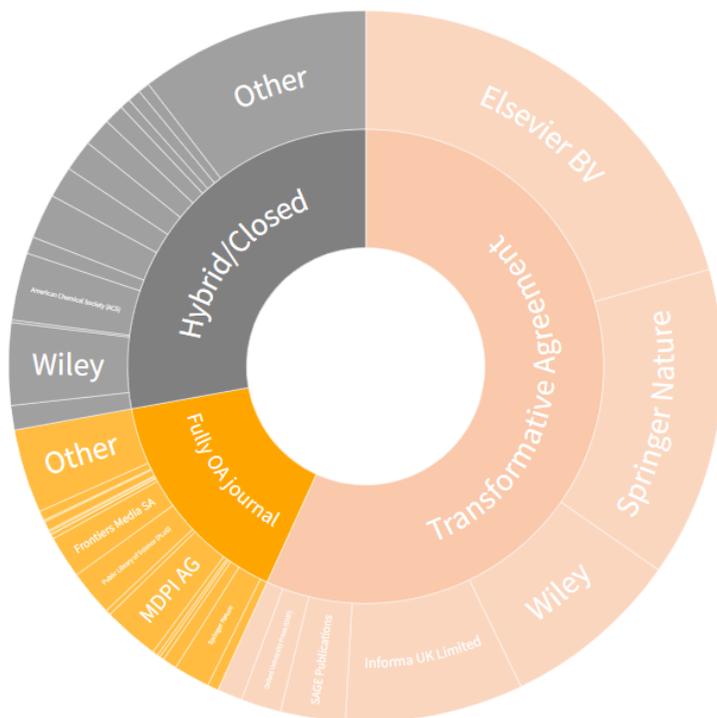
## Case study: Sweden



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

# Openness achieved to date

## Case study: Sweden

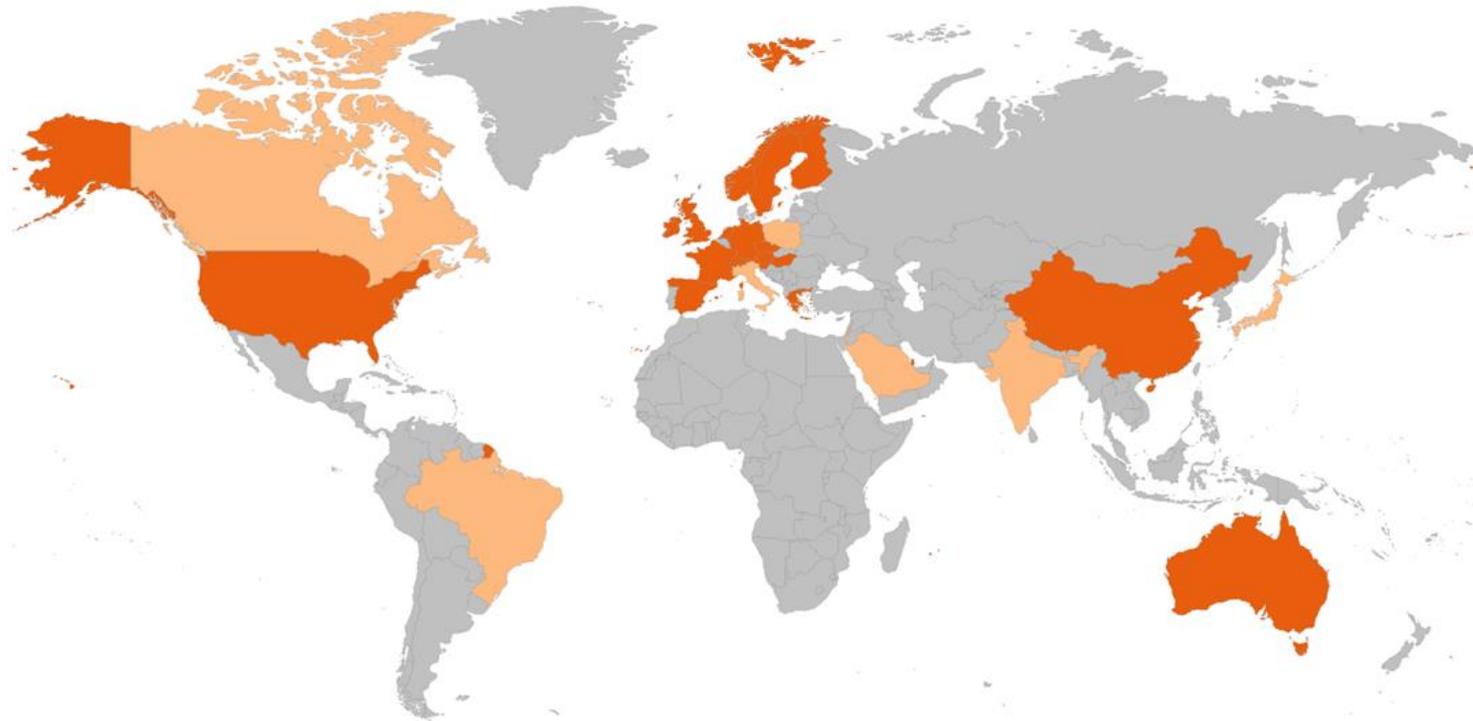


**Case study:** Sweden  
Corresponding authorship  
article output by publisher

Impact of transformative  
agreements

# Openness achieved to date

## Geographic distribution of Transformative Agreements

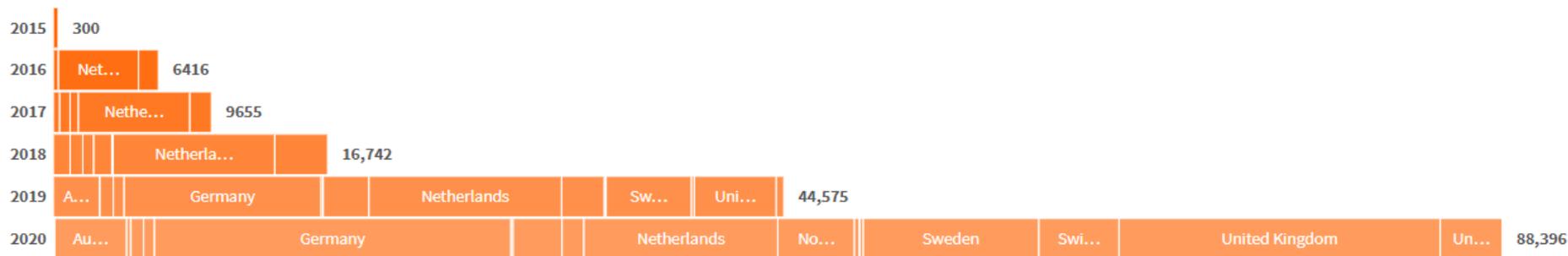


Pale orange are existing transformative agreements not yet submitted to the registry.

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

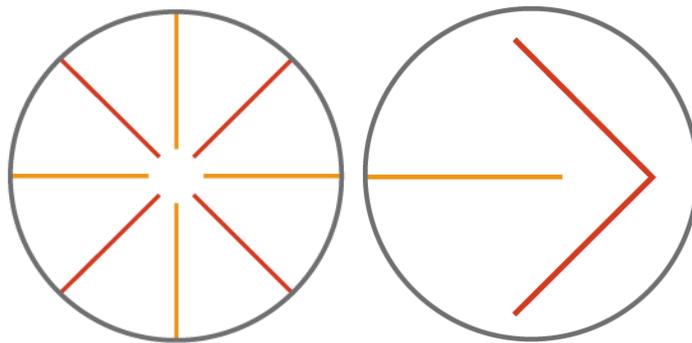
# The transition has just begun

## 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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