

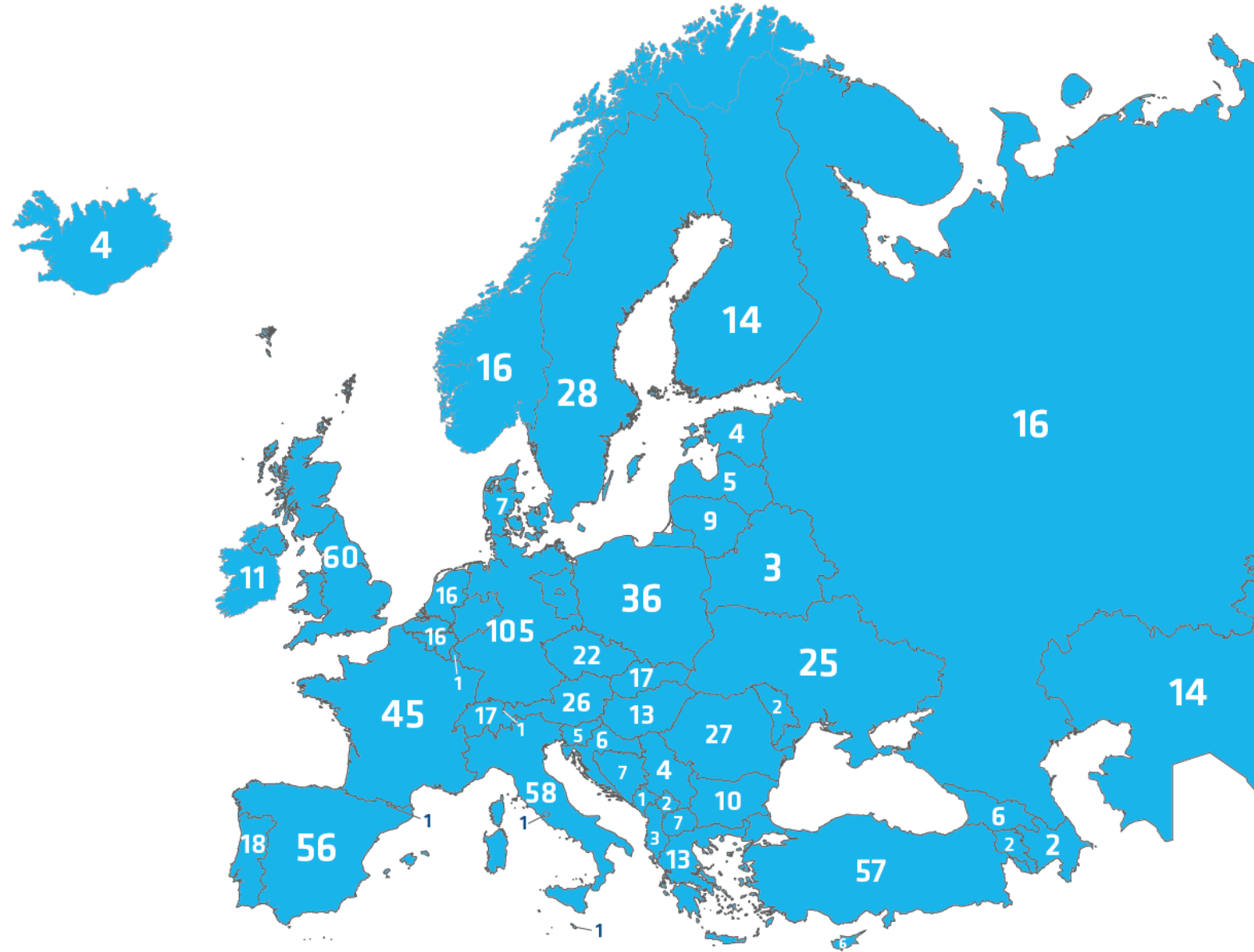
Scenarios for a future scholarly publishing system

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#eJornadas2020

15 October 2020

EUA has about
850 members
based in 48
countries



Background



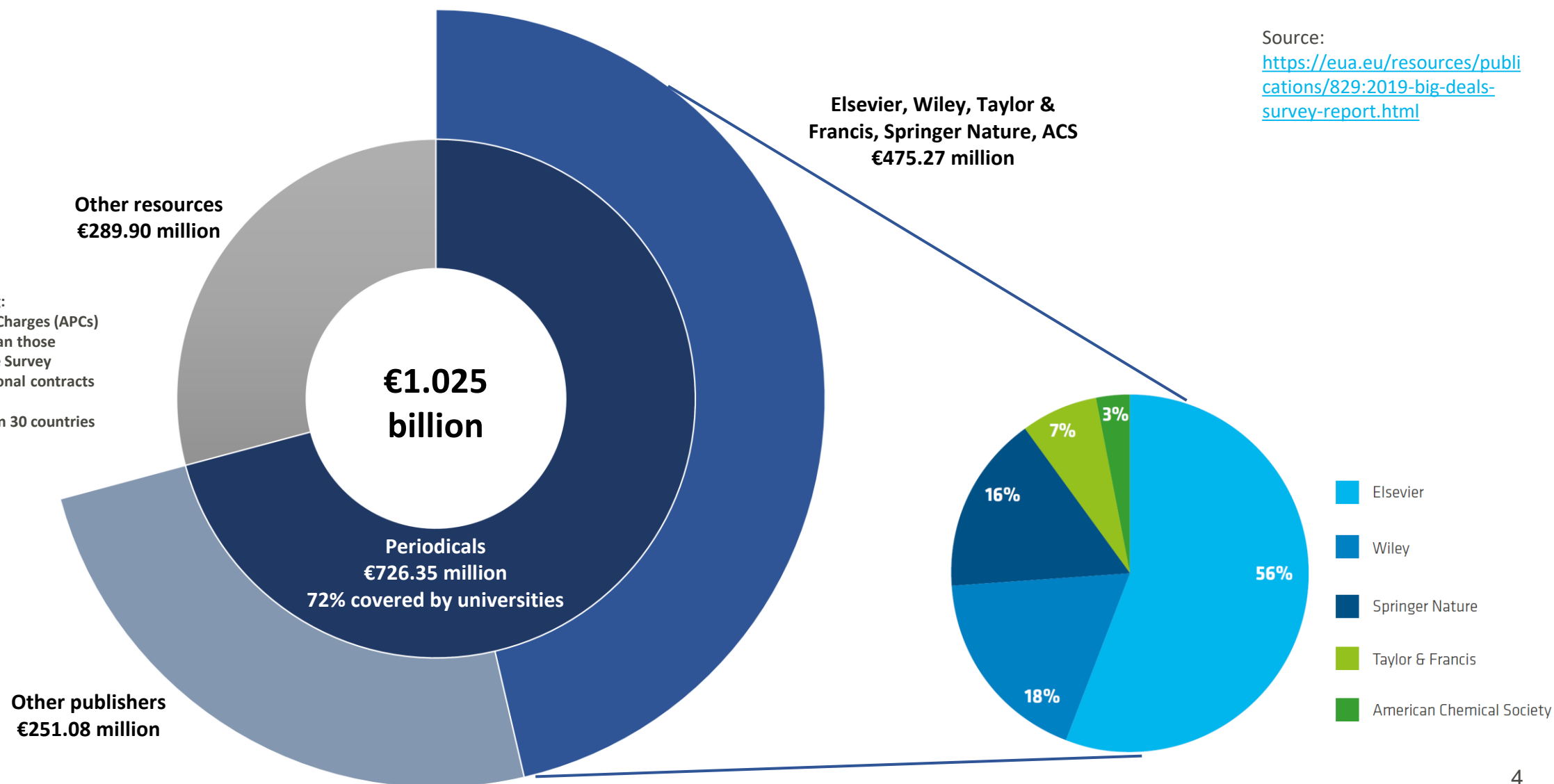
- Follows EUA’s work on Big Deals and transparency and competition in the publishing market
- Emergence and growth of new types of big deals (offsetting to read-and-publish to “transformative” to full OA)
- Unclear market effects of these deals: (dependence on commercial publishers, lock in, oligopolies etc.)
- Some high-level reflection of current trends and their potential impacts was deemed necessary by EUA members

All available at: <https://eua.eu/component/tags/tag/44-big-deals-with-publishers.html>

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Source:
<https://eua.eu/resources/publications/829:2019-big-deals-survey-report.html>



Numbers not including:

- Article Processing Charges (APCs)
- Consortia other than those participating in the Survey
- Individual institutional contracts with publishers

Data for 31 consortia in 30 countries from 2017-2018

Note: Data for 29 consortia.

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Scenarios for a future scholarly publishing system



- Conducted between May 2019 and June 2020
- Implemented by Technopolis Group (Amsterdam, NL)
- Analyses different scenarios of the future market structure for scholarly publishing
- Support stakeholders to reflect about possible implications of different futures for scholarly publishing
- Inform further dialogue between universities, research organisations and other stakeholders in EU and worldwide

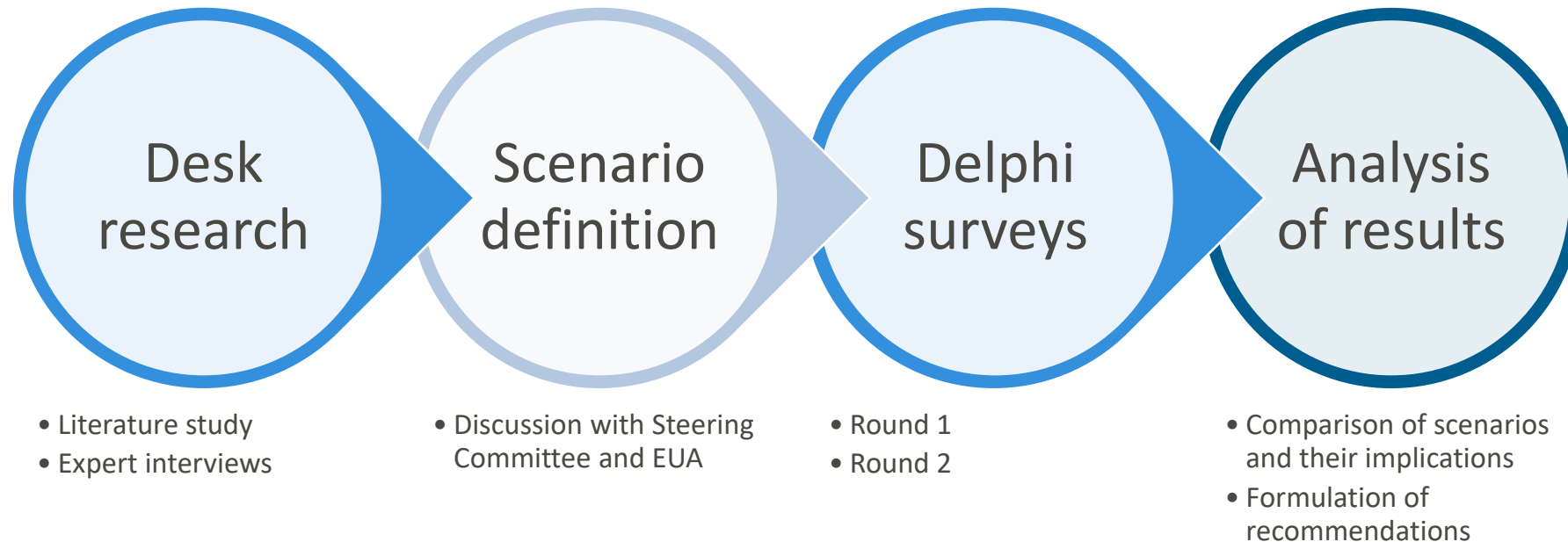
Available at

<https://www.eua.eu/resources/publications/932:read-publish-agreements.html>

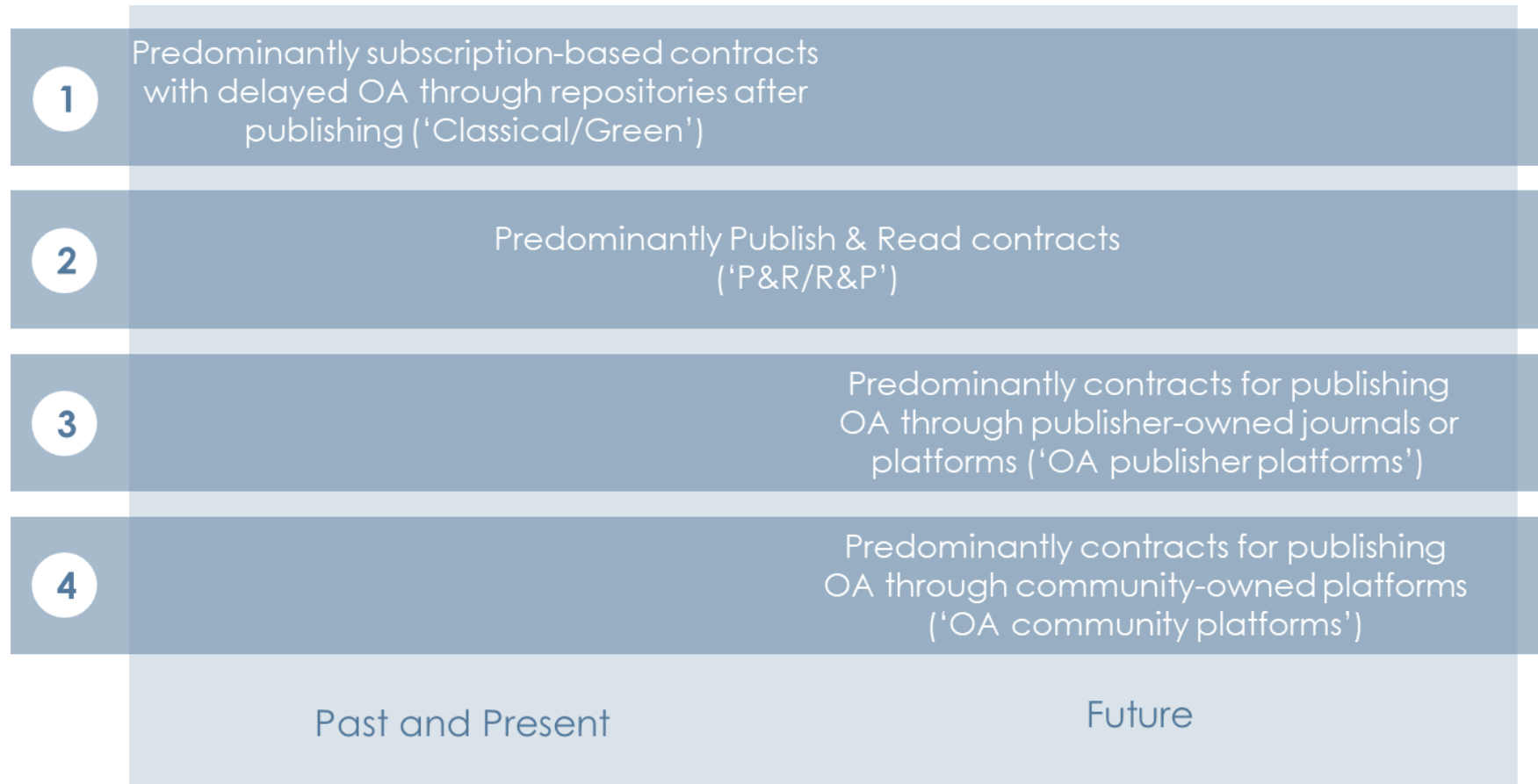
About the project

<https://eua.eu/101-projects/751-study-on-read-publish-agreements.html>

Research process



Scenarios



Comparison

Element	#1 Subscriptions	#2 Publish & Read	#3 Commercial OA publishing	#4 Community-owned OA publishing
Business model (of publishers)	Subscriptions	Subscriptions and publishing	Publishing	Services and publishing
'Big deals' cover	Reading subscriptions only	Publishing (to some extent) and reading costs for selected content	Publishing costs or access to these platforms for publishing	Delivery of platforms, infrastructure and associated services
Reading	Requires fees	Mix of closed and open	Free for readers	Free for readers
Publishing	Free for authors	Mix of free and paid (e.g. APC)	Mainly free, paid outside of big deals (e.g. APC)	Largely free
OA	Embargoes, Green OA where possible	Mix of embargoes, Green and Gold OA	Immediate OA	Immediate OA
Copyright	With publisher	Mix of author and publisher	With author	With author
(Hybrid)	(Not available)	(Possible)	(Not available)	(Not available)
Plan S compliance?	Not OK	Feasible, if TA follows rule	OK	OK



#2 Read & Publish Agreements

Pros

- Seen as likely and achievable
- Increasing share of immediate OA
- Transformative power and possible systemic change (in particular of business models)

Cons

- Persistence oligopolistic market, limited competition
- Limited means to control cost increases
- Possible lock-out of new players
- Challenging for smaller publishers
- Resource-intensive and limiting development of alternatives

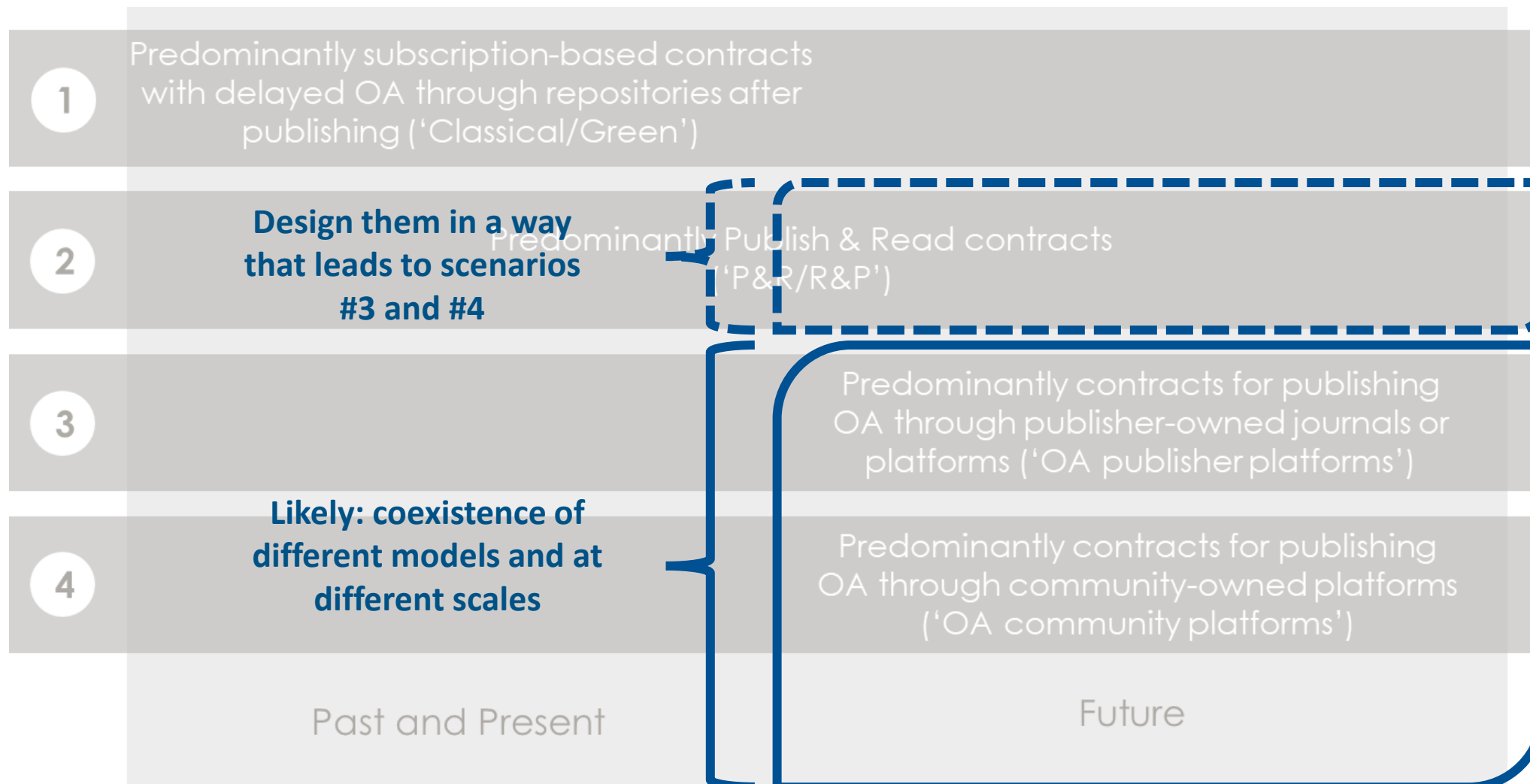
#4 Community-owned OA publishing

Pros

- Academia in control over scientific output/publishing
- Immediate OA
- Reduce the strength of the publishing oligopoly
- Costs of publishing are expected be more transparent
- Variety and freedom in the research community might increase

Cons

- Feasibility and financial viability is questioned
- Challenges when it comes to governance and implementation
- Possible resistance from publishers and authors (reputation and impact concerns)
- Scepticism about quality control



Recommendations

1. Further exploration of characteristics and shortcomings of the two platform scenarios
2. If a scenario becomes ambition of EUA members, develop a plan or strategy to arrive at the ambition in the medium to long term
3. Continue research into the drivers and positions of stakeholders in scholarly publishing
4. Systematic information sharing and collaboration on strategies, negotiation expertise, and capacity building
5. European policy that supports new open access strategies

And for the two scenarios in particular...

...we need to find ways to make up for the perceived shortcomings of Read & Publish agreements – and design them in a 'future-proof' way.

...we need to ask why community/scholar-led publishing is perceived as unrealistic and promote them more actively. After all, they're largely seen as more desirable than their alternatives.

UNESCO – Draft Recommendations for Open Science (October 2020)

Source:

<https://unesdoc.unesco.org/ark:/48223/pf0000374409.locale=en>

19. [...] Member States are encouraged to consider the following:
 - i) **Fostering equitable public-private partnerships** for Open Science and engaging the private sector in Open Science, **provided that there is appropriate certification and regulation to prevent vendor lock-in, predatory behavior and extraction of profit from publicly funded activities.** [...] Given the public interest in Open Science and the role of public funding, Member States should **ensure that the market for services relating to science and Open Science functions properly in the global and public interest and without market dominance on the part of any commercial organizations;**
22. [...] Member States are encouraged to consider the following:
 - e) **Ensuring diversity in scholarly communications with adherence to the principles of open, transparent and equitable access and supporting collaborative publishing models with no article processing charges (APCs) or book processing charges (BPCs),** as many low- and middle- income countries would find it difficult to fund APCs or BPCs so that, though their researchers would be able to read freely, they would be largely unable to publish;

Thank you for your attention

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