



# The Future of Scientific Publishing: Subscriptions or APCs

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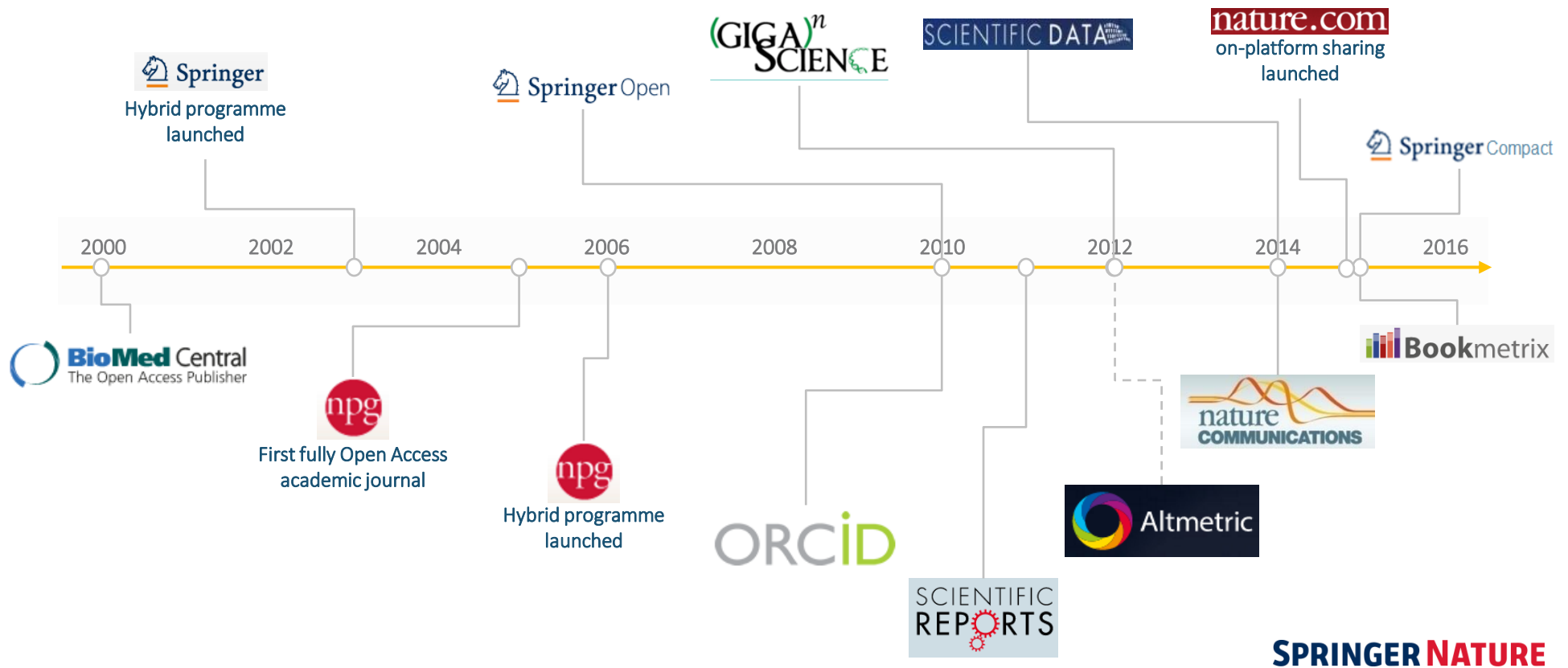
San Luis Potosi

September 5<sup>th</sup> 2016

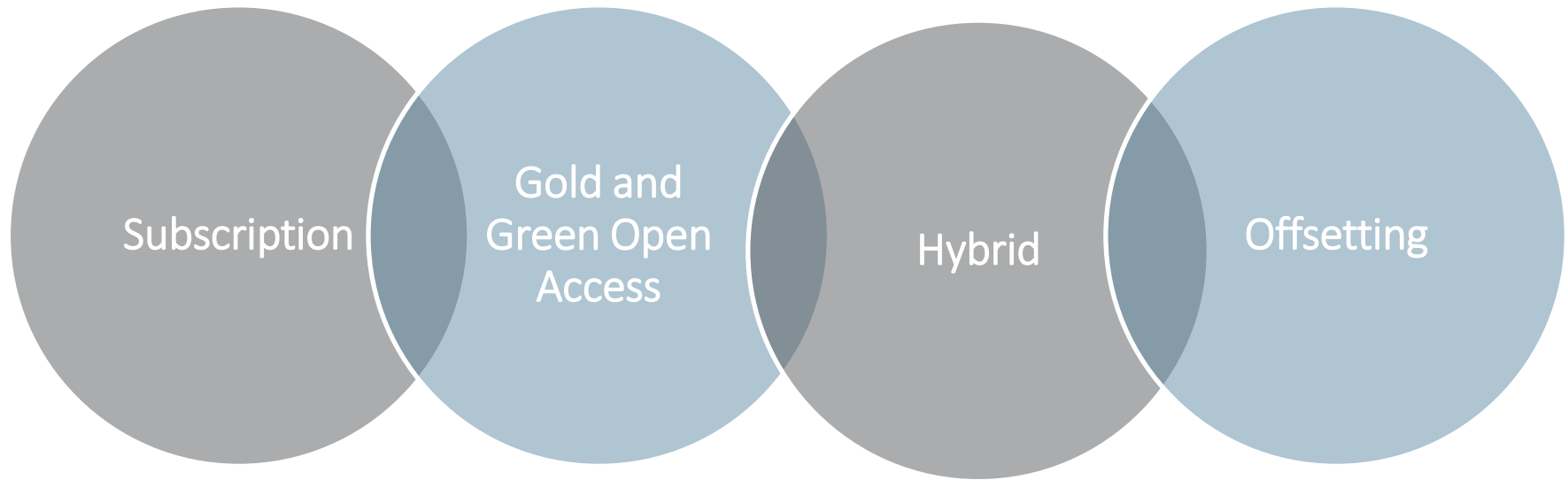
**SPRINGER NATURE**

# Past and present: Springer Nature is setting trends in OA

But we recognise that different models co-exist, and there is no one-size-fits-all publishing model solution



Springer Nature aims to scale and improve a mix of publishing models and services in line with the needs of scientists and their grant funders



## Open access is growing faster than subscription content

- Immediate online access
  - Increased visibility
  - Citation advantage
  - Accelerated science
  - Collaboration
  - Reproducibility
- In 2015: 10% to 20% of all research is OA
  - In 2015: 2m+ articles in journals listed in the Directory of Open Access Journals and it is estimated that there will be 3m articles by 2017

## Why European governments mandate open access publishing

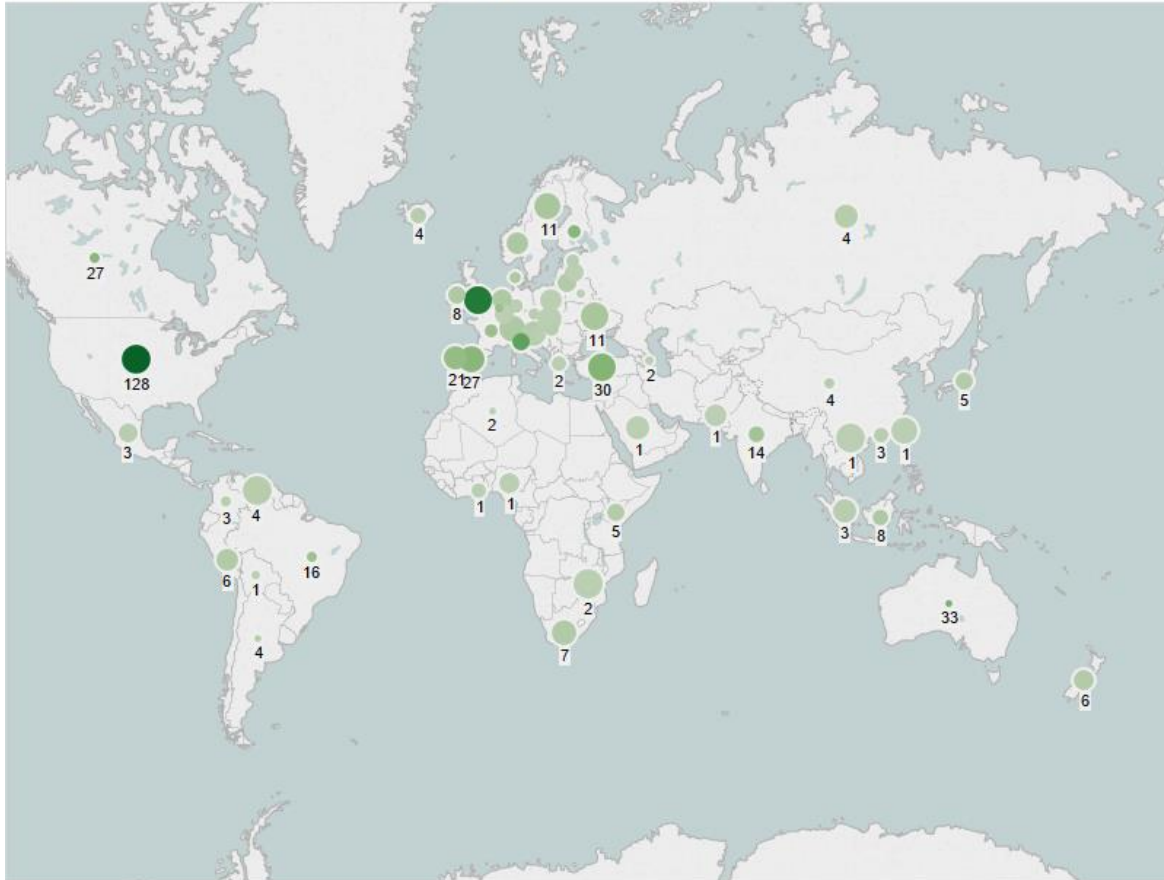
The **Europe 2020 Strategy** for economic growth underlines the central role of knowledge and innovation.

The European Commission believes that OA publishing leads to:

- Improved quality of results through ability to build on previous research results
- Greater efficiency through more collaboration and reduction of duplication of efforts
- Faster innovation and therefore faster economic growth
- Society involvement

# The growth of open access policies worldwide

Open Access Policies by Country [world map]



725 OA  
policies  
worldwide

Open access policies by country. Map based on Longitude (generated) and Latitude (generated). Color shows number of policies. Details are shown for Geographical Region. Data taken from ROARMAP <http://roarmap.eprints.org/> Total 725 policies. August 24th 2015.

Image from PASTEUR4OA, reproduced under a [CC BY v 4.0 Attribution Licence](https://creativecommons.org/licenses/by/4.0/)  
<http://pasteur4oa-dataviz.okfn.org/map.html>

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# OA 2020: Expression of Interest in the Large-scale Implementation of Open Access to Scholarly Journals

With this statement, we express our interest in establishing an international initiative for the OA transformation of scholarly journals, and we agree upon the following key aspects:

- 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.
- We invite all parties involved in scholarly publishing, in particular universities, research institutions, funders, libraries, and publishers to collaborate on a swift and efficient transition for the benefit of scholarship and society at large.

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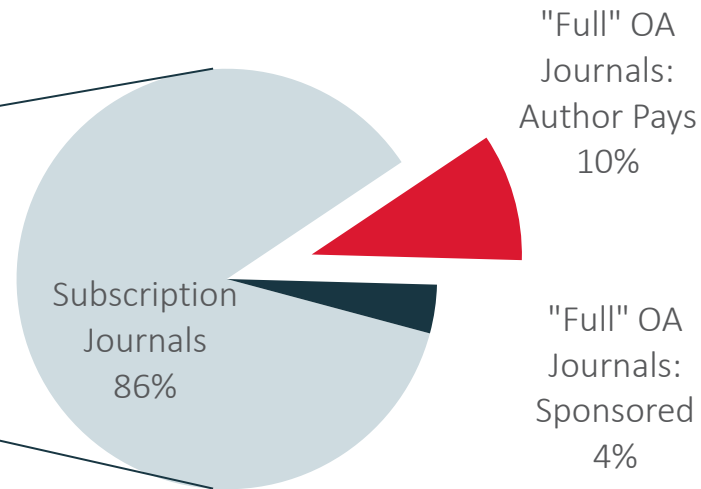
- Signed by 64 parties globally

# The vast majority of articles published in impact factor journal is still published under the subscription model

Number of Articles in Journal Citation Reports 2014

Subscription journals include:

- 'Hybrid' Journals (OA articles: 3% of all articles)
- 'Delayed' OA Journals (6% of all articles)



Sources: Journal Citation Reports 2014

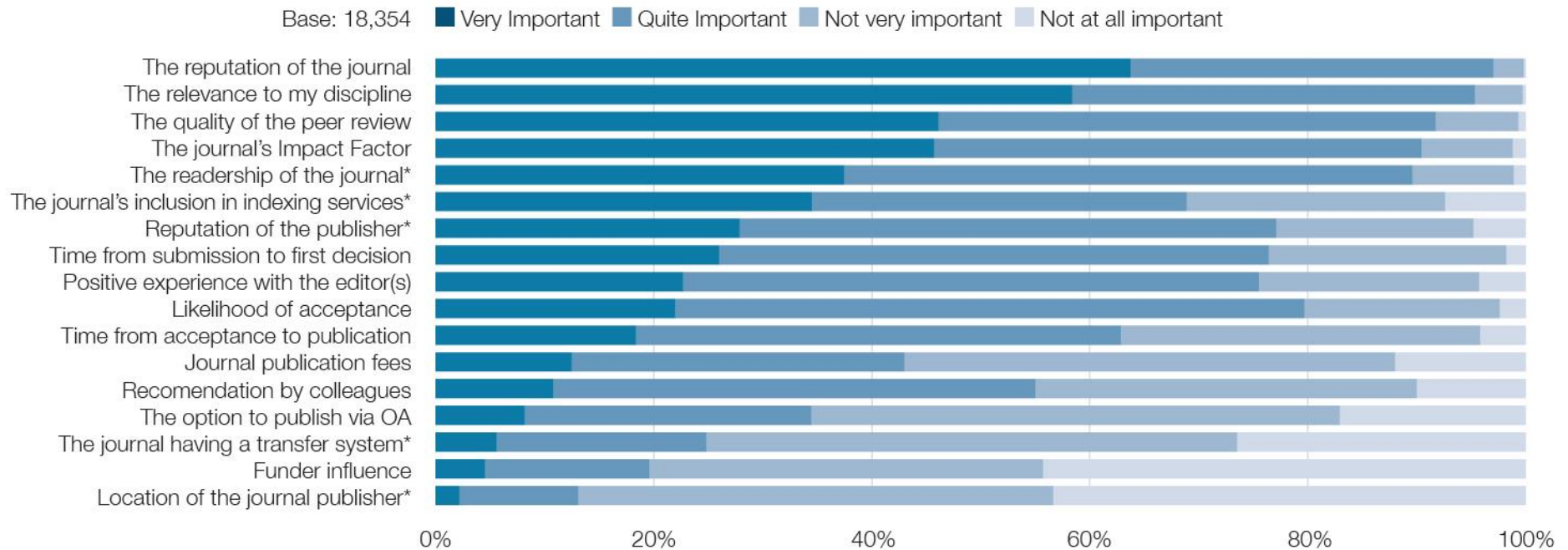


# Journals reputation, relevance, quality and IF most important for authors

Author Insights 2015 | Initial Findings | August 2015 | Nature Publishing Group / Palgrave Macmillan

[figshare.com/articles/Author\\_Insights\\_2015\\_survey/1425362](https://figshare.com/articles/Author_Insights_2015_survey/1425362)

“Please consider your most recently published paper: how important were the following factors when choosing where to submit that paper?”



## Springer Compact

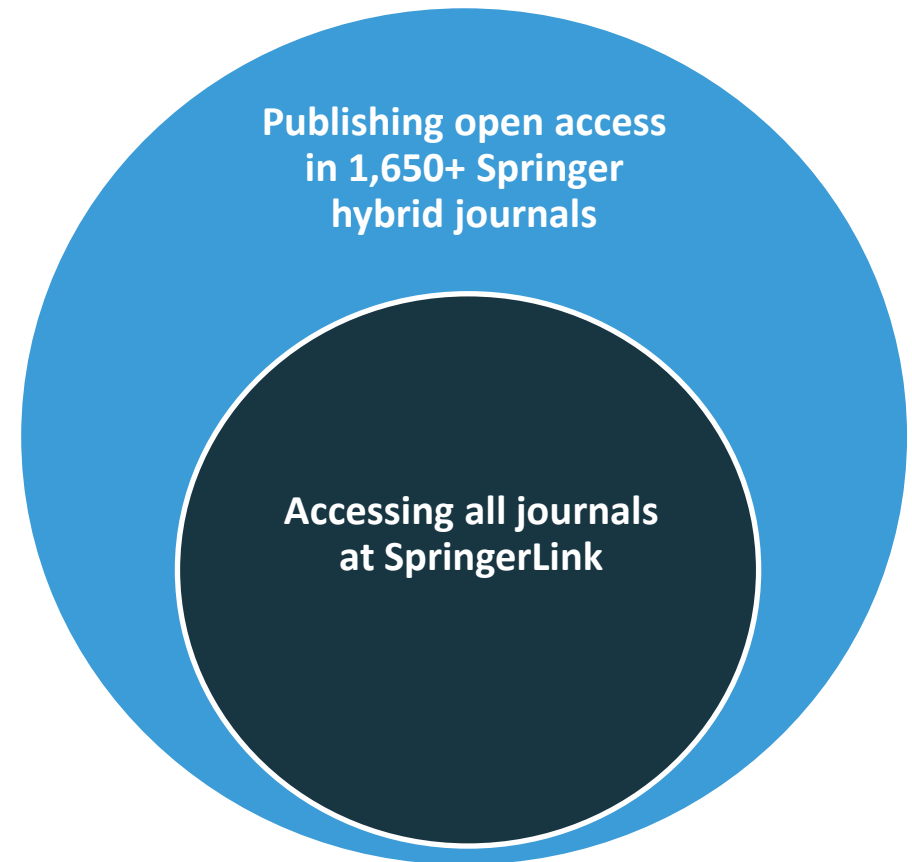
*With the Springer Compact pilot we aimed to find a solution for those customers, who support Gold OA and face a significant financial challenge, resulting from additional costs due to national OA publishing mandates and funder requirements to publish OA on the one hand and maintaining journal subscriptions on the other.*

## Springer Compact

- **100% open access publishing** in Springer's hybrid (Open Choice) journals
- **Full access** and archival rights to **all subscription-based** and licensed journal articles on SpringerLink

Pilots are currently running with partners in 5 countries:

- **The Netherlands** (Jan 2015)
- **United Kingdom** (Oct 2015)
- **Austria** (Jan 2016)
- **Germany:** Max Planck Institute (Nov 2015)
- **Sweden:** (Jul 2016)



# A simple business model that balances the costs of accessing and publishing content

Publishing Fee is based on number of articles and APC – NO DISCOUNT

Reading Fee can be considered a highly reduced licensing fee



Usage of Springer Compact articles significantly higher

Average Anonymous download  
share\* of open access articles  
between 59% and 64%

\* Anonymous download data refers to customers that are not registered via a journal license. Note that not all customers licensed all Springer journals, the article usage of additional non-licensed journals is reflected in the registered download share, not in the anonymous download share.

Source: download (total) data YTD May 2016 pulled on June 8, 2016

With this shift to substantially more Open Access publications

Does the subscription model  
at Springer Nature face  
extinction?



With this shift to substantially more Open Access publications

3

reasons why 'reader pays'  
models will remain an important  
part of what we do



1

# The cost of producing highly selective journals would make APCs prohibitively expensive

What makes Nature and the Nature-branded journals fundamentally different from most other scientific journals?

Large in-house staff of expert editors

Time-intensive process of tracking, reviewing, selecting and editing the most impactful research

Commission and editing of news content, research highlights and review articles



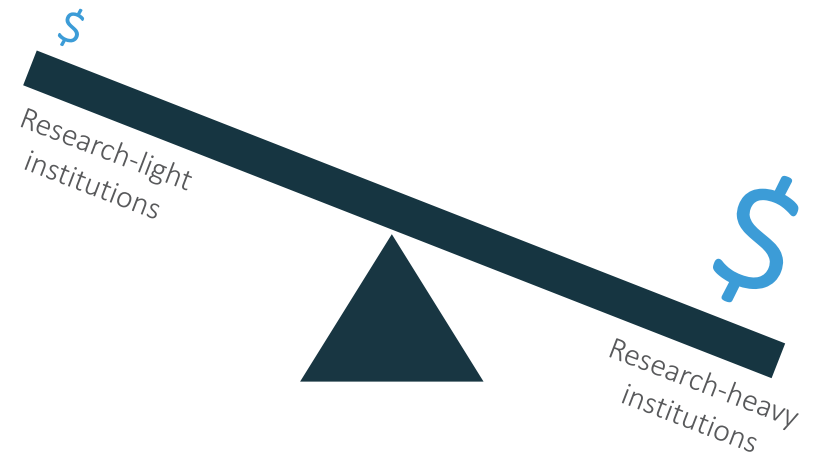
2

For a widely-read journal like Nature, distributing journal costs across the reader base can be fairer

Subscription model



Gold OA model



# 3 Gold OA can't easily support all important content types

## 'Front half' content

- Discipline-specific news
- Analyses of landmark papers
- Research highlights

### NEWS IN FOCUS



#### Wolf decline threatens iconic island study

Just three animals remain on Isle Royale, spelling probable end of

Emma Marris



#### Bee studies stir up pesticide debate

The threat that neonicotinoids pose to bees becomes clearer.

Daniel Cressey



#### Drug that boosts nerve signals offers hope for multiple sclerosis

Trialled antibody treatment thought to work by renewing the protec

Heidi Ledford

MICROBIOLOGY

### Bacterial bonanza far from the West

Nature 520, 410 (23 April 2015) | doi:10.1038/520410a  
Published online 22 April 2015

[Citation](#) [Reprints](#) [Rights & permissions](#) [Article metrics](#)

Members of an isolated Amazon tribe in Venezuela (pictured) have the most diverse gut bacteria ever documented in humans.



Maria Gloria Dominguez-Bello at New York University School of Medicine analysed oral, faecal and skin bacteria from 34 Yanomami villagers who had never met anyone from the West until 2009. The researchers found almost double the genetic diversity in the faecal bacteria compared with the members of 116 outgroups. The faecal and oral bacteria also varied across for antibiotic

## Nature-branded review journals

- Among the most highly-cited and intensely-used journals in the world



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