

# Open Access & Subscriptions Co-existing?



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# Elsevier and open access

- **Actively engage**
  - Support both **Gold** and **Green** OA
- **Test and learn**
  - Developing systems and technology to implement OA
  - Working with funders, institutions and authors
- **Offer choice**
  - Respect the academic freedom of authors
  - Offer various ways for authors to comply with funder and institutional policies
  - Maintain focus on quality

140+ Open Access  
200+ Subsidized OA

1800+  
Hybrid journals

All journals  
Offer green OA options

## Gold open access

- Launching new open access journals and all established journals offer an OA option
- Choice of either a commercial (CC BY) or non-commercial (CC-BY-NC-ND) user license.
- Article publishing charges (APCs) range from \$500- \$5000 (US Dollars)

## Green open access

- All journals offer authors an option to self archive
- Share link service provides 50 days free access to recently published research
- Partner in the CHORUS initiative
- Open archives in 103 journals, including all Cell Press titles after 12 months.

## Global Uptake Of Open Access

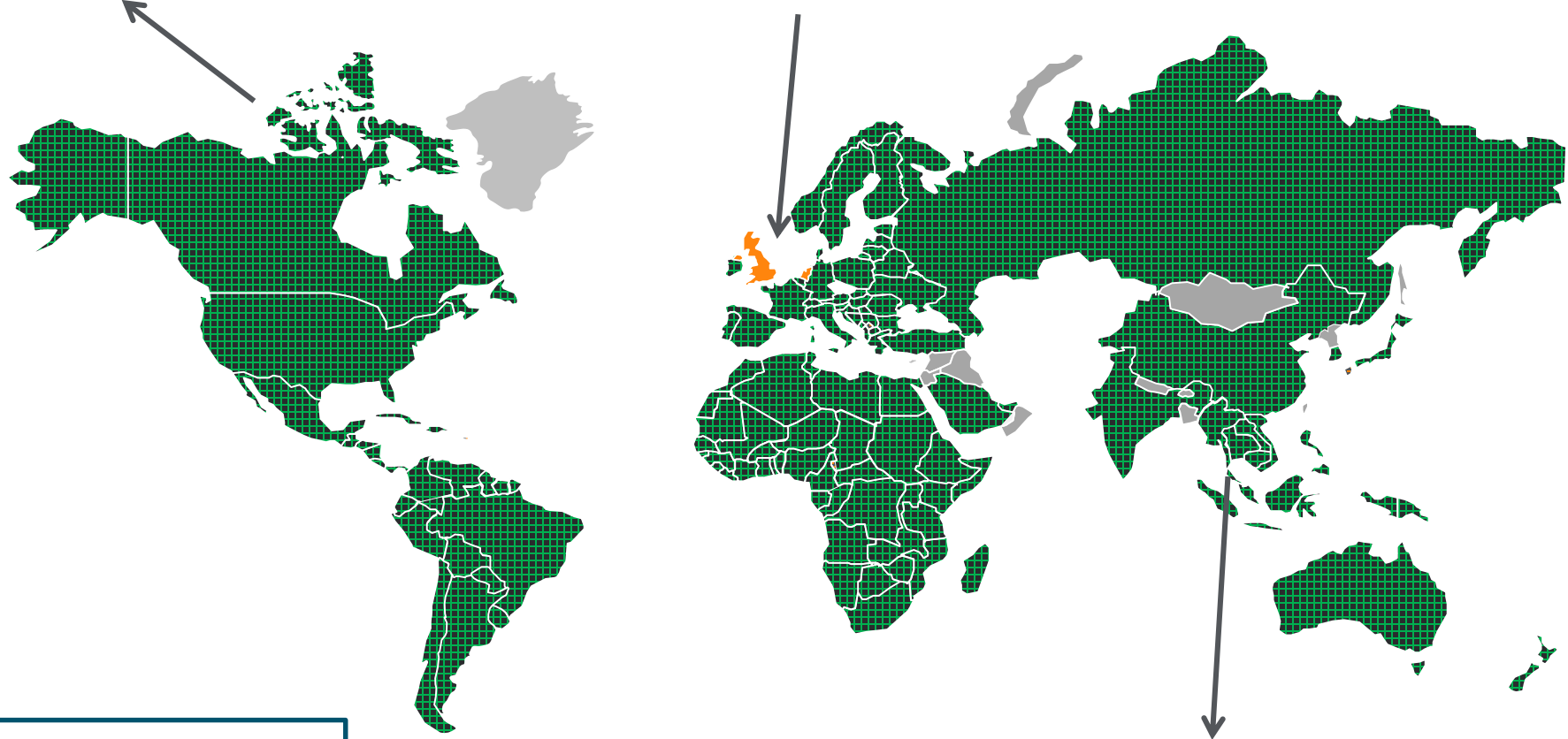


Funders – Increasingly prefer gold OA but allow green if author has no funding

# Elsevier Gold Open Access 2014

**23% US & Canada**  
 (+1% in 2014)

**49% Western Europe**  
 (-3% in 2014)

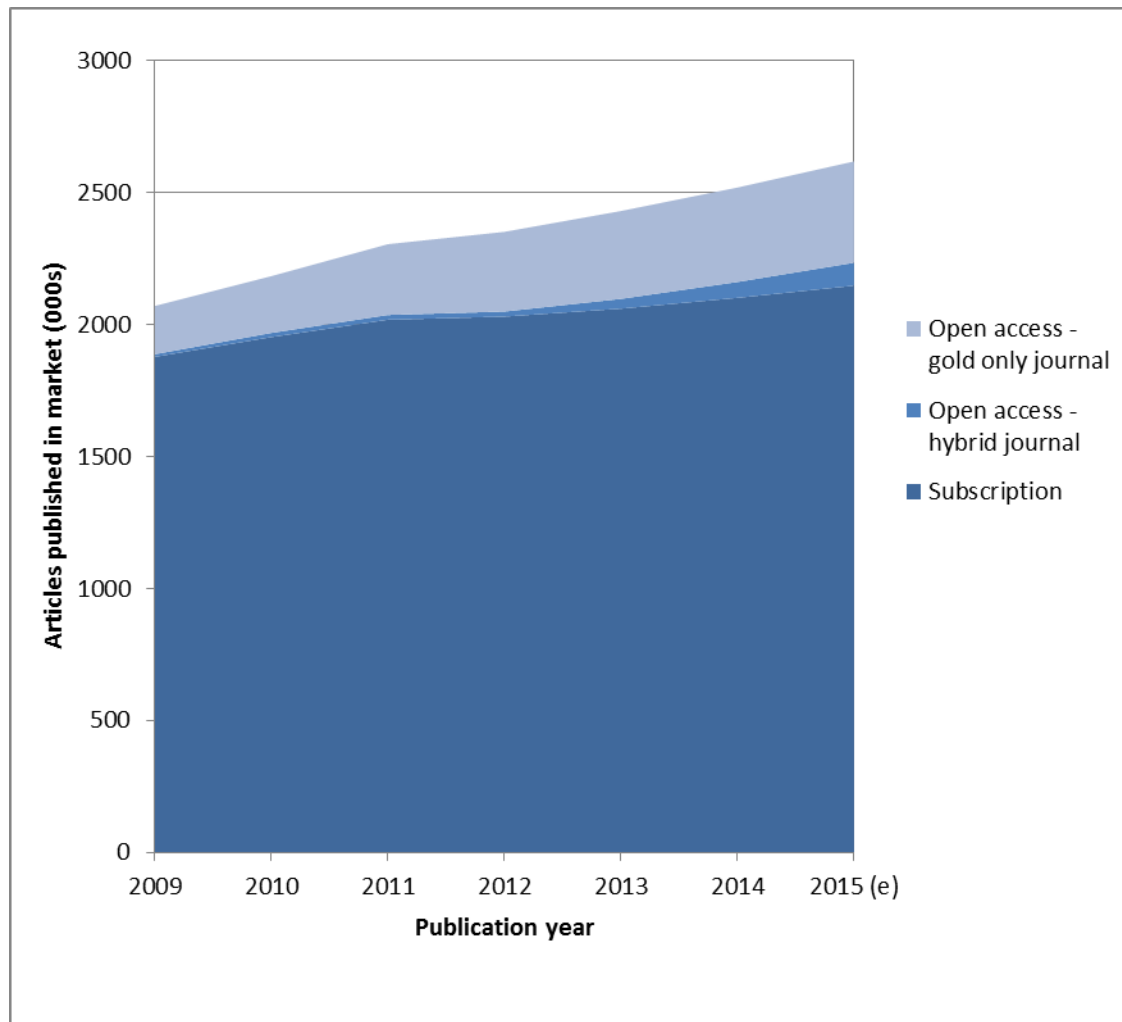


16% Rest of world  
 1% Unknown

**16% Asia**  
 (+6% in 2014)

# Total article growth by journal business model

In 2015 there were an estimated 2.1 million subscription and almost 0.5 million open access articles published worldwide.



## Subscription content

- 82% share of total articles in 2015
- ~2% growth

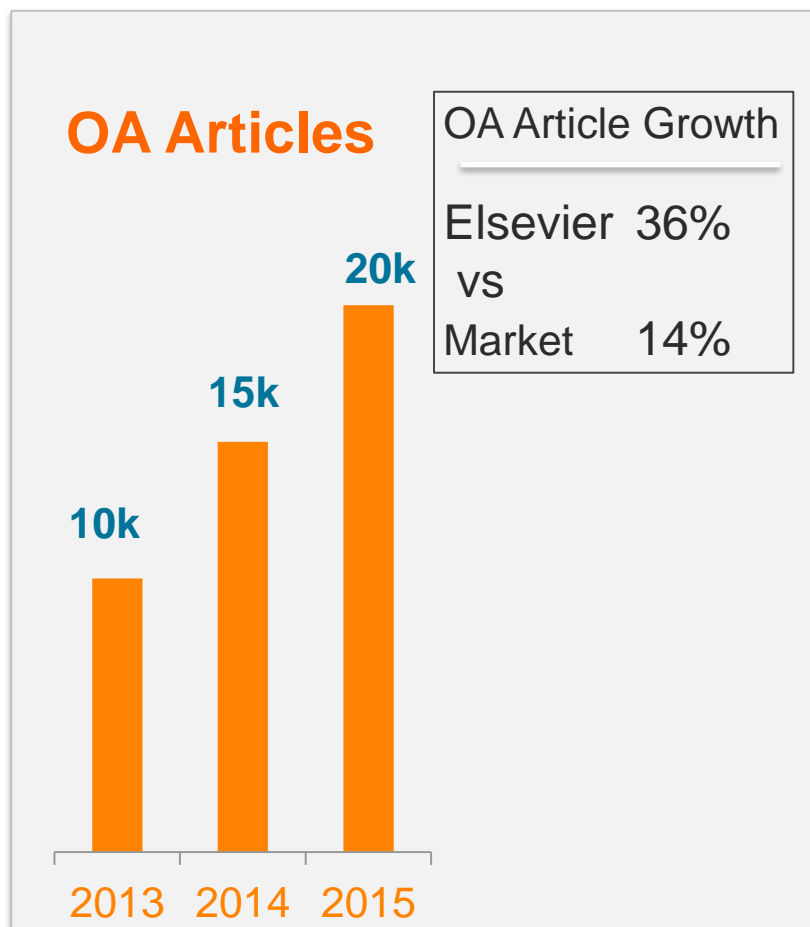
## Open access content

- Fully-paid-for open access articles is 13% share of total content in 2015
- All open access, including subsidized articles, is 18% share of total content.
- ~14% growth

## Elsevier perspective

- In 2015, Elsevier published almost 400,000 articles
- Includes over 20,000 open access articles

## Elsevier in Open Access: nr 3/4 player, high relative quality



Elsevier Gold OA: FWCI 1.32

Market Gold OA: FWCI 0.9

Elsevier subscription: FWCI 1.30

Market: FWCI 1.0

# 'Double Dipping' – what is it?

- Concern that publishers charge twice for content
- Mainly a concern in hybrid journals
- Elsevier's policy is to NOT double dip

## Individual Hybrid Journals

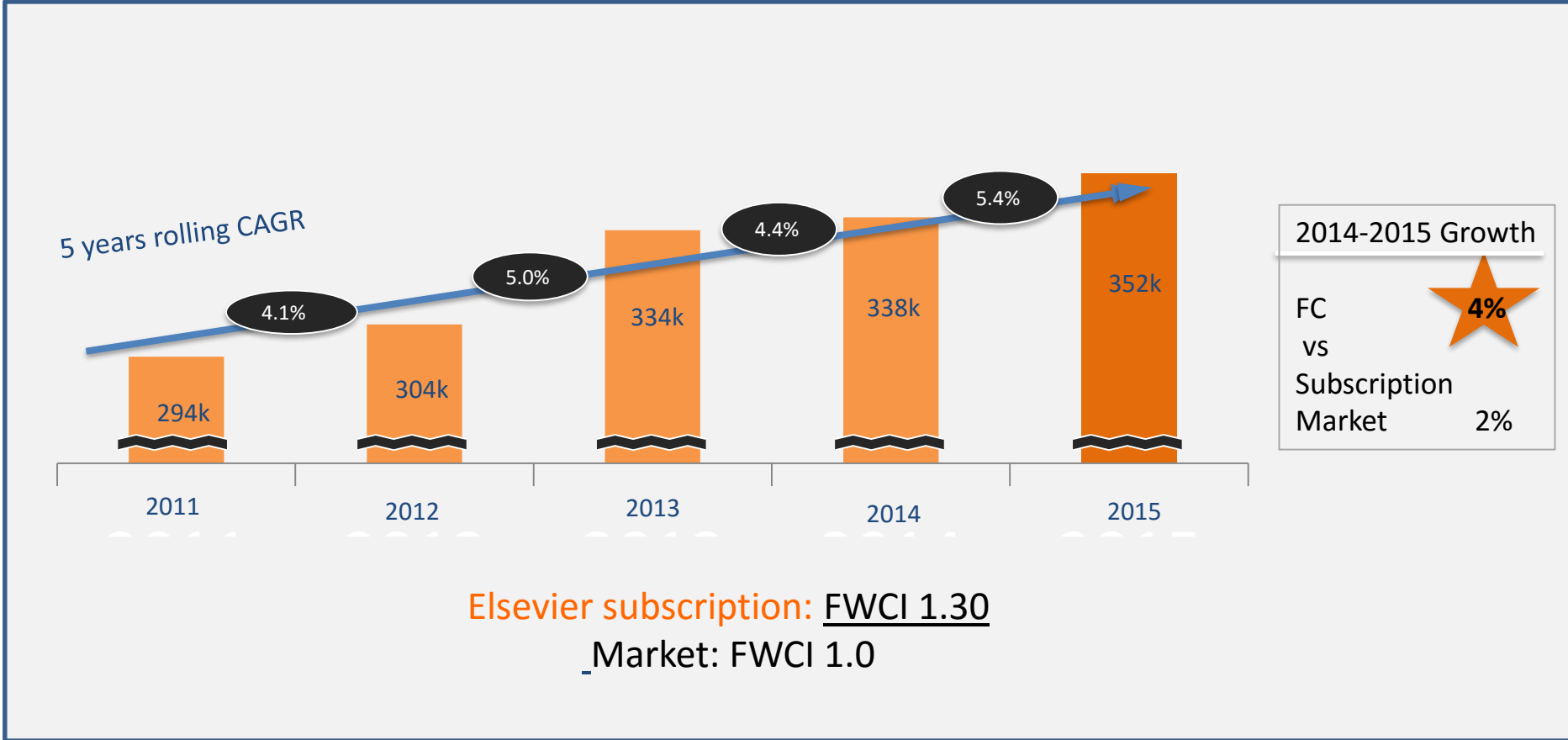
- Among other factors, pricing dependent on volume of articles in the journal
- Price is adjusted down or flipped to OA if the trends indicate that subscription articles volume is reducing
- In 2016, 22 Elsevier journals saw price reductions
- Journals flips in 2014 and 2105 were 7 and 2 respectively

## Collections e.g. Freedom Collection

- Pricing linked to individual journal prices, and annual growth in subscription articles
- Excludes all OA articles in fully gold and hybrid titles
- Growth comes from existing journals and new publications
- Elsevier's Freedom Collection quality and subscription article growth maintained despite publishing more OA



# Elsevier's Freedom Collection growth exceeds subscription market growth and quality





# Summary

- Elsevier's strategy is to offer researchers choice – subscription and OA
- Gold OA growth slowing
- Green OA may become the dominant choice
- Advocacy, author uptake and policy will determine the future
- Maintaining quality and integrity is imperative – OA and subscription
- Maybe researchers care more about research than publishing models...?
- Expectation is that both models will be around for coming years



**Quality information**



**Quality research**



**Quality of life**