



where science meets business

Open Access and the small Society publisher

Sarah Cooney

Society of Chemical Industry

23 August 2004



where science meets business

- Introduction
- Society of Chemical Industry
- Traditional challenges
- Issues associated with Open Access
- Conclusions



where science meets business

Historical aspects

- Communication tool
- 1665, *Philosophical Trans Roy Soc*
- STM publishing industry \$7.3 billion
- 43,000 journals, 9000 indexed by ISI
- Commercial publishers, university presses, learned societies

- “more people have more access to more information today than ever before in history”
- Pricing issues
- Consortia pricing now standard
- Have we seen the end of subscription erosion in licensing era?
- Will prices now stabilize?



where science meets business

Learned Societies

- Total number STM journals produced by learned societies: 9,250
- Mission statements of learned societies
- Journal pricing policies
- Societies support idea of maximum dissemination
- Is OA the best way to get there?



where science meets business

Society of Chemical Industry

- Founded 1881, today registered charity
- “where science meets business”
- Provide opportunities for interaction across borders/culture
- Charter: “advance... science for public benefit by... publishing appropriate journals, books and other communications”



SCI - activities

- Special interests, geography
- Secretariat staff of 45
- Busy conference program
- Awards and bursaries program
- Press function
- Publications

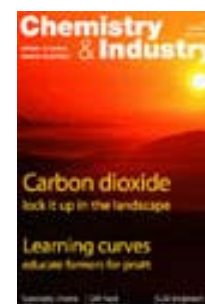


where science meets business

Publishing program

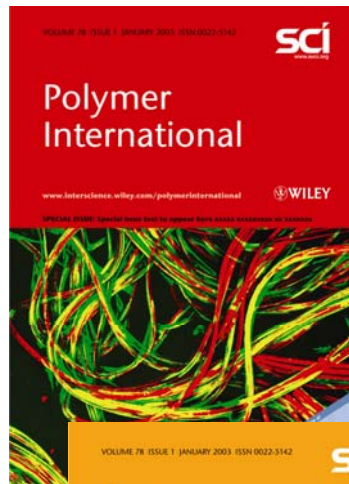


- *Chemistry & Industry*
- 24 issues per year
- Key member benefit

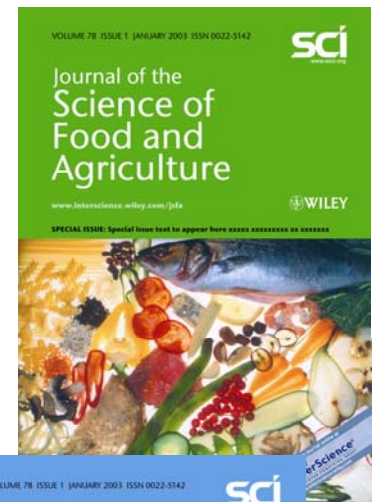




Publishing program



- 4 scholarly journals
- Well-respected niche titles, with good impact factors
- Aim to serve scientists worldwide
- Members receive substantial discount





where science meets business

Value of publications

- Public face of Society
- Press and PR opportunities
- Journals and C&I provide large part of SCI's revenue
- Profits support varied activities
- Many ways to serve/support community
- Today the profit is essential to survival



Traditional challenges

- Small portfolio of products
- Limited in-house publishing expertise
- Limited resources/infrastructure within secretariat to produce, market, sell and distribute journals
- Portfolio size critical in e-world



How SCI meets the challenges

- Choose to work with commercial publishing partner (Wiley)
 - Share work associated with producing periodicals
 - Share expertise, best practice
 - Share profits
- Symbiosis
 - Increased market penetration when SCI journals are part of a large offering (Wiley InterScience)
 - Wiley can increase content base
 - Ensures healthy usage/readership of all titles



where science meets business

- “Profit is an accounting illusion... there are no profits, there are only the deferred costs of staying in business”

Peter Drucker

What is Open Access?

- Traditional model, 'reader pays'
- Open Access does not restrict access, anyone who wants to read can
- Everyone agrees that (quality) publication costs money
- Traditional publishing adds value
- New ventures require investment



where science meets business

Drivers

- Funds to publish/read research output have not kept up with funds for doing research
- Squeezing of library budgets
'Serials crisis'
- Desire to provide maximal dissemination of all research



where science meets business

Advantages

- Access for all
- Library budgets OK (?)
- Funds for publication to keep pace with funds for research (?)
- Increased usage per article (?)



SCI's response

- Monitor developments
- ALPSP (Association of Learned and Professional Society Publishers)
- Submission to UK Government Inquiry
- Keep SCI's key decision makers up to date
- Consider experimenting?



where science meets business

Member reactions

- “OA does increase dissemination, which is key Society objective”
- “OA models discriminate against people who can’t afford to pay”
- “Many in my field won’t pay if there is a cost”
- “Have OA proponents fully addressed issues related to comprehensive archives?”



where science meets business

Problems

- Silence developing world research?
- Influence over scientific record shifts to those who can pay
- Introduces incentive for quantity
- Removes incentive for quality
- Author behaviour difficult to change



Problems

- “I would not pay to be published – the analogy to prostitution springs to mind. Not to mention plutocracy.”

US research consultant and author of more than 100 publications in peer-reviewed journals

Questions

- What is 'true' cost of publishing article?
- Who will fund technology development?
- Who will pay to update legacy data?
- Serials crisis becomes budget crisis?
- Is it possible to develop sustainable business model?

Threats (or opportunities?)

- Can we survive without journal profits?
- Reduced funds for activities
- Can Open Access revenue replace profits?
- Begin developing alternative revenue streams



where science meets business

Business models

- Author pays to publish
- Author chooses to pay
- Author pays to submit



Cost/revenue per article

PLoS	\$1500
Springer Open Choice	\$3000
Open Society Institute	\$3750
Nature	\$10,000-30,000



Monitoring developments

- ALPSP workshop “Evaluating your journals as potential OA candidates”
- ALPSP to evaluate experiments
- Lessons from dot.com bubble?
- Lessons from telecoms industry?



where science meets business

Conclusions

- SCI shares view of ALPSP
- Encourage experimentation

- Maximum dissemination of information
- Essential to ensure quality, lack of bias
- Any new system must be sustainable



where science meets business

Acknowledgements

- Rosamund Snow, Rachel Newton, SCI
- Morris Berrie, Biotechnology Investment Today
- Mike Davis, Brian Crawford, John Wiley & Sons
- Sally Morris, ALPSP