



ELSEVIER

Global trends, Open Access and Elsevier

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September 2016

Open Access: A global overview

Some important jargon!

Gold open access – a new business model

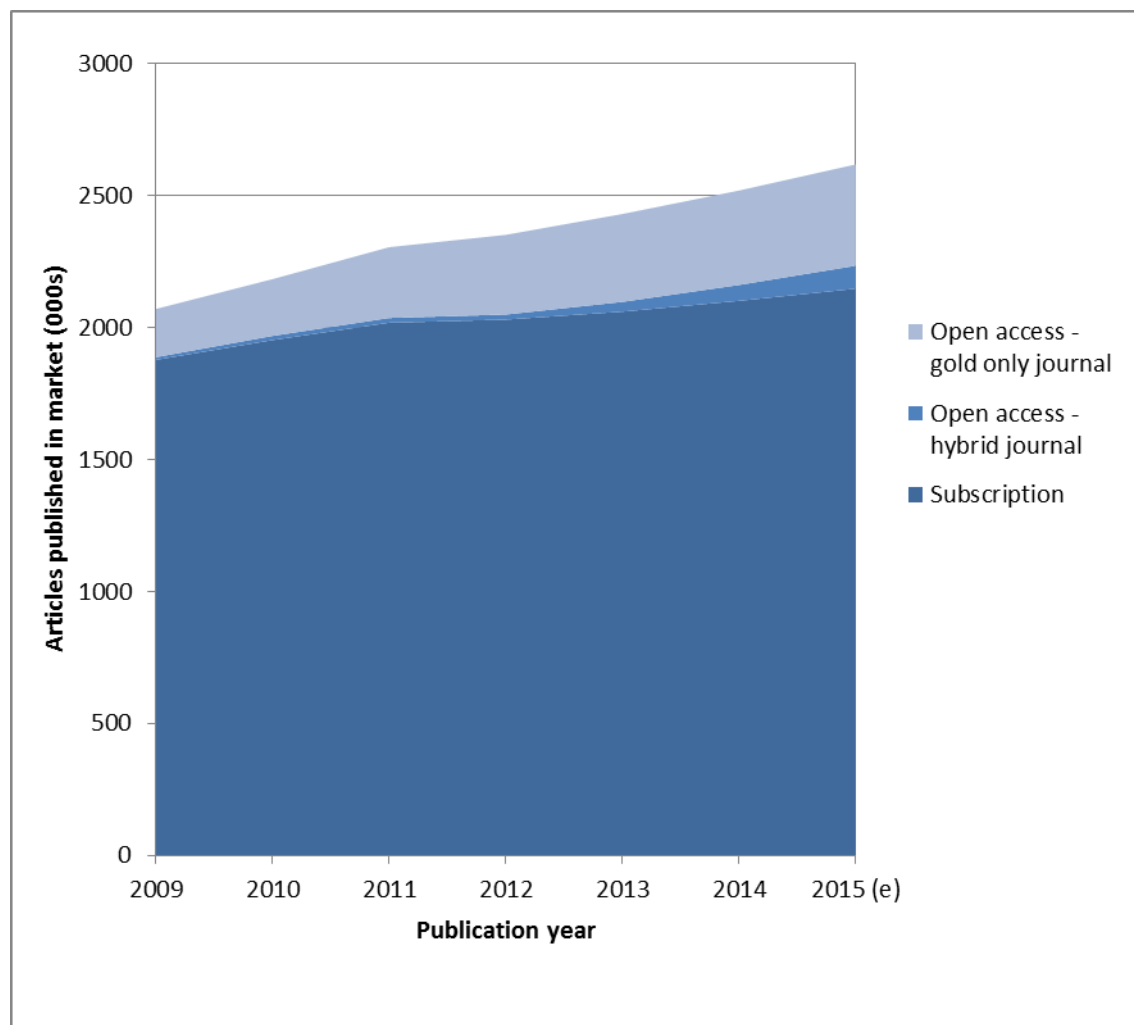
- Publishing costs are recovered upfront through Article Publication Charges (APCs) or Subsidies
- APCs are typically paid from research grants or from sponsoring funders or societies

Green open access – works in harmony with the subscription business model

- Publishing costs are recovered after publication through Subscriptions
- A version of the article, typically the Accepted Manuscript, is made available after a time delay, known as an embargo period.

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

Open access content

- Gold open access articles is 13% share of total content in 2015
- All open access, including subsidized articles, is 18% share of total content.

Elsevier perspective

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

Global approach to open access

North America and Canada

- US Federal Agencies formulating policies following OSTP memo e.g.
 - NIH: gold or green; deposit to PMC within 12 months
 - DOE: green (or gold); public access within 12 months via PAGES and CHORUS
 - NSF: gold or green; public access within 12 months
 - CHORUS working with DOD, DOE, NSF, etc.
- Canada active in OA discussions and looking at gold and green
 - Tri-Agency policy: gold or 12 month deposit mandate
 - Gates Foundation: gold open access

Asia Pacific

- China: CAS & NSF; gold or green open access, deposit within 12 months
- ARC & NHMRC in Australia have 12 month self-archive mandate, as does A*Star in Singapore
- Other funders considering policy



Latin America

- Focus on green open access
- Argentina: MINCYT introduced 6 month deposit mandate
- Brazil: Government formulating green open access policy
- Mexico: OA legislation passed to support repository development

Africa

- Developing repositories
- Publishers enabling philanthropic access
- New open access journals to support local research needs
- Some institutions have open access mandates, but no policies from any funders or Governments

Europe

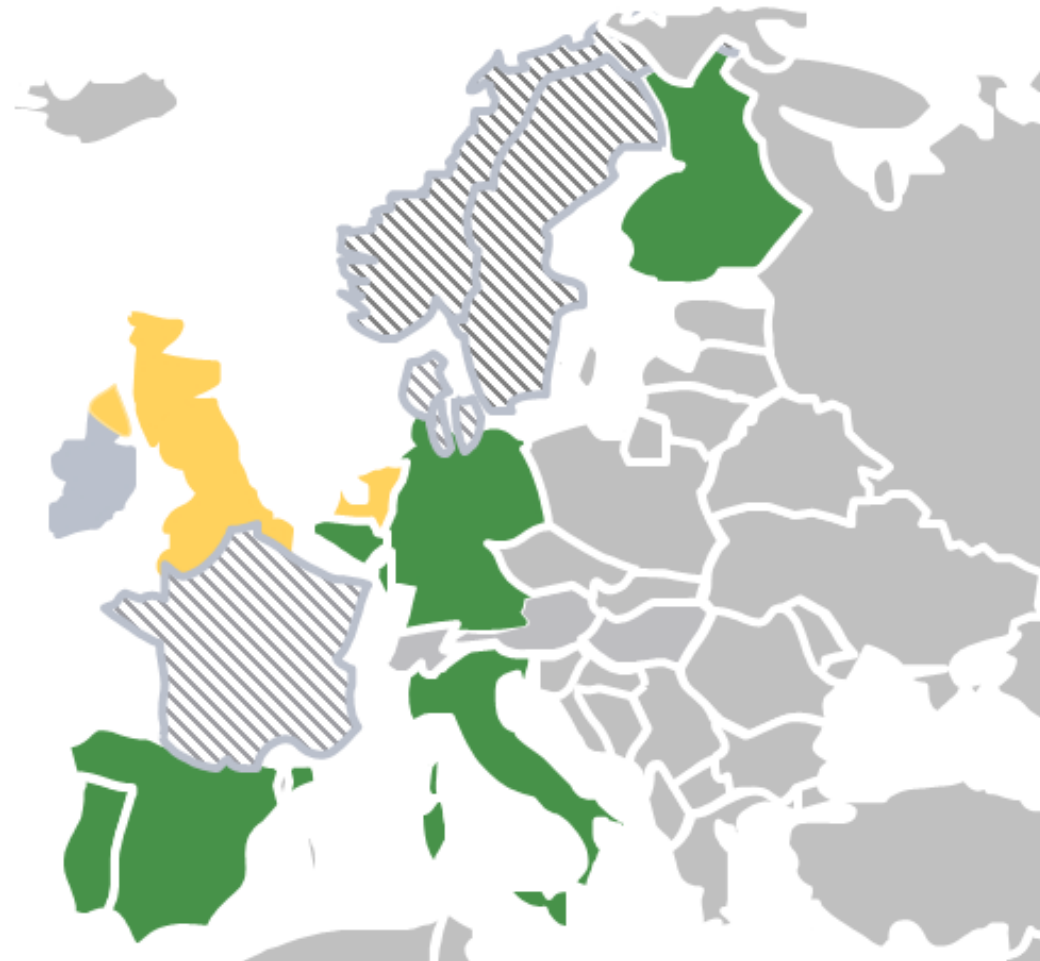
- Focused on a mix of gold & green open access
- UK funder mandates focused on gold (Research Councils UK & Wellcome Trust)
- Green open access mandates in Italy & Spain
- All EU members formulating open access policies at either national, funder or institutional level.




EU open access national policies

- Mixed focus of both green and gold
- UK and NL have opted for gold
- Spain and Italy have a preference for green

Compliance rates depend on:

- Development and implementation of policy (consulting with stakeholders such as institutions & publishers)
- Willingness to provide additional funds for APCs and/or consideration over length of embargo periods
- Tracking and enforcement of policy
- Researcher education and awareness



-  Gold open access focus
-  Discussions in progress
-  Green open access focus

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

400+

Open access journals

1700+

Hybrid journals

All journals

Offer green OA options

Gold open access

- Launching new open access journals and all established journal 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)

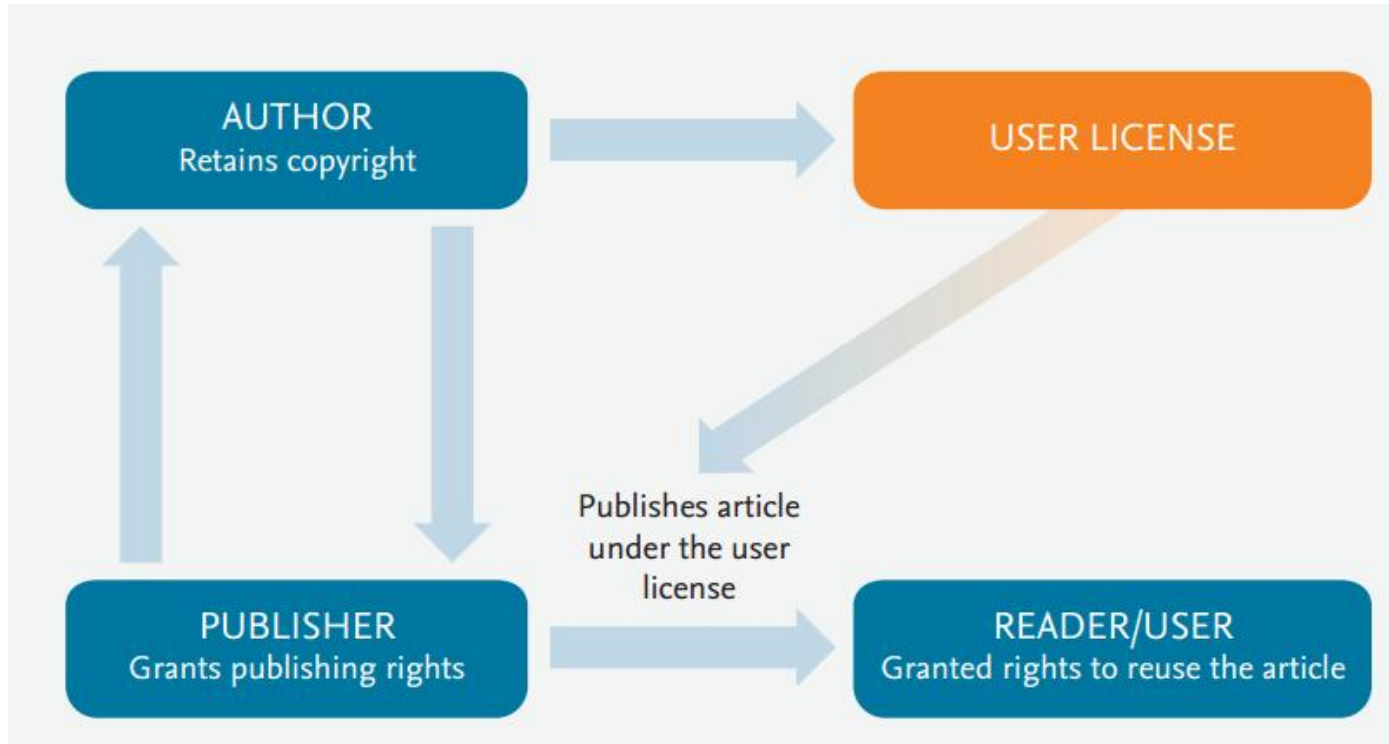
Green open access

- 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.



Elsevier and gold open access

Understanding the fine print: gold open access





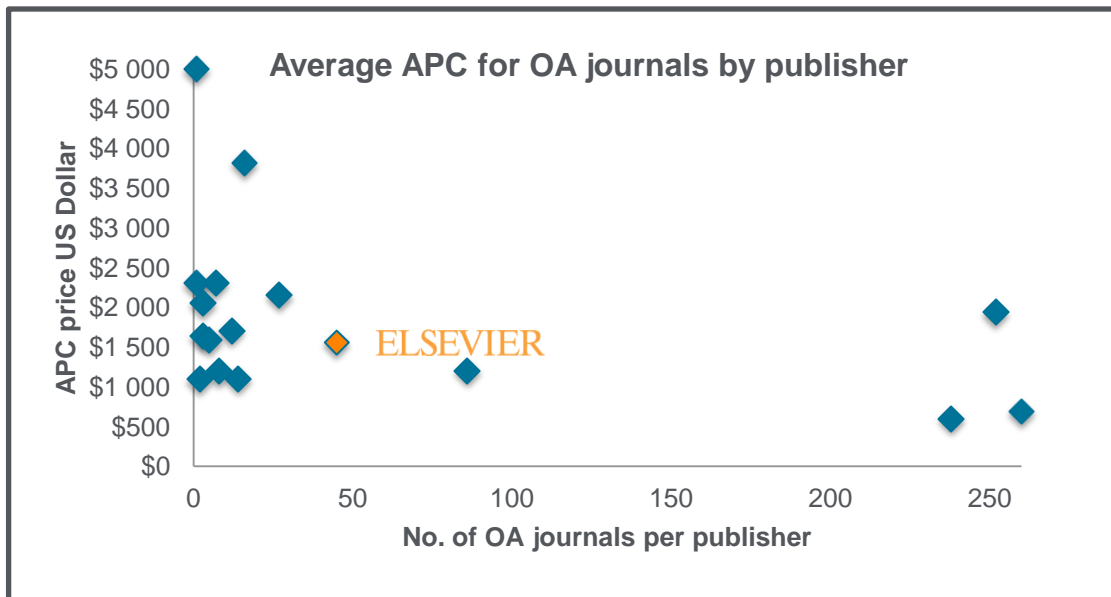
User Licenses

- Describes how readers can use your article which may include commercial reuse
- Authors need to know about OA policies as some funders require specific licenses
- Be informed – authors can't necessarily change their mind after making a choice
- Elsevier offers a choice of user licenses:
 - CC-BY 4.0: A license to permit readers to share and adapt the article for any purpose, even commercially
 - CC-BY-NC-ND 4.0 : A license to permit readers to share all or part of the article in any medium or format for non-commercial purposes. Permission from Elsevier is required for the distribution of derivative versions of the article or for commercial use.

User License	Read, print, download	Redistribute or republish the final article (e.g. display in a repository)	Text & data mine	Translate the article	Reuse portions or extracts from the article in other works	'Sell ' or re-use for "commercial purposes"
Commercial license: CC-BY 4.0	✓	✓	✓	✓	✓	✓
Non- commercial license: CC-BY-NC-ND 4.0	✓	✓	✓ <small>*for private use only and not for distribution</small>	✓	✓	✗

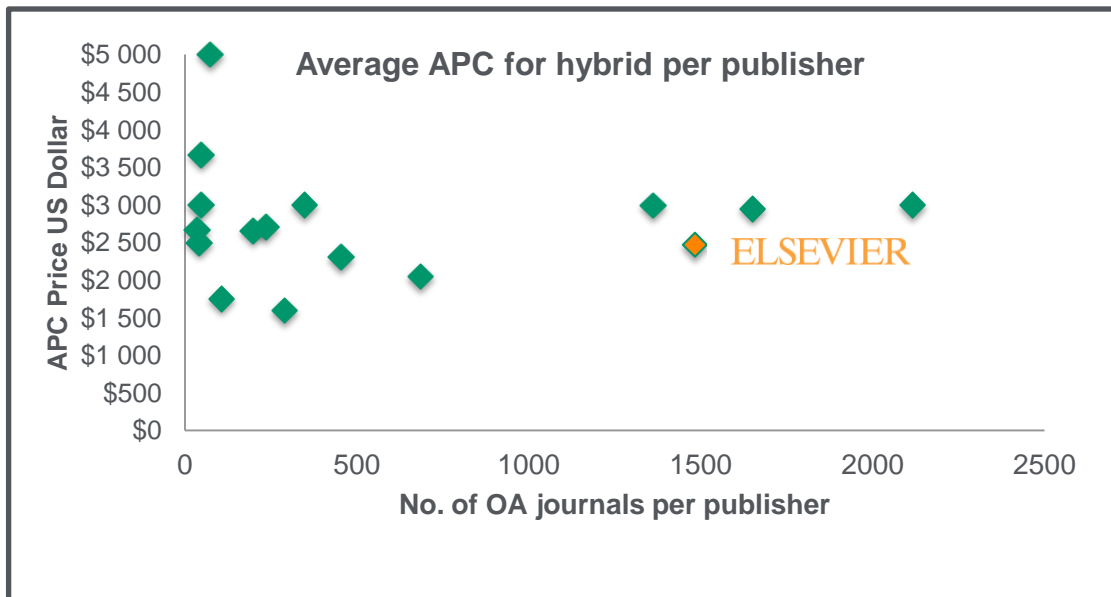
CONFIDENTIAL

APC pricing



Open access journals APC pricing

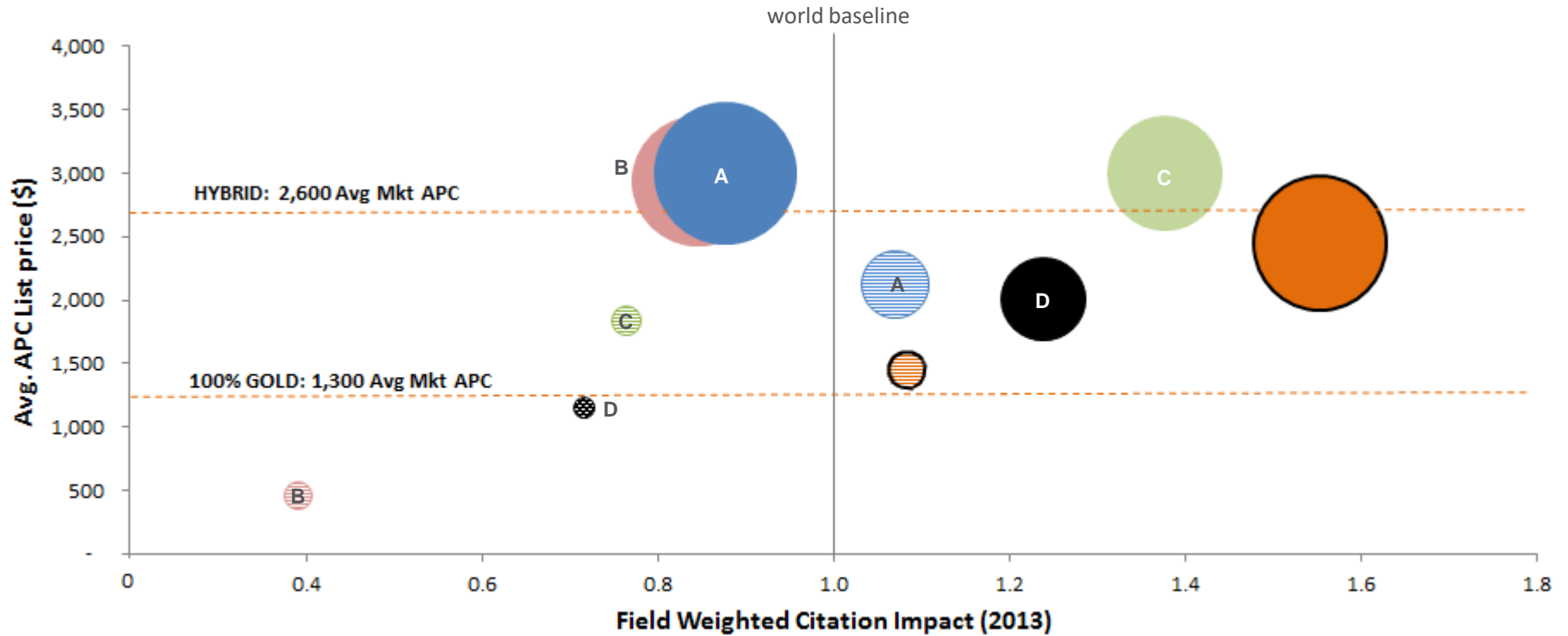
- Average APC by journals is £748; for Elsevier it is slightly higher at £944
- Elsevier's prices range from £300- £3000 which increases the average APC.



Hybrid journal APC pricing

- Average APC by journal is £1,602; for Elsevier it is slightly lower at £1,495.
- Elsevier has broader distribution of prices which are tailored to specific communities.

Elsevier maintains its quality across its broad hybrid/gold journal portfolio, while keeping APCs close to the market average



● Elsevier ● A ● B ● C ● D

Solid bubbles represent Hybrid journal portfolios

Pattern bubbles represent 100% Gold journal portfolios

Bubble size represent number of titles



The journal has innovation at its core:

- Will publish every technically sound paper across *all* disciplines
- “Test bed” for innovation: will experiment with new platforms and test new ways to improve the author and reader experience
- Evolving with active feedback from the research community
- Will use Elsevier’s vast network of experts and cutting-edge technology to ensure papers are handled quickly and are discoverable after publication
- Aims to eliminate the pain points of the publishing experience

H e l i y o n

\$1250

(US Dollars)

2 choices

of Creative Commons
licenses including CC BY

**All articles
welcome**

Publishes across all
disciplines and article
types including
humanities

No double dipping

Elsevier's policy

We do not charge subscribers for open access articles and when calculating subscription prices only take into account subscription articles

– we do not double dip

- In 2016 we adjusted the subscription prices of 21 journal titles downwards to reflect falls in subscription article volume.
- As part of the policy in subsequent years Elsevier will avoid strong upward price increases in case the OA trend is reversing.

Price adjustments for 2016

Title	2015 Price (\$)	Price Change 2016	2016 Price (\$)
VISION RESEARCH	4,733	-10.0%	4,260
International Journal of Machine Tools and Manufacture	4,493	-7.3%	4,165
INTERNATIONAL JOURNAL FOR PARASITOLOGY	2,987	0.0%	2,987
TRENDS IN BIOCHEMICAL SCIENCES	2,744	-4.9%	2,609
TRENDS IN BIOTECHNOLOGY	2,558	-3.5%	2,468
POLITICAL GEOGRAPHY	1,788	-3.0%	1,734
Nano Today	1,504	-4.4%	1,438
MOLECULAR AND BIOCHEMICAL PARASITOLOGY	5,595	-10.0%	5,036
MUTATION RESEARCH - FUNDAMENTAL AND MOLECULAR MECHANISMS OF MUTAGENESIS	7,341	-10.0%	6,607
Artificial Intelligence in Medicine	1,334	-2.4%	1,303
JOURNAL OF NON-NEWTONIAN FLUID MECHANICS	5,138	-10.0%	4,624
Dynamics of Atmospheres and Oceans	1,597	-10.0%	1,437
Matrix Biology	1,300	-75.0%	325
COMPARATIVE BIOCHEMISTRY AND PHYSIOLOGY - PART A: MOLECULAR & INTEGRATIVE PHYSIOLOGY	9,337	-6.3%	8,752
Comparative Biochemistry and Physiology - Part C: Toxicology & Pharmacology	4,736	-10.0%	4,262
Differentiation	2,872	-10.0%	2,585
Annals of Physical and Rehabilitation Medicine	712	-8.8%	649
Clinical Immunology	3,070	-8.0%	2,825
JOURNAL OF MATHEMATICAL PSYCHOLOGY	1,538	-8.3%	1,410
Journal of Molecular Spectroscopy	4,453	-7.0%	4,139
JOURNAL OF MOLECULAR BIOLOGY	8,088	-10.0%	7,279

Elsevier and green open access

Elsevier's sharing guidelines

Researchers can share at each stage of the publication process:

PRESUBMISSION

Preprints can be shared anywhere at any time.

PLEASE NOTE: Cell Press, The Lancet, and some society-owned titles have different preprint policies. Information on these is available on the journal homepage.

AFTER ACCEPTANCE

Author manuscripts can be shared:

- Privately with students or colleagues for their personal use
- Privately on institutional repositories
- On personal websites or blogs
- To refresh preprints on arXiv and RePEc
- Privately on commercial partner sites

AFTER PUBLICATION

Gold open access articles can be shared:

- Anytime anywhere on non-commercial platforms
- Via commercial platforms if the author has chosen a CC-BY license, or the platform has an agreement with us

Subscription articles can be shared:

- As a link anywhere at any time
- Privately with students or colleagues for their personal use
- Privately on commercial partner sites

AFTER EMBARGO

Author manuscripts can be shared:

- Publicly on non-commercial platforms
- Publicly on commercial partner sites

SHARE

In all cases:

- Preprints and accepted manuscripts shouldn't be added to or enhanced in any way to appear more like, or to substitute for, the final published journal article
- All posted articles should link to the final version via the Digital Object Identifier (DOI)
- Posted author manuscripts need to have a CC-BY-NC-ND user license

Linking: Share Link



- Every day, scholarly articles receive 12,000 new mentions across social media, news and blogs: that's one mention every seven seconds!
- Share Link provides every author with a customized URL which when shared provides 50 days free access to the final published article to anyone



Katerina Tsetsura @tsetsura

9 december

Why women NGOs in post-Soviet space are not so successful? Read my latest article in PR Review for free: elsarticle.com/18AyHnN



Marco Kuhrmann @kuhrmannm

9 december

Elsevier provides free access to our article on PET until 31st January 2014; elsarticle.com/18AizOk

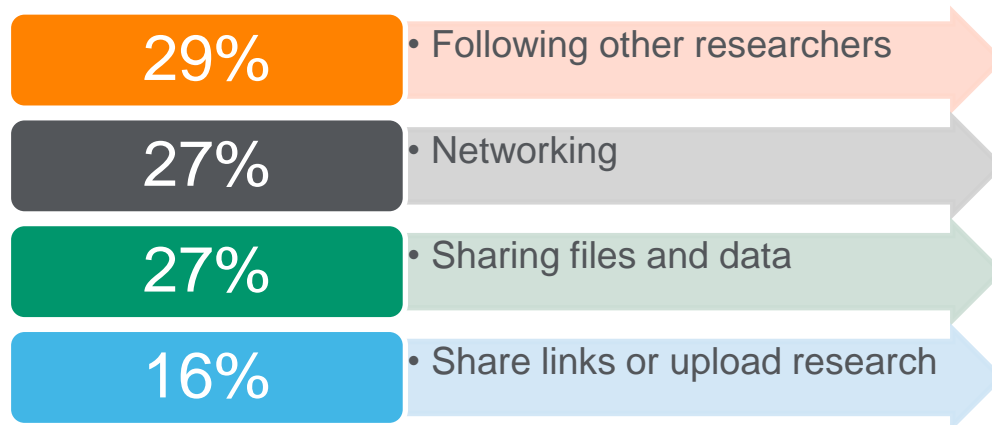


Dmitry Savostyanov @drraug

9 december

Free online version of my recent paper, thanks #elsevier elsarticle.com/18ATii5

Overall, 70% of researchers now use social media websites for professional purposes

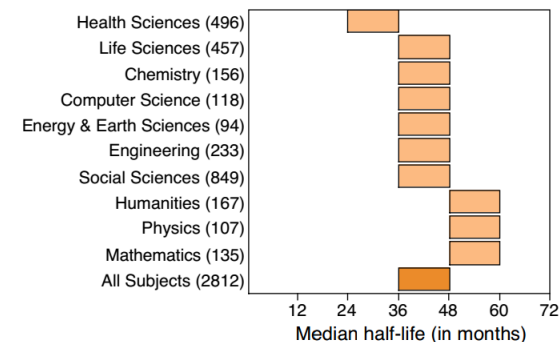
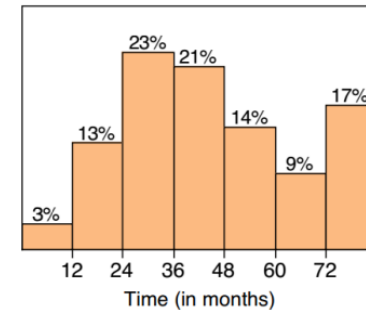


Implementing policy: Embargos

How to make OA policies sustainable?

- Green OA relies on the subscription model
- Access is after an embargo period has expired rather than immediately, because libraries will not subscribe if the content is available for free immediately
- Embargo periods are discipline specific and require careful consideration;
- One size fits all approach not workable for all academic disciplines.

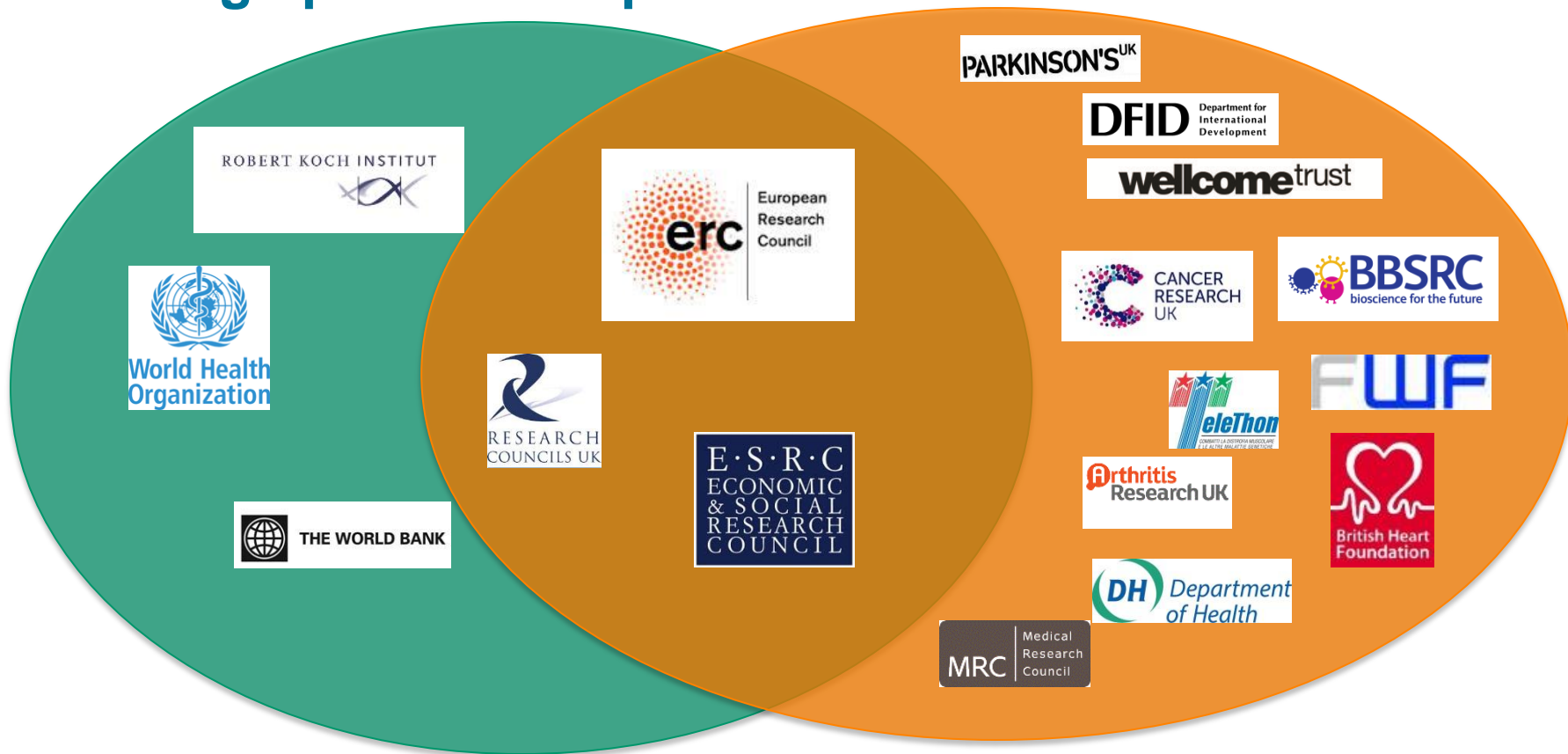
Distribution of journal half-lives



“we canceled [our subscription] because of free online access. Another year we might have resubscribed, but in times of declining budgets, it will be a more difficult decision”

Leslie Czechowski, Assistant Director of Collections & Technical Services at the University of Pittsburgh Health Sciences Library.

Facilitating open access policies



Green agreements

- Facilitates sustainable green open access
- **Immediate internal posting** on repositories
- **Public access** to the author accepted manuscript **after embargo**

Mixed agreement combination of both green and gold



Gold agreements

- Help establish automation of workflows to streamline author experience
- Can include reporting to funding organisation on uptake
- Compliance is higher when combined with clear funding for APCs.

Text and Data Mining

Supporting TDM at Elsevier

2006 Started supporting *ad-hoc* TDM access requests

- Low - but increasing level - of interest from early adopters

2012 First content mining policy published

- Developed new APIs & rolled out better TDM technical solutions

2013 Pilot (~30 academics)

- Discover two main user cases for TDM and input to refine our TDM technical solutions

2014 Publish updated TDM policy

- Automatically give access to subscribed users
- Launch a developers portal to facilitate access

2015 Launch STM Open Access Corpus

- Valuable open access tool to help researchers refine and develop their tools in order to TDM more effectively

Elsevier's TDM policy

Researchers at academic institutions can text mine subscribed-to content for non-commercial research purposes via the ScienceDirect API, at no additional cost.

Sharing output

- No restrictions on publishing/sharing research findings resulting from TDM
- Conditions on sharing underlying subscription content:
 - May contain "snippets" of up to 200 characters of the original text
 - Proprietary notice
 - DOI link to original content

Open access content

- Text and Data mining permission are determine by the author's choice of user license.
- This information is detailed in the individual articles

Supporting cross-publisher TDM

Addressing two issues:

Problem: Researchers want to be able to access full text content from multiple publishers' sites for OA or subscribed content in a consistent way.

Solution: Common API (protocol) for requesting machine readable full text from many different publishers



A screenshot of a GitHub repository page for "CrossRef / rest-api-doc". The page shows the repository name, a search bar, and navigation links like "Explore", "Features", "Enterprise", and "Blog". Below the repository name, there are buttons for "Watch" (14), "Star" (33), and "Fork". The current branch is "master" and the file path is "rest-api-doc / rest_api_tour.md". A commit by "gbilder" on Nov 11 2014 is shown. The file size is 6.196 kb and it contains 185 lines (90 sloc). The page content includes sections for "CrossRef TDM API Tour", "Version History" (listing V1: 2014-04-18, first draft and V2: 2014-11-10, edits for CR workshop), "Overview" (describing the REST APIs for CrossPublisher support), and "Technical notes" (recommending plugins for JSON formatting).

<http://www.crossref.org/tdm/index.html>

CrossRef TDM

400 Participating Publishers, including:

- AIP
- ACS
- APS
- IoPP
- HighWire
- Walter de Gruyter
- Elsevier
- KAMJE
- PLOS
- Wiley
- Springer
- APS
- BMJ

20 Million

Articles with full text links
and license information

FREE

Public service