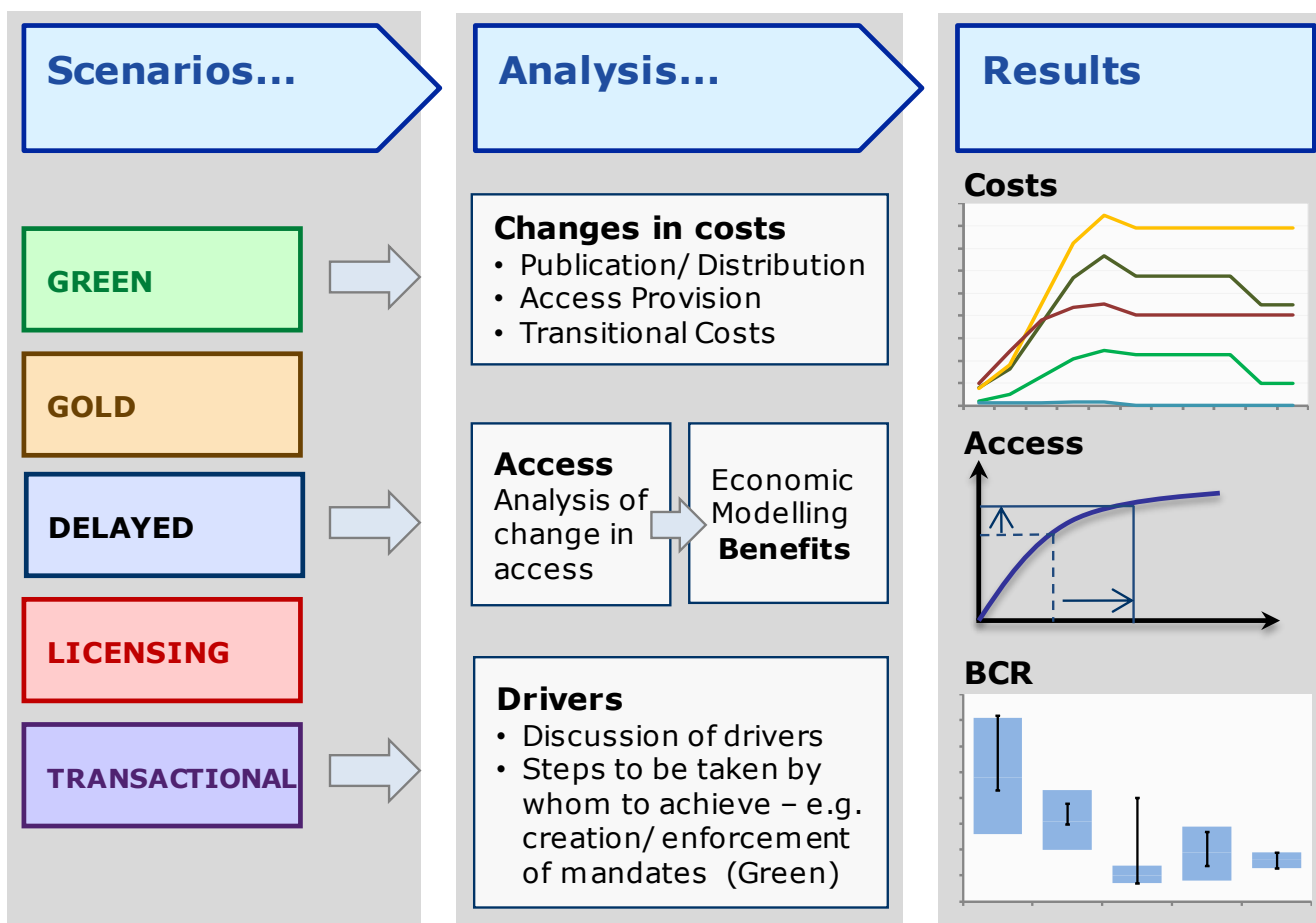


# Heading for the Open Road: Costs and Benefits of Transitions in Scholarly Communications

Michael Jubb  
Research Information Network

LIBER Conference  
Barcelona  
1 July 2011

# The study and the process

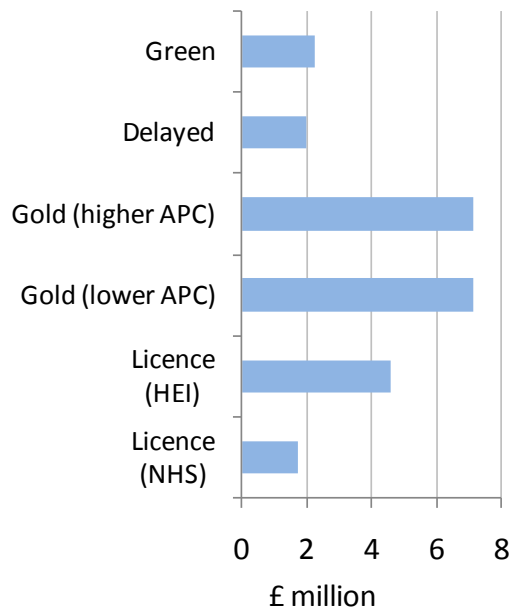


# The scenarios

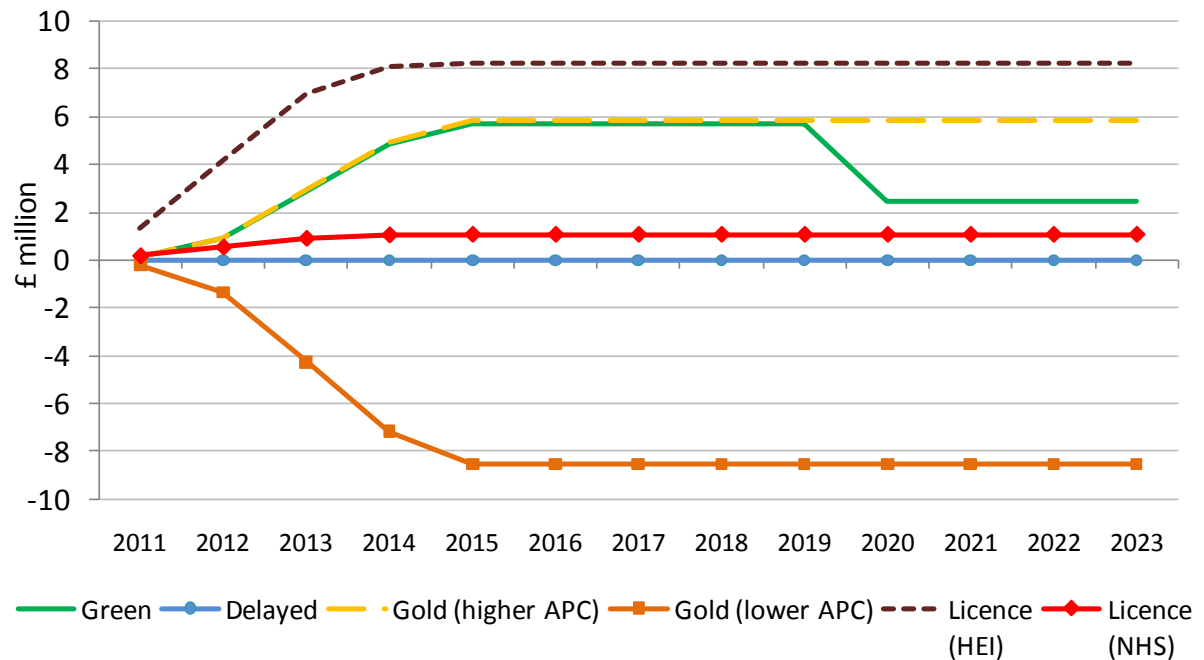
Green OA	<ul style="list-style-type: none"> <li>▣ funder mandates: 40-60% deposit rates</li> <li>▣ institutional mandates: 15-30% deposit rates</li> <li>▣ variants: 'Green 2015' and 'Green Zero'</li> </ul>
Delayed Access	<ul style="list-style-type: none"> <li>▣ publisher response to demand for access</li> <li>▣ 25% of articles OA on publisher platforms</li> <li>▣ embargoes set by publishers: 12-36 months</li> </ul>
Gold OA	<ul style="list-style-type: none"> <li>▣ funding co-ordination and more journals</li> <li>▣ biomed 40% of articles; S&amp;T 15%; humanities 5%</li> <li>▣ variants: higher &amp; lower author-side fees (APCs)</li> </ul>
Licence Extension	<ul style="list-style-type: none"> <li>▣ publisher and Government desire to meet demand</li> <li>▣ 75% of articles for HE national licence</li> <li>▣ 55% of articles for health service (NHS) licence</li> </ul>
Transactional (PPV)	<ul style="list-style-type: none"> <li>▣ publisher response to demand</li> <li>▣ aggregation site with targeted marketing</li> <li>▣ PPV @ \$10 (&amp; \$5/\$1)</li> </ul>

# Annual net costs to the UK

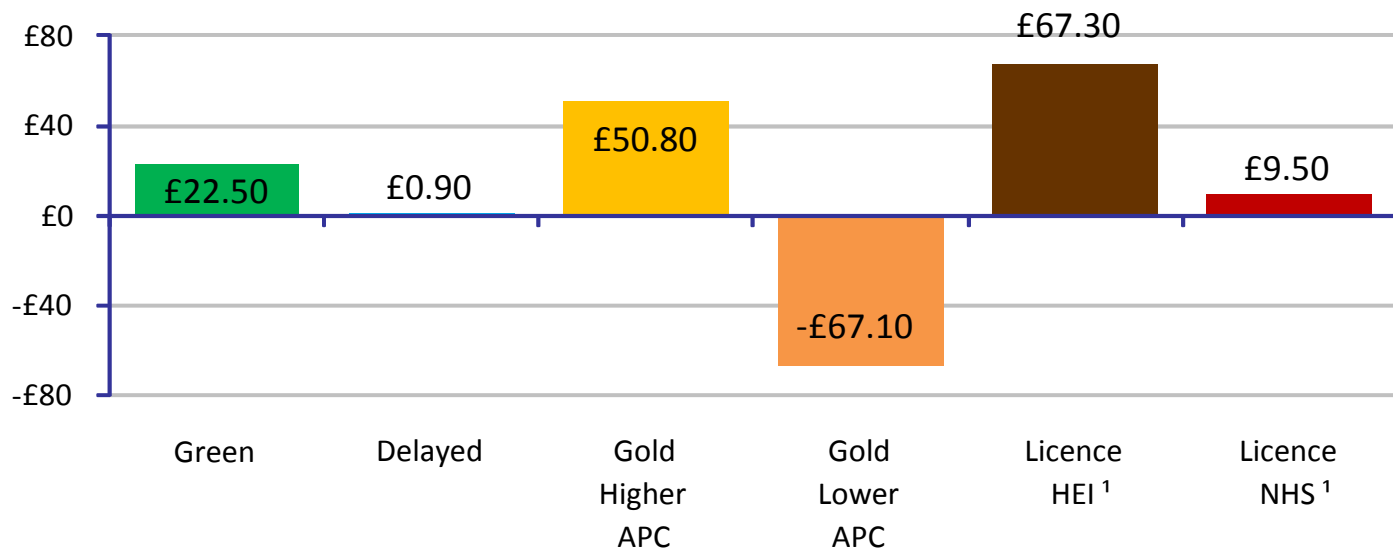
Panel A: One-off transactional costs



Panel B: Annual system costs (steady state plus ongoing transitional costs)

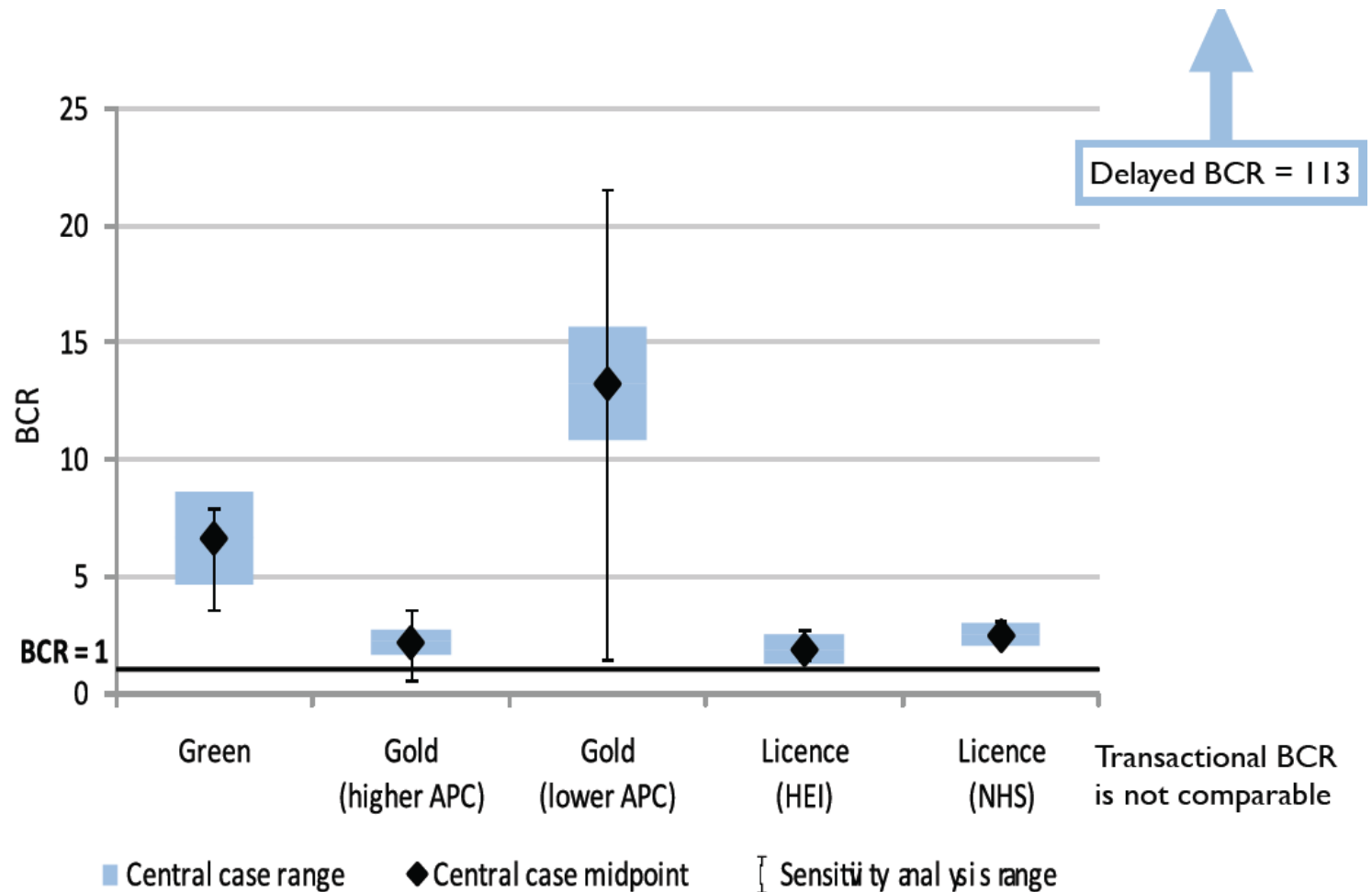


## Net cost per additional 'standardised unit of access (SUoA)'



<sup>1</sup> Increase applicable to HEI / NHS users only

# Benefit-cost ratios



# Relative risks

Scenario	Scholarly Communications System Risk	Transition Risk	Risks to Achievement of BCR
Green	Higher	Medium	Lower
Delayed	Medium	Lower	Lower
Gold	Lower	Medium	Higher
Licence Extension	Lower	Higher	Lower
Transactional	Medium	Lower	Lower

## Delayed access

- closest to a no-cost scenario
- low cost per additional unit of access
- high benefit-cost ratio
- plausibility?
  - why would publishers do it?
- few if any policy levers
- unlikely to bring major increases in access over next 5 years



## Transactional:PPV

- potential use to target access gaps
- complementary to subscriptions and licences
  - but danger of cannibalisation of existing publisher revenues
- unlikely to lead to substantial increases in access
- few if any policy levers
- OA would reduce demand

## Extensions to licensing

- cost-effectiveness depends on price....
- ...but benefit-cost ratios relatively low
- high transition risks
  - upfront and continuing costs
  - difficulty of allocating costs fairly across the HE sector
- unattractive/unlikely in current fiscal climate

## Green OA

- could substantially increase access
- cost-effective because infrastructure already built
- low transition risks
- risks to scholarly publishing system from potential cancellations of subscriptions
- not independently self-sustaining

# Gold OA

- sustainable business/funding model
- improved economic efficiency
  - clearer price signals, lower barriers to market entry
- potential for
  - high benefit-cost ratios
  - savings in net costs to UK and to university sector

*provided that*
- author-side fees (APCs) are low enough
  - £2000 (€2275) *on average*
- transition risks
  - publisher pricing
  - funding 'hump'
  - UK/global take-up

## Summary

- OA scenarios offer most scope for policy-makers to increase access cost-effectively
- expand use of repositories (Green) but with caution about embargo periods and risk to subscriptions
- Gold OA is preferable *provided that*
  - average APCs remain below c£2k (€2275)
  - UK uptake matches global rates
  - hybrid models do not increase costs

## Reports and other papers

 <http://www.rin.ac.uk/trans-dynamics>

## Credits

 CEPA (Daniel Hulls, Joel Cook, David Jones

 Mark Ware Consulting

 RIN, JISC, Publishing Research Consortium, Research Libraries UK, Wellcome Trust

Thank you  
Questions?

Michael Jubb  
[www.rin.ac.uk](http://www.rin.ac.uk)