

# The Article Processing Charge-based business model

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# What about it?

- Not the dominant model
- Sustainable?
- Tried-and-tested and made a success by some
- Big publishers consider this the only way to ensure their continued viability (and want funders to guarantee to pay)
- Policy-dependence?



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# Effect of 'Green' OA

- No evidence of damage to subscription business



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# Models

- APC-based:
  - 67% of OAJs make no charge
  - 75% of subscription journals make an author-side charge
  - 50% of articles in OAJs are fee-paid
- Sponsored
- Advertising-supported
- Scholar-published



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# Who pays?

- 🌐 Funder: 59%
- 🌐 Institution: 24%
- 🌐 Author: 12%



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# Sustainable?

- Modelling studies (UK, Australia, US, Netherlands, Denmark, Germany): 'breakeven' is c1500 GBP
- Actual average APC being paid varies by discipline
- Do we want to pay the same? More? Less?
- Model transitions and end points:
  - 'Gold' OA is the end point (what does this mean?)
  - Double-dipping does not occur
  - Transition is cheaper through 'Green' OA



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  - Transition is cheaper through ‘Green’ OA
- What does ‘sustainable’ mean?



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# The effect of policy

- Where APC issue is addressed, usually made an author choice (funders and institutions)
- A small minority of funders specifically fund Gold OA (and one funder prioritises it)
- Implementation is key:
  - Author choice
  - Market forces
  - Orderly and affordable transition
  - Ensure the Big (Subscription) Deal does not morph into the Big (APC) deal



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# Research gaps

- The effect of Green OA
- The extent and economic effect of double-dipping
- The cultural and academic issues around scholar-led publishing
- Other business models (including price-fixing?)
- The real costs (and their needs) of article-processing:
  - Peer review management (incl. new forms)
  - Editorial quality control needs and costs
  - Dissemination
  - Enhancements
  - On-going innovation



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Thank you for listening

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