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?
Effect of ‘Green’ OA

No evidence of damage to subscription business
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%
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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- What does ‘sustainable’ mean?
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
Thank you for listening

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