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President Atypon Systems inc.

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Open Access Funding Models
Presented @ the World Bank

By Gordon Tibbitts, President Atypon

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About Gordon?

- Thomson GM: Healthcare econometrics and informatics
- Blackwell Publishing CEO: economics of scholarly publishing
- Bepress CEO: Open Access publishing
- Atypon President: Scholarly publishing platform
Open Access

- Peter Suber: Open Access Overview
  http://www.earlham.edu/~peters/fos/overview.htm
The New Economics of Scholarly Publishing & OA

AAUP: Sustaining Scholarly Publishing--New Business Models for University Presses:
http://aaupnet.org/resources/reports/business_models/
The New Economics of Scholarly Publishing & OA

• Ahmed Hindawi, “The fundamental feature which makes all the difference is the existence of the journal as a brand.”

http://knol.google.com/k/ahmed-hindawi/beyond-copyright-open-access-as-an/35ebnhr1dxfp4/5#

Questions to think about:

• The Continuum of Content and granularity of value: Does an article or a chapter or a snippet provide tangible value/ enough to attract funding?

• Does the ubiquity of access drive value down?

• Is there a long-term ROI based on content utilization?
What is funding needed for?

• Raym Crow: Income models for OA:

• Money to cover costs: now and what about the future?
• Money to grow publishing programs: Who decides what to spend money on?
  1. Money to expand the field (Research, Scholarships)
  2. Money to expand knowledge (teaching, public good, societal advancement)
Funding Sources?

• Traditional Sources: Subscriptions, PPV, Paid-OA, Advertising, Subsidy,…

Open Access Sources R. Crow:

• Supply-Side (Article processing, Advertising, Sponsorships, Subsidies, Donations, Endowments, In-Kind, Partnerships)

• Demand-Side (Versioning, Use, Convenience, Value-Added, Contextual e-commerce)
What Berkeley Electronic Press is doing

- Aarron Edlin, “Network of the Small”
- Guest Access Policy: all are free to download articles. bp asks for the name of their Library
- “Sustainable” Pricing: around $300/journal/forever
- Peer-Review: Get one, provide two, or pay for it
- Journal Multi-quality tiering for faster “appropriate” paper acceptance
e-Science, Digital Humanities and the Cyberinfrastructure

What it’s about:

• Pre-existing and known relatedness
• Unknown relatedness search and discovery
• Knowledge focus:
  • the discipline as a source of focus
  • the outcome as a source of focus
  • A question of granularity of focus
• Ontologies <- Taxonomies <- Thesauri

How it’s related to present and future funding:

• Well connected content is more valuable!
And to achieve long-term funding for scholarly communication we need:

1. **Brand Brand Brand**: Be the most efficient source for the information of focus

2. **Inter-relatedness**: Use a publishing platform that allows comprehensive management of the inter-relatedness of your content

3. **Experiment and evolve models** where scholars, researchers, and knowledge-workers find your content is accessible, relevant, convenient, and connected to their work. They will come back and they or their proxy will gladly pay
Questions?
Links to sources

- HISTORY: Open Access Overview Peter Suber: http://www.earlham.edu/~peters/fos/overview.htm
- NEXT NEED: Cyberinfrastructure: (Scale, and intellectually and physically accessible): http://www.perseus.tufts.edu/~amahoney/jdlesciencecomm.pdf
- OAI-PMH – Metadata harvesting interoperability: http://www.openarchives.org/pmh/
- HISTORY: SHERPA, RoMEO etc: http://www.sherpa.ac.uk/
- Journal as a brand: http://knol.google.com/k/ahmed-hindawi/beyond-copyright-open-access-as-an/35ebnhrldxfp4/5#