Heading for the Open Road: Key Messages and Some Implications

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The policy context

- no loss of interest in access issues from policy-makers
- solutions other than OA do not look attractive
- green has positive BCRs, and attractions to policy-makers
  - positive exemplars (ArXiv, PMC, RePEC.....)
  - promotion and visibility of research
  - monitoring and evaluation of research
  - infrastructure already built, and being further developed (Open Aire.......)

- attractiveness of gold depends critically on price
  - if under £2k (€2275, $3150) on average, very attractive indeed
  - but caveats
The market context

- universities’ concerns about costs are real, and won’t go away (RLUK campaign)
- growth of OA journals, and OA published articles
- especially rapid growth of ‘mega journals’ and series
  - PLoS One and ‘clones’
- low growth of OA publication in hybrid journals
- use of repositories
Challenges for publishers

- **costs and prices**
  - continued pressure on subscription prices
    - uncertainty and/or austerity in (some) universities
    - pressure from OA itself
  - pressure on levels of APCs, especially in hybrid journals
    - concerns about ‘double-dipping’

- **opportunities and risks**
  - variable and changing market
  - variable and changing policy context
  - geographical and disciplinary differences

- **communications**
  - the benefits and the risks of green
  - prices (including APCs)
Challenges for universities, funders and policy-makers

- funding arrangements
  - from the library to the research budget?

- process and costs of transition
  - winners and losers at national and institutional levels
  - the transition hump

- international consistency?

- risks to the system
  - sustainability
Key conclusions?

- we are already in a transition towards OA
  - uncertainties about pace and scale and end-point
  - complex interplay between green and gold
  - funders and policy-makers have powerful levers, but also challenges

- aggressive defence unlikely to be successful
  - unhelpful to talk of ‘unfunded mandates’, restrictions on choice etc

- working together across stakeholder boundaries........
Thank you

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