



Heading for the Open Road: Key Messages and Some Implications

Michael Jubb

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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

Michael Jubb
www.rin.ac.uk

