What’s Happening?
Open Access

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The data and visualizations here are a small sample drawn from the Delta Think Open Access Data & Analytics Tool.

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What’s Happening?

- The Open Access market
- The need for Better Data
About Delta Think

Founded in 2005

Scholarly Communications — Change Management

— Strategy
— Marketing Intelligence and Research
— Technology & Organizational Transition
— Business Data and Analytics
Build a One-Stop Shop!

DELTA THINK
Open Access Data & Analytics Tool

- Centralised Data + Analytics
- Continuously updated

- Public data sources
- Confidential Survey
From the Delta Think Open Access Data & Analytics Tool

Private data…

• Journals
• Articles
• Repositories
• Funding
• Pricing
• Indexes
• Publishers
• Government
• Analysts

One stop shop
• Normalize
• Cross-reference
• Visualisation
• Analysis
• Updated

+ private data from publishers (kept confidential)

…stays private
Survey

Private Data Stays Private

Averages, benchmarks only!
What’s Happening

OA Market Dynamics
Excerpted from the Delta Think Open Access Data & Analytics Tool.

Sources: as indicated in chart legend + Delta Think analysis.
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Articles in Fully OA Journals

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Hybrid Journals

Source: Delta Think analysis.
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Open Access Market

2015 $394M

2016 $467M

Source: Delta Think analysis.
OA Estimated 2016 Market Share

- STM Publishing: 4 – 9%
- STM Everything
- Fully OA
- Hybrid

Not all to scale. Source: Delta Think analysis.

From the Delta Think Open Access Data & Analytics Tool
OA Output vs Value

OA Share of Output

OA Share of Revenue

Not to scale.
Source: Delta Think analysis.

From the Delta Think Open Access Data & Analytics Tool
Funders Impetus <-> Researcher Inertia

Academic Independence

Europe
- Centralised Vision (Horizon 2020)
- Some mandate against Hybrid

UK
- Centralized negotiation & policy.
- Funders aspirational; mix allowed

US
- Least centralized
- Public Access

China
- Reward publication in Journals w/ IF ... esp. if > 5

Source: Delta Think analysis.

From the Delta Think Open Access Data & Analytics Tool
Market Dynamics: Hybrid Outlook

Number of articles published

Author Choice
Funder Limits

2012 2013 2014 2015

Hybrid Pure OA

Not to scale.
Source: Delta Think analysis.

From the Delta Think Open Access Data & Analytics Tool
Overall Output Declining

[Graph showing annual growth in output from 2010 to 2016, with a downward trend and a not-to-scale note.]

Source: Delta Think analysis.
Overall Output Declining...?

Annual Growth in Output

Not to scale.
Source: Delta Think analysis.

From the Delta Think Open Access Data & Analytics Tool
Delta Think Open Access Data & Analytics Tool

- Open Access Entrenched
- Continue to grow strongly
- Mid term funder restrictions?
- Overall output growth slowing?
- Let’s measure!

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