

Open Access: Towards the mainstream?

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Outline

- ◆ OA gathering momentum in 2008
- ◆ Making it work
 - Institutional support
 - Funding agencies
 - Central funds (Case study)
- ◆ A BioMed Central update
 - Beyond biomedicine

The benefits of open access

- ◆ No subscription barriers
- ◆ Authors retain copyright
- ◆ Articles can be deposited in national, subject or institutional repositories
- ◆ Reuse reuse reuse
- ◆ Articles can be translated
- ◆ Tied to the cost of research

Achieving open access

- ◆ **Self archiving:** Author posts “author-copy” on own website, institutional or other repository
- ◆ **Delayed access:** publisher makes article available freely after 12 months after publication date, in a suitable repository
- ◆ **Hybrid:** publisher offers “sponsored access” model, post acceptance, making some articles free, but the majority require subscription
- ◆ **Open access:** publisher makes article available immediately, and for free

Open Access

not if
but when

A shift in focus for universities

- ◆ More commercially aware
- ◆ Partner with industry
- ◆ Online/distance learning
- ◆ Global aspirations
- ◆ Greater need to analyse performance by Research Managers and Provosts
- ◆ Understand the value in marketing and PR

research output = marketing

EUA urges universities to develop clear strategies to advance open access

“Universities need to do more to develop institutional policies and strategies that increase access to their peer-reviewed research results to the widest range of users, to maximise the impact and visibility of university research”

http://www.eua.be/fileadmin/user_upload/files/Policy_Positions/Recommendations_Open_Access_adopted_by_the_EUA_Council_on_26th_of_March_2008_final.pdf

<http://tinyurl.com/3par9m>

April 3, 2008

EurOpenScholar

... a European movement for Open Access to scientific and scholarly publications whose goals are to inform the European university communities about the opportunities available to researchers today for providing open access, and to establish Institutional Repositories in the universities and research centers in Europe to deliver a range of benefits

- to provide Open Access to European research
- to conform to funder OA mandates
- to support the management of research activities and assets
- to facilitate research reporting and assessment procedures
- to boost each institution's digital profile
- to assist institutional marketing activities

October 2007/April 2008

University mandates for OA

Harvard Feb 12

Creates Office for Scholarly Communication to make the open-access repository an instrument for access to research across all disciplines. Mandates copyright retention.

<http://www.thecrimson.com/article.aspx?ref=521835>

Berkeley January 21

Creates central to fund to support authors publishing in OA journals

Southampton/Stirling April

Mandate deposition of all articles in institutional repository

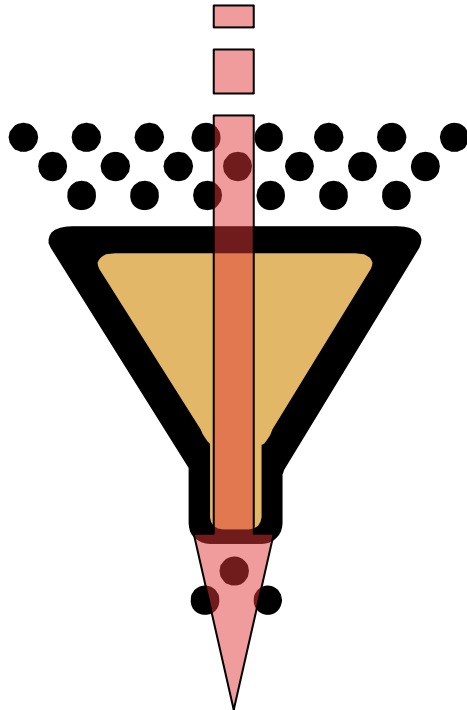
University College of Boras April 10

All employees at the University College of Boras are encouraged to, according to SUHF (The Association of Swedish Higher Education) recommendation; publish their scientific articles in an Open Access journal when there is an appropriate one

A shift in focus for libraries

from filter

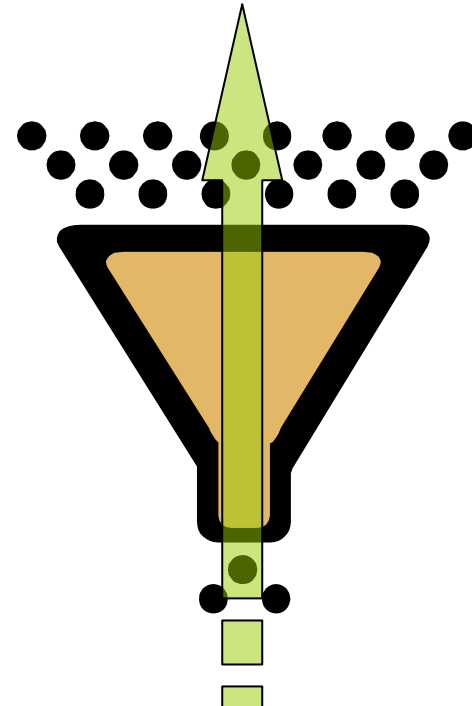
global research output



what you can afford

to disseminator

global research community



your research output

Funding agency mandates for OA

NIH

With effect from **April 7th** 2008, the US National Institutes of Health (NIH) [Public Access Policy](#) *requires* all peer-reviewed articles resulting from research carried out with NIH funding to be deposited in the [PubMed Central](#) archive, and to be made freely available within at most 12 months of publication.

Funding agency mandates for OA

HHMI - effective Jan 1, 2008

Requires all articles to be made freely available within 6 months of publication. Provides extra funding to cover OA fees

Wellcome Trust - updated Feb 1, 2008

Requires all articles to be made freely available within 6 months of publication. Provides extra funding to cover OA fees

European Research Council - Jan 10, 2008

Requires all articles to be made freely available within 6 months of publication. Provides extra funding to cover OA fees

Achieving open access: stepping stone




open repositories

OA journals

Open Repository - Windows Internet Explorer

http://www.openrepository.com/products/ european universities association

Open Repository



Open Repository Editions

No matter what your needs, Open Repository has the perfect solution for you.

Open Repository is available in two editions, offering different levels of service. The edition you need will depend on the number of documents populating your repository and your personalization and formatting needs

STANDARD EDITION	SILVER EDITION
<p>Effortless · Reliable</p> <p>Open Repository Standard Edition is the simplest way for institutions to quickly set up a repository.</p> <p>Features</p> <ul style="list-style-type: none"> • Complete set-up within 3 months • Standards-based Open Source technology platform: DSpace • Organization of content by sub-community (departments or sites can have their own areas within the repository) • Hosting and maintenance • Reliable 24/7 high-availability platform • Nightly back-up of all data files • Technical support • Training material for users and 	<p>Flexible · Cost-effective</p> <p>Open Repository Silver Edition offers institutions automatic data conversion.</p> <p>Features</p> <p>STANDARD EDITION features plus</p> <ul style="list-style-type: none"> • Batch uploading of content to pre-populate repository for customers • Automatic conversion of proprietary file formats to PDF • Institutional authentication integration • Datafeeds to automatically populate repository with new open access articles' metadata from your institution

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To receive regular updates about this service

Email:

Name:

Done

Internet 100%

Economics of paying for open access publishing

- ◆ The macro-economics are simple
- ◆ The micro-economics are more challenging

Macro-economics

- ◆ Open access publishing involves no new costs
- ◆ From the perspective of the research community as a whole, switching to an Open Access publishing model is affordable and desirable, as it
 - costs no more than the current model
 - delivers more (universal access and reuse)

Micro-economics

- ◆ Library budgets already stretched, paying the costs of the current publishing model through subscriptions
- ◆ Costs of traditional system are mostly invisible to authors, whereas article processing charges are an obstacle for authors
- ◆ During a transitional period, moves towards open access may involve additional costs
- ◆ Librarians are on a treadmill which is moving too fast to get off

Funding: recent mandates change the landscape

- ◆ “author pays” is misleading
- ◆ Authors are not often exposed to the cost of publication
- ◆ Funding agencies mandate open access, often within 6/12 months
- ◆ Universities mandate retention of copyright, use of Irs, and offer funds to cover OA fees

Institutional membership

- ◆ BioMed Central has two basic models for institutions
 - **Full membership**
Institution agrees to pay for every article published by one of their authors, at a discounted rate
 - **Supporters' membership**
Institution pays a flat rate, and in return, authors get a discount, but must still organize payment of their own APCs

Nordic Members

◆ Norway

- Norwegian Institute of Public Health
- University of Trondheim
- University Library of Tromsø (supporter member)

◆ Sweden

- Biovitrum AB (supporter member)
- Goteborg University
- Karolinska Institute (supporter member)
- Lund University
- Nordic School of Public Health
- Swedish University of Agricultural Sciences (supporter member)

◆ Finland

- University of Helsinki (supporter member)
- Kuopio University and Kuopio University Hospital (supporter member)
- National Public Health Institute KTL (supporter member)
- University of Oulu (supporter member)
- Tampere University and University Hospital (supporter member)

◆ Denmark

- University of Aarhus and the State Library

Reward

- ◆ Rapid Publication
- ◆ Institutional discounts
- ◆ Reviewer discounts
- ◆ Use of EndNote/RefMan
- ◆ ...other discounts? Author/institution Ids?

Central funds

BioMed Central and the **library community** have been discussing how libraries, funding agencies and research administration can and should work together to set up central funds and processes for open access publishing.

Over the last 12 months BioMed Central has run three workshops on institutional collaboration between librarians and funding agencies. There are now several institutions that are leading the way and have already set up have central funds and allow authors to use these funds when publishing in open access journals.

Case study: University of Amsterdam

After the Berlin Declaration was signed in 2005, the Board of UvA wrote a policy document on scientific information. Part of this **policy** was **concerned with improving the visibility and dissemination of the scientific output of the University**. One of the conclusions was that in order to improve visibility and dissemination, it was important to encourage publishing in peer-reviewed, open access journals. At that time faculty and researchers did not have specific budgets to pay for open access publication fees. It was clear that a central fund would be essential to help researchers pay the publication fees of fee-based open access journals to remove any financial obstruction.

Case study: University of Amsterdam

Dr. Noorda (President of the University) with Dr. Nol Verhagen, Head of Library Services, were the driving forces behind the open access fund.

In addition, the library stimulated the open access movement within the University by setting up an institutional repository, arranging open access publication memberships with PLoS and BioMed Central and actively supporting new models of publication to give researchers more control over their scientific output.

Case study: University of Amsterdam

Saskia Woutersen-Windhouver appointed
“Repository Manager/Specialist Electronic Publishing”
to manage the UvA central fund.

The central fund was officially launched in January
2007.

150,000 Euro per year, from central government

Case study: University of Amsterdam

- ◆ 64% of 2007's budget was used up
- ◆ 65% of the requests come from the Medical Faculty
- ◆ 60% of the fund has used for BioMed Central publications.

- ◆ negotiate with the publishers of hybrid journals, where UvA are paying for open access articles, to lower their subscription charges
- ◆ use the money saved from the lower subscription charges will be transferred into the open access fund.

About BioMed Central

- ◆ Commercial open access publisher
- ◆ Launched first open access journals in 2000
- ◆ Now publish >180 OA titles
- ◆ >30,000 peer-reviewed OA articles published
- ◆ All research articles published under Creative Commons licence, allowing freedom to reuse/redistribute

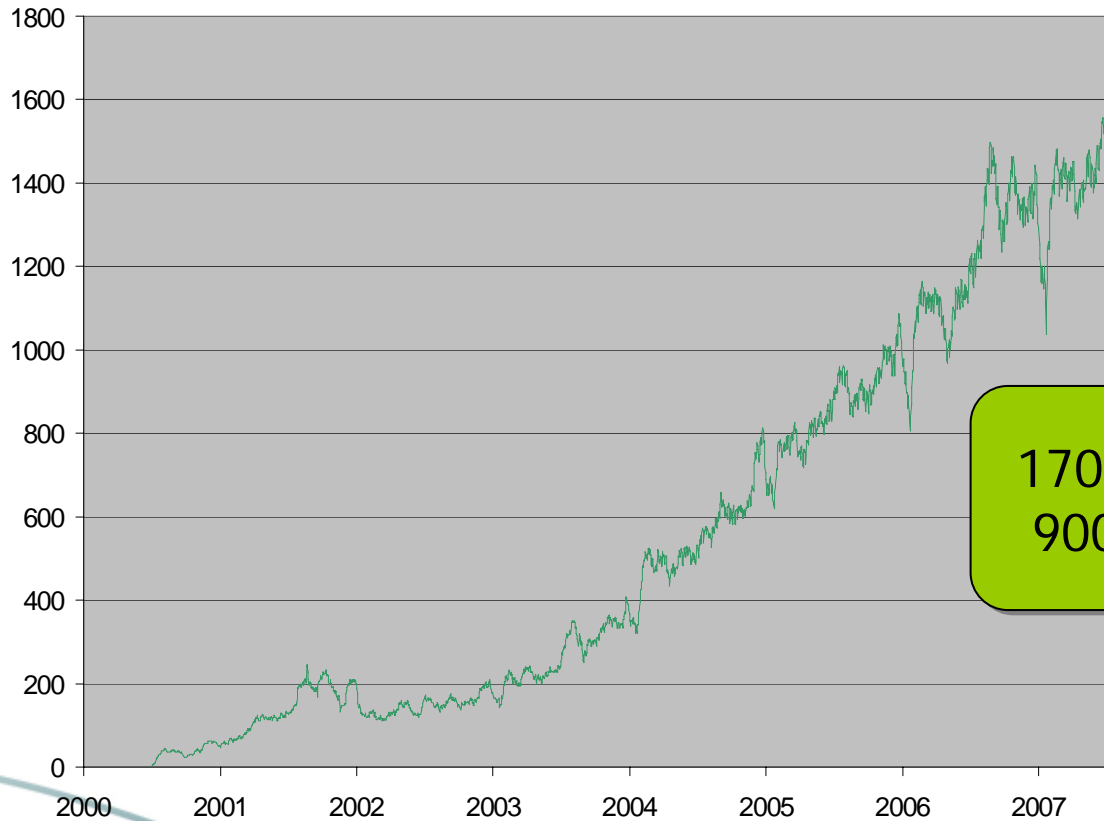
BioMed Central is showing Open Access publishing to be economically viable

- ◆ Average face-value of Article Processing Charge: ~£800
- ◆ Realized income per article, after discounts and waivers: ~£650
- ◆ Breaking even

Preparing for growth

- ◆ Website redesigns
 - For authors
 - For readers
 - For membership administrators
- ◆ Moving to Java platform
- ◆ Improved PDF and HTML layouts

Article submissions to BioMed Central open access journals



1700+ submissions
900+ publications

Malaria Journal – a case study



About the journal

- Impact Factor 2.14
- Editor-in-Chief:
Marcel Hommel,
Institut Pasteur
- Tracked/indexed by
[PubMed](#), [PubMed Central](#),
[Medline](#), [Thomson
Scientific \(ISI\)](#), [CAS](#),
[CABI](#), [Scopus](#) and [Embase](#)
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An online journal published by [BioMed Central](#)

Malaria Journal is ready to receive papers on all aspects of malaria.
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Research [Open Access](#)

Public-private delivery of insecticide-treated nets: a voucher scheme in Volta Region, Ghana

**Margaret Kweku, Jayne Webster, Ian Taylor,
Susan Burns, McDamien Dedzo**

Malaria Journal 2007, **6**:14 (2 February 2007)

[[Abstract](#)] [[Full Text](#)] [[PDF](#)] [[PubMed](#)] [[Related
articles](#)]

Successful scale-up of public health interventions depends upon optimal delivery processes. In this study, the delivery of 25,926 vouchers was evaluated and factors influencing the success of distribution were identified. Rigorous monitoring has an important role to play in the successful scaling-up of effective public health interventions



Research [Open Access](#)

The impact of a hybrid social marketing intervention on inequities in access, ownership and use of insecticide-treated nets

**Sohail Agha, Ronan Van Rossem, Guy
Stallworthy, Thankian Kusanthan**

Malaria Journal 2007, **6**:13 (29 January 2007)

[[Abstract](#)] [[Full Text](#)] [[PDF](#)] [[PubMed](#)] [[Related
articles](#)]

Evaluation of a social marketing programme in Zambia showing that increasing access to nets among the poorest respondents in rural areas may not lead to increases in net use unless the price of nets is no longer a barrier to their purchase

Latest news

**Voices for a Malaria Free
Future - a partnership of
John Hopkins Bloomberg
School of Public Health,
CORE Group and the Malaria
Consortium to strengthen
existing malaria advocacy
efforts and educate new
audiences, governments,
NGOs and businesses**

(Date posted: 21 December
2006)

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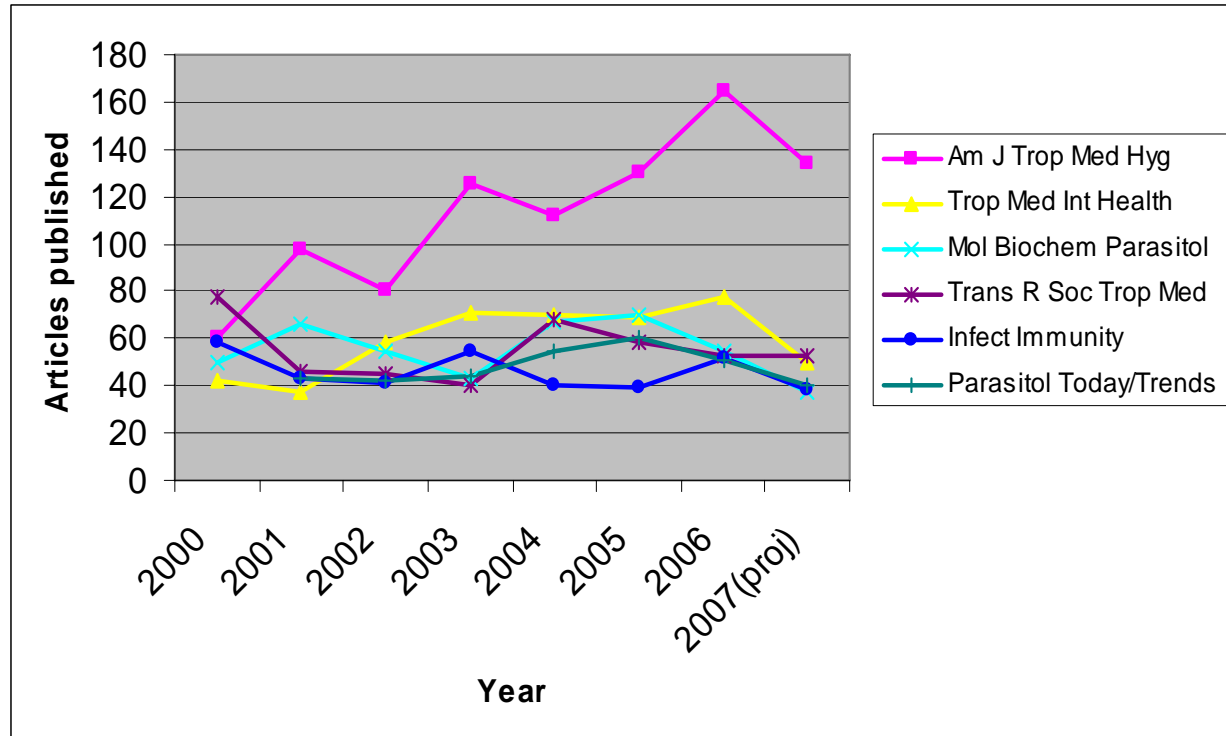
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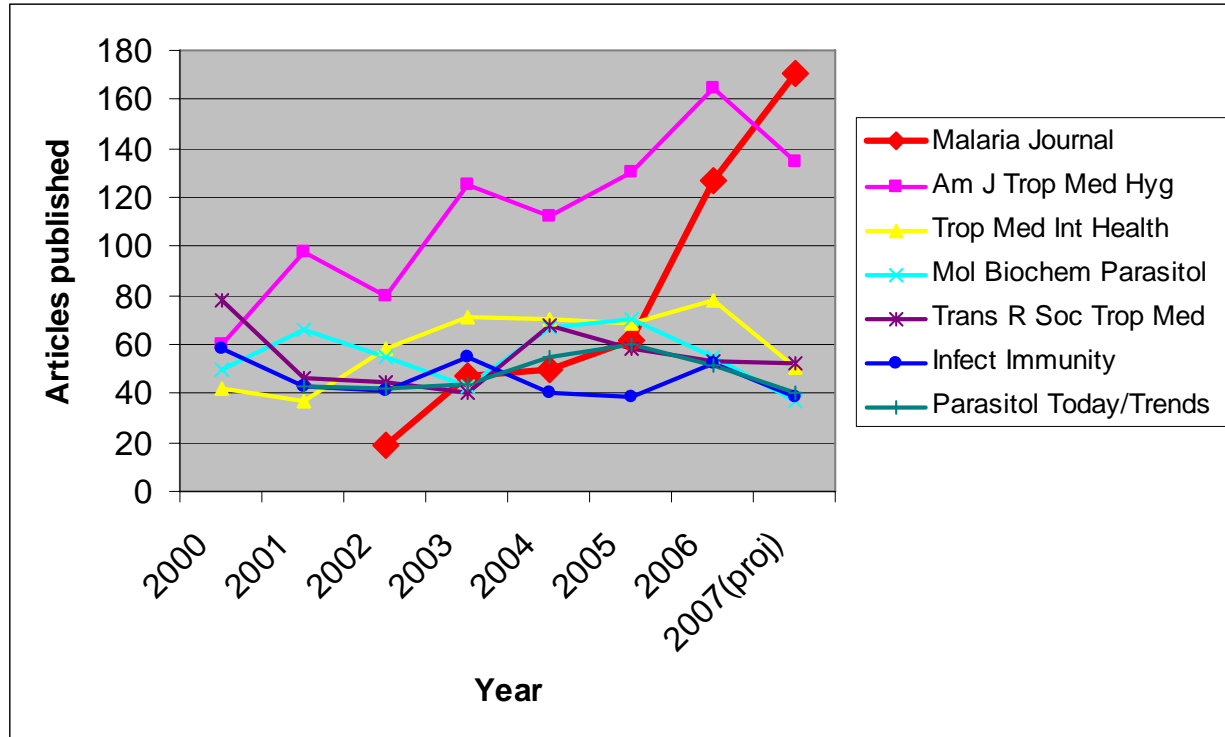
[BMC Infectious Diseases](#)



Where are papers on malaria published ?



Where are papers on malaria published ?

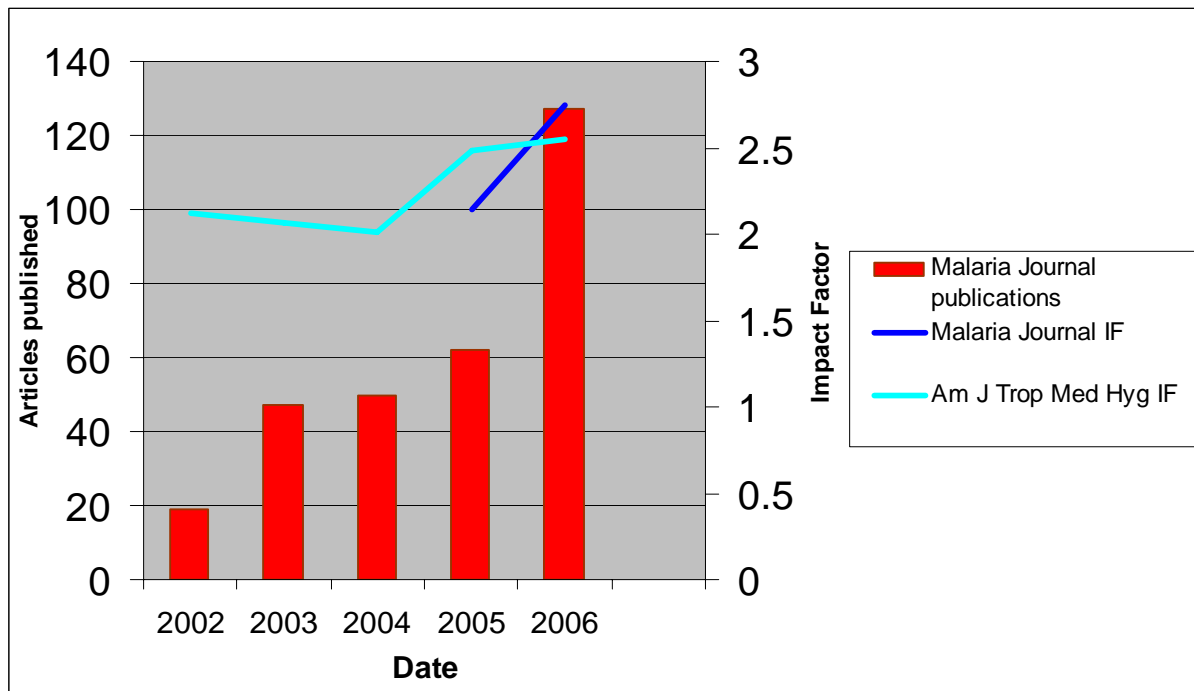


How accessible is malaria research now?

$$\text{Open Access Quotient} = \frac{\text{PubMed results with open access fulltext links for last 60 days}}{\text{PubMed results with fulltext links for last 60 days}}$$

- ◆ For PubMed as a whole
OAQ = 8.4%
- ◆ For search term 'malaria'
OAQ = 21%

Malaria Journal has made no compromises on quality



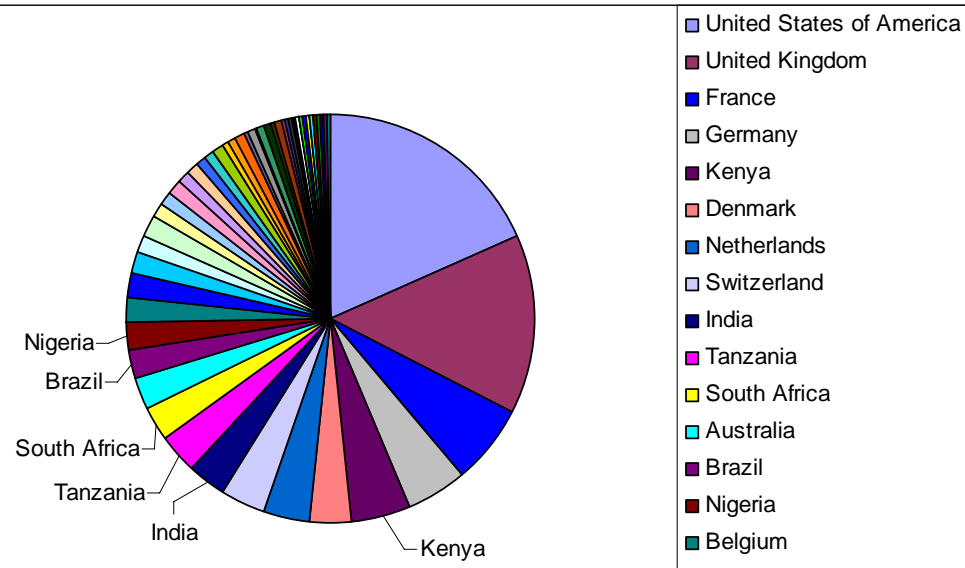
2006 Journal Citation Report Malaria

Journal ranked No. 1 in Tropical Medicine

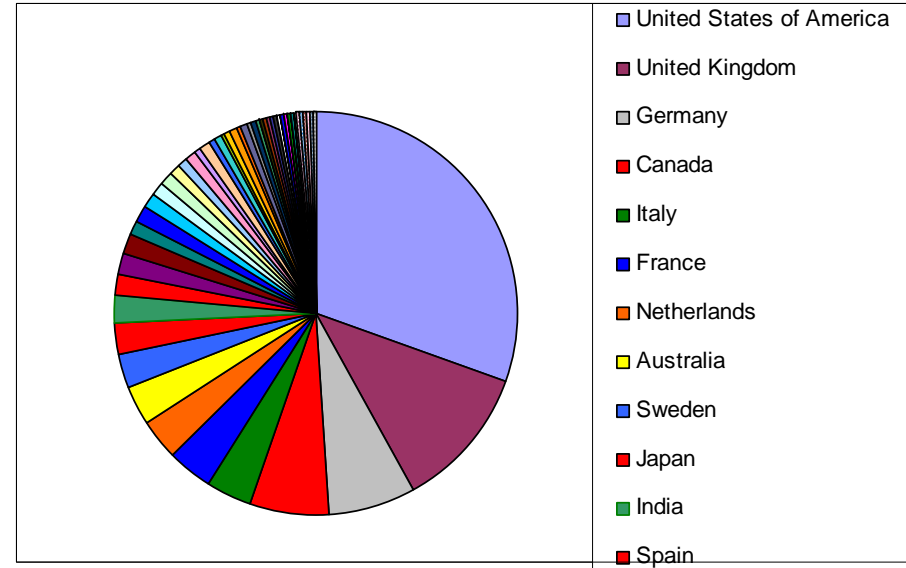
Abbreviated Journal Title <i>(linked to journal information)</i>	ISSN	Total Cites	Impact Factor	Immediacy Index	Articles	Cited Half-life
ACTA TROP	0001-706X	2851	2.211	0.248	145	5.4
AM J TROP MED HYG	0002-9637	11532	2.546	0.448	415	8.3
ANN TROP MED PARASIT	0003-4983	2450	1.191	0.308	78	9.5
ANN TROP PAEDIATR	0272-4936	566	0.934	0.037	54	9.3
J TROP PEDIATRICS	0142-6338	802	0.592	0.126	87	8.4
LEPROSY REV	0305-7518	472	0.847	0.130	23	7.1
MALARIA J	1475-2875	566	2.748	0.366	123	2.5
MEM I OSWALDO CRUZ	0074-0276	2858	1.208	0.115	227	6.7
T ROY SOC TROP MED H	0035-9203	6319	2.030	0.593	189	>10.0
TROP DOCT	0049-4755	422	0.291	0.039	103	7.7
TROP MED INT HEALTH	1360-2276	3275	2.595	0.502	205	4.7

How does this compare to other BioMed Central journal?

Malaria Journal publications



BioMed Central publications overall



New developments...

- ◆ *Journal of Medical Case Reports*
- ◆ *BMC Research Notes*
- ◆ *BMC Medical Genomics*
- ◆ *Neural Development & Behavioural and Brain Functions* join peer review consortium

WEDNESDAY APR 16, 2008

International Archives of Medicine – a new journal with a twist (and twin)



We are pleased to announce [International Archives of Medicine](#), a new open access journal published by BioMed Central and encompassing all aspects of medical science and clinical practice.

[International Archives of Medicine](#) has a unique relationship with [Archivos de Medicina](#), a Spanish-language open access journal. Both journals publish original articles, but authors of articles accepted by *Archivos de Medicina* have the option of publishing English translations of their articles in *International Archives of Medicine* without a new round of peer review (the translation's quality will be checked), and *vice versa*.

Translated articles published in *International Archives of Medicine* will link to the original Spanish-language article via the latter's Digital Object Identifier (DOI). BioMed Central's [Independent Journals team](#) would be happy to discuss further ideas concerning bi-lingual journal twins.

For further information about the journal please read the [launch Editorial](#) by Editor-in-Chief Manuel Menéndez González (Hospital Álvarez-Buylla, Mieres, Spain), who is supported by an international [Editorial Board](#). Readers interested in keeping abreast with the latest developments of this exciting new journal can [register](#) to receive regular alerts.

Posted by Lisa Phelps at [14:22](#) [Comments \(0\)](#)

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New subject areas...

◆ Chemistry Central

Chemistry Central Journal | Full text | The JSpeView Project: an Open Source Java viewer and c - Windows Internet E...

http://www.journal.chemistrycentral.com/content/1/1/31

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Software

The JSpeView Project: **Highly accessed** **Open Access**
an Open Source Java viewer and converter for JCAMP-DX, and XML spectral data files

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Chemistry Central Journal 2007, 1:31 doi:10.1186/1752-153X-1-31

The electronic version of this article is the complete one and can be found online at: <http://journal.chemistrycentral.com/content/1/1/31>

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Abstract

The JSpeView Open Source project began with the intention of providing both a teaching and research tool for the display of JCAMP-DX spectra. The development of the Java source code commenced under license in 2001 and was released as Open Source in March 2006. The scope was then broadened to take advantage of the XML initiative in Chemistry and routines to read and write AnIML and CMLspect documents were added.

Viewing options:

- Full text
- PDF (619KB)
- Additional files

Associated material:

- Readers' comments
- PubMed record

Related literature:

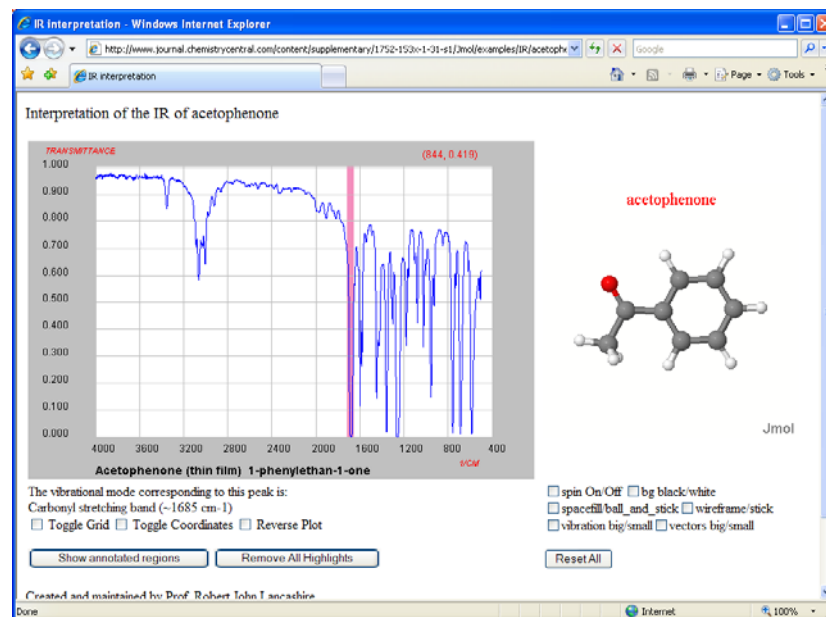
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- Other articles by authors on Google Scholar on PubMed
- Related articles/pages on Google Scholar on PubMed

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- Email to a friend
- Order reprints
- Post a comment
- Sign up for article alerts

Post to:

- Citeulike
- Connotea
- Del.icio.us



New subject areas...

- ◆ PhysMath Central
 - SCOAP3

The screenshot shows the homepage of PMC Physics A. The browser window title is "PMC Physics A | Home - Windows Internet Explorer". The address bar shows "http://www.physmathcentral.com/pmcphysa". The page features a navigation menu on the left with links for Home, Browse articles, About, Editorial board, Instructions for authors, For reviewers, and My details. The main content area is titled "Welcome to PMC Physics A" and lists "Latest articles" with three entries, each including a thumbnail, title, authors, and publication date. The first article is "Hadron multiplicity in e+e- events induced by top quark pairs at the ILC energy" by Alexandre A.V. Kisselev and Vladimir V.A. Petrov. The second is "Effects of supersymmetric threshold corrections on high-scale flavour textures" by Levent Solmaz and Altan Cakir. The third is "Supernova Ia observations in the Lemaitre-". To the right, there is an "Aims & scope" section, a "Sign up for updates" form, and a "Put up a Poster" button. The footer of the browser window shows "Internet" and "100%" zoom.

Conclusions

- ◆ A surge to Open Access in 2008
- ◆ Universities mandating
 - Funds available
- ◆ Funding agencies mandating
 - Funds available
- ◆ Vehicles in place
 - Institutional repositories on the rise
 - OA journals operating, and viable
- ◆ Spreading from biomedicine to chemistry, physics, engineering and beyond

Open Access

"What is clear is that the need for open access, and the failure of the traditional model of scientific publishing to make full use of the Internet's potential in this respect, are no longer issues of interest only to librarians or to activists ... open access is no longer just a nice idea but a concrete objective. Over the course of 2008, the key focus will be not on rhetoric, but on the practical issues necessary to make wide-scale open access a reality."

Matthew Cockerill, BMC Blog

Thank you!

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