

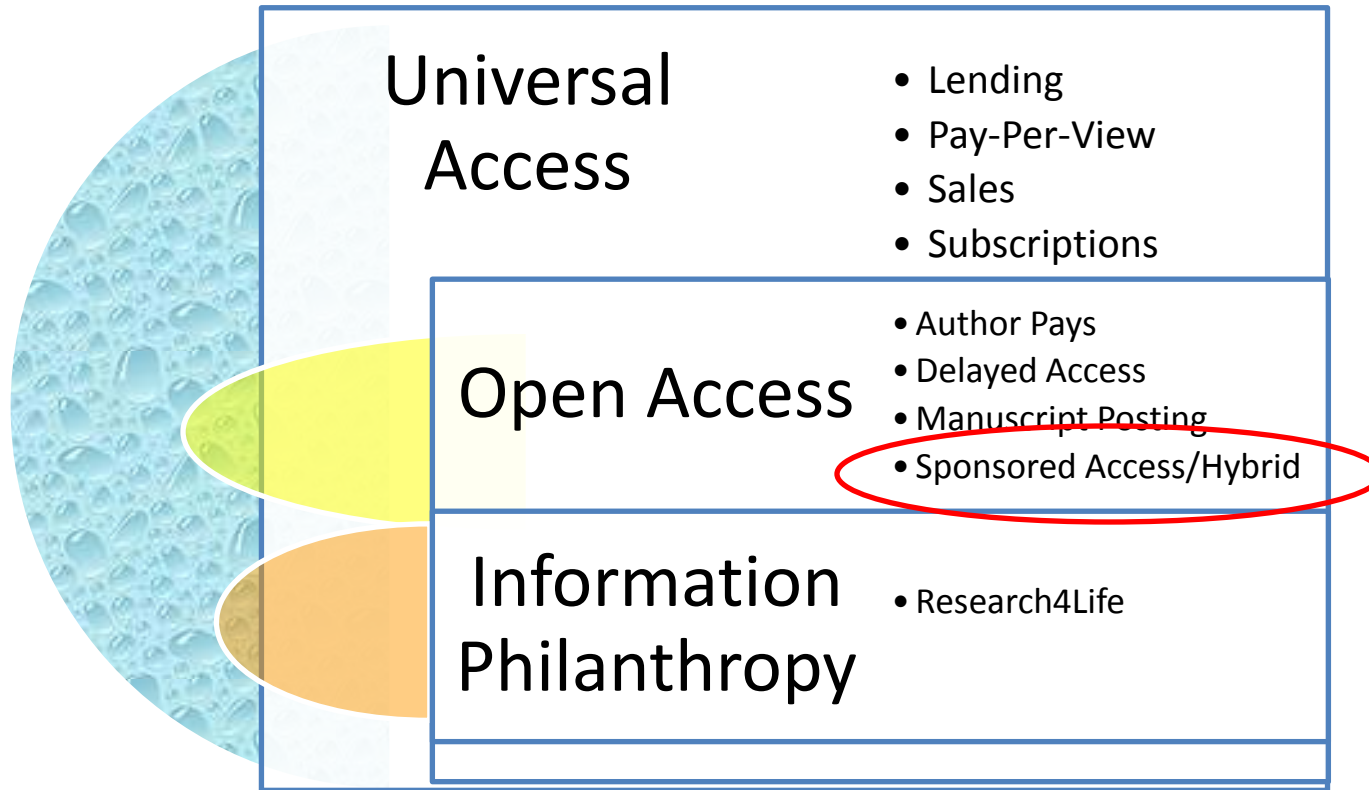
# ALA January 2011 – Panel Discussion on Hybrid Journals and Sponsored Articles

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Elsevier, San Diego, CA

January 8, 2011

(Any opinions expressed are not necessarily the opinion of Elsevier or the  
STM Publishing Industry)

# The umbrella of “Universal Access” includes Open Access



# The umbrella of “Open Access” includes Hybrid Journals

	<b>Definition</b>	<b>Examples</b>
<b>1. Author pays journals</b>	<ul style="list-style-type: none"><li>• Author fee per article published – sole mechanism to support journal</li><li>• Subsidies, grants</li><li>• Sometimes called gold road</li></ul>	<ul style="list-style-type: none"><li>• BioMed Central</li><li>• Public Library of Science</li></ul>
<b>2. Sponsored articles/Hybrid Journals</b>	<ul style="list-style-type: none"><li>• Option to pay article fee after decision to publish</li><li>• But journal is still subscription supported</li><li>• Sometimes called “gold road”</li></ul>	<ul style="list-style-type: none"><li>• <i>Open Choice</i> (Springer)</li><li>• <i>Online Open</i> (Blackwell)</li><li>• <i>Oxford Open</i> (OUP)</li><li>• Elsevier sponsored option</li></ul>
<b>3. Delayed access</b>	<ul style="list-style-type: none"><li>• Subscription journals making articles free online after time delay</li></ul>	<ul style="list-style-type: none"><li>• <i>Cell</i> (12 months)</li><li>• <i>IJSS</i> (24 months)</li><li>• HighWire Press</li></ul>
<b>4. Manuscript posting</b>	<ul style="list-style-type: none"><li>• Posted manuscripts, or pre-prints</li><li>• On websites and repositories</li><li>• Sometimes called green road</li></ul>	<ul style="list-style-type: none"><li>• Author-posted</li></ul>



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# Elsevier Hybrid Journals today

Sponsored articles/  
Hybrid journals

## Comments

- c.30% of articles published in journals with the option

## % of STM articles

2005

2010

<1%

<1%

## Elsevier Factsheet

- c.50 journals offered sponsorship option 2006 - 2010
- 500+ journals now offer a sponsorship option (i.e. are Hybrid Journals as of Dec 2010)
- Typical fee of \$3000
- In 2009, **515** Elsevier articles were sponsored (260,000 articles in total published)
- Elsevier **does not charge** subscribers for sponsored content - when setting journal list prices only content published under the subscription model is counted
- Because the uptake of sponsored articles since 2006 has been very low it has not had a discernible impact on Elsevier's journal subscription list prices
- E.g. Sponsorship revenues from the aforementioned 515 articles amounted to 0.05% of Elsevier's total revenues

# Article sponsorship uptake

## Terms

## Uptake

Journals with “sponsorship option” (50 titles through 2009; 500 titles as of Dec 2010)

Article made freely available on SD/Phoenix  
*\$3,000 per article*

Wellcome Trust, Arthritis Research UK, British Heart Foundation, Cancer Research UK, Medical Research Council UK,, Austrian Science Fund

Article made freely available on SD/Phoenix  
 Sponsored document deposited to PMC to appear upon final publication  
*\$3,000 per article; \$5,000 for Cell Press, £400 per page for Lancet*

	2007	2008	2009	2010	% of possible uptake 2010
Sponsored articles journals	13	18	36	58	<1%
ARC	3	8	14	18	25%
BBSRC	5	3	0	2	18%
BHF	6	35	31	0	0%
CRUK	1	5	5	13	5%
FWF*	0	0	0	78	25%
MRCUK	1	28	35	40	4%
WT	140	260	394	409	48%
<b>Total</b>	<b>169</b>	<b>357</b>	<b>515</b>	<b>618**</b>	<b>&lt;1%</b>

### Risk:

- Uptake on sponsored articles has been minimal - less than 1% of articles for Elsevier, 1-2% industry-wide.
- 91% of Elsevier sponsorship uptake is from funding body arrangements .

\* Agreement initiated in August 2010

\*\* Article counts quoted are for articles registered and published within the calendar year indicated. Total registrations for 2010 = 788 (170 articles still to be published).

# Quick summary

## **Status**

- Model initiated in 2004 by Springer. Adopted by AIP (2004), Blackwell and OUP (2005), Elsevier (2006)
- 15+ publishers now have sponsored article options
  - ~30% of all articles in journals that offer the option
- Author uptake still very low: <1% (6,500 articles)
- Uptake will likely increase as result of funding mandates

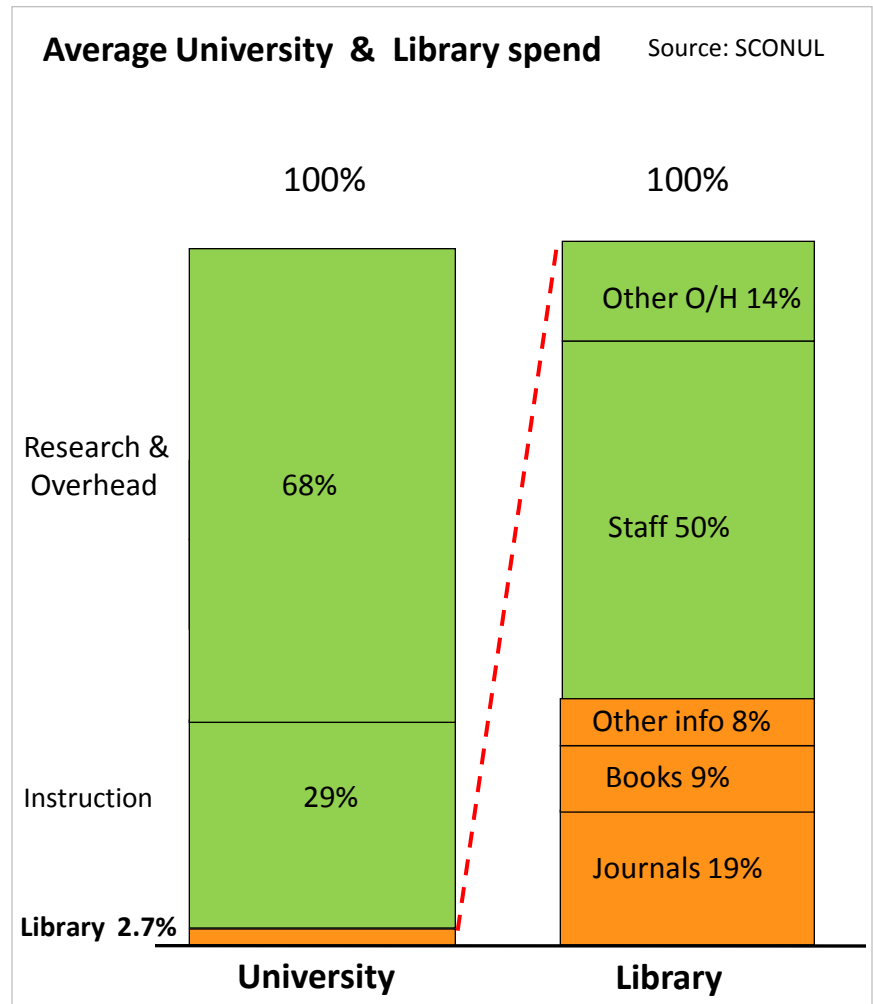
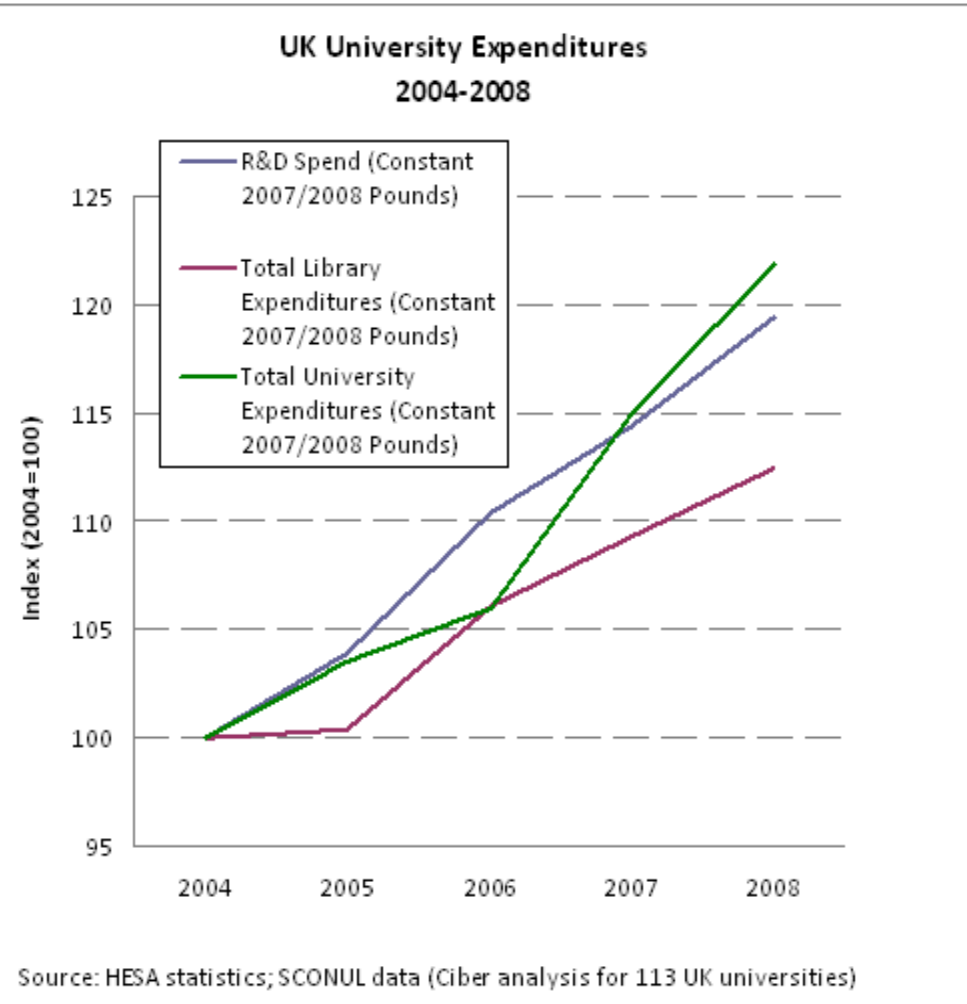
## **Elsevier public statements on pricing**

“When setting subscription prices we plan to only take into account content published under the subscription model. We do not plan to charge subscribers for author sponsored content.” – *Participating journal home page*. <http://www.elsevier.com/wps/find/authorhome.authors/nupha>

“As needs and models evolve, our subscription agreements will increasingly recognize the de-coupling of print from electronic subscriptions. For individual journals, we are realigning prices to reflect a number of factors, including differences in the number of articles made available, quality, and usage, as well as new factors such as Sponsored Articles.” *2009 Pricing Letter*.

# Why are we all looking into this? – Sustainability

- Sustainability remains a real concern
- Less than 2% of articles are sponsored, the vast majority of remaining access is funded by libraries
  - However, library funding continues to be outstripped by R&D funding and outputs, and by total university expenditures
  - For example, UK university libraries in 2008 received only 2.7% (net 2.4%) of UK universities' budgets, down from 3% in 2004





# Sustainability: what else? Next steps

October 2010

January 2010

## 1. Individual journals

- Input to annual adjustments
  - From: Subscribers, page growth
  - To: usage, articles, Impact, sponsorship
  - Result: increases and decreases
- Differentiation
  - From: individual vs. institutional
  - To: tiered by type, size and location

- Continued adjustment and differentiation by title

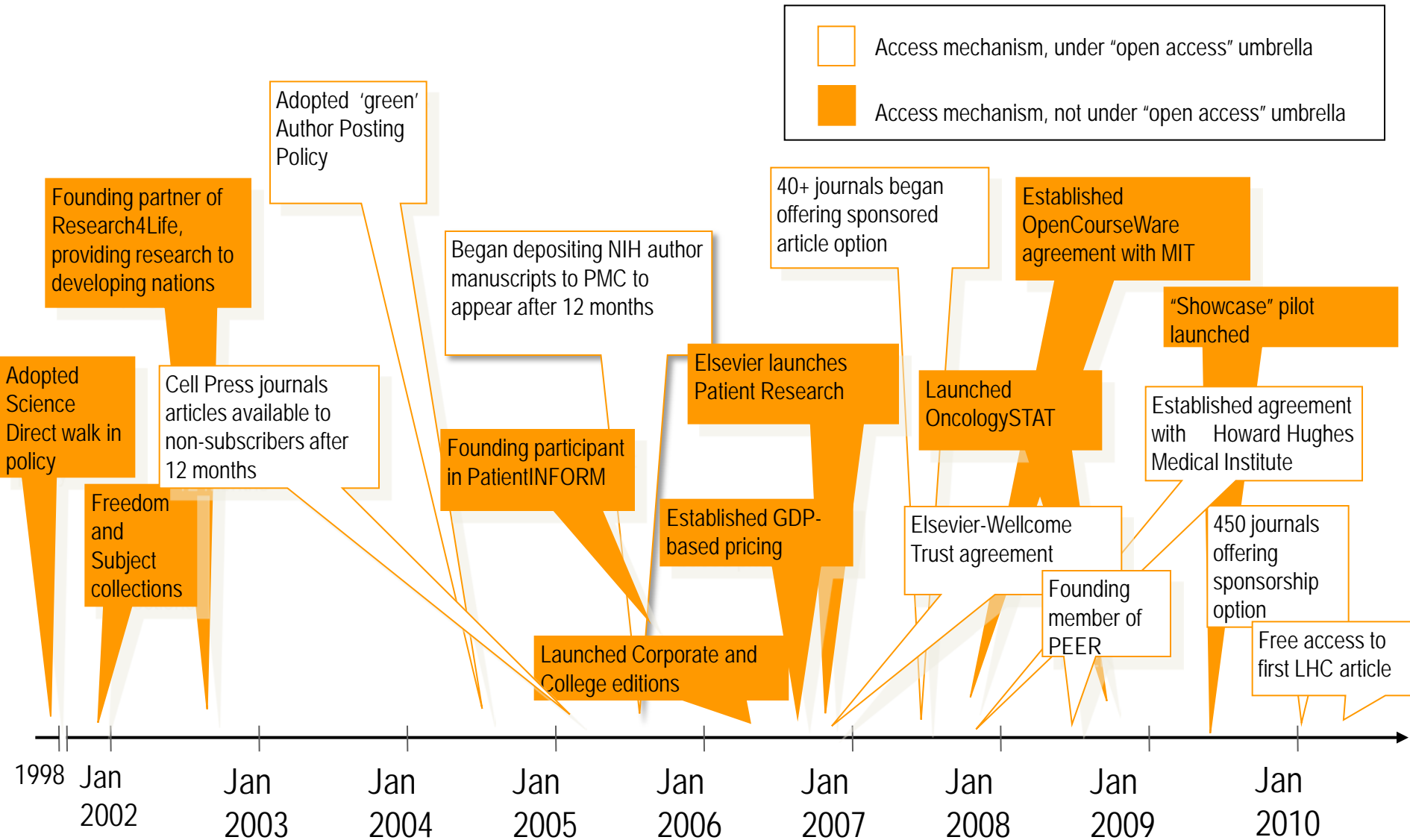


## 2. Multiple journals

- Multiple options
  - Constituent-specific: geography, institution type
  - Custom arrangements for consortia
- Discounts
  - Volume commitment
  - Length of contract
  - E-only

- E-journal prices decoupled from print
- More transparent discounting
  - Agreement length, number of titles, consortium membership
- More flexible access to content
  - Pre-paid access, individual backfiles
  - Breadth and depth of content
  - Revisit subscribed/unsubscribed distinction
- Continue diversifying income streams to relieve library budgets
  - **Sponsorship**, discipline-specific tools and apps, 3<sup>rd</sup> party content distribution
- Multi-year transition

# Elsevier: summary of initiatives to drive universal access



# Conclusions and Discussion Points

- We fully support the goal of achieving universal sustainable access to published research
- We are open to any mechanism that has the potential to close remaining access gaps while at least maintaining existing levels of
  - Quality control
  - Researcher productivity
  - Value for money (unit prices)
  - Preservation
- We advocate a test-and-learn approach with the science and research communities that we serve to ensure that system-wide impact of such mechanisms are fully understood before scaling them up
- We will continue to invest to close remaining access gaps and further drive the quality of the researcher experience in ways that are sustainable

Some questions from OA Neutral perspective

- Is sponsorship of articles sustainable as regards where budgets come from? Will those budgets always exist?
- Will sponsorship budgets favor "hot" areas (e.g. Life Sciences)?
- Is OA (via all its mechanisms) simply the way forward because consumers have stated that this is how the web should work?
- Can up front payment cope with the perpetual cost of articles hosted in an online environment?
- 11 Are there enough sponsorship options? Should it be rolled out to all journals? Is the price right?

# Going forward: close remaining access gaps

## Corporations, SMEs



**BAE SYSTEMS**



### Customised access and pricing mechanisms

- Corporate editions
- Article choice
- Pay per view
- Sponsored articles

## Hospitals and medical schools



### Customised access and pricing mechanisms

- Medical collections
- Article choice
- Pay per view
- Sponsored articles

## Research institutes



wellcome trust



### Customised access and pricing mechanisms

- Article choice
- Sponsored articles

## Individuals

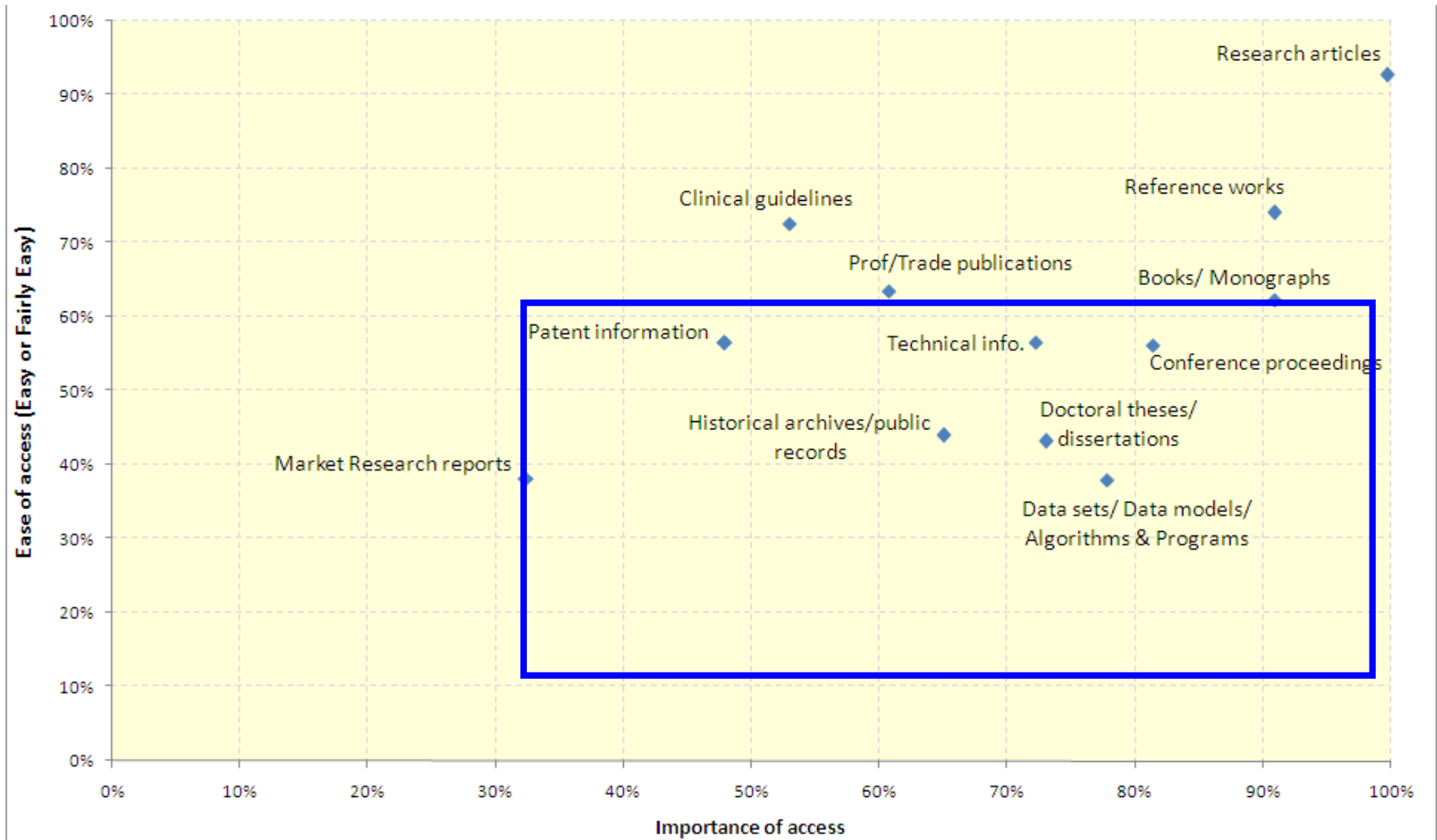


### Customised access and pricing mechanisms

- Basic functionality pay per view, e.g. Patient Research, Deepdyve
- Article sponsorship

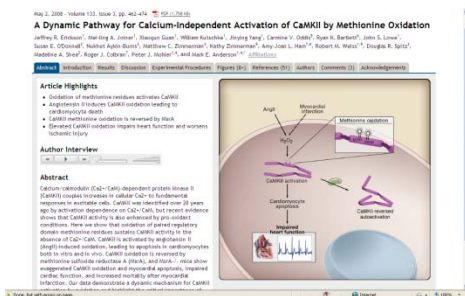
# Going forward: access to non journal outputs are key

2009 Publishers' Research Consortium, UK



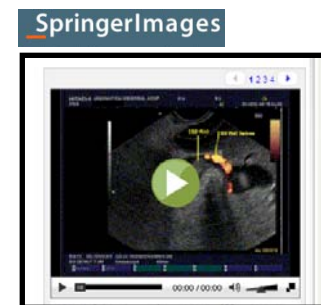
# Going forward: enrich and enhance articles

## Article Enhancement (e.g. Article of the Future)



- Graphical abstracts with main message of the paper.
- Hierarchical presentation of text and figures.
- Alternate views to hide or show experiment details.
- Real-time reference analyses for citation exploration.
- Interactive to assist in navigating the article

## Visualisation



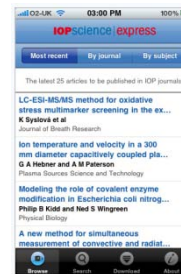
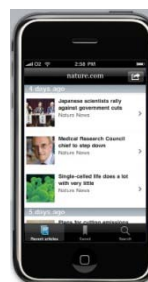
- Peer-reviewed video journals
- Searchable image databases using semantic linking
- In-line video to enhance article content (techniques and demonstrations)
- Multiple platform support

## Social Networking



- Online community sites facilitating discussion and sharing research findings, techniques and methods
- Linked in journal and book content into community
- Supports continuous learning, CME and virtual conferences

## Mobile Technology



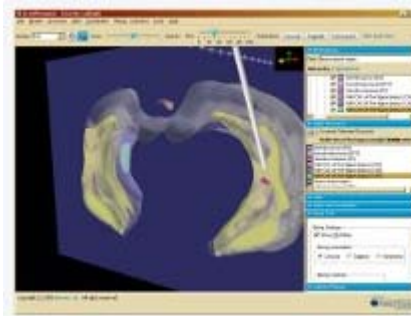
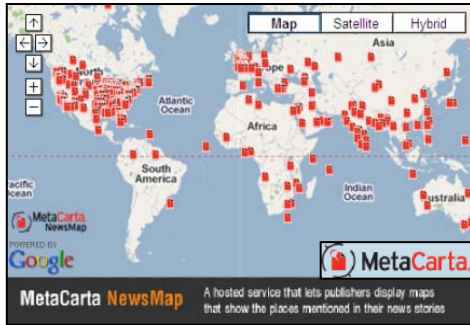
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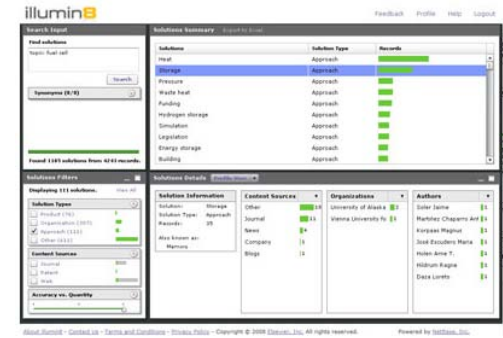
- Journal, book and database content on mobile devices
- Search and browse articles
- Create alerts and citation analysis
- Save favourite articles information and add notes
- Share result information via Email or Twitter
- News feeds and RSS technology

# Going forward: tools to derive insights across articles

## Text Mining Tools



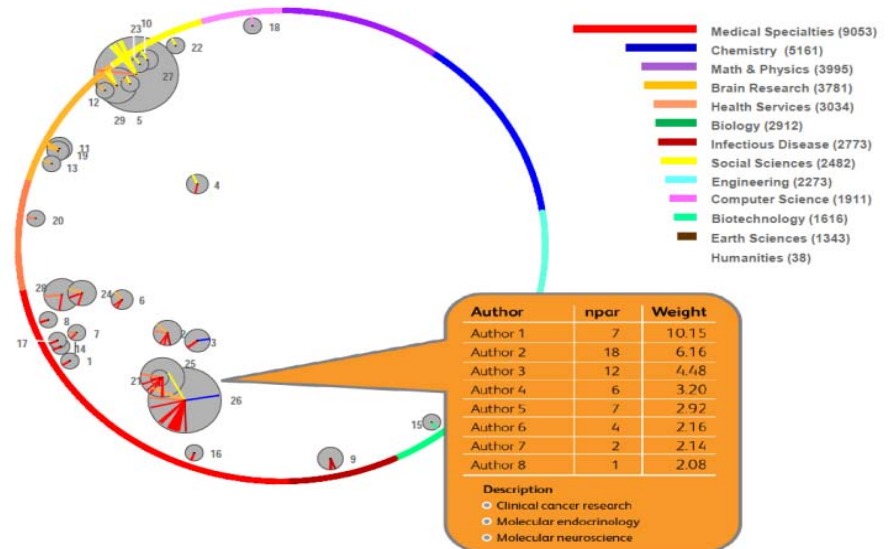
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## Research Performance Measurement Tools



### A UNIVERSITY'S "DISTINCTIVE COMPETENCIES"



# Going forward: anti-plagiarism and ethics enforcement



- Cross-publisher initiative with CrossRef to detect instances of plagiarism in scientific articles
- Annual investment from publishers of membership and article processing fees



- Provides online forum for publishers or journal editors to discuss issues regarding scientific and peer review integrity



- Publishers have introduced the Rightslink reprints and permission system to enable authors to have permissions for content use to be enabled online and receive instant permissions.