

Heading for the Open Road: Costs and benefits of transition in Scholarly Communications

Daniel Hulls and Michael Jubb



STM Conference, Frankfurt
11th October 2011



Background



Aim:

To improve understanding of the dynamics of transitions needed to improve access to research papers

Authors:

Mark Ware, CEPA (Daniel Hulls, Joel Cook, David Jones)

Funders:



Scenarios

GREEN

GOLD

DELAYED

LICENSING

TRANS.

Analysis

Changes in costs

- Steady state costs
- 'One-off' and Ongoing costs of transition

Change in
Access



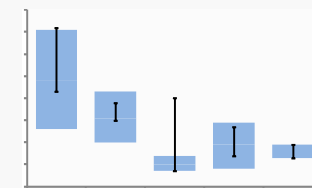
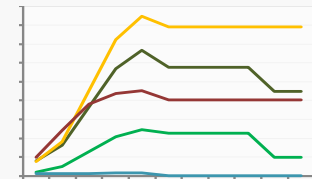
Economic
Benefit

Drivers

Policy implications
Risks

Results:

UK Cost-benefit analysis of alternative



GREEN

Driver: Increased rates of deposit driven by enforcement of Funder and Institutional mandates

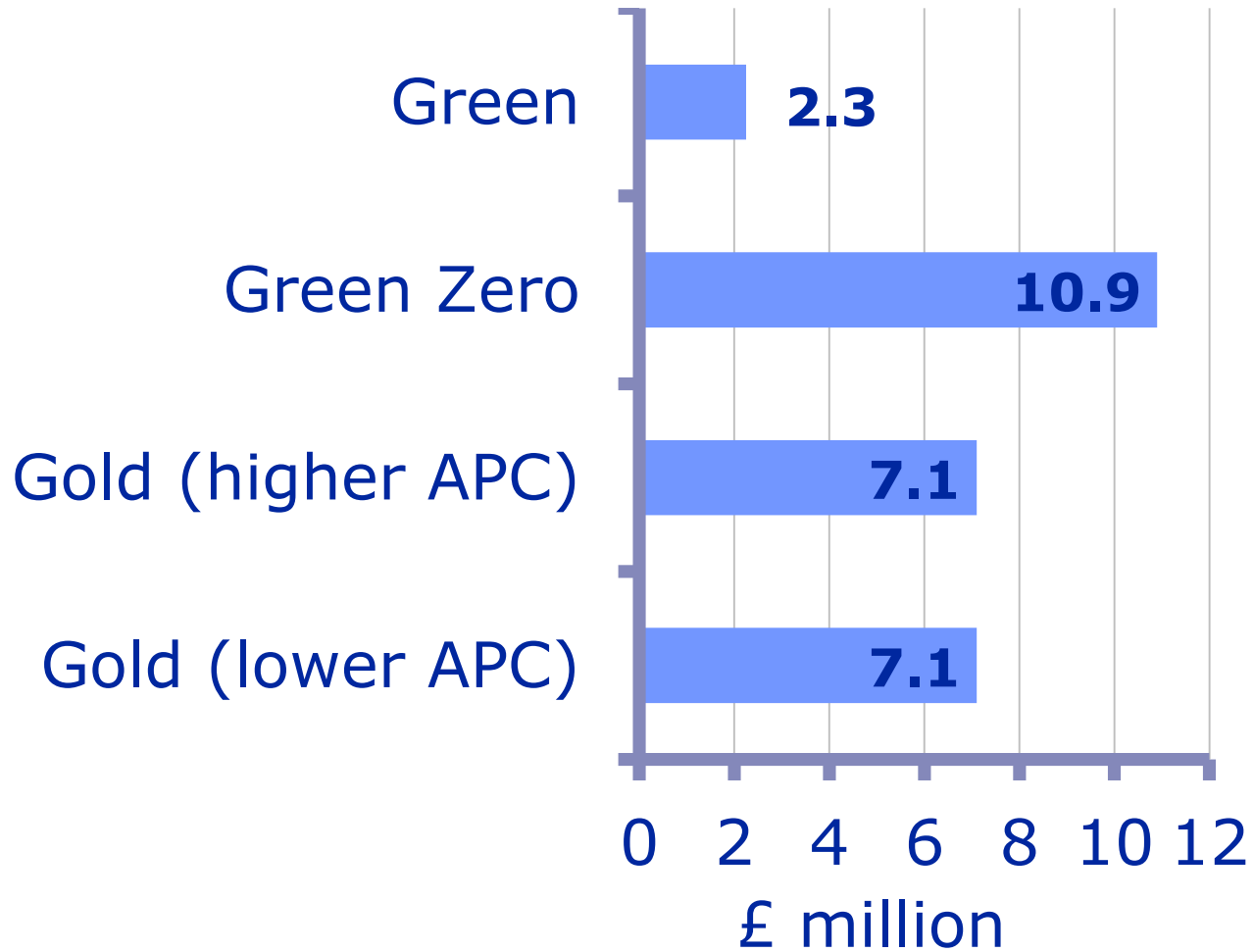
Assumptions: 40-60% deposit (funder mandate); 15-30% (institutional); Embargo periods (6-24 mth)

GOLD

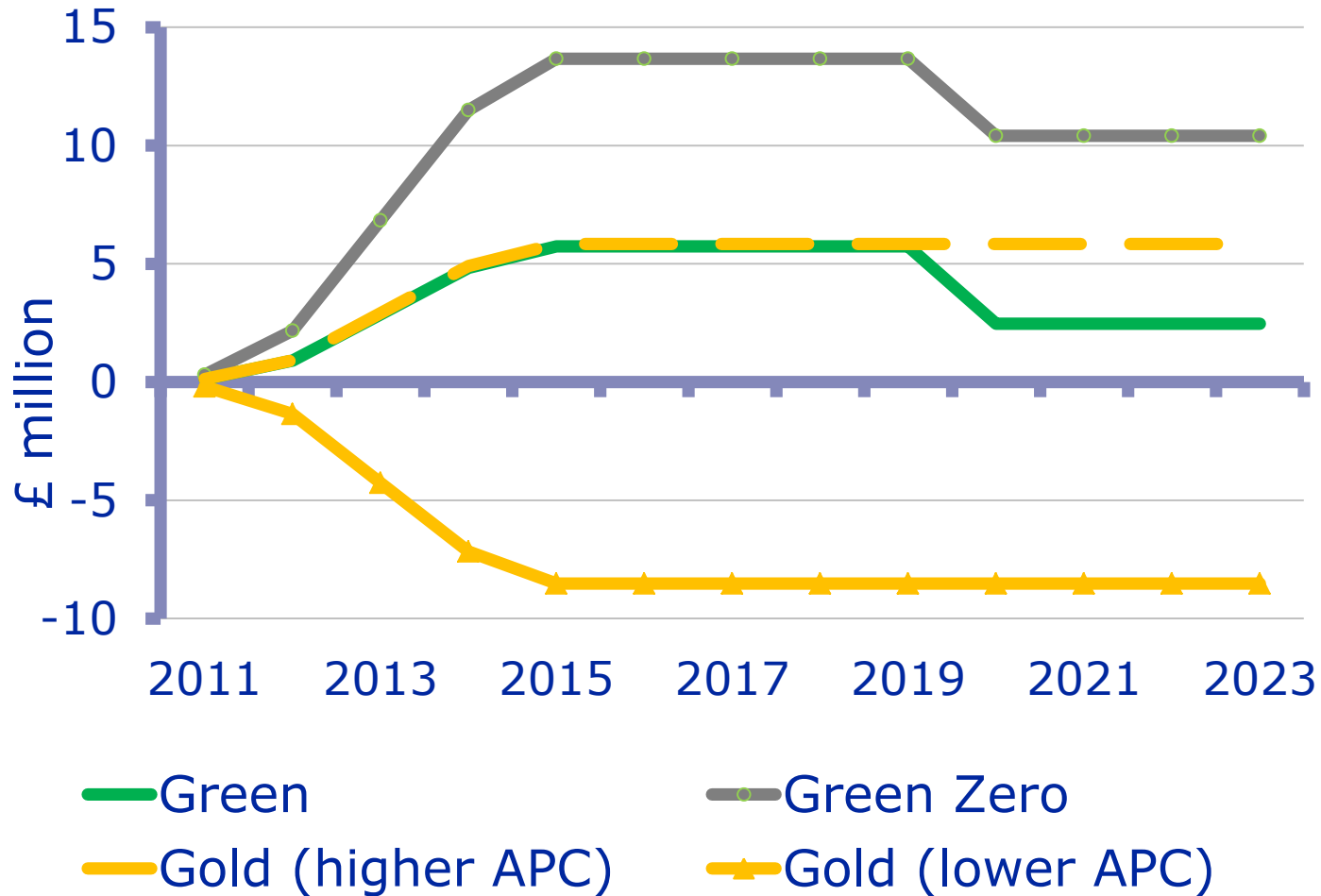
Driver: Increase global coordination between research communities and funders.

Assumptions: Proportion published via gold: 40% (Bmed); 15% (ST); 5% (AH)

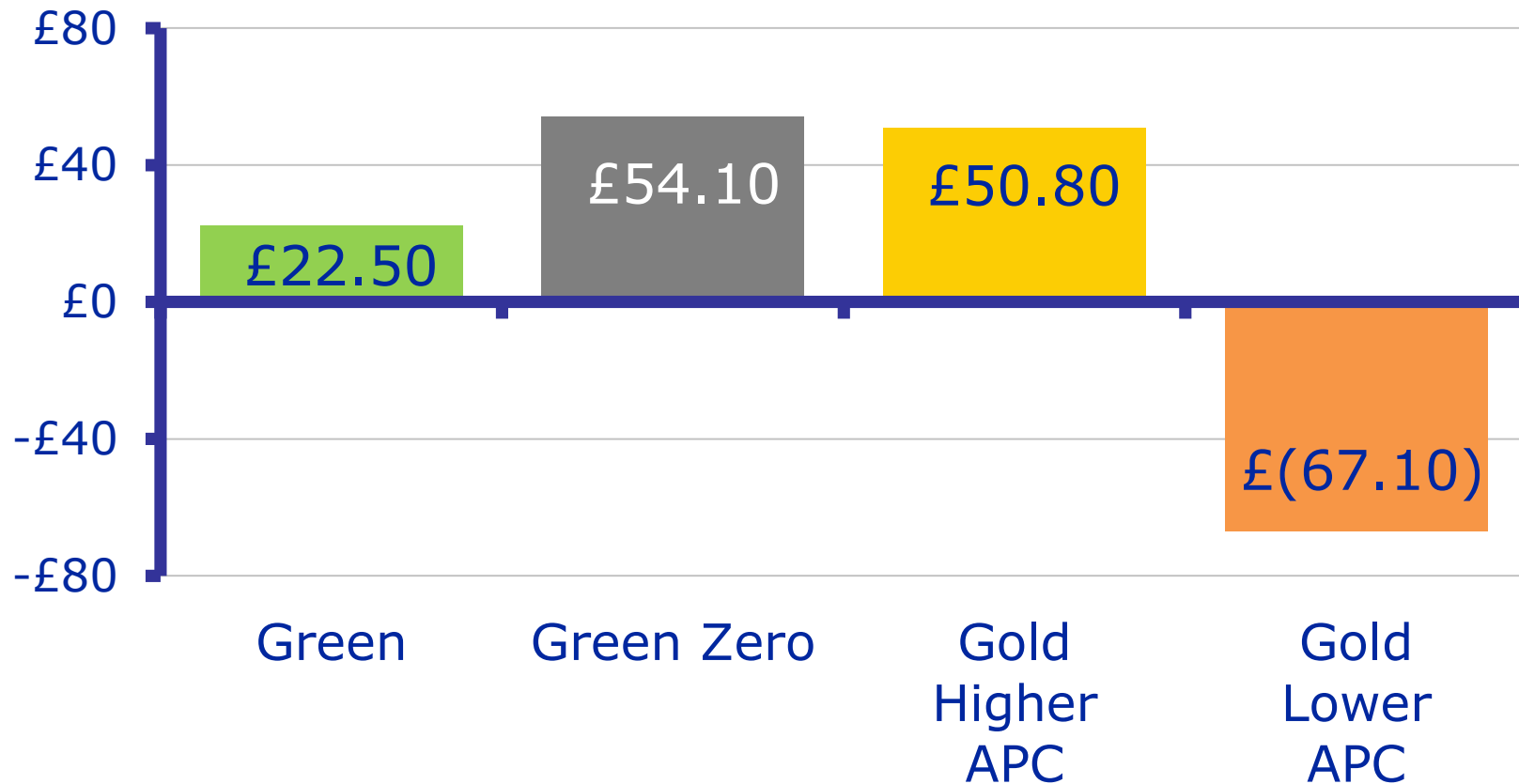
One-off transaction Costs



Ongoing costs



Costs per unit of access



GREEN

- Could substantially increase access and is cost-effective since infrastructure already built
- Low transition/outcome risks, but major risks to system from potential subscription cancellations

GOLD

- Sustainable business model and also offers improved economic efficiency (transparency, lower barrier to entry)
- Lower net costs to UK academic institutions, provided average APCs are low enough.
- But significant transition risks: funding “hump”, APC pricing, UK/Global take-up