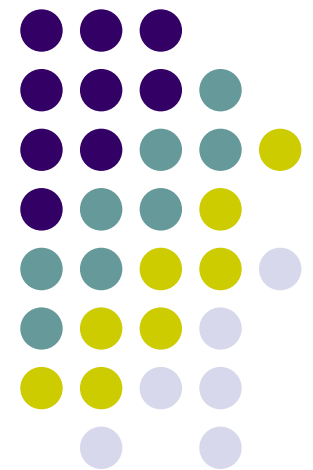


The progress of Open Access publishing models

Alma Swan
Key Perspectives Ltd
Truro, UK

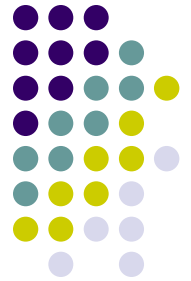




Where are we?

- 2500 Open Access journals
(www.doaj.org)
- ~ 10% of the total peer-reviewed titles
- Variety of business models

Business models



- Community
- Advertising-supported
- Grant-aided or sponsored
- Article-processing charges
- Institutional membership

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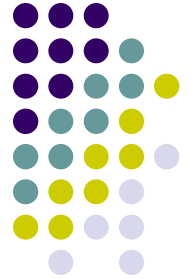
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**“Nothing [in biology]
makes sense except
in the light of
evolution”**

(Theodosius Dobzhansky)

Evolution of our OA publishers



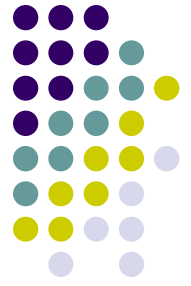
- Some different evolutionary paths in the last couple of years:
 - **Expansion** plus conversion (Hindawi)
 - **Expansion**, including into strategically-defined new disciplines (BMC)
 - **Expansion** into communities and a broader base plus innovations in peer review (PLoS)
- What next?
- Evolution is punctuated ...

The current scholarly publishing scene



- ~\$7 billion (biggest proportion is STM)
- The \$7bn pays for:
 - Peer review management
 - Added value
 - Profit (15%-35%)
 - Potted palms in the foyer
- Directed mostly to subscriptions
- ... at the moment

Some questions



- Are you peer-review managers, or....?
- Article processing:
 - Publication fee?
 - Peer review charge?
- Where is the brand going?
- Going with the flow...

Our panel



- Mark Patterson, PLoS
- Bryan Vickery, BioMed Central
- Paul Peters, Hindawi