



The Evolving Open Access Landscape

Graham Woodward

Associate Director, Customer Success, Wiley



Graham Woodward – Associate Director Customer Success



gwoodwar@wiley.com

+44 7775 552834

- I am your dedicated Customer Success Manager (CSM) who works alongside your Account Manager, to ensure you and your end users have the resources and support needed to gain the most value from your Wiley partnership.
- My job is to provide you personalized support and custom resources for the Wiley products your institution uses. I will work for you to discover innovative ways Wiley can support your researchers and your institution's leaders.
- Please, consider me your day-to-day contact for any requests you have related to training, author workshops, usage reports, access, and ideas for how Wiley can support your institution's strategic research priorities.

What we'll cover today

- **The changing Open Access landscape**
- **Open Access and the benefits to Tubitak Members**
- **Wiley's Open Access future**



Open Access: an overnight revolution 20+ years in the making!

Emerging policy landscape and publisher experimentation...

2000-02	2003-4	2005-6	2007-8
PMC and BMC launch	Berlin declaration signed	Springer creates first position of Director of OA	More funders introduce OA mandates, green and gold
First major OA initiatives and letters signed	UK House of Commons launches inquiry into journals and recommends green OA during review of gold	Wellcome and some UK research councils introduce OA mandates	Springer acquires BMC and becomes world's largest OA publisher
First funders commit to paying APCs		Publishers launch hybrid programs	ResearchGate launches

...OA goes mainstream; governments turn their focus to publishing...

2009-10	2011-12	2013-14	2015-16
NIH's public access mandate made permanent by US Congress	Wiley launches full gold open access program	Wiley signs JISC offset program	Gates Foundation launches Gold OA mandate
PLOS One becomes the world's largest journal	Scihub launches	Major funders in China and India announce Green OA policies	REF 2021 Open Access Policy comes into effect.
	UK Finch report recommends Gold OA for publicly funded research		Wiley signs and implements first Read and Publish deal (VSNU)

...The pace accelerates...

2017	2018	2019	2019	2020	2021-2022
OA2020 targets amount of money in system.	Wellcome Trust and REF review of OA policies	Wiley becomes first to agree a deal with Projekt DEAL and subsequently with Norway, Hungary and Sweden	Swedish funder and member of cOAlition S publish letter expressing concern about Plan S	Springer announce 'world's largest' transformative agreement with Projekt DEAL	cOAlition S Plan S comes into effect on Jan 1 st 2021
Wiley signs transitional deal with KEMÖ (Austria)	French Consortia announce cancellation of Springer's journals	University of California and Norway declare intention not to renew licence with Elsevier	Group project to explore potential strategies to help learned societies transition to OA and align with Plan S.	Wiley signs agreements in Sweden, Finland, and with Jisc in the UK	Wiley announces new agreements, including Italy, Ireland, Spain, Switzerland, Australia , and many in the US
German universities announce plan to cancel Elsevier contract	RSC announces Read & Publish deal with MIT July	More publishers sign deals: e.g. RSC with Spain and CUP with JISC (UK)	cOAlition S announced revised guidelines, delaying start to 2021	UKRI launches policy review	UKRI Announces new OA Policy from April 22
	cOAlition S formed initially with European funders and later Gates and Wellcome Trust			cOAlition S announce Rights Retention Strategy	
				IET and Wiley announce partnership to flip 42 journals	



▶ Benefits and Costs of Open Access



“ We recognize that to publish incurs costs. To provide a sustainable publishing industry, you’ve not only got to have costs, but you’ve got to have margins... I can entirely accept the argument that some journals have higher costs than others...”

The argument that just because a scientist publishes in *Nature*, he or she should have to pay more for the brand value is not, I think, a line we want to take.”

David Sweeney, Co-Chair, Implementation Task Force Coalition S¹



CC-BY Danny Kingsley & Sarah Brown

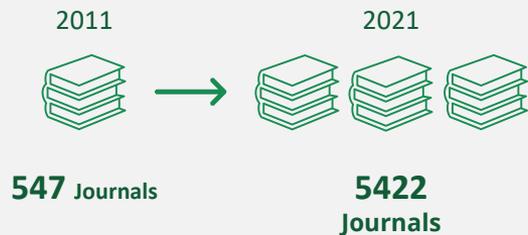
<https://www.jisc.ac.uk/guides/an-introduction-to-open-access>

ANKOS

¹Interview with the Plan S Implementation Committee’s David Sweeney. [Publishing Perspectives](#), 18 March 2019.

Global Growth in Open Access

Gold Open Access Journals



Between 2011 and 2021 the number of gold open access journals globally grew dramatically to nearly five and a half thousand

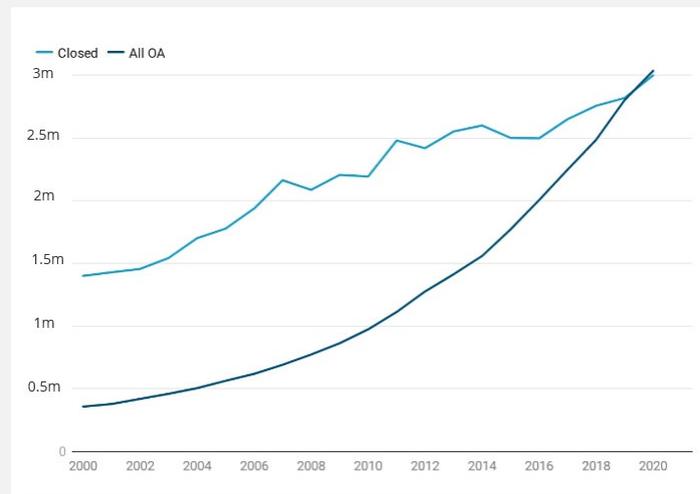
*Source: DOAJ June 2022; APC-bearing journals only

Open Access Content



More open than closed!

In 2020 global open access output surpassed subscription output for the very first time



*Source: Dimensions Feb 2021; includes Gold, Hybrid, Bronze and Green

The Rise of Transformational Agreements



There is increasing pressure being placed on the traditional subscription model, as policy and funder mandates favour routes towards open access publication



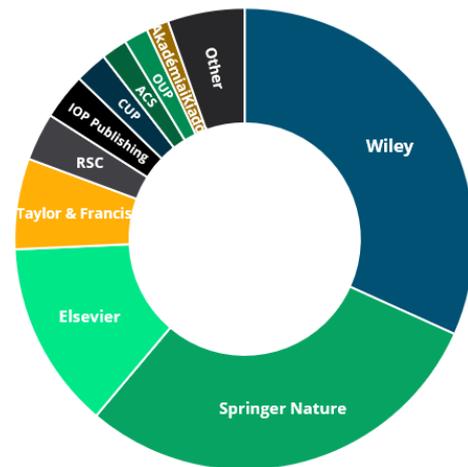
Transformational Agreements enable the migration of funding from reading towards publishing, whilst recognising that the subscription element still remains an important part of the agreement



Wiley is fully committed to the transition to open access, and Transformational Agreements are a key component of our open access strategy

How prevalent are they?

According to the [ESAC Registry](#) there are currently over 472 agreements, covering over 220,000 articles (status: 14 April 2022).



▶ Transformational Agreements Overview

A type of agreement where fees migrate from subscription access (reading) to publishing. Sometimes this is full and immediate (such as our agreement in Germany with Projekt DEAL) and other times there is a capped budget of funds or articles for the migration to OA each year.



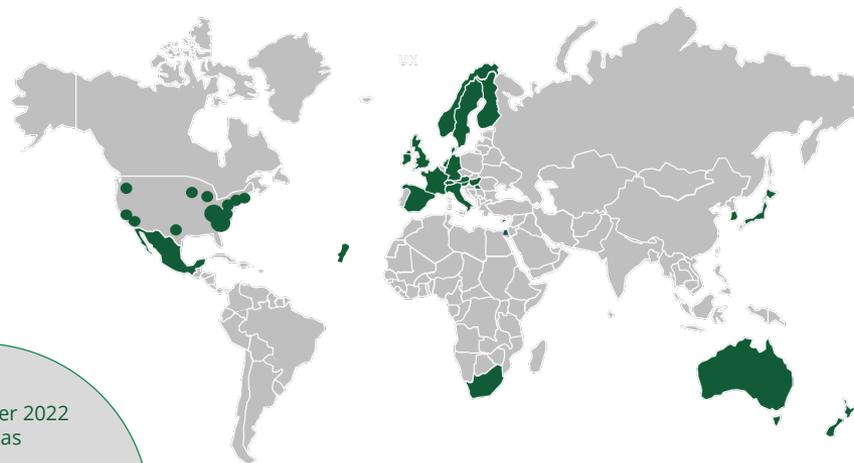
There is increasing pressure being placed on the traditional subscription model, as policy and funder mandates favour routes towards open access publication



Transformational Agreements enable the migration of funding from reading towards publishing, whilst recognising that the subscription element still remains an important part of the agreement



Wiley is fully committed to the transition to open access, and Transformational Agreements are a key component of our open access strategy



As of Summer 2022
Wiley has

43

transformational
agreements covering
over

58k

articles worldwide

Publishing Open Access

In Hybrid Journals

- Author submits to journal of choice
- **Once accepted** Author is given the option to choose Open Access
- If covered by a Funding Agreement then presented with appropriate options
- Complies with any licensing mandates

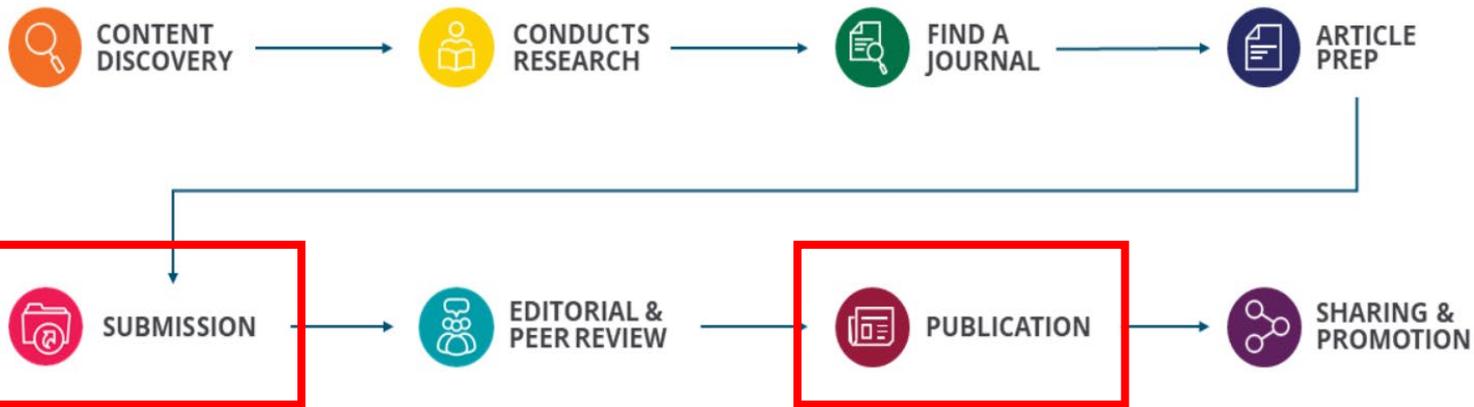
In Open Access Journals

- Author confirms that they **understand they're submitting** to a journal with Article Publication Charges (APCs)
- If accepted, an APC will be leveraged.
- Made aware if covered by a Funding Agreement (incl a Transitional Agreement)
- Waivers applied for Research 4 Life countries





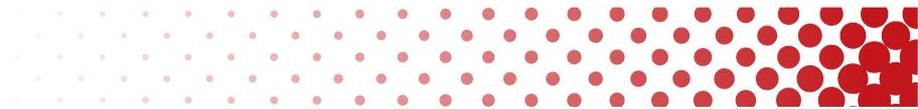
The author journey & Wiley Open Access Accounts



Open Access (Fully Gold)
Authors request funding on submission for Fully Gold OA journals

 **Wiley Open Access Accounts**

Open Access (hybrid)
Authors invited into Author Services at acceptance and funding request generated using author affiliation for hybrid journals



The Challenging Role of Libraries in the OA Transition



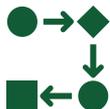
Predictable OA spend



Accelerated migration to OA



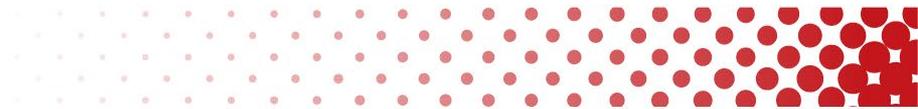
Increased access to more and more content



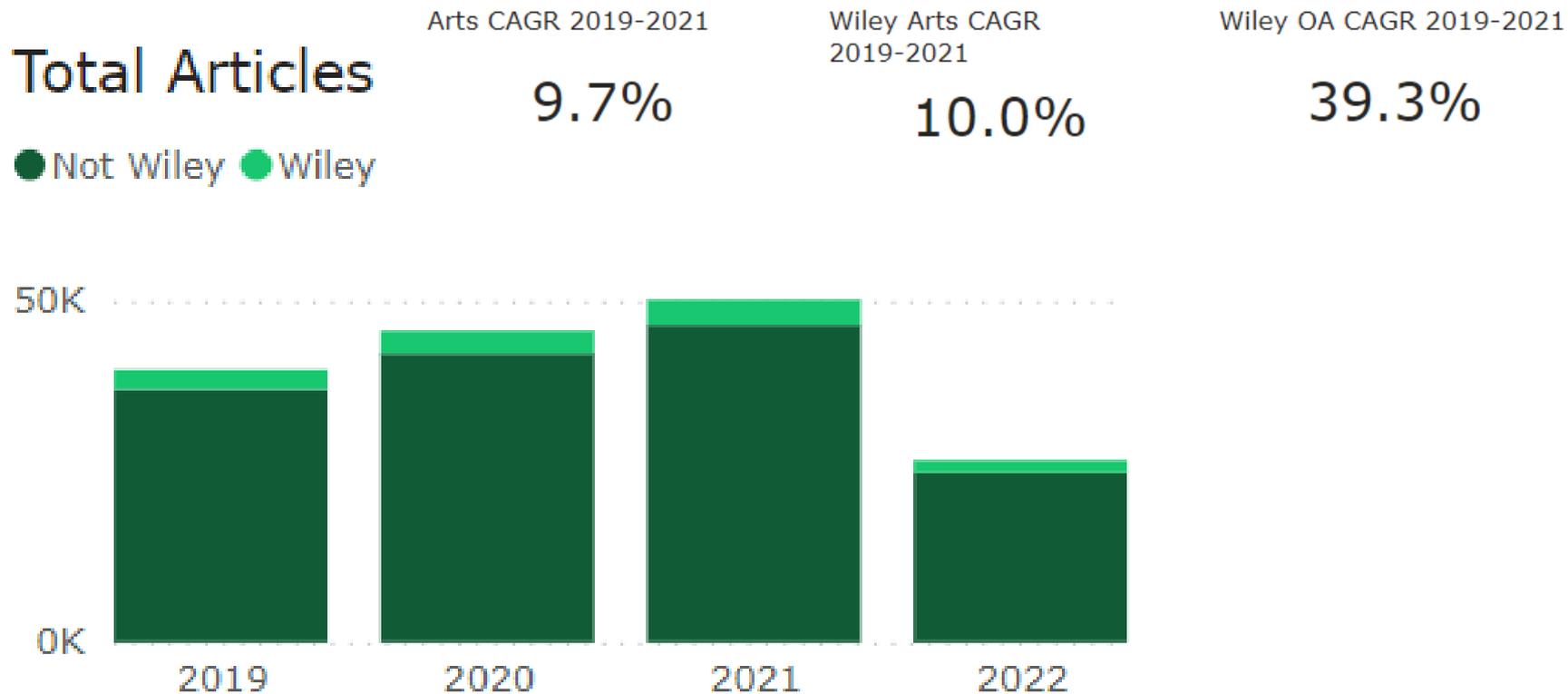
Intuitive and easy administration and workflows



Solid and consistent reporting



▶ Publishing trends Tubitak Members– All publishers



▶ Publishing trends Tubitak Members - Wiley

Wiley Articles by Article Access Type

% Wiley Content OA
Last Year

7.2%

Wiley OA CAGR 2019-2021

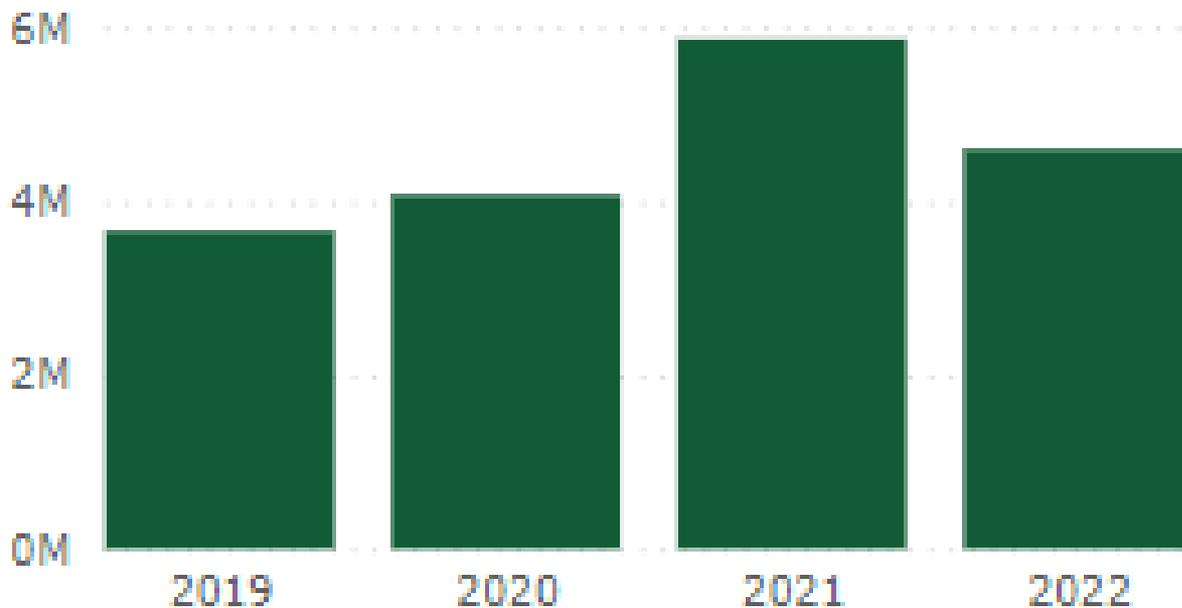
41.4%

● Controlled ● Hybrid Open Access ● Title Open Acc...



▶ Reading trends at Tubitak Members - Wiley

Wiley Full Text Downloads



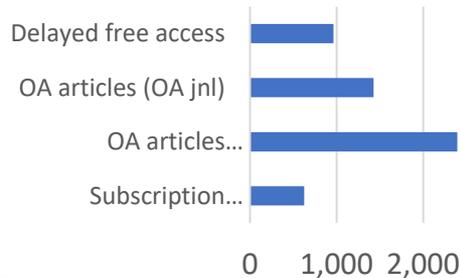
▶ How open access is transforming research communication



3x Downloads

On average, open access articles were downloaded 3x as much as subscription articles

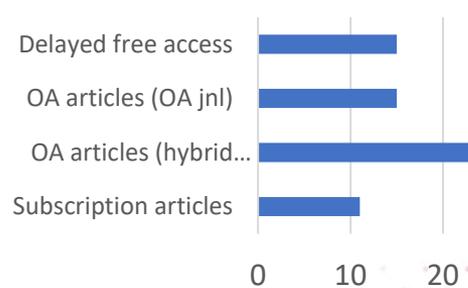
Av full text downloads per article



=2x Citations

Open access articles were cited nearly twice as much compared to subscription articles

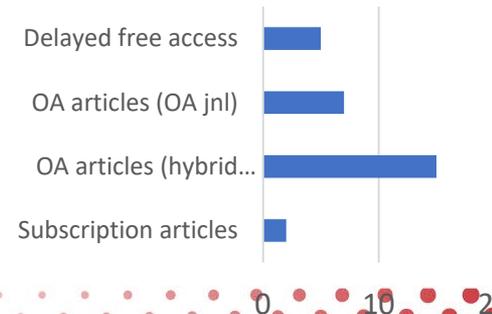
Av citations per article (Dimensions)



4.5x Altmetric Score

Open access articles received 4.5x as much Altmetric attention as subscription articles

Av altmetric score per article





The OA future..?



Journal launches



Journal transitions



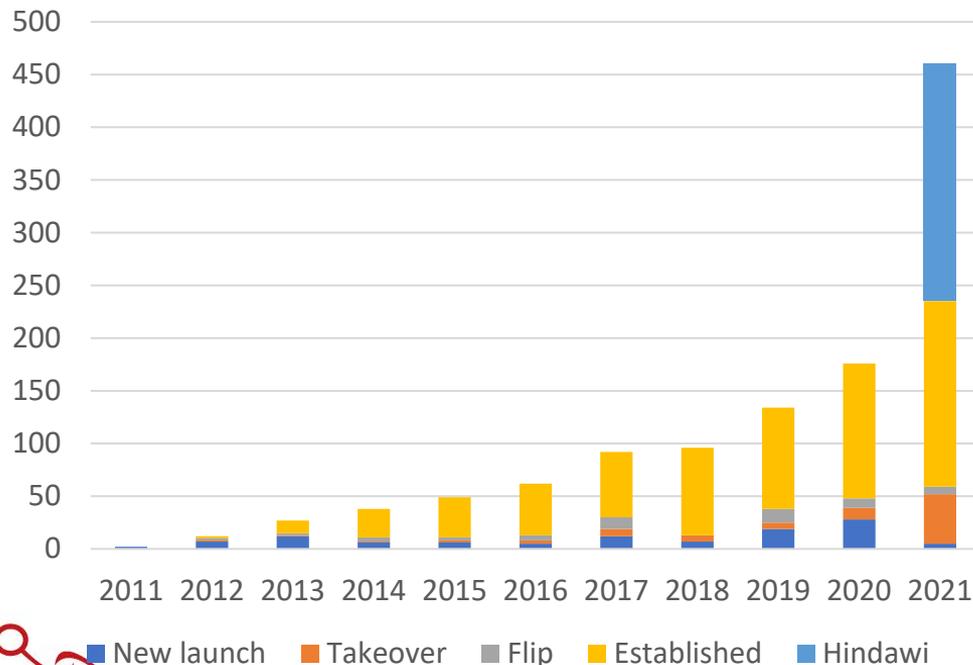
Transformative agreements



Society partnerships

Wiley Gold OA Portfolio Growth

Number of full open access journals published by Wiley



Open Access Launches

Spanning a **wide range of subjects and disciplines**, both in partnership with **societies** and as our own **proprietary** titles.

We ensure each new journal addresses a gap within the subject community and has its own **unique aims and scope**. Wiley's and our partners' OA launches cater to a wide variety of researchers needs, with titles that publish research on a **sound science value and ethos**, through to **cutting edge research**.

The acquisition of **Hindawi** makes us the third largest OA publisher by volume of articles.



Transitioning Journals to OA

We have successfully transitioned more than 50 journals to OA since 2012

We have seen **usage increase significantly** during the year of the transition to OA, and this trend continues after the transition year.

We have also seen **increases in Impact Factor** in all journals that we have flipped across varying subject disciplines



Navigating the future

- The predictable subscription model will continue to shift; we will continue to innovate with our models
- Researchers will continue to demand publishing that is easier, faster, more open
- Libraries, funders, government agencies have multiple policy goals and ideals
- Innovation and competition will be fixtures
- Integrity, quality, discoverability take on ever increasing importance





OA Transition with Wiley



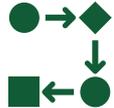
Predictable OA spend



Accelerated migration to OA



Increased access to more and more content



Intuitive and easy administration and workflows



Solid and consistent reporting





Thank you



Graham Woodward, gwoodwar@wiley.com

