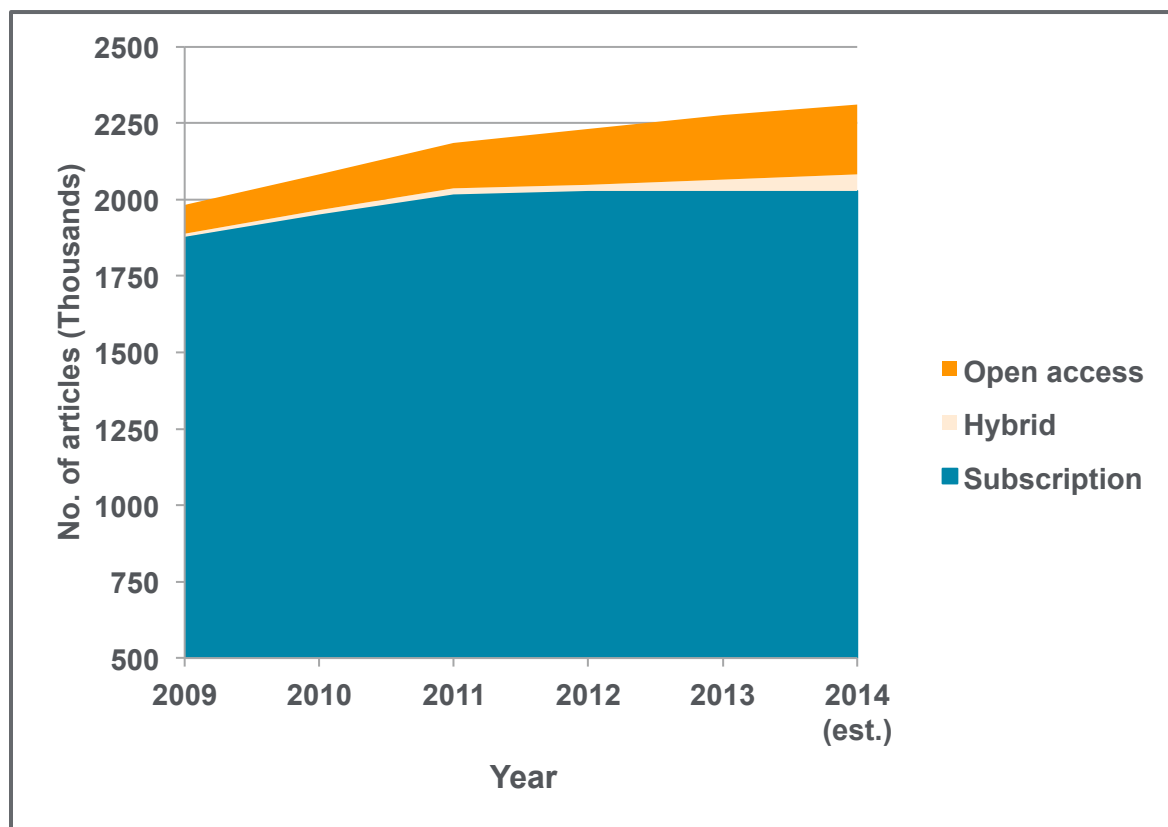


Open access developments

Total article growth by journal business model

There were in 2014, estimated worldwide 2,028,127 published subscription and 291,116 published open access articles



Subscription content:

- Continues to grow year on year at approx. 3-4%
- Amounts to a total article share of approx. 85.7% in 2014

Open access content:

- Currently growing at approx. 20% in 2014
- Amounts to a total article share (hybrid + “pure” Gold) of approx. 11.6% in 2014
- The total article share of all immediately accessible OA articles is 16.7% including subsidized open access

Elsevier perspective

- In 2014, Elsevier published over 375,000 articles
- Includes over 13,000 gold open access articles

Global output of articles

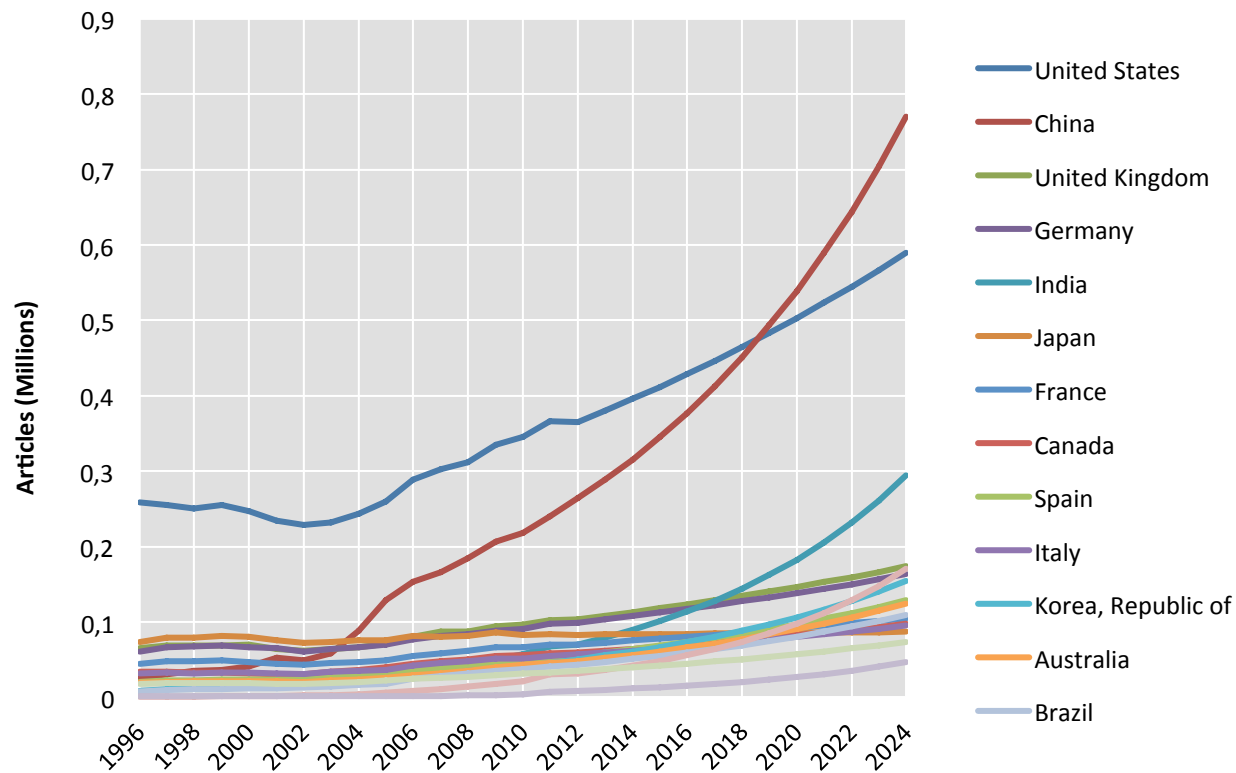
World production of scientific literature continues to grow, at 4% per year

Who is publishing more?

- China's global share of articles rose from 3% to 11%.
- Brazil and India's global share also grew by about 1%.

Who is publishing less?

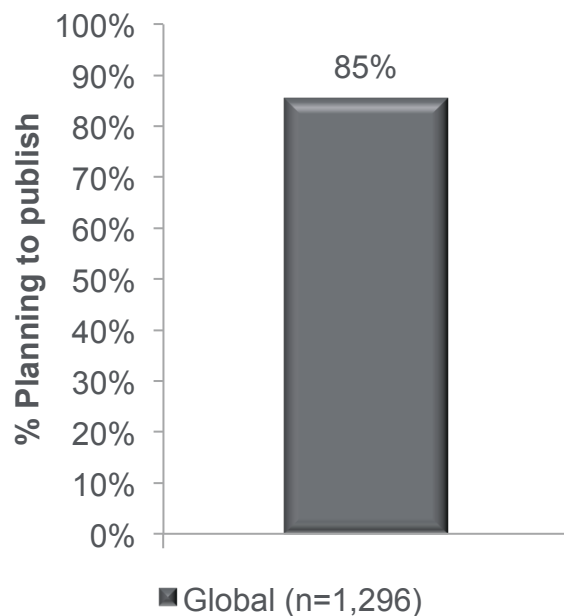
- United States' share dropped from 30% to 26%.
- Japan's share fell from 9% to 6%.



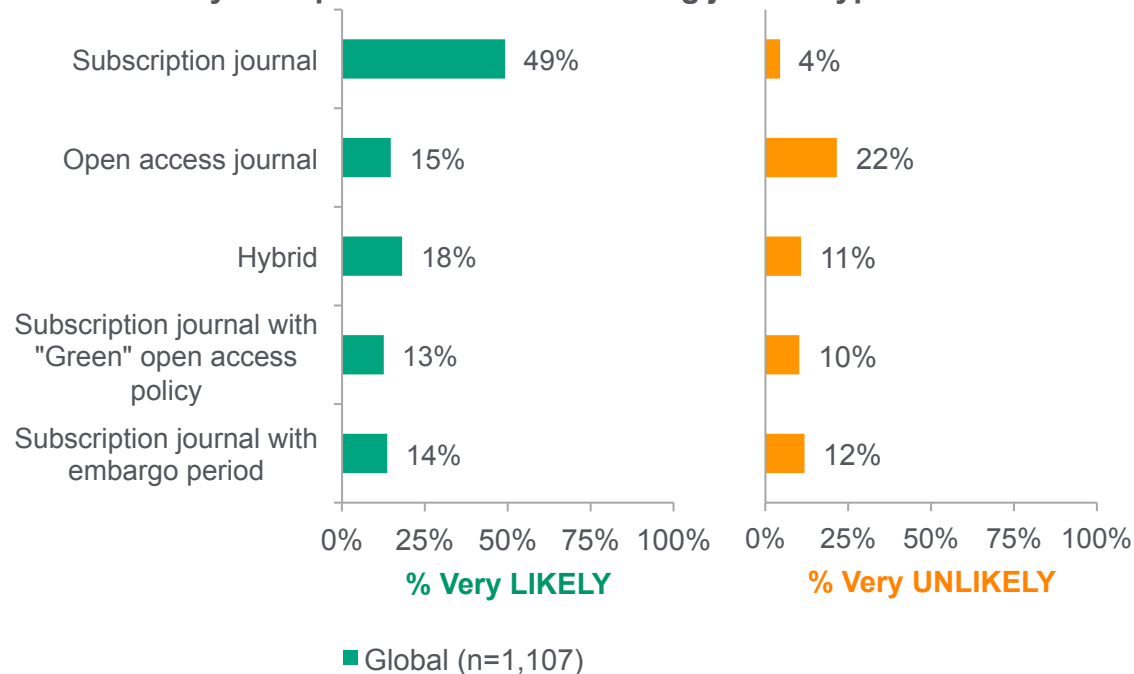
Source: Scopus. Projections based on 2008-2012 CAGR.

Where do authors want to publish?

Are you planning to publish a research article in the next 12 months?



If planning to publish... Thinking about your next article, how likely are you to publish it in the following journal types?



Elsevier and open access

- **Actively engage**
 - Support both gold and green OA
- **Test and learn**
 - Developing systems and technology to implement OA
 - Working with funders, institutions and authors
- **Offer choice**
 - Respect the academic freedom of authors
 - Offer various ways for authors to comply with funder and institutional policies
 - Maintain focus on quality

220+

Open access journals

1600+

Hybrid journals

All journals

Offer green OA options

Gold open access

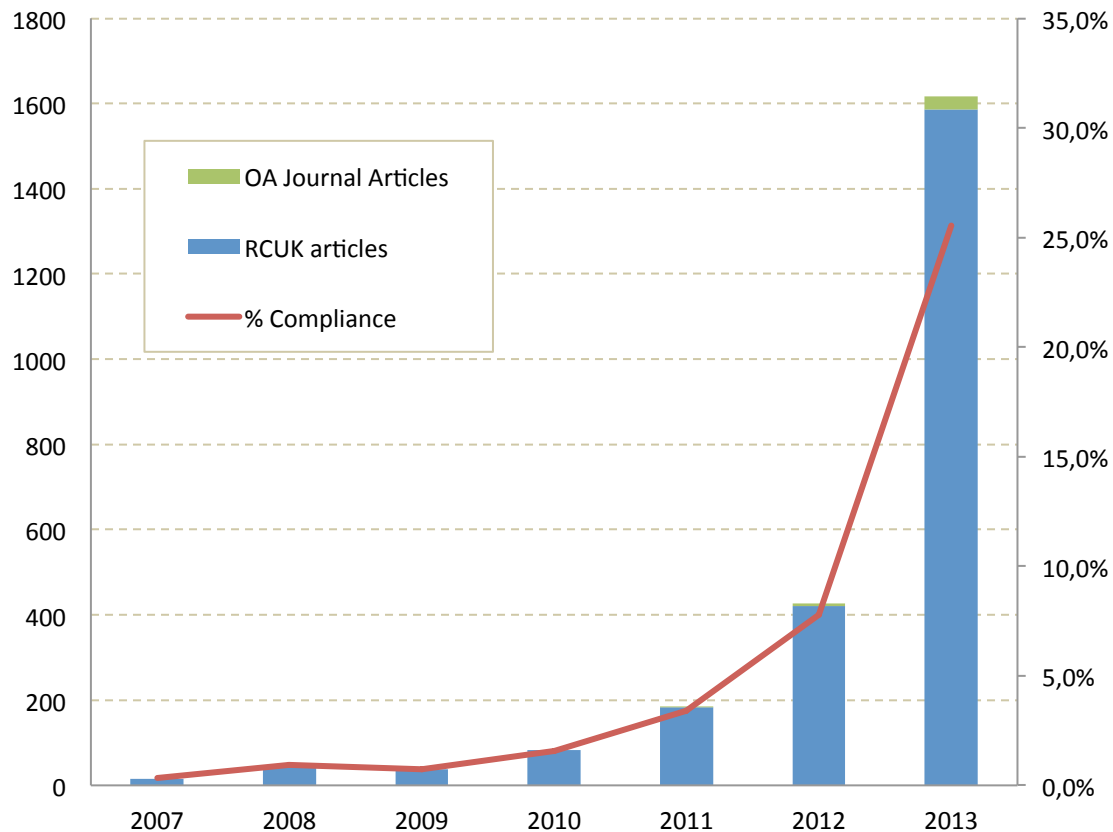
- Launching new open access journals and all established journal offer an OA option
- Choice of either a commercial (CC BY) or non-commercial (CC-BY-NC-ND) user license.
- Article publishing charges (APCs) range from \$500- \$5000 (US Dollars)

Green open access

- All journals offer authors an option to self archive
- Share link service provides 50 days free access to recently published research
- Pilot partner in the CHORUS initiative
- Open archives in 97 journals, including all Cell Press titles after 12 months.

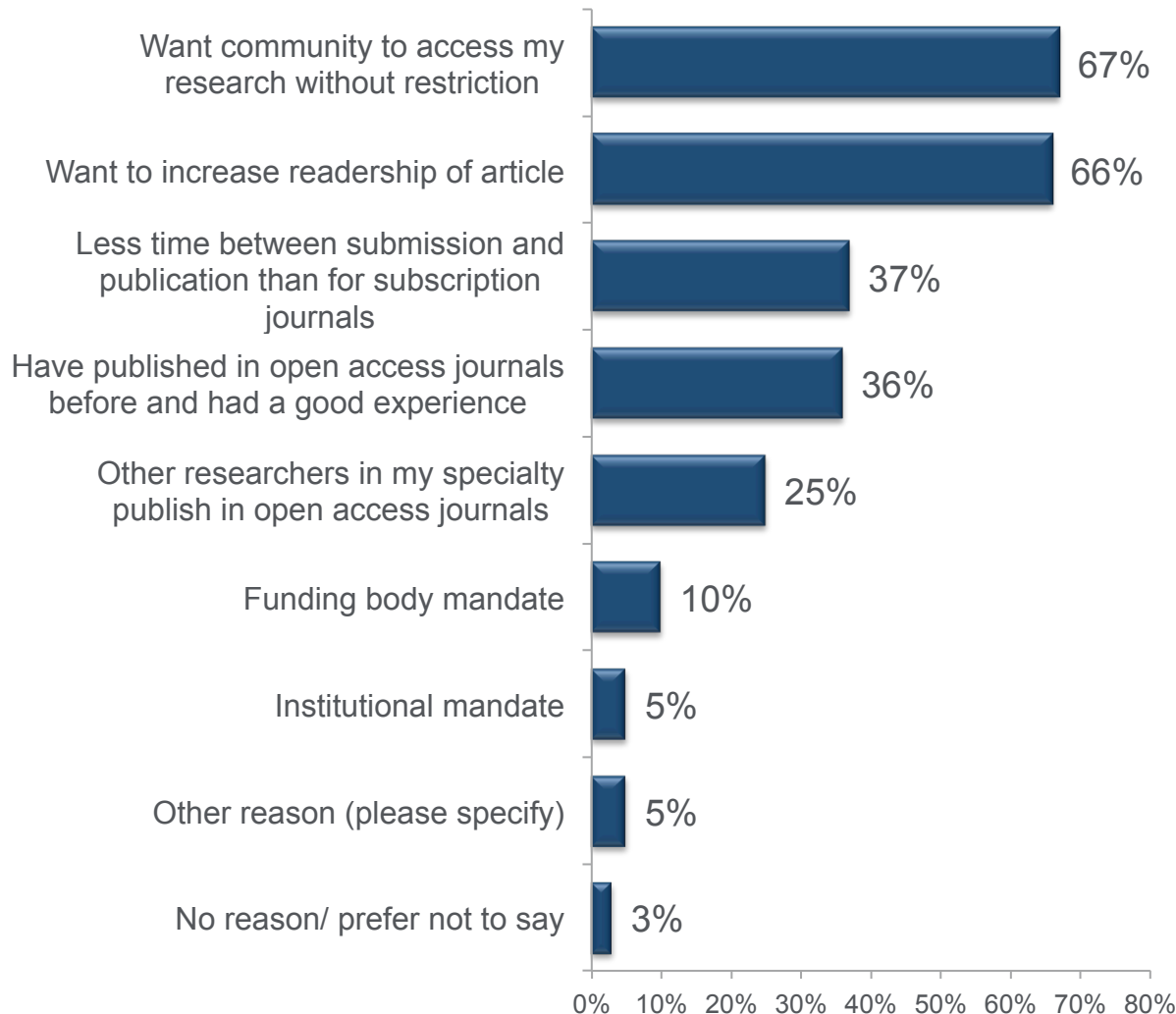
Percentage of gold open access articles authored by RCUK-funded researchers published in Elsevier journals

RCUK Gold Open Access Articles in Elsevier Journals



Elsevier and gold open access

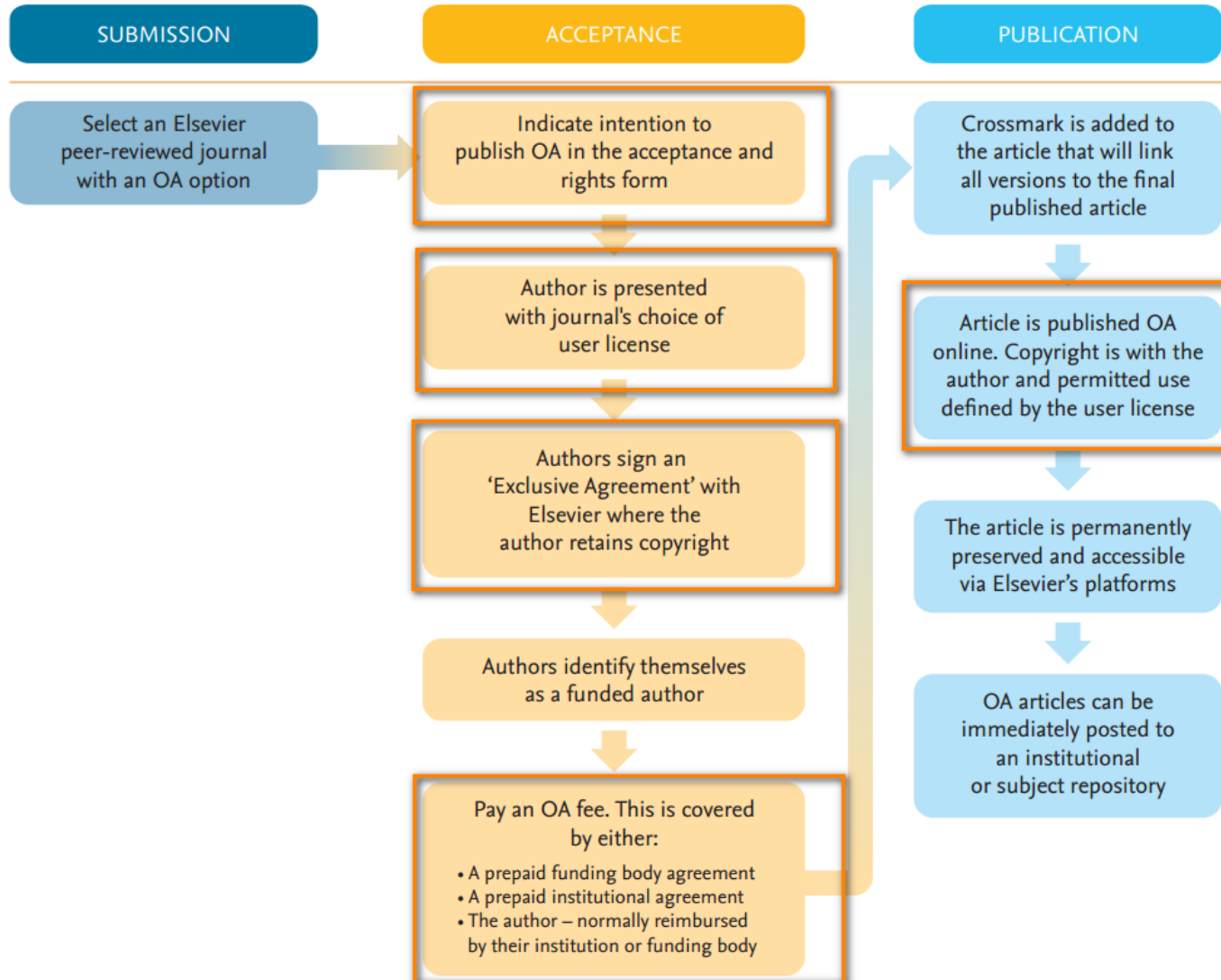
Why publish in an open access journal?



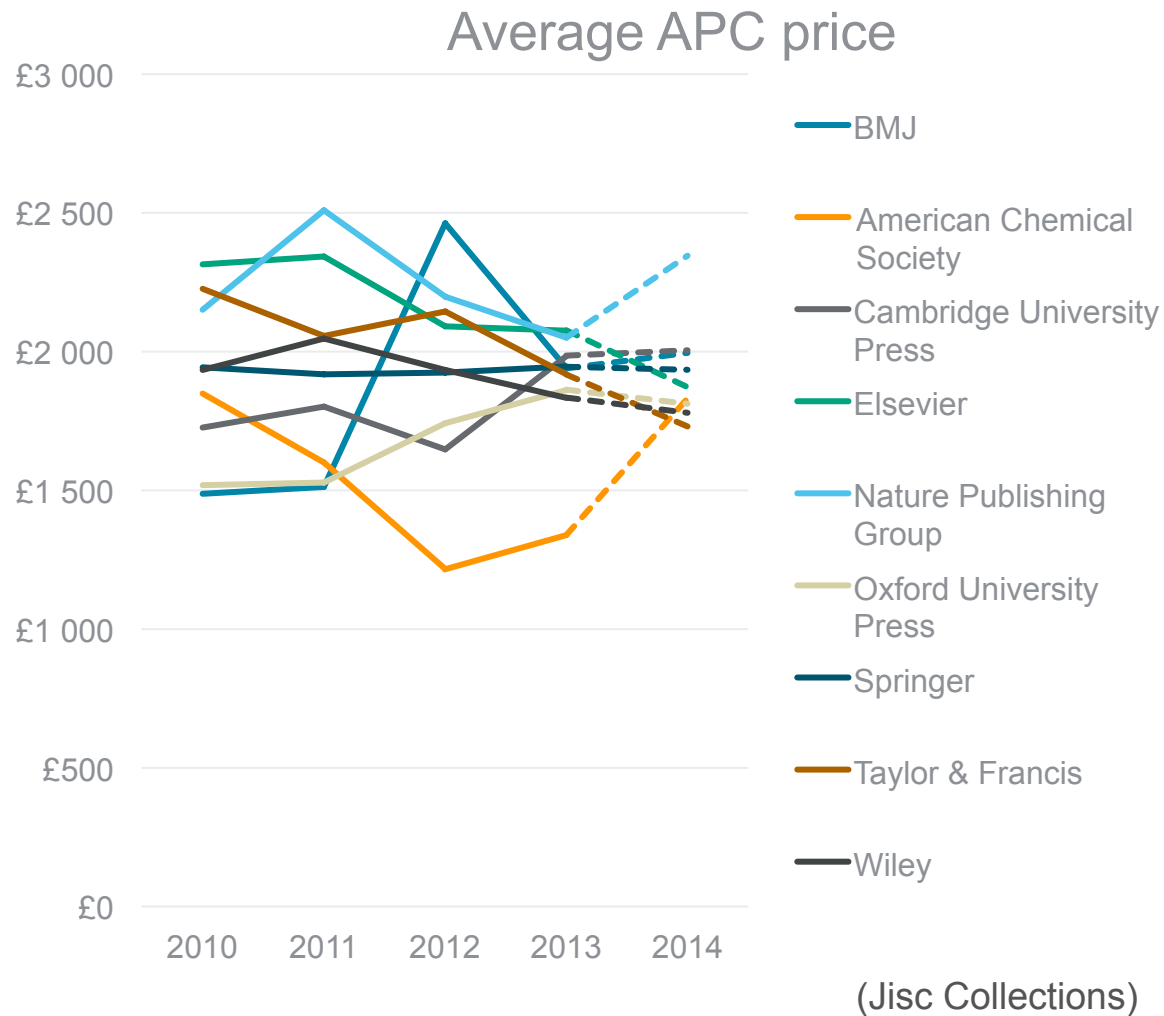
14%

have been asked by their departmental head or funding organization to publish open access

Publishing gold open access



There is great volatility in APCs



Article publishing charges (APCs)

- Covers the cost involved when publishing an article
- Relate to gold open access publishing only
- Tends to be journal specific and vary between journals

“My research funds include sufficient amounts to pay to have my research articles published open access”

23%

of surveyed researchers
agreed or strongly agreed

53%

of surveyed researchers
disagreed or strongly disagreed

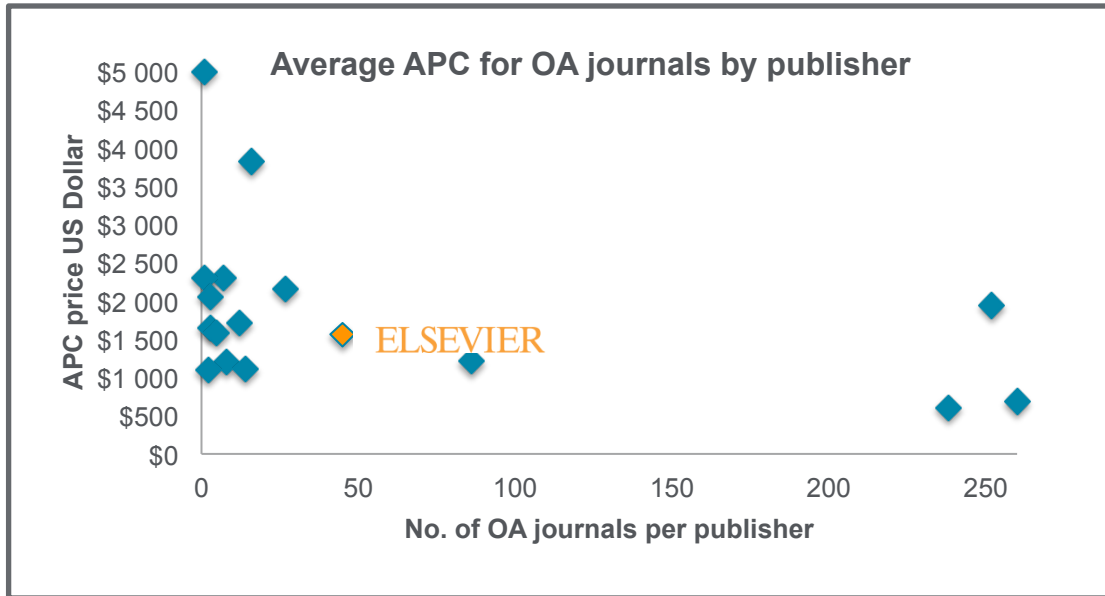
How to pay an APC?

Generally, APC's are not paid by the author

- Funding body's who have an open access policy, may reimburse authors
- Prepaid deals between an institution/funder and a publisher
- Other organizations subsidize the fee (society or research organization)

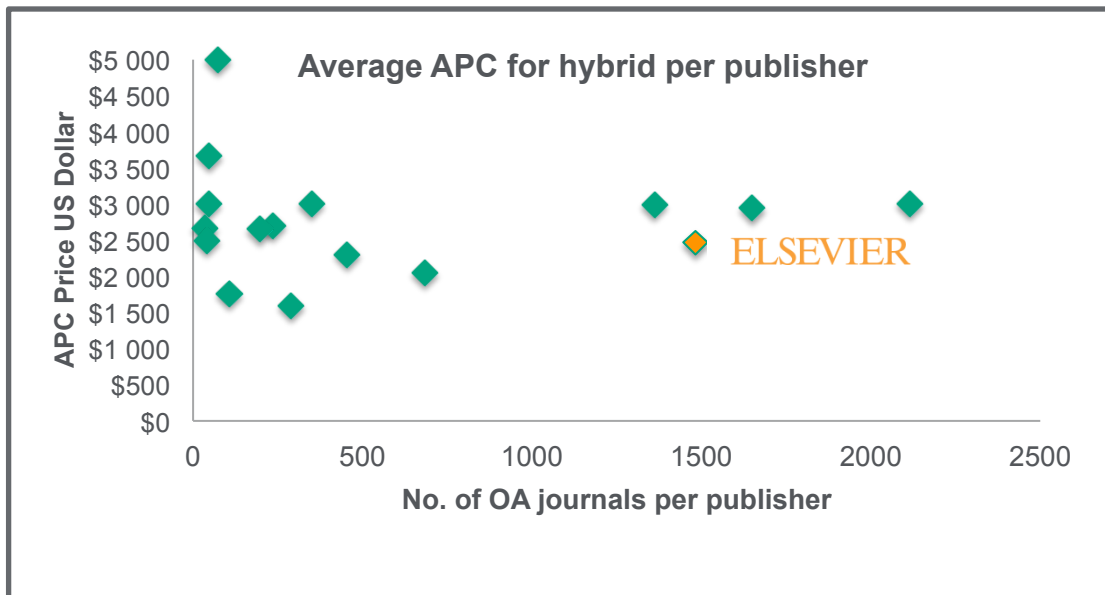
APC pricing

CONFIDENTIAL



Open access journals APC pricing

- Average APC by journals is \$1,235; for Elsevier it is slightly higher at \$1,558
- Elsevier's prices range from \$500 - \$5000 which increases the average APC.



Hybrid journal APC pricing

- Average APC by journal is \$2,644; for Elsevier it is slightly lower at \$2,467.
- Elsevier has broader distribution of prices which are tailored to specific communities.

No double dipping

Elsevier's policy

We do not charge subscribers for open access articles and when calculating subscription prices only take into account subscription articles

– we do not double dip

For example:



Molecular and Biochemical Parasitology

Reduced the list price by 3.7% in 2014, due to a decline in the number of subscription articles.

In 2014 Elsevier has:

- Improved OA labels on ScienceDirect to clearly indicate OA articles.
- Reduced the list price for 27 journals in 2014 due to fall in numbers of subscription articles.

What is flipping?

- Journals which change their business model
- Decision is based on uptake of gold open access and community support



Open Access 



Supports Open Access

How does it work?

- Look at the dynamics of the field:
 - Uptake of gold open access publishing
 - Funding for APCs
 - Support from editorial board and authors
 - Broader trends (rapidly expanding or dynamic field)

No APC journal: subsidized open access

- Free access to research comes at a cost
- Not all costs are paid by authors.
- Can be subsidized by an organization or society

Types of gold open access journals

Open access & hybrid journals

- Readers access OA articles for free
- Authors pay to publish OA via an APC

Hosted journals

- Readers access OA articles for free
- Costs are subsidized by the **research organization** which owns the title
- Authors do not pay APCs

Conference proceedings

- Readers access OA articles for free
- Costs are subsidized by the **conference organization**
- Authors do not pay APCs

Publishing development program



Third party owned journals

- Regionally focused but publish valuable research
- Want international exposure and to improve their quality and publishing standards

Benefits of working with a professional publisher

Professional services:

- Elsevier Editorial Systems
- Typesetting and copyediting services
- Scopus access for editors/reviewers

International exposure:

- Hosted on ScienceDirect
- Journal homepage on elsevier.com

Improve standards:

- Regular Journal performance reports
- iThenticate and COPE membership (anti-plagiarism)
- Training on all aspects of scholarly publishing
- Application support for indexing (Scopus/WoS)



Results: > 100 journals significantly improved their performance

Within 2 years most of titles:

- Have an established publishing workflow
- Show strong growth in usage and number of international submissions
- Show drastic increase in rejection rate
- Have enlarged and internationalized their Editorial Boards
- Perform significantly better compared to local journals in their area
- Have 90% customer satisfaction



Case study: King Saud University

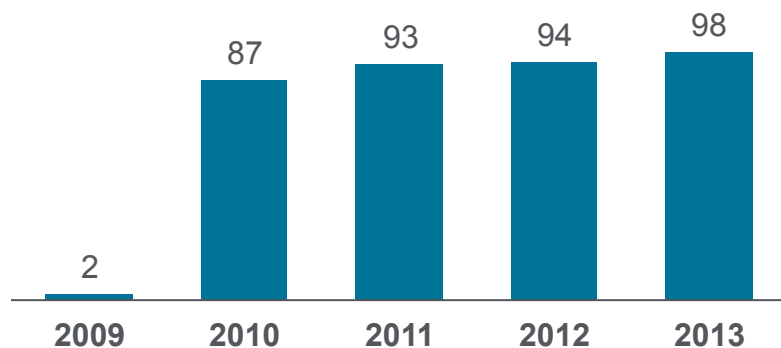


Saudi Pharmaceutical Journal



Global exposure:

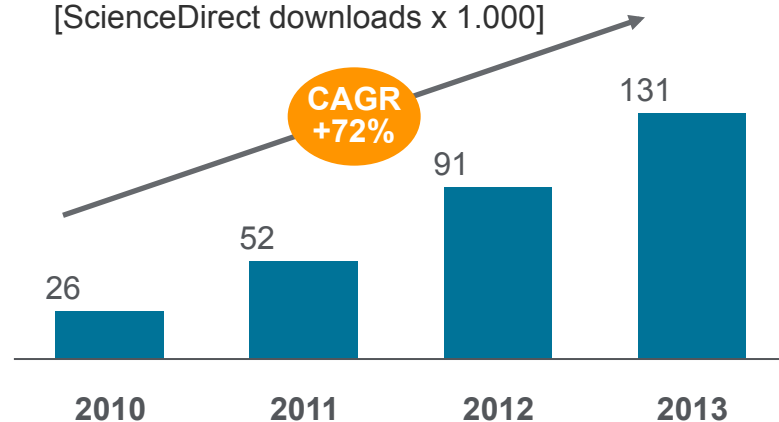
- Readership increased from 2 countries in 2009 to 87 countries in 2010,
- Largest readership from USA, India and China



Increased usage:

- 72% year on year increase in number of downloads
- Increased from 24K in 2010 to more than 100K in 2013

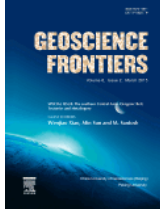
[ScienceDirect downloads x 1.000]



Other improvements:

- First IF and Scopus indexing in 2010
- Rejection rate from 3% in 2009 to 89 % in 2013
- Number of submissions tripled, coming from 32 countries
- 7 countries represented on the editorial board
- Users: 8512 institutions including GlaxoSmithKline, MIT and Yale University

Case study: Geoscience Frontiers

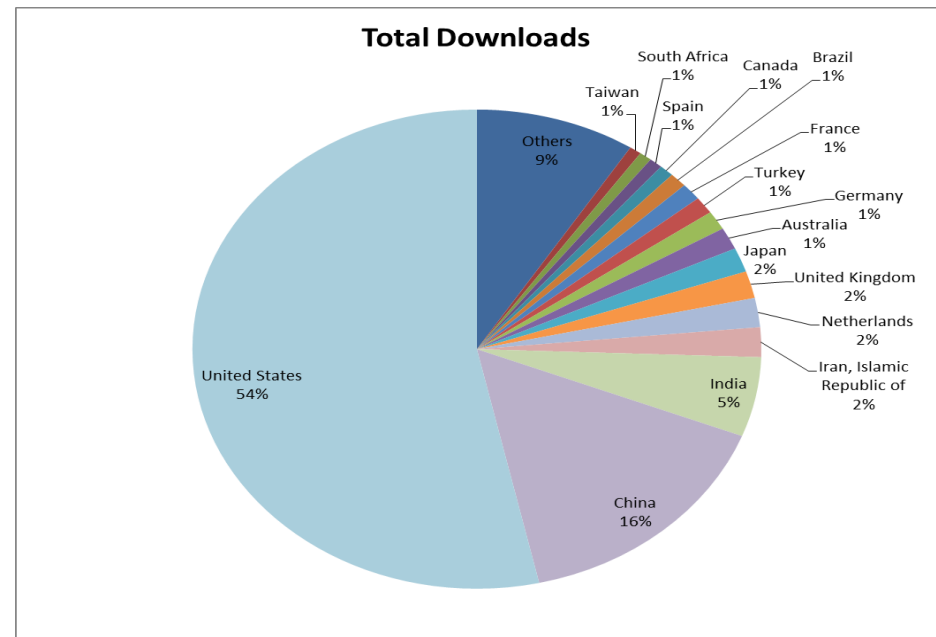


- Started partnership in 2010
- Expanded editorial board; 11 countries represented
- Published authors from 31 countries from 2011-2013

Year	2011	2012	2013
Total Citations (Scopus)	33	102	207
Average Cites/Article	0.6	1.3	3.1
*Scopus data as on date 2-Dec-2013			

Year	2011	2012	2013
Average Downloads/Article	289	866	1231
ScienceDirect Usage in 2013 = 80039			
*Usage data as on date Oct 2013			

ScienceDirect Data as on date Oct-13



Case Study: SCOAP³

Open access in the high energy physics community

Redirecting funds – how does SCOAP³ work?

- Under the subscription model, libraries purchase journal subscriptions to cover publishing costs and allow their researchers to access articles.
- Under SCOAP³, libraries contribute to the consortium, which pays centrally for the open-access article publishing charges, and the publisher ensures the article will be accessible for free to anyone under a CC-BY license.
- Elsevier and other participating publishers will no longer charge librarians for subscriptions; instead they will receive a fee per published article from the libraries via SCOAP³

3,600

Articles expected to become open access

10

Journals participating in the launch

11

Publishers and learned societies participating in the launch

2

Elsevier journals flipped to open access model.



Case Study: JISC Collections and Elsevier prepaid deal

- Participating UK Institutions prepaid their APCs to Elsevier based on their previous publication history and number of articles they expected to publish open access
- After the period has expired, any unused credit is reimbursed under the terms and conditions of the agreement



Key benefits for authors

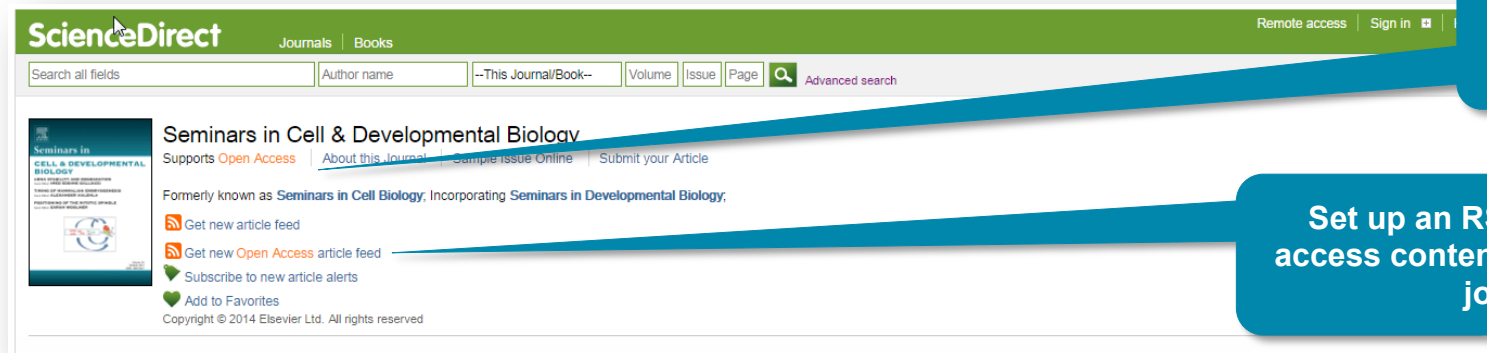
- Free to choose the best journal for their research
- No open access fees to pay upon acceptance
- Helps UK authors comply with the RCUK mandate for open access

Key benefits for librarians

- Easy budgeting for open access fees
- Streamlined payment process
- Discounted publication fees to help implement open access policies

Open access on ScienceDirect

Elsevier has made several enhancements to ScienceDirect to improve open access labelling and discoverability including:



OA information shown for each journal

Set up an RSS feed of open access content published in the journal



Funding body information is clearly shown

User License information is shown and links through to the Creative Commons website

Each open access article is clearly labelled

Finding open access on ScienceDirect

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☐ 2015 (5,647)
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Elsevier and green open access

What happens beyond the download



Two main types of sharing: metadata and full-text.



Traditional Ways:

Email, print or via an internal networks



New tools:

- Twitter is mentioned the most for social media tools
- Dropbox mentioned the most for sharing with collaborators.



Multiple types of platforms:

- Some enable researchers to develop and maintain professional relationships
- Some help share information and ideas

Scholarly collaboration networks (SCNs).

What are they?

- Relatively new players in the scholarly communication chain
- Lots to choose from!
- Enable researchers to share information, participate in discussions and collaborate.
- Can facilitate sharing of either full text and/or links



Some are already working with publishers!

ScienceDirect Content Now Available to MyScienceWork Users

Share This: [f](#) [t](#) [in](#) [g+](#)

Elsevier and MyScienceWork collaborate to enable u

Amsterdam, April 2, 2014

Elsevier, a world-leading provider of scientific, techni
scientific social network MyScienceWork on a pilot
MyScienceWork.

colwiz announces strategic partnership and investment from
the American Chemical Society, the world's largest scientific
society

Mar 27th, 2013

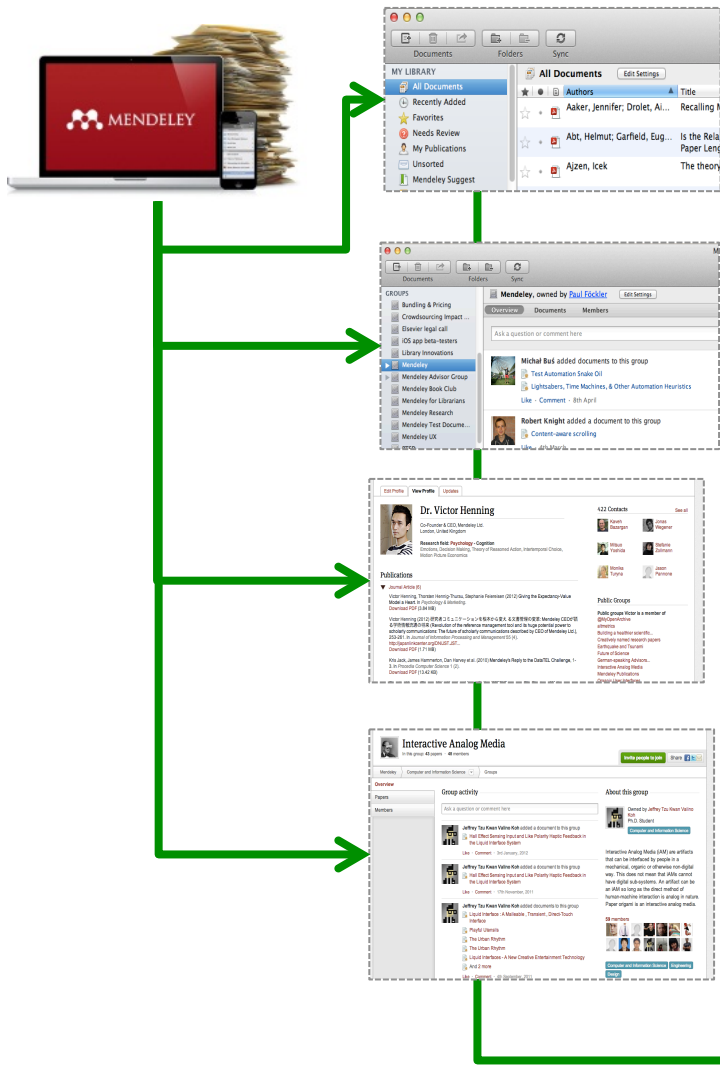
Oxford, UK Ma
productivity sc
partnership an
society. Under
platform for A

Wiley offers Enhanced PDFs across Wiley Online Library in partnership with ReadCube

Keeping readability, discoverability and mobility in mind, Wiley has been working towards improving the PDF reading experience to complement the enhancements recently made to our Anywhere Article-enhanced HTML format. Late 2014/Early 2015, partnering with ReadCube, we will begin offering the majority of journal articles on Wiley Online Library in the Readcube Enhanced PDF format, offering a more useful, connected PDF.

Sharing research in Mendeley

5 ways of managing, posting, and collaborating on documents using Mendeley:



1. Private libraries (personal storage capacity)

- Users can e-mail documents from their own library to other users

2. Private Groups

- Users can share any type of document or file.

3. My Publications (user profile)

- Choose to make the full text or only metadata available for download.

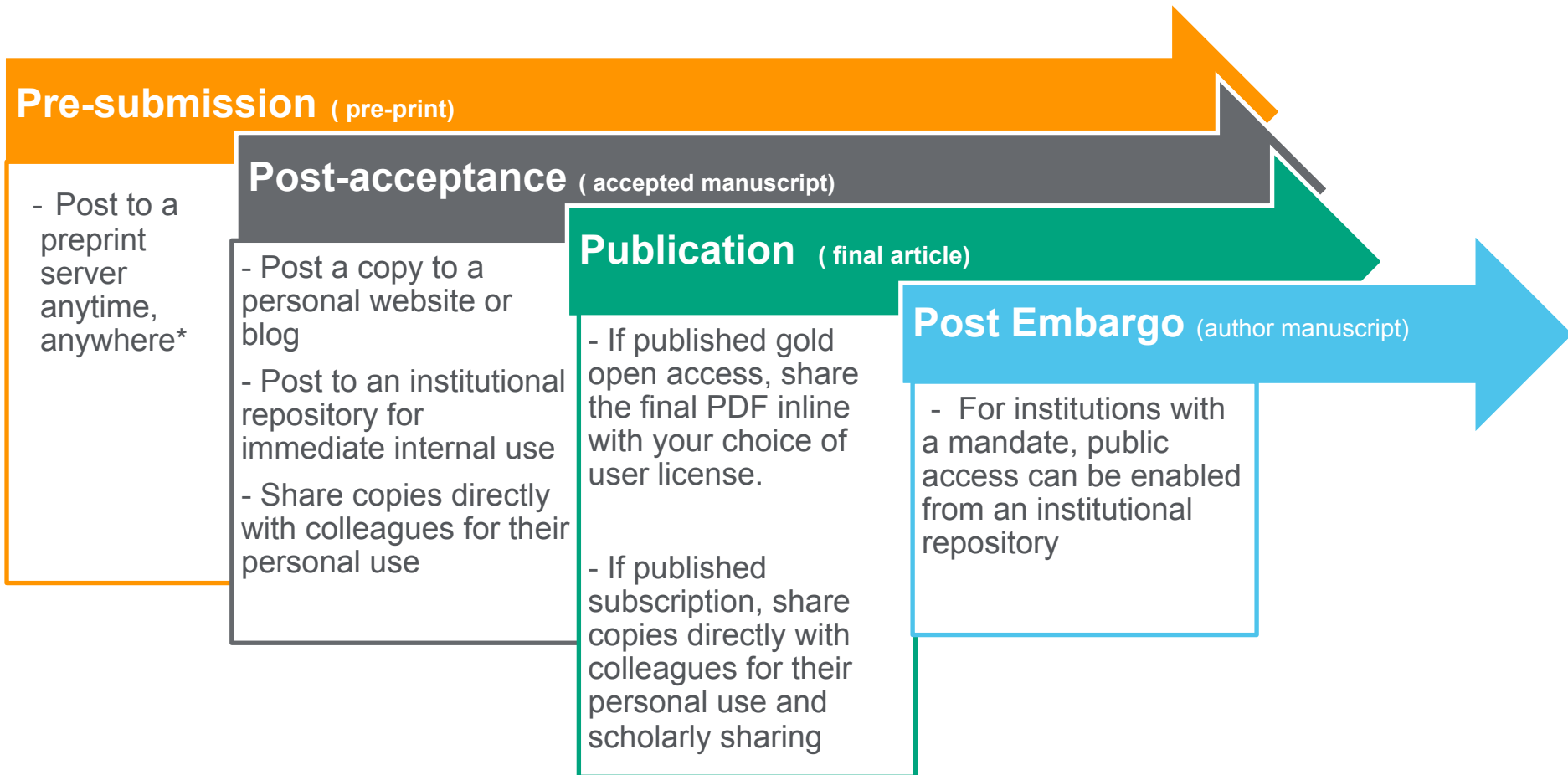
4. Public Groups

- Public groups contain only metadata and abstracts of articles, not full-text documents or files.

5. Public search

- Full text articles shown only if they are the correct version to be shared externally.

Self archiving: How authors can share their research



*Please note that Cell Press and The Lancet have different preprint policies

Delayed access: open archive

Elsevier has 98 journals which feature open archives

- Articles are made free to access after an embargo period from ScienceDirect
- Articles are available to both subscribers and the general public
- Also known as delayed access
- Length of embargo period is journal specific and includes Cell Press titles after 12 months

34%

of authors consider whether the journal they submit to makes articles freely available after a period of time



Metadata feed: How does it work?

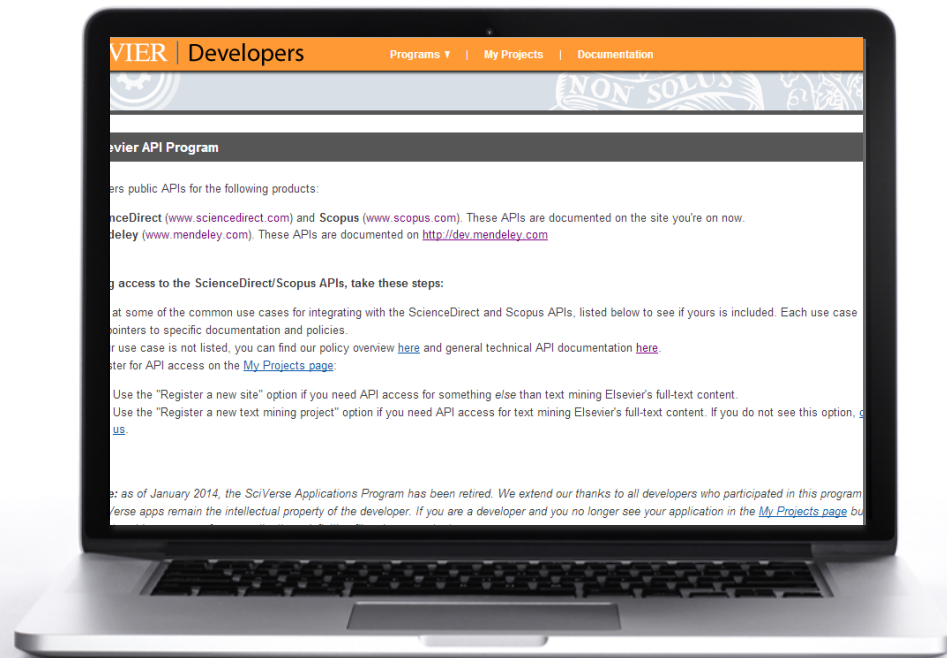
Elsevier has developed a policy to help support repositories enable users to search scholarly information associated with that institution or organization. We do this by supplying a metadata feed through an API which enables these websites to show this information to all users.

Process

- The institution can get API access through our developers portal
- After a simple online click-through agreement they will receive an API key
- Easily integrated into the repository

Details

- You can store the following metadata:
 - Journal/book title, Article title, Authors, publication date, journal / issue, page numbers, author keywords, abstracts.
- Search results/records need to be clearly marked as leading to the final published version and need to link back to the article or chapter on ScienceDirect.



Thank you