



# Case studies in OA – profit versus mission



Simon Inger, May 2015

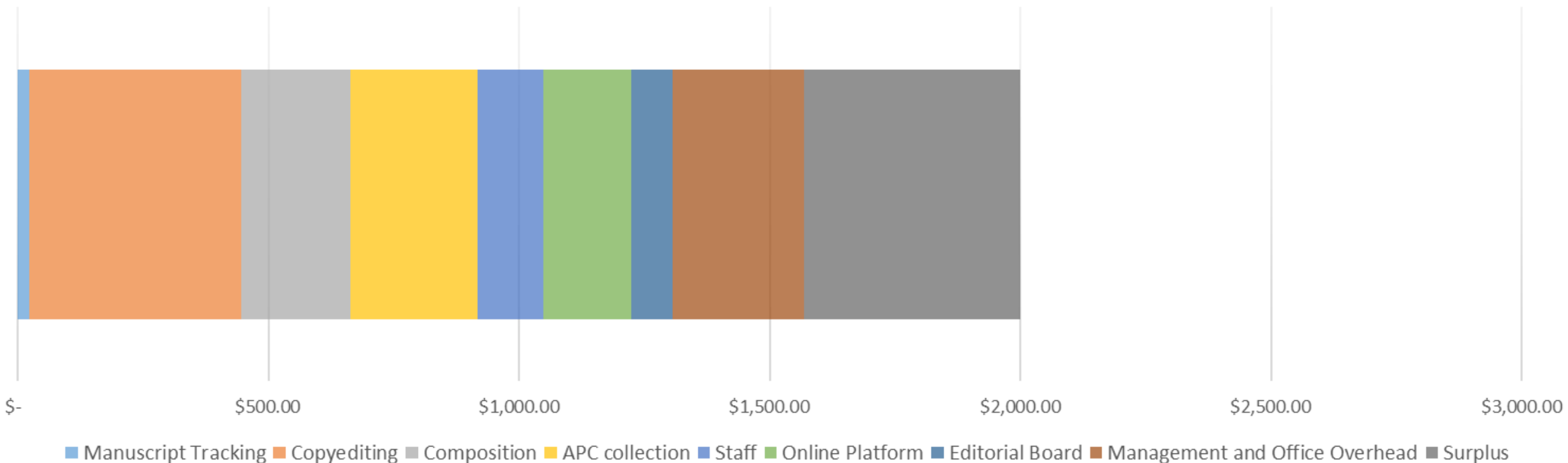
# Initial Observations

- SIC has undertaken many studies for publishers about Gold OA Journals
- Gold OA Publishing is a service, and analyses often end up being a study about cost base
- Different subject areas tolerate different levels of APC, and have little correlation to cost
- Delayed free access undermines APC worth

# Five Case Studies

- APCs as a function of cost
- Principles that limit flexibility on costs and define the goal
- Change in margin from existing operation
- Notes:
  - APC levels indicated include provision for waivers and member discounts etc., and are accurate to about \$50
  - For some studies, figures are current steady-state, for others they are projected, future steady-state

# APC BREAKDOWN FOR UK-BASED NOT-FOR-PROFIT, MULTIPLE EXISTING SUBSCRIPTION JOURNALS



Surplus



Mission



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Rejection



Legacy



Subscriptions Net Surplus

Gold OA Net Surplus

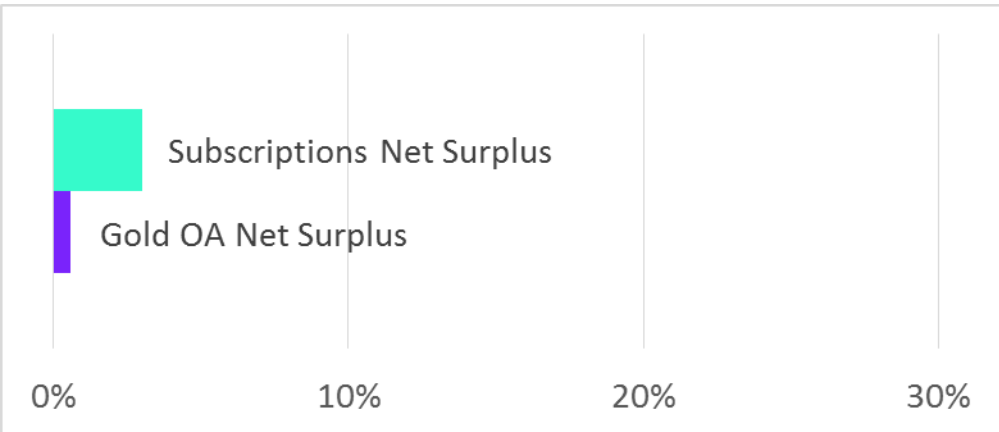
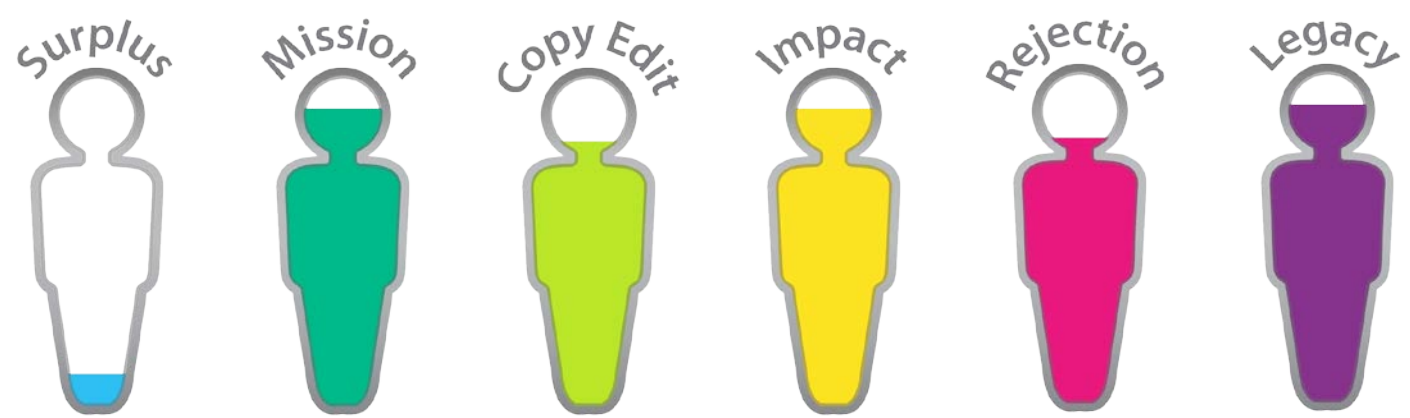
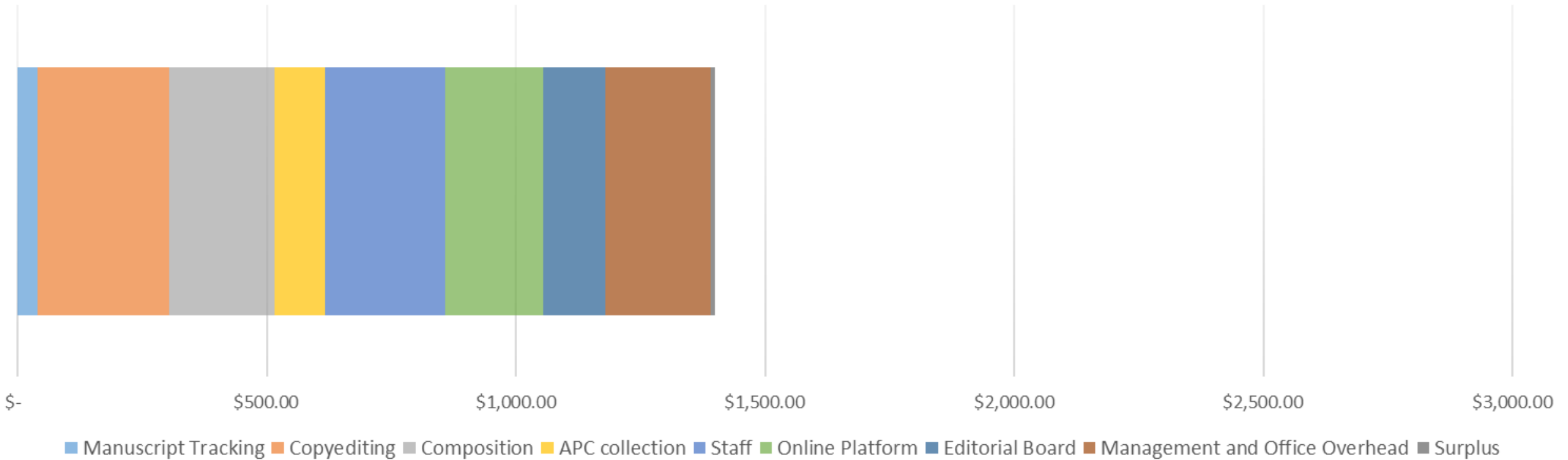
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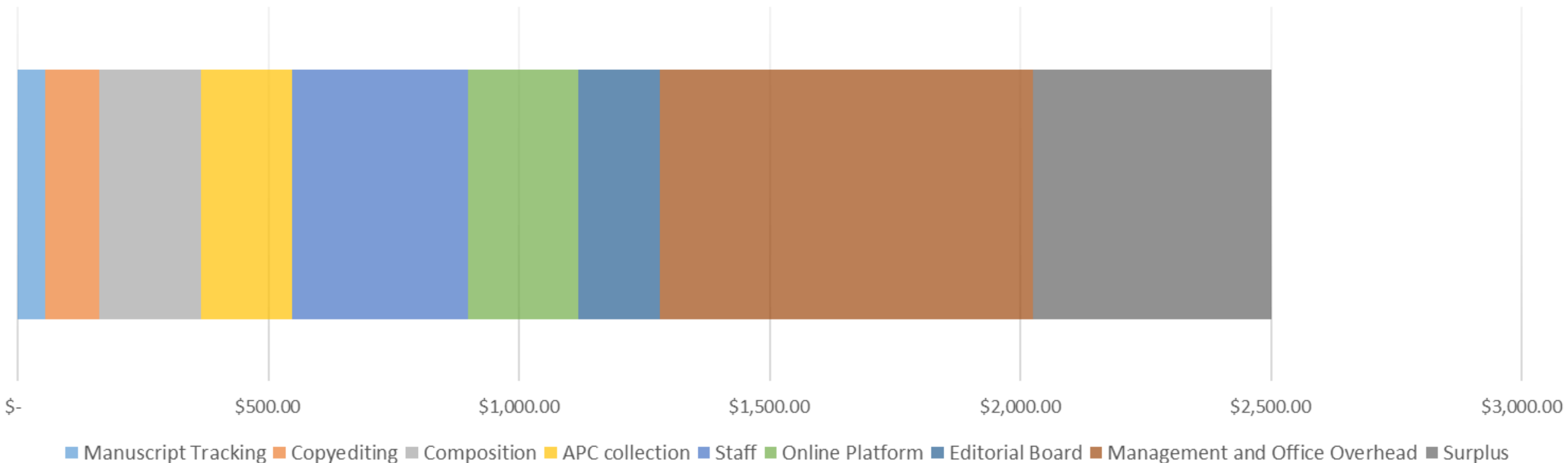
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# APC BREAKDOWN FOR ASIA-BASED NOT-FOR-PROFIT, SEVERAL EXISTING SUBSCRIPTION JOURNALS



# APC BREAKDOWN FOR WASHINGTON, DC -BASED NOT-FOR-PROFIT, START-UP OA PUBLISHER



Surplus



Mission



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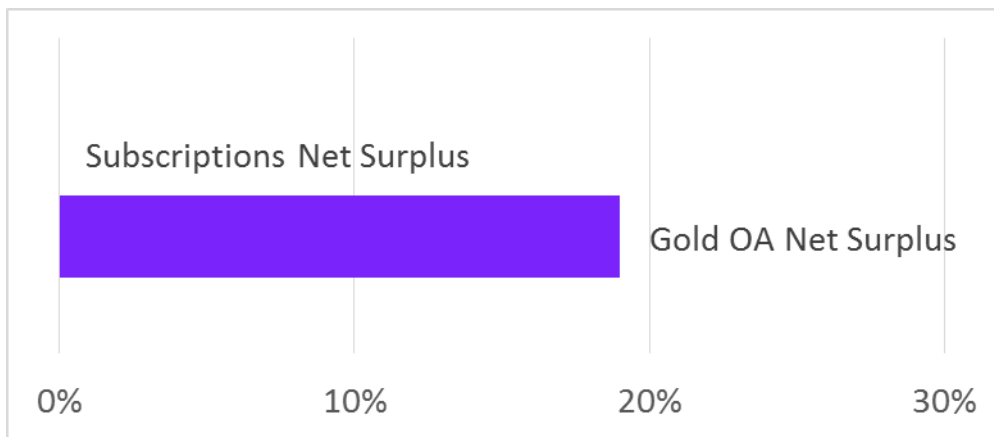
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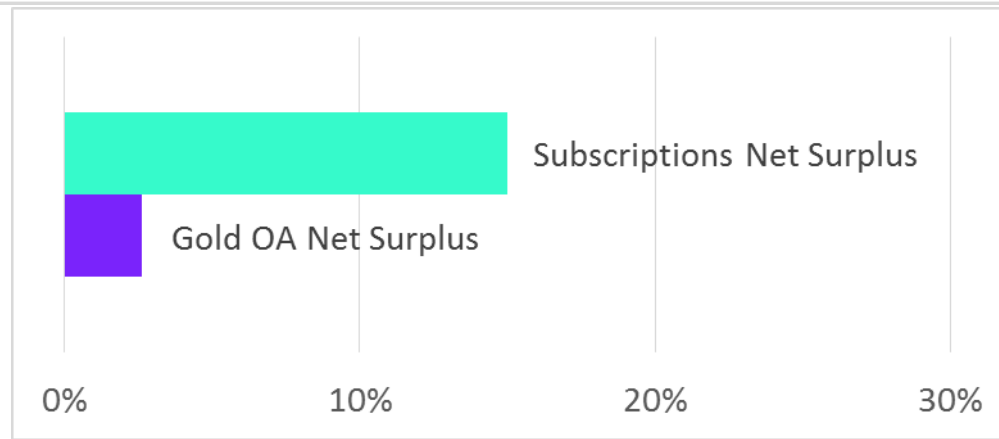
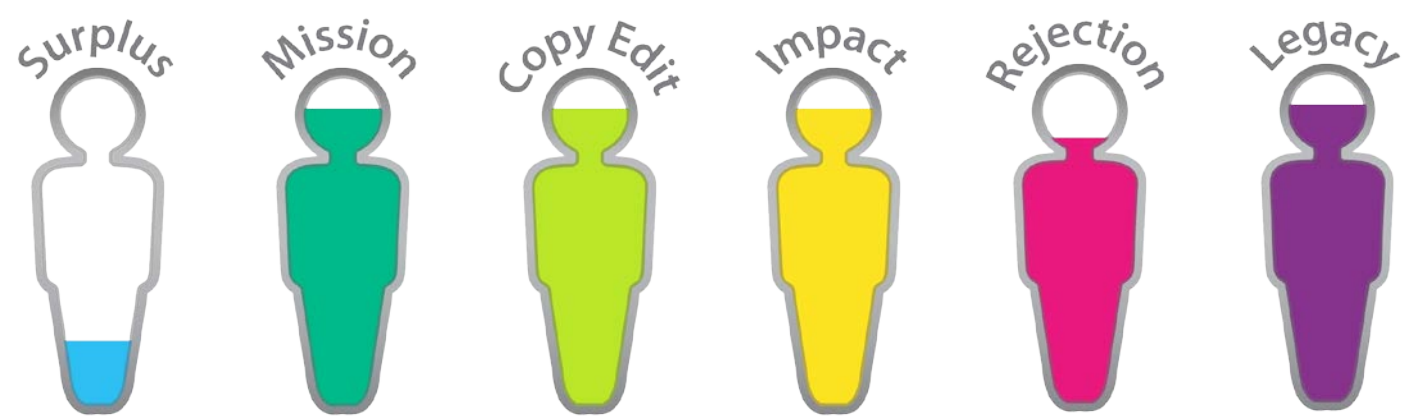
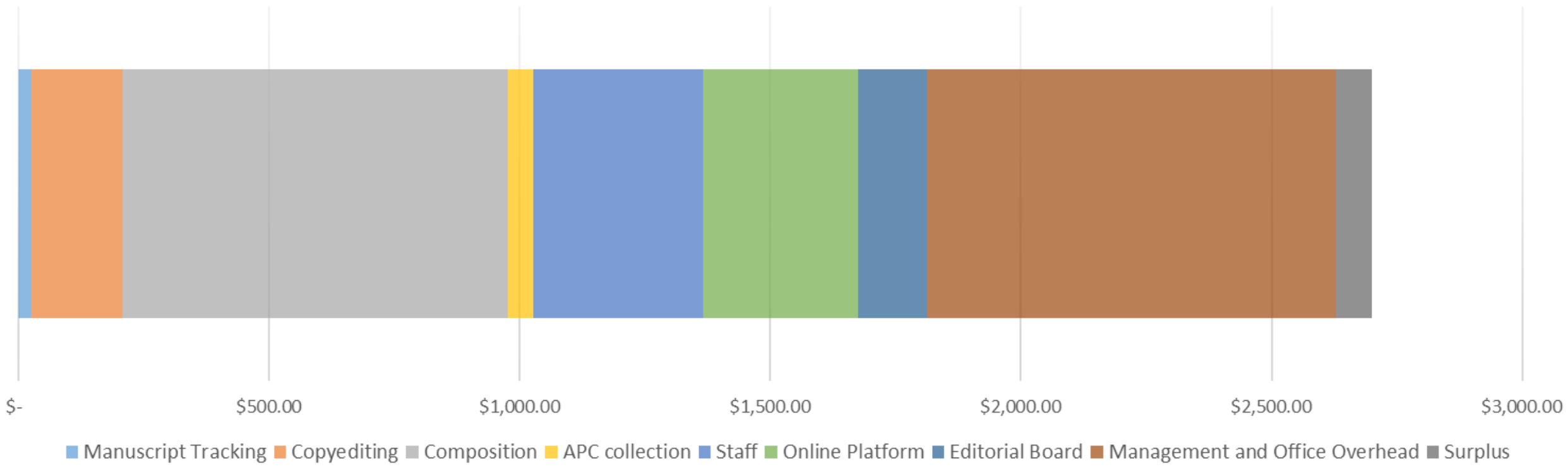
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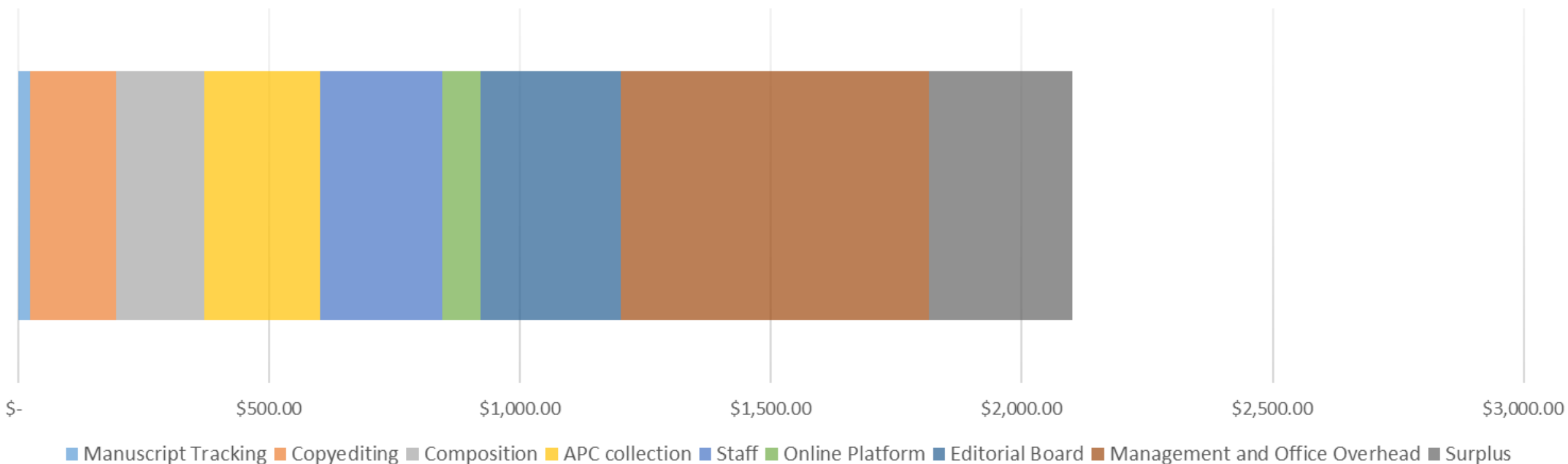
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# APC BREAKDOWN FOR WASHINGTON, DC -BASED NOT-FOR-PROFIT, WITH SEVERAL EXISTING SUBSCRIPTION JOURNALS



# APC BREAKDOWN FOR WASHINGTON, DC -BASED NOT-FOR-PROFIT, WITH MULTIPLE EXISTING SUBSCRIPTION JOURNALS



Surplus



Mission



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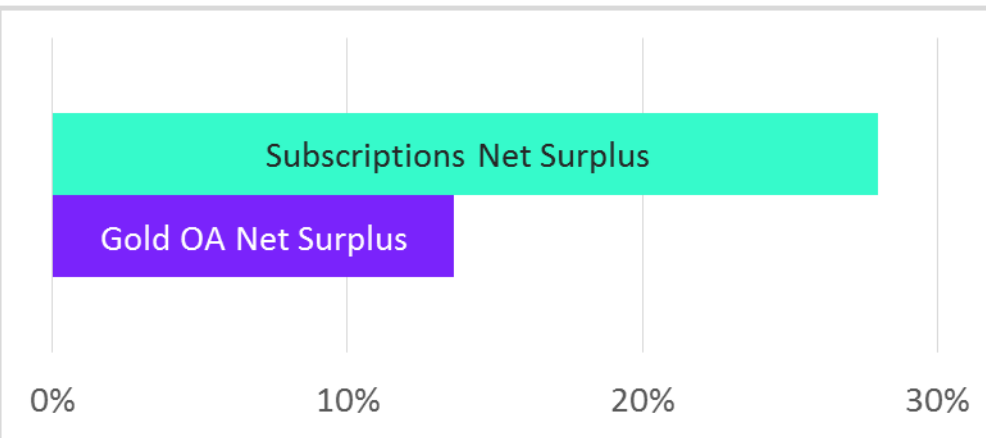
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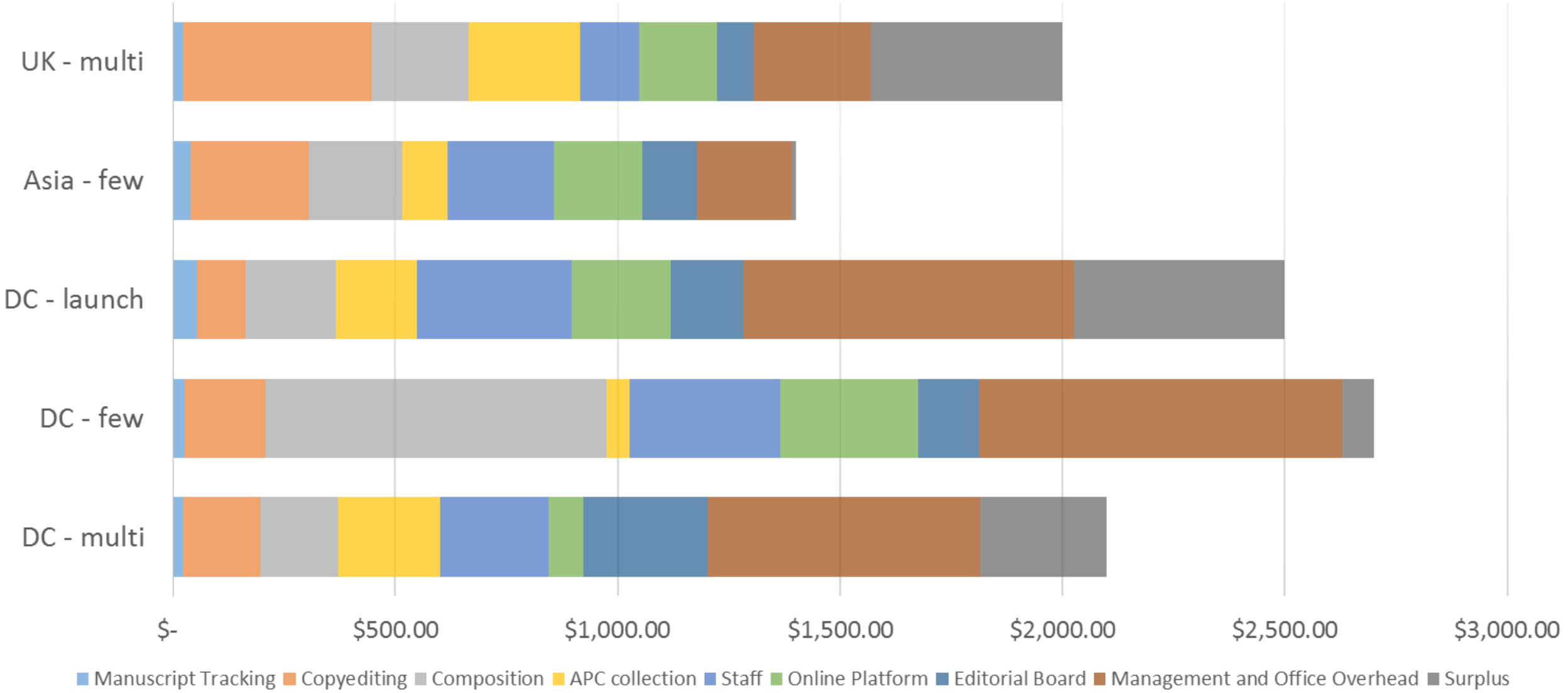


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# APC BREAKDOWN

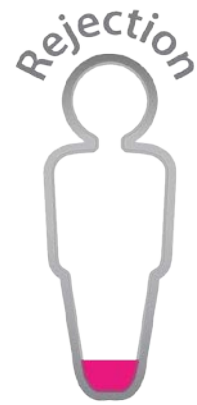
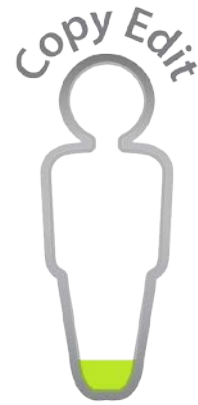


# Final Observations and Conclusions

- Surplus protection = Cost Management and/or Growth
- Societies should be in a good position to leverage researcher / author / conference attendee relationships to stimulate growth
- Grant-funded start-ups are not bound by legacy systems and processes, only need to make money in the long run, and don't have to repay the set-up costs
- Some strive for lowest possible price – does the market see that as meaning lower quality?



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