



# WHY THE FUTURE WILL BE FREEMIUM

Fiesole, April 6-8<sup>th</sup> 2016



# The Adjacent Possible



**“The best ideas are often works of bricolage.”**

Source: *The Genius of the Tinkerer* by Steven Johnson



Progress to 100% Open Access  
(after 20 years' effort)

Journal articles

<50%

Books & Data

<10%



. . . so, no wonder we're frustrated . . .

But we agree with you!





## Open Access efforts to date

### Green

- Please post a version in a repository
- Some
- I hope those who aren't bothered . . . there are now >750 mandates logged in ROARMAP
- I don't want to think about costs (or the impact it may have on journal or book publishing on which an author's reputation and career depends)
- But my conscience is clear

### Gold & Hybrid

- I'll foot the publishing bill
- I hope a lot of readers will benefit (although I have now taken away their economic 'voice' and that of intermediary services too)
- I don't want to think about future costs
- But my conscience is clear



# Latest attempt to speed things up

## THE PROBLEM

Although digitisation, globalisation and the development of the internet has tremendously changed and accelerated communication in general, the scientific communication process still works in a rather traditional way. Long time periods between publication and the actual transfer of knowledge slow down the evolution towards an open and transparent academic process and the associated knowledge exchange with society at large.

Innovative models for knowledge transfer like citizen science and crowdsourcing are primarily seen as “nice to have” and are not embedded enough in regional and national research and innovation strategies.

## THE SOLUTION

- To encourage the development of publication models that provide free access for readers/users; To bring in more users into the academic publishing market; To encourage the development of Open Access (OA) publications
- To foster the development of new communication channels, beyond the traditional peer-reviewed journal, to facilitate the exchange of knowledge and expertise
- To explore the possibilities of new forms of funding, or commenting on them, to increase the impact of research
- To facilitate bringing in new users – like citizens - into the research process

**Change . . . & sustainable long-term funding . . .**

## CONCRETE ACTIONS

- All partners: Mobilize stakeholders for a fair, balanced and innovative publishing system by fostering structured dialogue among all stakeholders and sharing expertise and best practices
- National governments: Encourage the development of new communication channels, beyond the traditional peer-reviewed journal, to facilitate the exchange of knowledge and expertise
- Universities: Encourage the development of new communication channels, beyond the traditional peer-reviewed journal, to facilitate the exchange of knowledge and expertise
- Publishers: Encourage the development of new communication channels, beyond the traditional peer-reviewed journal, to facilitate the exchange of knowledge and expertise
- National governments: Encourage the development of new communication channels, beyond the traditional peer-reviewed journal, to facilitate the exchange of knowledge and expertise
- Research funders: To bring in new users, allow for new forms of funding, like crowdfunding. Think in “Problem spaces” and develop Joint Open Science Initiatives (JOSI’s) around a societal challenge. Make cross-border funding easier and fund risky projects more aggressively.

**#1 Concrete action:**  
**“All partners: Mobilize stakeholders for a fair, balanced and innovative publishing system by fostering structured dialogue among all stakeholders and sharing expertise and best practices”**

Source: Amsterdam Call for Action on Open Science issued at EU’s Open Science Conference 4<sup>th</sup> April 2016  
<http://english.eu2016.nl/events/2016/04/04/open-science-conference>





## A word about Change

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And EU wants to mobilize all stakeholders to . . . change (What could possibly go wrong?)

*“Everybody has accepted that change is unavoidable. . . . change is like death and taxes — it should be postponed as long as possible and no change would be vastly preferable.”*

Peter Drucker, *Management Challenges for the 21<sup>st</sup> Century* (HarperBusiness 1999)





# Open Access efforts to date



## Green

- Please post a version in a

**I think we're using the wrong incubator**

- I hope a lot of readers will benefit (although not all given them and taken away their economic 'voice')

**... is there an adjacent possible?**

- I don't want to think about costs (or the impact it may have on journal or book publishing on which an author's reputation and career depends)
- But my conscience is clear

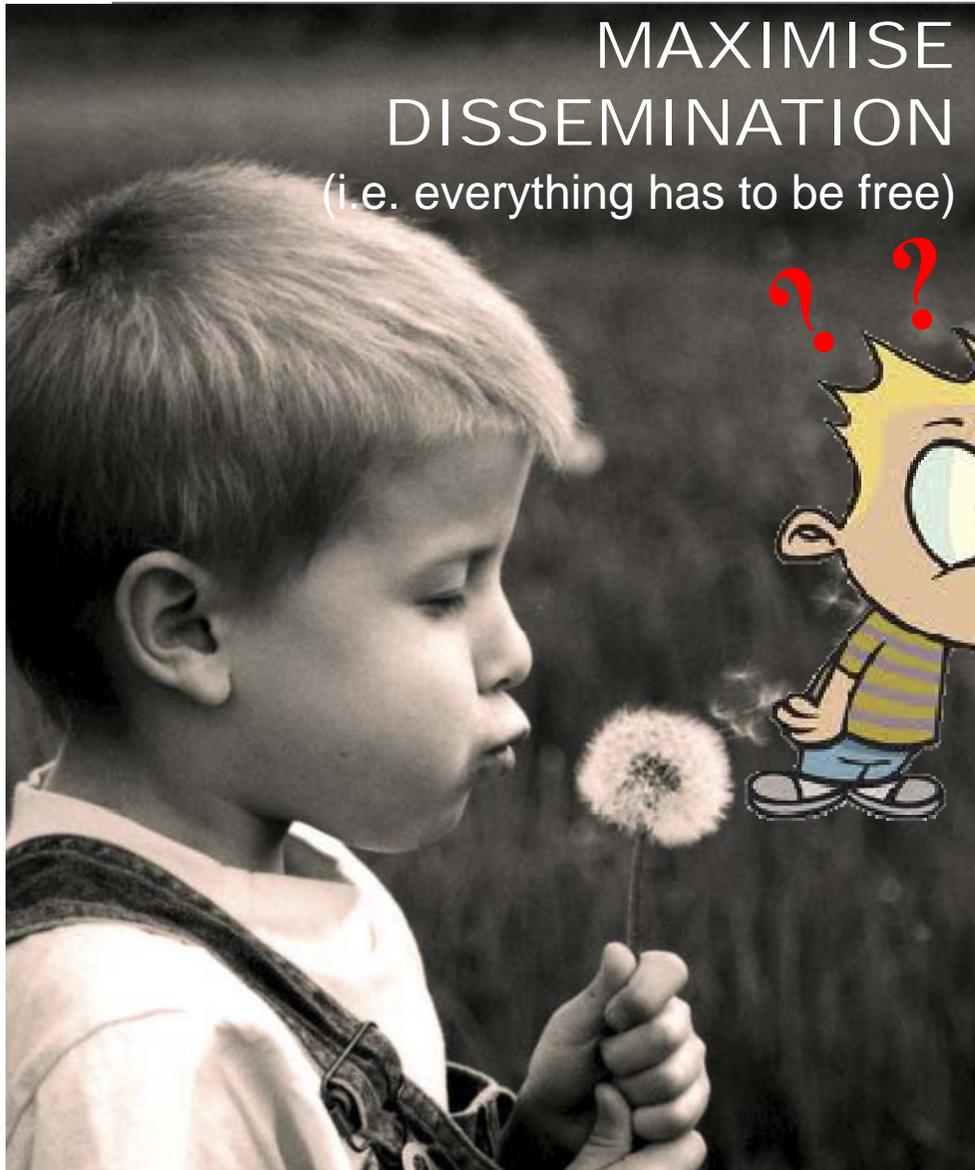
- I'll foot the printing bill
- Publishers will have now taken away their economic 'voice'
- But my conscience is clear



# OECD Publishing's mandate

MAXIMISE  
DISSEMINATION  
(i.e. everything has to be free)

FULL  
COST RECOVERY  
(i.e. everything needs to be priced)



**\$16.5M**





So, how do we stay out of debtors' jail?

**We copied an adjacent industry . . .**





# freemium

## NOUN

A business model, especially on the Internet, whereby basic services are provided free of charge while more advanced features must be paid for.

## Origin

early 21st century: blend of free and premium.



<http://www.oxforddictionaries.com/definition/english/freemium>





Freemium is all about **audience building** and offering the option of moving up a value path





# Freemium – it's about the value proposition

“A business model, especially on the Internet, whereby basic services are provided free of charge while more advanced features must be paid for.”

For example . . .	Free Anonymous	Free Registered	Paid Anonymous	Paid Registered
Discover and Read all content	✓	✓	✓	✓
Share, embed content	✓	✓	✓	✓
Personal services (e.g. alerts)		✓		✓
Download, cut/paste content (PDF, ePub etc)			✓	✓
Librarian services				✓



Another adjacent possible . . .

Why do we persist in trying to pay all scholcomm costs in a single payment?





## Why the future will be Freemium

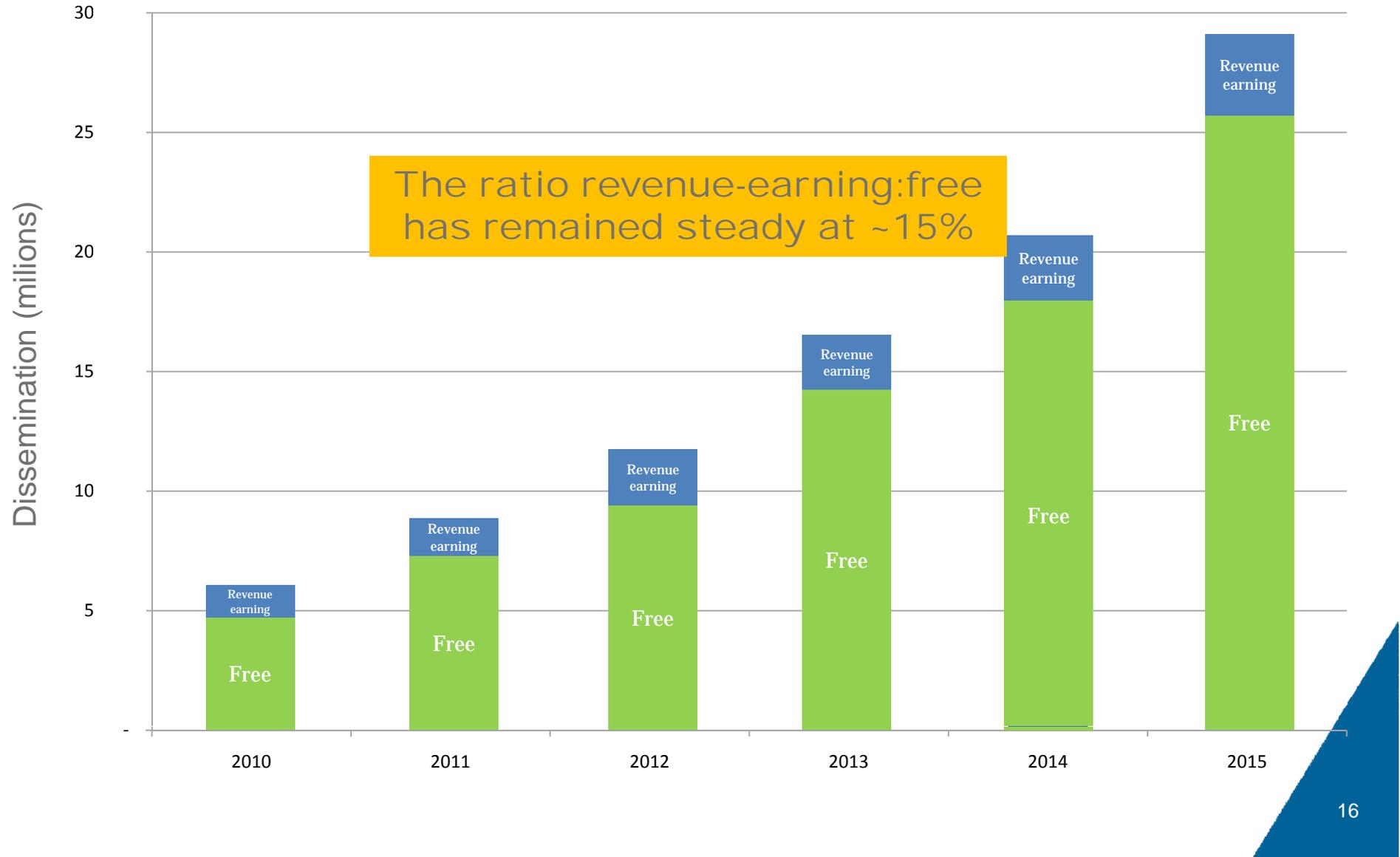
*And, best of all, it only requires one small change by one stakeholder . . .*

- **Freemium means actively built**  
(You can be Free and not have money)
- **Freemium keeps the audience in the driving seat**  
(You can be Free and ignore reader needs)
- **Freemium means innovation**  
(You can be Free and stop innovating)
- **Freemium is better value for money**  
(There is no need for a parallel Green workflow)
- **Freemium gives taxpayers/funders a choice**  
(To be Free taxpayers/funders must pay publishing costs)
- **Freemium is compatible with Gold** (Funders can choose which premium features are free for everyone)
- **Freemium generates impact data**  
(If it's free, you have no idea who is accessing the content)





# Why the future will be Freemium





# Why the future will be Freemium

Thank-you

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@tobyabgreen

**READ**

NOW EVERYONE CAN

AFF