Hindawi Publishing Corporation
Past, Present, and Future

SPARC-ACRL Forum
ALA Annual Meeting 2007
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1. The Past
Hindawi was launched in 1997

As a subscription publisher
Great at attracting authors
Not so great at attracting subscribers
In 2004 we began to experiment with OA
In 2007 we converted our entire collection to OA
2. The Present
~ 500 Submissions per month
~ 43% acceptance rate
~60% Growth rate
$700-$800 per article on average
We have already broken even on APCs alone
3. The Future
Flavors of Open Access

“Author Pays”

“Green” OA

Wellcome Trust

SCOAP3
The subscription model
Authors choose/Libraries pay
“The existence of a healthy free market has the prerequisite that ‘he who pays the piper calls the tune.’ In scholarly publishing this has never been the case. Authors control the journals (by their choice of where to submit their work) and it is there for their benefit; but libraries pay the bills.”

- Fytton Rowland

- Posting to the American Scientist Open Access Forum
“A ‘cheep’ journal can, on a per-article-basis, take more money out of Academia than an ‘expensive’ journal… A substantial number of not-for-profits have seemingly low subscription prices, but take more money per article out of the academic market than even the most expensive commercial publishers.”

Jan Velterop
Posting to the American Scientist Open Access Forum
Size matters
A Lot
Authors → Subscribers

Vicious Circle
Larger publishers can include new titles in their subscription bundles
“The bundling inherent in the Big Deal means that an independent publisher could create a new economic theory journal (NEW) that could in principle compete, for example, with Elsevier’s Journal of Economic Theory (JET), which listed at $2070 per year in 2002. NEW might have better articles, review and publish articles more quickly, edit articles more thoroughly, and offer the journal to subscribers at a lower price, say $600, than Elsevier’s stand-alone print version of JET. Still, libraries that have signed on to the Big Deal may not subscribe…"
They save little of the $2070 list price by canceling JET (perhaps only 10-15 percent, or even nothing at all); and so they will continue to subscribe to JET and only buy NEW if it is worth buying in addition to JET (and the other journals in the collection). Authors will be loathe to publish in NEW because of its limited circulation, which will reduce subscriptions still further.”

Aaron Edlin and Daniel Rubinfeld

Antitrust Law Journal
Looking for a new model
1. “He who pays the piper calls the tune”
2. Costs must be visible to the community
3. Smaller publishers must be able to compete
“Green” OA with continued subscriptions
The cost of journals is still not visible
Authors have no incentive to publish in competitively priced journals
Smaller publishers will have even less ability to compete
The Wellcome Trust’s policy
Faster uptake in the short-run
Soaring prices in the long-run
“The specific costs are set by the publishers - and though it is true that the OA costs are coalescing around $3000, some publishers have gone lower (e.g. ASBMB charge $1500) and some have gone higher (e.g. Cell Press charge $5,000).”

Robert Kiley
Posting to the Liblicense mailing list
“The Wellcome Trust has not set an upper limit. However, if a publisher set a price that was significantly higher than the norm, then we would want to know why.”

Robert Kiley
Posting to the Liblicense mailing list
“Journals are paid through contracts between publishers and a single financial partner, the ‘Sponsoring Consortium for Open Access Publishing in Particle Physics’ (SCOAP3)”

-Report of the SCOAP3 Working Party
“It is expected that SCOAP3 will contribute to stabilizing the rising cost of access to information in the HEP domain... by increasing the author awareness of costs and prices, by linking price to value, and by fostering new competition in the market.”
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“An important asset of the SCOAP3 model is that it will centralize all OA expenses that will therefore not have to be directly borne by authors and research groups. This contrasts with so-called ‘author-pays’ OA options.”
“It is expected that SCOAP3 will contribute to stabilizing the rising cost of access to information in the HEP domain… by increasing the author awareness of costs and prices, by linking price to value, and by fostering new competition in the market.”

“The aim of the SCOAP3 model is to assist publishers to convert these ‘core’ HEP journals to OA and it is expected that the vast majority of the SCOAP3 budget will be spent to achieve this target.”
A role for librarians?
Provide funds for authors with limited resources
Must facilitate price-based competition
Continue to look for innovative funding models
Competitive and efficient market

Better services
Lower prices
Greater sustainability
Thank You

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