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ARAB REPUBLIC OF EGYPT

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**UNDER THE PATRONAGE OF
HER EXCELLENCY MRS. SUZANNE MUBARAK
FIRST LADY OF THE ARAB REPUBLIC OF EGYPT**

**WIPO/APA/IPA INTERNATIONAL CONFERENCE ON COPYRIGHT
AND DEVELOPMENT: FROM CULTURAL DIVERSITY
TO SOCIAL PROSPERITY**

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Culture

in association with
the International Publishers Association (IPA)

and
the Arab Publishers Association (APA)

Cairo, January 27 and 28, 2007

The Cairo International Convention and Exhibition Center: Mycerinos Hall

THE ROLE OF PUBLISHING IN ACCESS TO KNOWLEDGE*

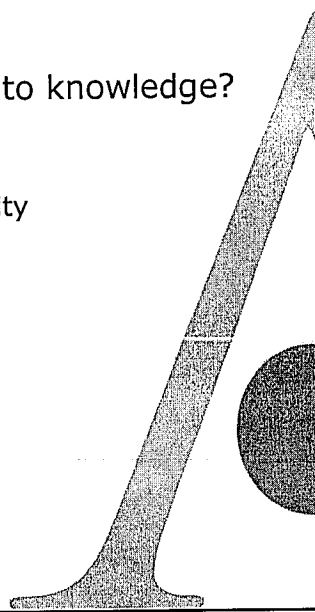
*prepared by Ms. Sally Morris, Editor-in-Chief, Learned Publishing; Former CEO,
Association of Learned and Professional Society Publishers (ALPSP), United Kingdom*

* The views and opinions expressed in this paper are those of the author and not necessarily those of the World Intellectual Property Organization (WIPO) or its Member States.

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What I'm going to talk about

- What is ALPSP?
- How do publishers provide access to knowledge?
 - Creating new publications
 - Adding value to authors' work
 - Using technology to increase availability
 - Affordability
- Is Open Access the answer?
 - What's it all about?
 - The routes to OA
 - Pros and cons of OA
- Could publishers do more?
 - Unintended consequences
- Conclusions

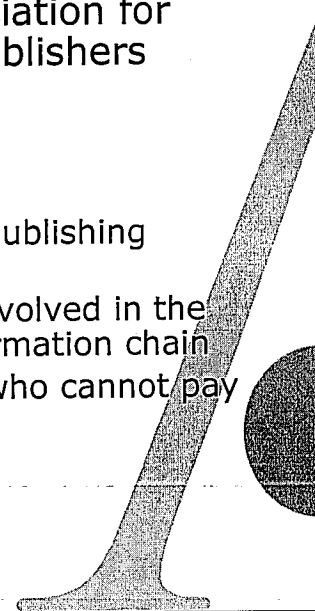


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What is ALPSP?

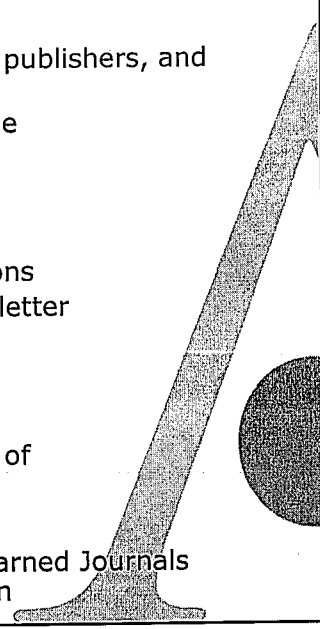
- The international trade association for scholarly and professional publishers
 - > 340 members in 40 countries
 - Publishers of > 10,000 journals
- Membership
 - Full members – not-for-profit publishing organisations
 - Associate members – others involved in the scholarly and professional information chain
 - Partnership scheme for those who cannot pay the membership fee

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What does ALPSP do?

- Representation
 - Speaking for scholarly & professional publishers, and not-for-profit publishers in particular
 - Backed by research whenever possible
 - Information
 - Website (www.alpssp.org)
 - Guidelines for good practice
 - Research reports and other publications
 - Journal (*Learned Publishing*), e-newsletter
 - Education
 - Seminars
 - Training courses
 - Beginning to offer these in a number of different countries
 - Collaboration
 - Multi-publisher initiatives: ALPSP Learned Journals Collection; possible e-books collection
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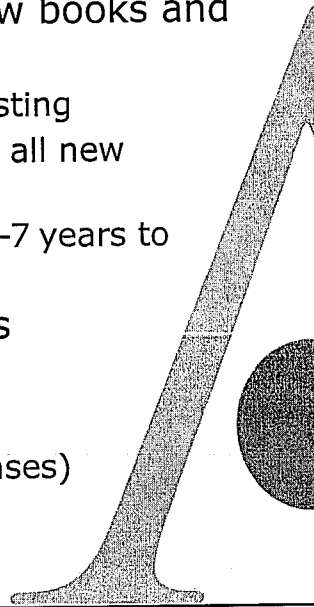
How do publishers provide access to knowledge?

- Is it available at all?
 - Is it available online?
 - Is it affordable?
 - Is it free? (And if so, who pays?)
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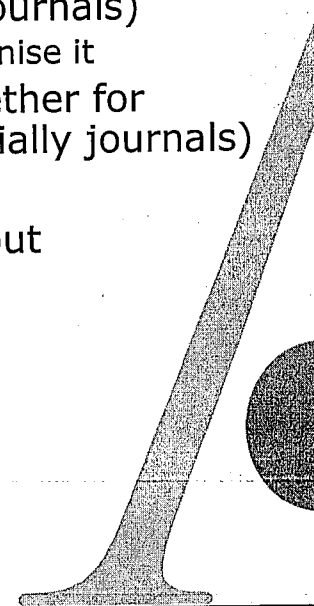
Create new publications

- Identify market needs for new books and journals
 - Undertake market research, testing
 - Absorb the cost of failures (not all new publications succeed)
 - Early years of new journals – 5-7 years to break even
- Find the right authors/editors
 - Encouragement and help
 - Administrative support
 - Payment (fees/royalties, expenses)

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Add value to authors' own work

- Peer review (especially for journals)
 - Scholars do it, publishers organise it
- Selecting and collecting together for readers' convenience (especially journals)
- Copy-editing
- Design, typesetting and layout
- Manufacture/online hosting
- Marketing
 - To authors (journals)
 - To readers
 - To purchasers (libraries)
- Sales and distribution
- Permissions, licensing



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Use of technology to increase availability

- Print on demand
 - Publishers can keep many more books in print without having to hold stocks
 - Publishers can publish titles with very small sales (e.g. monographs)
- Online publication
 - (Provided readers have the necessary infrastructure)
 - Publishers have already put most of their journals online (90% in ALPSP study, 2005)
 - Many are also digitising their journal backfiles (27% in the same study); in many cases some or all backfiles are freely available after a period
 - Many are also putting their books online (57% in the same study)
- Technology requires investment

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Affordability

- Publishers in the developed world recognise that customers in less developed countries can't afford the same prices
- Some solutions:
 - Special editions
 - Locally licensed reprints or translations
 - Discount schemes
 - Free or reduced-price online access

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Is Open Access the answer?

What's it all about?

- Open Access (OA) = free access for all to research information (i.e. journal articles)
- Some insist that
 - The access is immediate
 - There are no restrictions on subsequent re-use
- The '3 Bs' – Budapest, Bethesda and Berlin declarations
- The arguments
 - Research is (often) funded by the taxpayer – therefore the taxpayer has a right to read it
 - The effectiveness of research will be maximised if access is maximised

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The routes to OA: (1)

Open Access publication

- Full, immediate OA journals (>2500 in DOAJ)
 - Author-side payment
 - Usually paid by research funder or institution
 - Only charged by 48% in ALPSP/AAAS/HW 2005 study
 - ...and/or subsidy
 - By benefactor (e.g. Moore Foundation for Public Library of Science)
 - ... advertising
 - ... or publishing institution
- Hybrid/optional OA journals
 - Immediate free access if publication fee paid
- Delayed OA journals
 - Free access to all articles after a period (usually between 6 months and 2 years; depends on subject and journal frequency)


The routes to OA: (2) Self-archiving

- Authors deposit a version of their article
 - In institutional or subject-based repositories
 - Pre-publication, final corrected or post-publication version
- Majority of publishers currently permit some form of self-archiving
 - Will this change in future?
- Growing number of research funders insist on it
 - Most will allow a time delay (6-12 months) before free access
- Some evidence that subscriptions could be threatened

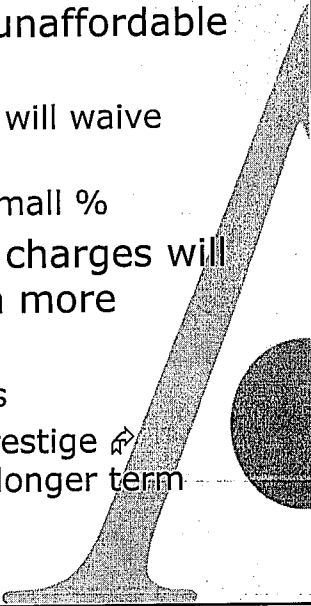
Pros and cons of OA (1)

- It makes sense that researchers would benefit from having access to all the information they need
 - In the developed world, many already have good access
 - In the less developed world, they do not
- Does the general public want access? Will it benefit?
 - *British Medical Journal* - 2% of access from patients, 4% general public
 - PatientInform project - adding to the raw information
- The effect of OA
 - ☒ Increased usage (very little of this from general public)
 - ☒ Earlier citations
 - ? Increased citations - uncertain (there may be other reasons)
 - ? Increased return on research investment - not proven

Pros and cons of OA (2)

- Publishing costs money
 - Authors and reviewers are not generally paid
 - Editors often are paid
 - Non-editorial work is done by publishing staff
 - Online systems are not cheap
 - The total costs to the system are unchanged
 - OA has little or no effect on underlying costs
 - Someone has to pay!
 - Authors (or their funders) pay instead of libraries – the costs are simply redistributed
 - Many OA journals are not yet covering their costs
 - 41% in ALPSP/AAAS/HighWire 2005 study
 - Some may never do so (e.g. *PLoS*)
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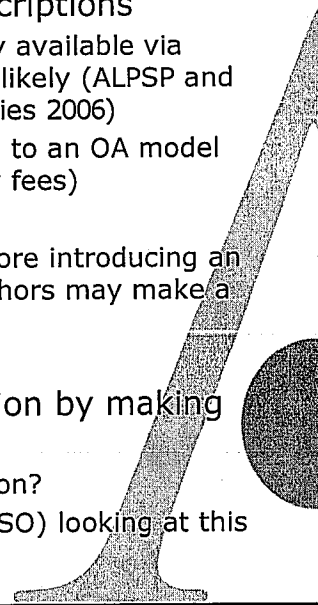
Pros and cons of OA (3)

- Author-side charges may be unaffordable for developing-world authors
 - Many developed-world journals will waive the fees
 - OK so long as they are only a small %
 - Some argue that author-side charges will encourage journals to publish more
 - More articles ⇨ more income
 - More articles ⇨ lower standards
 - But lower standards ⇨ lower prestige ⇨ fewer articles submitted in the longer term
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Pros and cons of OA (4)

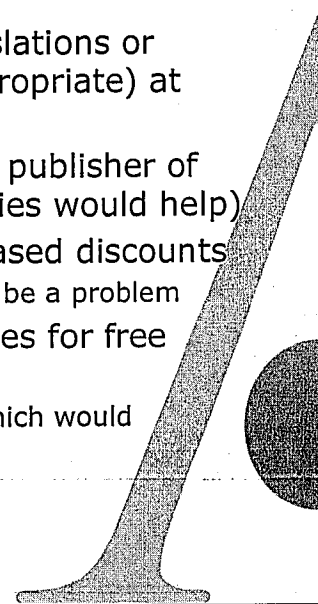
- Self-archiving may threaten subscriptions
 - If/when all or most of a journal freely available via repositories, cancellations are highly likely (ALPSP and Publishing Research Consortium studies 2006)
 - Not all journals would be able to turn to an OA model instead (e.g. if authors unable to pay fees)
 - So some journals might be lost
 - Growing number of publishers therefore introducing an 'embargo' – a time period before authors may make a version freely available
 - Will authors take any notice?
- Self-archiving also causes confusion by making alternative versions available
 - Which is the definitive, citeable version?
 - Various projects (including ALPSP/NISO) looking at this problem



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Could/should (developed-world) publishers do more to provide access?

- Encourage local licensing of translations or original-language reprints (if appropriate) at reasonable rates *or*
- Encourage production by original publisher of special low-price editions (subsidies would help)
- Encourage offering of territory-based discounts
 - 'Leakage' into full-price markets can be a problem
- Encourage participation in schemes for free or reduced-price online access
 - Particularly where these are sales which would not otherwise have occurred at all
- The role of industry associations



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What about developing-world publishers?

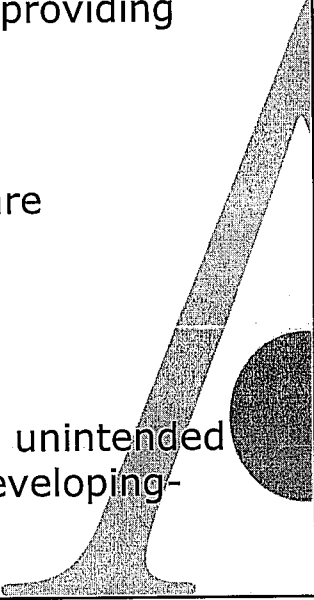
- Also need to make their information as widely accessible as possible
- Some information (e.g. research, literature) has potentially wide international market
- Acceptability
 - International norms of publication (e.g. peer review for research; respect for ©)
- Visibility
 - Indexing by search engines
 - Inclusion in relevant databases, etc.
 - For journals, online publication is almost essential
- Open Access?
 - Author-side payments likely to be less than for US/European journals, as costs are lower (e.g. Hindawi)
 - However, may still be difficult for local authors
 - If a journal is subsidised anyway, OA might provide greater access for the same cost

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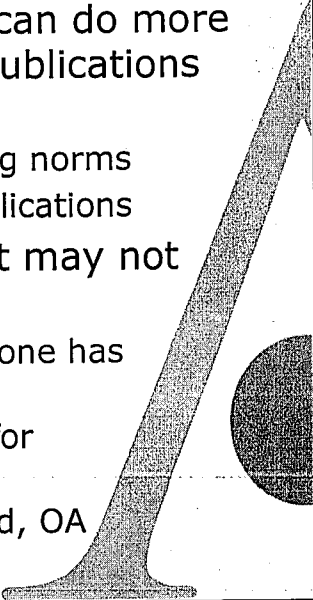
Unintended consequences

- Special schemes offering developed-world publications at little or no cost can lead developing-world customers to expect that all publications ought to be free or very cheap
- This can create problems for local publishers, for whom these are their main or only customers

Conclusions (1)

- Publishers have a key role in providing access to knowledge by:
 - Creating new publications
 - Adding value to authors' work
 - Developed-world publishers are maximising access through:
 - Online publication
 - Local editions/translations
 - Special pricing
 - But these schemes may have unintended negative consequences for developing-world publishers
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Conclusions (2)

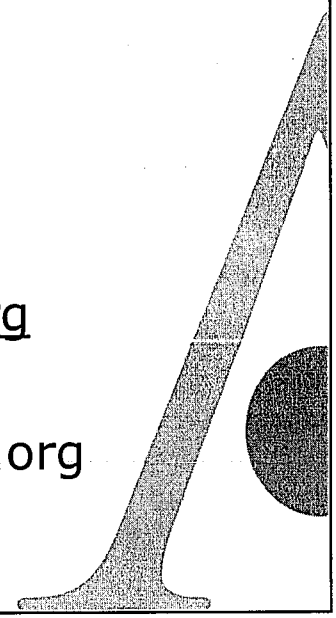
- Developing-world publishers can do more to maximise access to their publications by:
 - Applying international publishing norms
 - Increasing visibility of their publications
 - Open Access has a role, but it may not always be the answer
 - Publishing costs money – someone has to pay
 - Author-side payments difficult for developing-world authors
 - If a journal is already subsidised, OA may be a better option
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Thank you!

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