

Journal Publishing Business Models

WILEY

Mark Robertson

Publishing Director, Asia Pacific, Research

President, Wiley Japan

What I would like to cover

- The questions
- The business models
- Future options



What I would like to cover

- The questions
- The business models
- Future options

3

WILEY



Who Pays to Publish Research?

- Libraries
- Societies
- Authors
- Funders
- Corporates

4

WILEY

Who Wants Access to Research?

- Researchers
- Practitioners/clinicians
- Funders
- Commercial organisations
- Society members
- The community - the public

5

WILEY

What are the Guiding Principles?

- Integrity
- Peer review
- Impact

- Somebody has to pay

6

WILEY

The Three Business Models

- Licensed - Readers pay
- Gold Open Access - Authors pay
- Free – Societies, sponsors pay

7

WILEY

Licensed

Publisher sells journal content

- Licensing collections of journals to libraries
- Selling single or multiple journal subscriptions
- Selling access for society members
- Sales from third party services and aggregators
- Corporate sales

OnlineOpen
Hybrid open access journals

Other income

- Online Open (APCs)
- Page charges
- Colour fees
- Author offprints
- Rights

8

WILEY

Open Access (Gold)

Article Publishing Charges (APCs)

- Authors
- Funders
- Institutions
- Societies
- Corporate



Other potential income

- Third party services
- Corporate

9

WILEY

Free Access

Content is made freely available
and paid for by:

- Societies
- Commercial companies
- Government agencies



There is no opportunity
for receiving any other
income

Impact factor 144.8

CA: A Cancer Journal for Clinicians

10

WILEY

Green Open Access

Authors self-archive their journal articles in an open-access repository

Policies from:

- Funders
- University/institutions

Policies:

- Strongly encourage or
- Mandate

Embargoes usually

- 12 months
- 24 months for social sciences and humanities

Journals/publishers allow posting:

- Submitted article
- Peer reviewed accepted article

11

WILEY

Green Open Access

Wiley's self-archiving policy is:

Authors of articles published in Wiley journals are permitted to self-archive the submitted (preprint) version of the article immediately on acceptance, and may self-archive the accepted (peer-reviewed) version after an embargo period.

- We comply with specific requirements of some funders
- Authors may self-archive accepted articles on some not for profit subject-based repositories

Self-Archiving
Peer-reviewed versions on personal website

12

WILEY

What I would like to cover

- The questions
- The business models
- **Future options**

13

WILEY

Evolutionary Options for Society Journals

Licensed Journals

Continue under the current business model:

- Move online only (cease print) to reduce costs
- Develop open data policies
- Increase OnlineOpen content by funding APCs
- Free access to selected content – review articles, virtual issues, guidelines



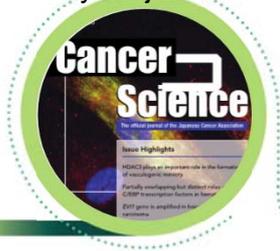
14

WILEY

More Radical Options for Society Journals

Open Access/Free Access

- Flip to open access
- Launch new open access journals
- Consider launching new cascade open access journals
- Apply for JSPS support for open access publications
- Make your journal free



15

WILEY

Thank you

Mark.Robertson@wiley.com

16

WILEY