



INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

Workshop on alternative business models for scientific publishers

Copenhagen, May 24th, 2011

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Agenda

- The STM Association
- STM and access to information
- PEER

What is "stm"?

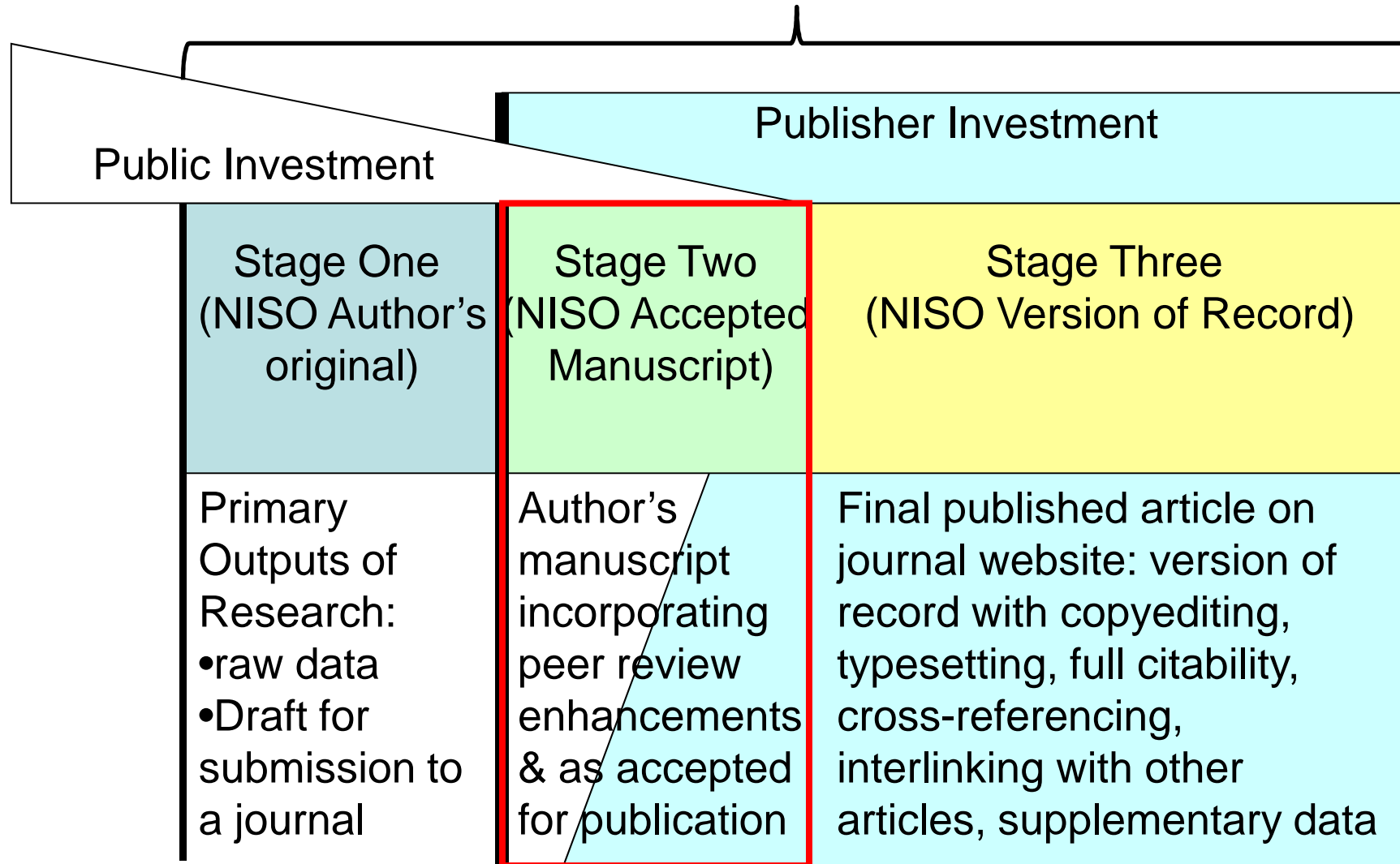
- International trade association for research and professional publishers
 - The Voice of Academic and Professional Publishing
- Members include
 - Learned societies, University presses, Commercial publishers (for-profit and not-for-profit)
- Our Members publish
 - two-thirds of all journal articles
 - tens of thousands of books and reference works

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Open Access

- Definition
 - Availability of electronic content to readers without any access payment
- Variations
 - *What* is made free
 - *When* and *where* it is made free
 - *How* it is made free (business model)

The three key stages of publication

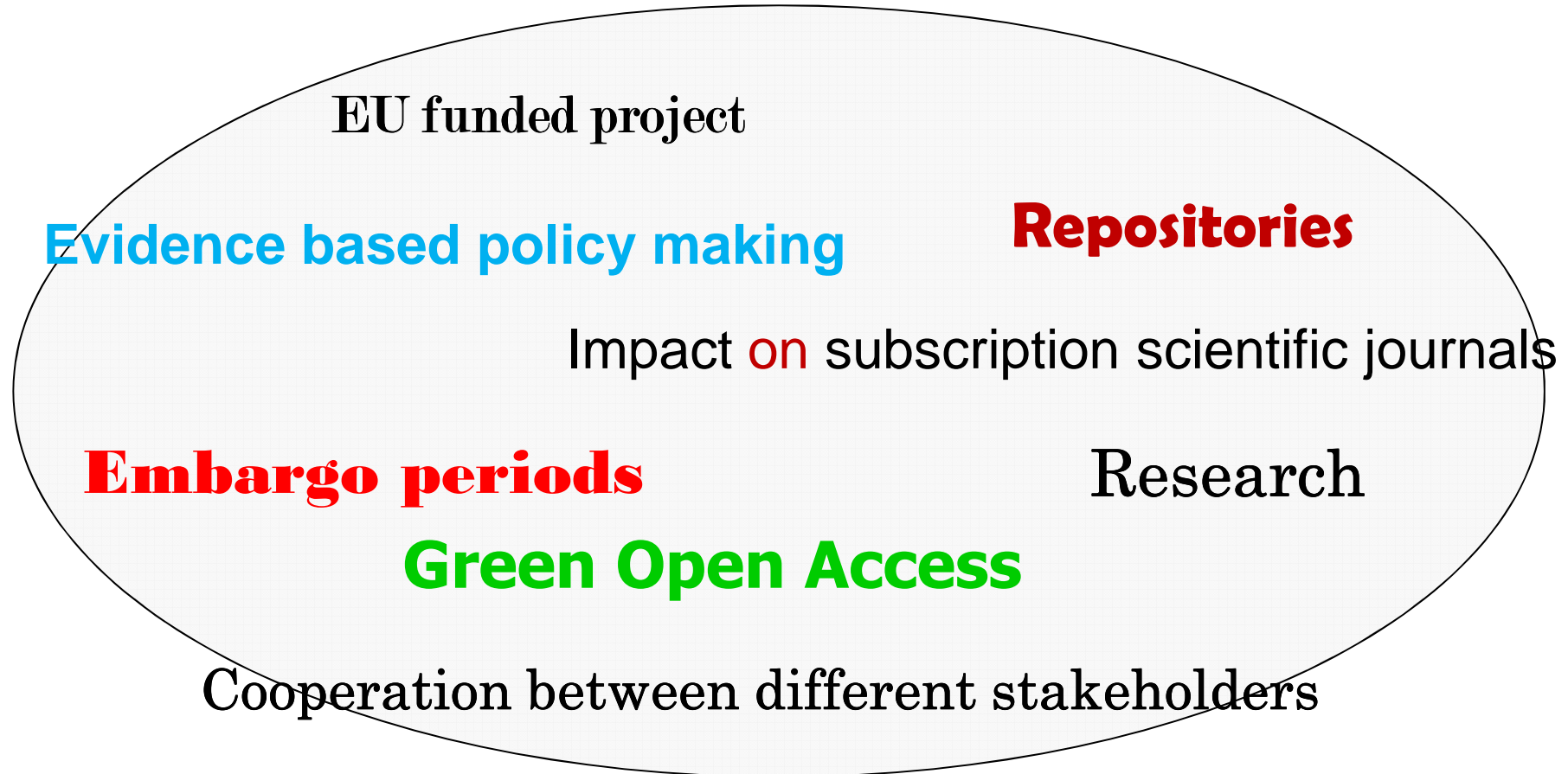


Publishers & (Open) Access

- Objectives Coincide
 - OA seeks to maximise availability on the www
 - Publishers are committed to the wide dissemination and unrestricted access to their content while they seek maximisation on sustainable business terms
- Publishers choose business models pragmatically
 - What works, works
 - ALL models have to respect academic freedom, promote and sustain quality and ensure integrity and permanence of the scholarly record
- **All STM Publishers offer some form or variant of Open Access**

PEER (1)

It's about:



.....to provide guidance for future policy decisions

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PEER (2)

→ PEER has been set up to monitor the effects of systematic archiving of '*stage two*' research outputs (so called Green Open Access)

Objectives	Achievements/Experiences
Create an observatory with a critical mass of content in support of research	241 journals; over 44.000 articles processes; > 13.000 available in participating repositories
Create two routes for content: - Author deposit - Publisher deposit	→ Low author response (<2%) → Reliance on publisher participation for content
3 commissioned research projects: Usage; Behaviour Economics	All active; Behaviour is already in 2nd phase
Provide objective input for evidence based policy making	Green OA will be complex, labour intensive and far from ideal

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- STM publishers choose business models pragmatically
 - PEER experience shows that Green OA is complex, labour intensive and far from ideal.

Thanks for your attention!

Questions?

Visit: www.peerproject.eu

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