WHY THE FUTURE WILL BE FREEMIUM

Fiesole, April 6-8th 2016
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%

but we agree with you!
Open Access efforts to date

**Green**

- Please post a version in a repository.
- Some of my colleagues think this is unethical.
- I hope you will benefit from this.
- 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 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.

And to 'encourage' those who aren't bothered... there are now >750 mandates logged in ROARMAP.
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 submission and publishing, pay walls, embargos and other types of access barriers impede the transfer of knowledge and 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 competition into the academic publishing market by fostering structured dialogue among all stakeholders and sharing expertise and best practices.
• To foster the development of new models for academic communication, beyond the traditional scientific articles.
• To explore alternative ways of releasing research results, of commenting on them, of measuring their impact.
• To facilitate bringing in new users – like citizens - into the research process.

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 authorities and European Commission: give political backing to embargos and other types of access barriers impede the transfer of knowledge. This obstructs the evolution towards an open and transparent academic process and the associated knowledge exchange with society at large.
• National authorities and European Commission: give political backing to universities in their negotiations with publishers about access to content.
• Universities and research institutes: collaborate closely in negotiations with publishers, in order to reach agreements in which open access is default.
• Publishers, universities, research institutes, individual researchers: crowdsourcing are primarily seen as “nice to have” and are not embedded enough in regional and national research and innovation strategies.
• To encourage the development of publication models that provide free access for readers/users; To bring in more competition into the academic publishing market we need sustainable long-term funding for OA publication models and auxiliary OA-services (like DOAJ).
• To foster the development of new models for academic communication, beyond the traditional scientific articles.
• Research funders, universities and research institutes: provide start-up money for alternative open access publishing models so that they can become sustainable.
• 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.

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

“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.”

Open Access efforts to date

Green

- Please post a version in a

Gold & Hybrid

- I’ll foot the publishing bill

- Sometime later will do

- I hope a lot of readers will benefit (although I have now taken away their economic ‘voice’)

- 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

... is there an adjacent possible?
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. To have enough of these... you need loads of these.

**Audience-building is at the heart of Freemium Open Access**
 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**.”

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Another adjacent possible . . .

Why do we persist in trying to pay all scholcomm costs in a single payment?
Why the future will be Freemium

• **Freemium means actively building an audience**
  (You can be Free and not have many)

• **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

The ratio revenue-earning:free has remained steady at ~15%
Why the future will be Freemium

Thank-you

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