Project DEAL: Germany‘s approach to e-journal licence agreements with major STM publishers on a publish & read basis

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Serial crisis and ist consequences

Disproportional increase in journal prices

Market share of big publishers

Total spending on journals at German Universities in 2015

(Source: Project DEAL)
DEAL in Context

High profit margins of large STM publishers

MPDL White Paper on OA Transformation (http://dx.doi.org/10.17617/1.3)

OA principle in EU’s Horizon 2020

Global alliance OA2020 (https://oa2020.org/)

Berlin Declaration on Open Access 2003: „Our mission of disseminating knowledge is only half complete if the information is not made widely and readily available to society.“

Plan S and Coalition S (https://www.coalition-s.org/)

Project DEAL: Negotiating nationwide licensing agreements for the entire e-journal portfolio of major academic publishers on a publish&read basis

Transformation applied to established publication channels

Negotiation style reloaded: scientists get engaged

Open Access publishing as the only effective remedy against piracy
OA 2020 in Germany

DEAL:
Conclude nationwide license agreements including OA components with major STM publishers

OA2020-DE:
Create conditions for the large-scale open access transformation (complementary to DEAL by developing new OA business models and by stabilizing the funding of articles in pure OA journals)
DEAL Project Structure

Initiator
Alliance of Science Organizations in Germany
(Allianz der deutschen Wissenschaftsorganisationen)
represented by:
German Rectors’ Conference (Hochschulrektorenkonferenz)

Steering committee
• takes strategic decisions (“vision and goals”)
• supervises the project’s progress (“milestones”)
• communicates to the stakeholders

Project team
• project planning and control
• communication with participating institutions
• preparation of negotiations

Participating Institutions
universities, universities of applied sciences,
research institutions, state libraries, ...

Publisher(s)

MPDL Services GmbH
DEAL Negotiation Goals

• **Eligible institutions**: all mainly publicly funded academic institutions in Germany

• **PAR model (Publish&Read)**
  – All publications by corresponding authors of eligible institutions become open access immediately upon publication (CC-BY) (PUBLISH component)
  – DEAL institutions obtain perpetual access to the complete e-journal portfolio of the publisher (READ component)

• **Fair pricing** according to an innovative formula that is solely based on the publication output and calculated with an adequate PAR fee

• DEAL covers both **gold and hybrid** Open Access journals
DEAL Negotiations: Elsevier

- Negotiations since summer 2016
- **Non-renewal** of licence agreements by about 200 academic institutions, including major universities and research institutes for 2018 (partly starting in 2017)
- **Access** has been cut off successively from 15.7.2018 on
- **Major issues**: principle agreement on the PAR model, its transformative nature and the cost associated with it
- Negotiations can be resumed at any time on the basis of DEAL’s clearly defined goals
DEAL Negotiations: Springer Nature

- Negotiations since early 2017
- Agreement on the Publish & Read model (PAR) in principle
  - acknowledge the transformative nature of the journals market
  - Challenges remain, including the financial framework and workflow issues
- Interim continuation of current agreements with frozen prices (on 2017 basis)
- Joint statement to conclude negotiations till 30.6.2019
DEAL Negotiations: Wiley

- Contract signed on 15.01.2019

- Duration 15.01.2019 - 31.12.2021

- READ
  - Permanent access to Wiley’s entire current E-journal portfolio (1,700 titles) for all participating institutions.
  
  - Permanent access rights to the entire E-journal portfolio as far back as 1997 for all participating institutions (Archive)
DEAL Negotiations: Wiley

- **PUBLISH**
  - Publication of articles in Open Access for all submitting corresponding authors affiliated with a participating institution in Wiley journals (both in original Gold Open Access journals and in subscription journals), normally under a CC-BY license.
  - Publication in Gold Open Access Journals articles is valid as of 22.01.2019
  - Open Access for Hybrid Journal articles will be valid from 01.07.2019
  - Effective date will be the date of acceptance of the manuscript
DEAL Negotiations: Wiley

- **COST**
  - PAR-fee per article $2,750\,\text{€}$
  
  - The cost of participation will be calculated individually for each participating institution based on the former licenses with Wiley and the respective volume of publication.

  - In order to publish in a Gold Open Access journal, a discount of 20\% on the list price is granted. The billing of the APC will be managed centrally via the participating institution.
Open Access publisher since 2001; all 56 employees located in Göttingen

Currently 41 open access journals; top journals in their field

4,863 articles | 3,650 discussion papers in 2017

Average APC: 1,300 € / article (for 15 pages) …

… of which 300 € / article to support the geophysical society

Sustainable business model: 7 % profit margin
Prices paid for subscription licenses are solely historically determined.

**NL and GER – a comparison:**

The population of The Netherlands is about five times smaller than the population of Germany (2017: 17.08 million *versus* 82.79 million).

The number of articles published annually in The Netherlands is only about three times less than in Germany (WoS 2015: 23,377 *versus* 68,952).

The number of higher education institutions is more than six times higher in Germany (2017: 350 *versus* 55).

The transfer from the subscription model to the Open Access model is most easily accomplished when this is done cost-neutral.

The resulting cost per article in the publication-number based Open Access model will be way higher in Germany than in The Netherlands. This explains why the nation-wide transition in The Netherlands was easier to get accomplished.
A bold open-access push in Germany could change the future of academic publishing

Groundbreaking deal makes large number of German studies free to public

Championing Change in Journal Negotiations

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Thank you for your attention …

… and please join in!!

https://www.projekt-deal.de/