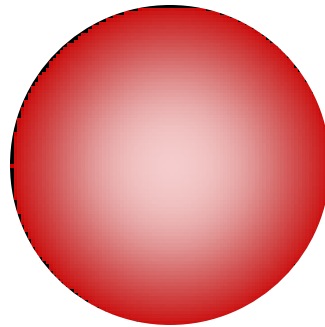
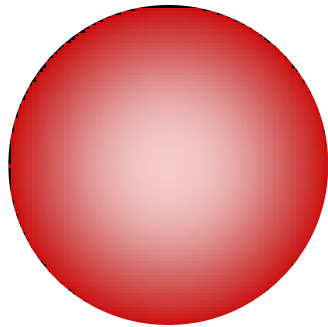


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A ten-year perspective on a fundamental shift in scholarly  
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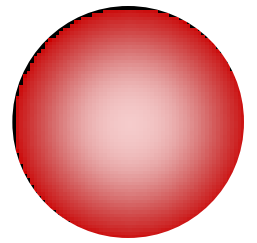
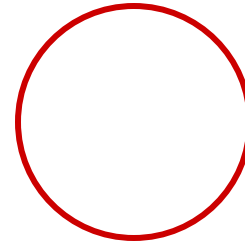
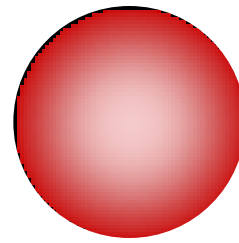
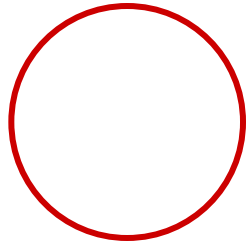
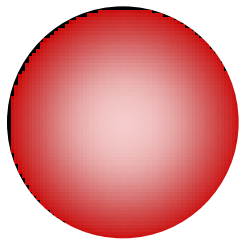
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Nature Publishing Group

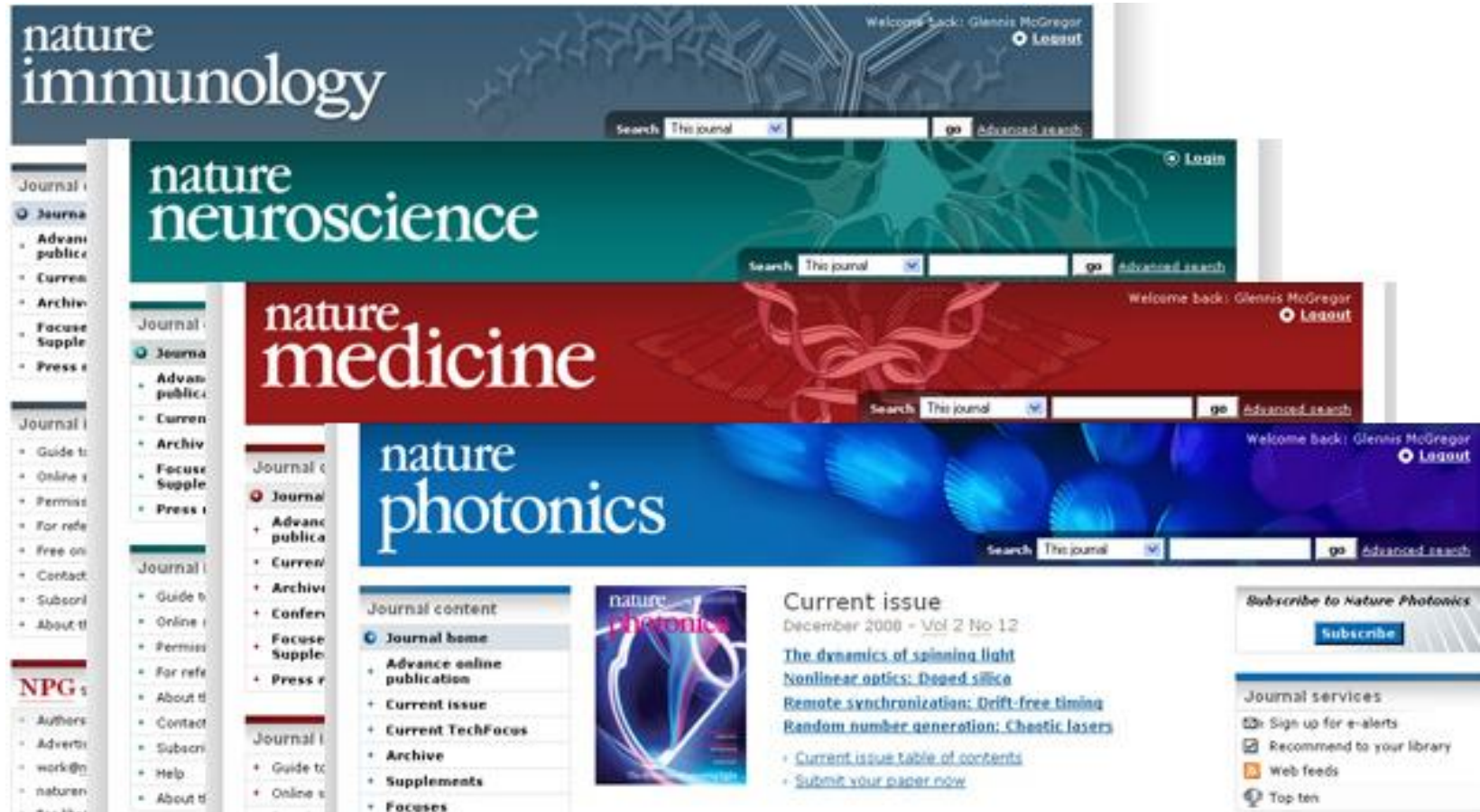
Liebniz PUBLIK, Munich, Sept 2011

# Overview

- Publishing as always
- New products and services, new business models
- Evolving rights
- Green and gold OA at NPG
- Permitting derivatives and commercial reuse
- Transitional? Hybrid? Mixed? Mega?



NPG was created in 2000



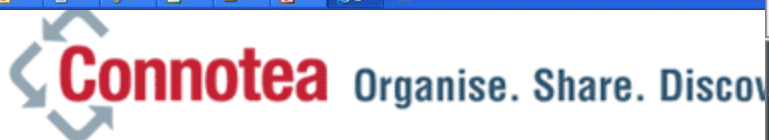
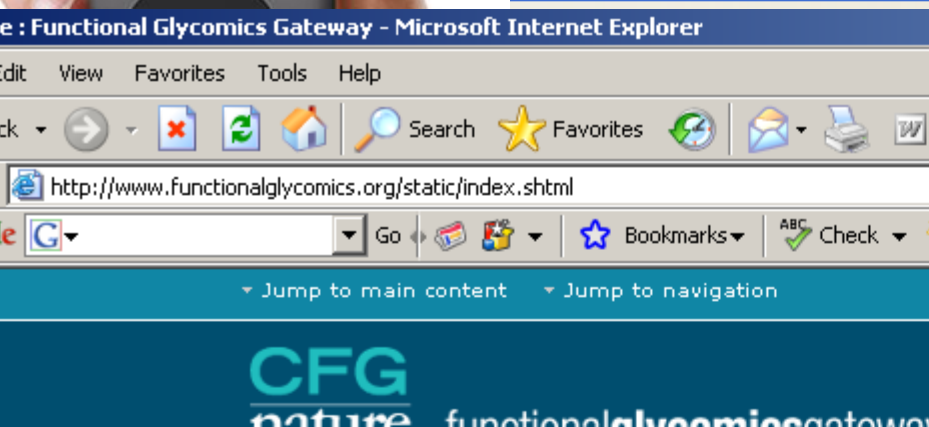
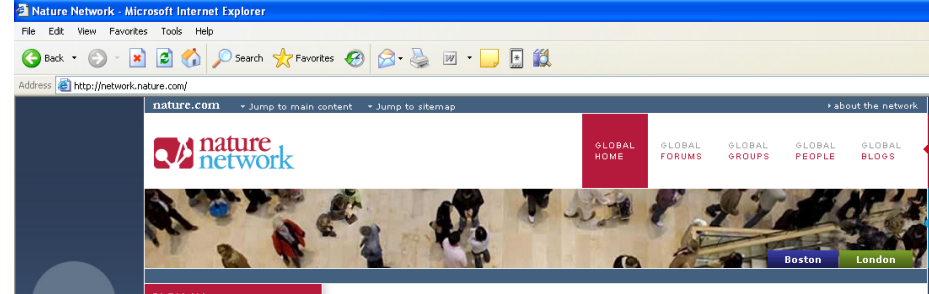
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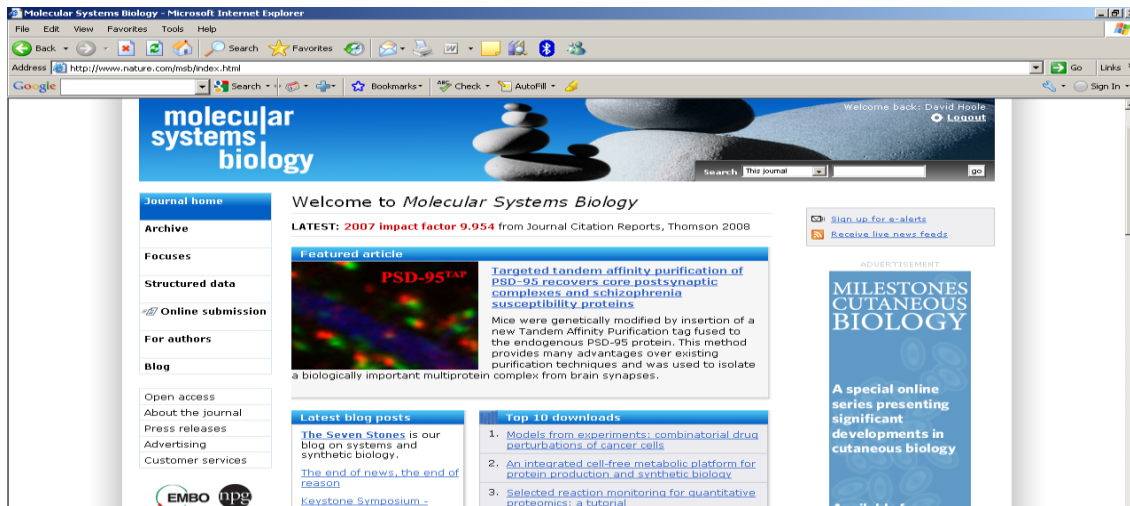
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- And, SECONDLY, to aid Scientific men (sic) themselves, by giving early information of all advances made in any branch of Natural knowledge throughout the world, and by affording them an opportunity of discussing the various Scientific questions which arise from time to time.



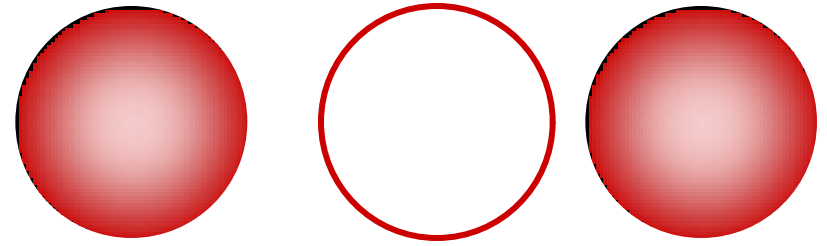
# Innovation at NPG



# Experimenting with business models



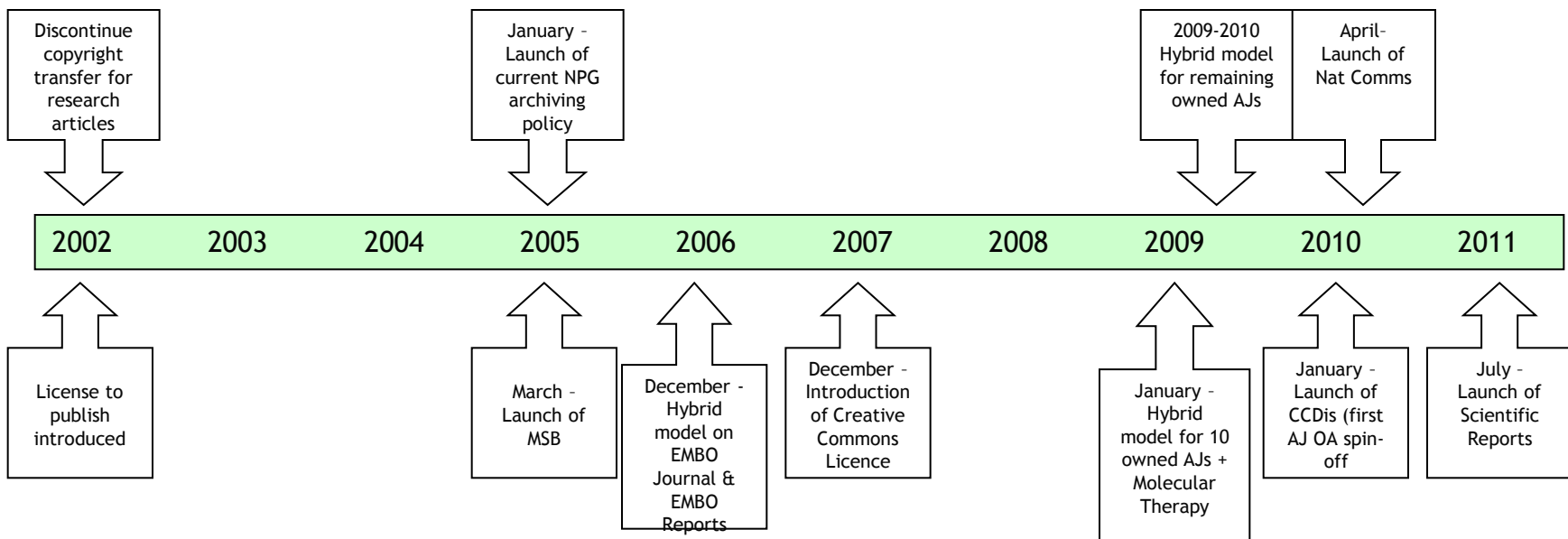
# Evolving rights



- Copyright in the context of evolving technology
- Rights, licences; exclusivity
- Rebalancing rights across stakeholders
- Non-exclusivity: publishing moving away from a rights management business towards an author services industry?



# Time line of OA developments



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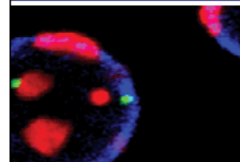
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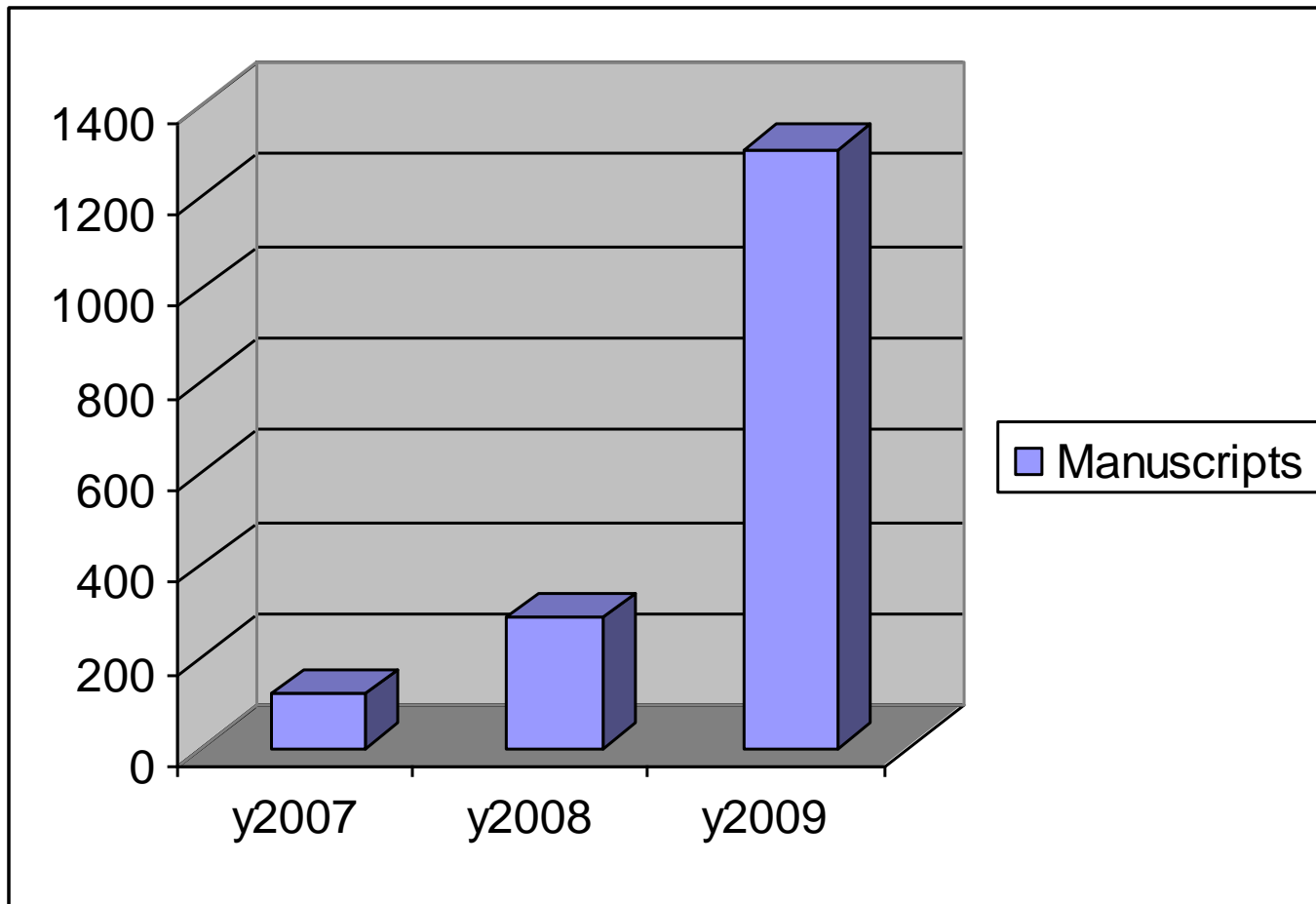
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- Available on 43 journals (EJP)
- Authors opt in at submission, uploaded at acceptance
- Release date set for 6 months post-publication
- PMC contacts PI who confirms, generating NIHMS number
- NPG will deposit to any repository respecting the embargo, and capable of accepting build uploads (SWORD protocol, via EDINA)
- PMC first, but in discussions with Harvard, MIT etc

# MDS depositing in PMC



# Making archived manuscripts more useful

- Wellcome Trust wanted to see more manuscripts in the OA subset on UKPMC
- NPG supportive of reuse (eg in text mining, but not republication)
- Need specific terms and conditions for reuse of archived manuscripts



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### Nature Publishing Group allows data- and text-mining on self-archived manuscripts

PRESS RELEASE FROM NATURE PUBLISHING GROUP  
18 June 2009

Contact: Grace Baynes  
Corporate Public Relations, Nature Publishing Group  
T: +44 (0)20 7014 4063  
[g.baynes@nature.com](mailto:g.baynes@nature.com)

Nature Publishing Group (NPG) will explicitly permit academic reuse of archived author manuscripts. Head of Content Licensing David Hoole announced the development today at the OA16 meeting in Geneva, Switzerland. Researchers can now data-mine and text-mine author manuscripts from NPG journals archived in PubMed Central and other academic repositories.

"NPG supports reuse for academic purposes of the content we publish. We want the excellent research that we publish to help further discovery, and recognize that data-mining and text-mining are important aspects of that," said David Hoole.

Under NPG's terms of reuse, users may view, print, copy, download and text and data-mine the content for the purposes of academic research. Re-use should only be for academic purposes, commercial reuse is not permitted. Full conditions are available on [nature.com](http://nature.com).

The re-use permissions apply to author manuscripts, of articles published in NPG's journals, which have been archived in PubMed Central, UK PubMed Central (UKPMC) and other institutional and subject repositories. The terms were developed in consultation with the Wellcome Trust, the leading biomedical research charity.

As a result, the full text and metadata of these NPG author manuscripts will form part of the UKPMC Open Access subset of articles. "The Wellcome Trust was keen to expand the

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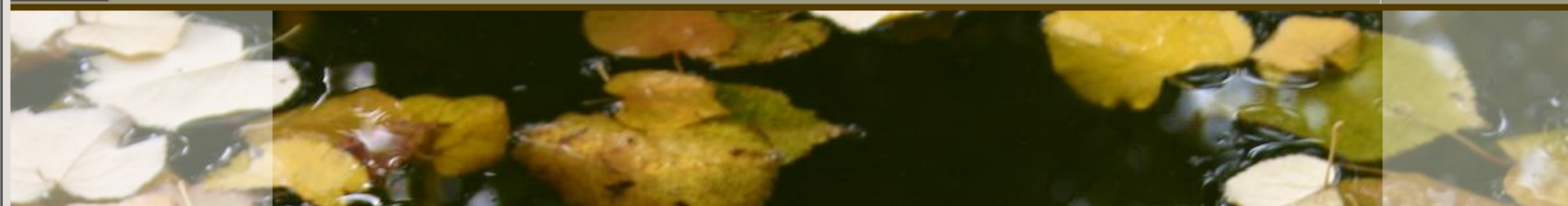


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# Open Access uptake prompts 9% price reduction for the EMBO

Prices for site licence access to The EMBO Journal and EMBO reports will be reduced by 9% in 2010, reflecting the increased publication of Open Access content in 2008. Nature Publishing Group (NPG) and the European Molecular Biology Organisation (EMBO) announced the decision today, following ratification by the EMBO Council.

For the 2010 subscription year, there will be a 9% reduction on the 2009 site licence list price. This reduction is net of an annual inflationary price increase. Print and personal subscription prices are unaffected.

For the 2011 subscription year onwards, both the site licence price and author fees will be considered in an effort to achieve equitable distribution of the costs of publication. This evaluation will involve an in-depth review of all factors relevant to the publication process, including the proportion of Open Access content and authors' ability to pay for Open Access and other publication-related costs.

NPG publishes and EMBO reports on behalf of EMBO. An Open Access option on both journals was introduced in January 2007. NPG has implemented hybrid models across many of its academic journals, and expects those titles to show price reductions in due course, as the volume of open access increases.

NPG will be contacting customers individually. Customers who have already paid for a 2010 subscription should contact their NPG sales representative or subscription agent to claim an adjustment.

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Corporate Public Relations, Nature Publishing Group  
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#### Press release archive

##### Open access options on 15 more Nature Publishing Group journals

PRESS RELEASE FROM NATURE PUBLISHING GROUP  
14 December 2010

Contact: Grace Baynes (Corporate Public Relations)  
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Nature Publishing Group (NPG) is pleased to announce open access options for fifteen further journals. Forty-one journals published by NPG now offer authors an open access option or are wholly open access, including 80% (40) of its 50 academic and society journals. In total, NPG currently publishes 83 journals, of which 49% offer an open access option to authors.

Authors publishing in these journals can choose to make their article open access on payment of an article processing charge (APC). APCs vary, depending on the selectivity of the journal, the amount it publishes and associated rejection rate. Full details are available on each journal's website. Authors who opt to pay the APC will benefit from: a choice of licenses, including one that allows derivative works; immediate and permanent access for all to the final published version of their paper on nature.com and in PubMed Central; the rights to self-archive the final published version of their paper for public access immediately on publication.

In 2009, NPG introduced open access options on twelve of its academic journals, and in May 2010 on a further seven journals. Launched in April 2010, *Nature Communications* is the first Nature-branded online-only journal with an open access option.

NPG also publishes three fully open access journals: *Cell Death and Disease*, *Clinical and Translational Gastroenterology*, and *Molecular Systems Biology*. *Cell Death & Disease*, launched in January 2010, is the open access sister title to *Cell Death & Differentiation*. *Clinical and*

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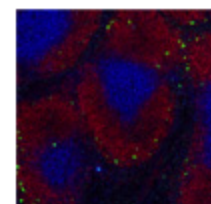
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In response to antigens, B cells proliferate and form germinal centres before differentiating into memory B cells or long-lived plasma cells. Here, a culture method is used to expand B cells *in vitro*, with the ability to shift the fate of the cells between memory B cells and long-lived plasma cells.

06 Sep | Nat. Commun. 2 : 465 doi: 10.1038/ncomms1475 (2011)

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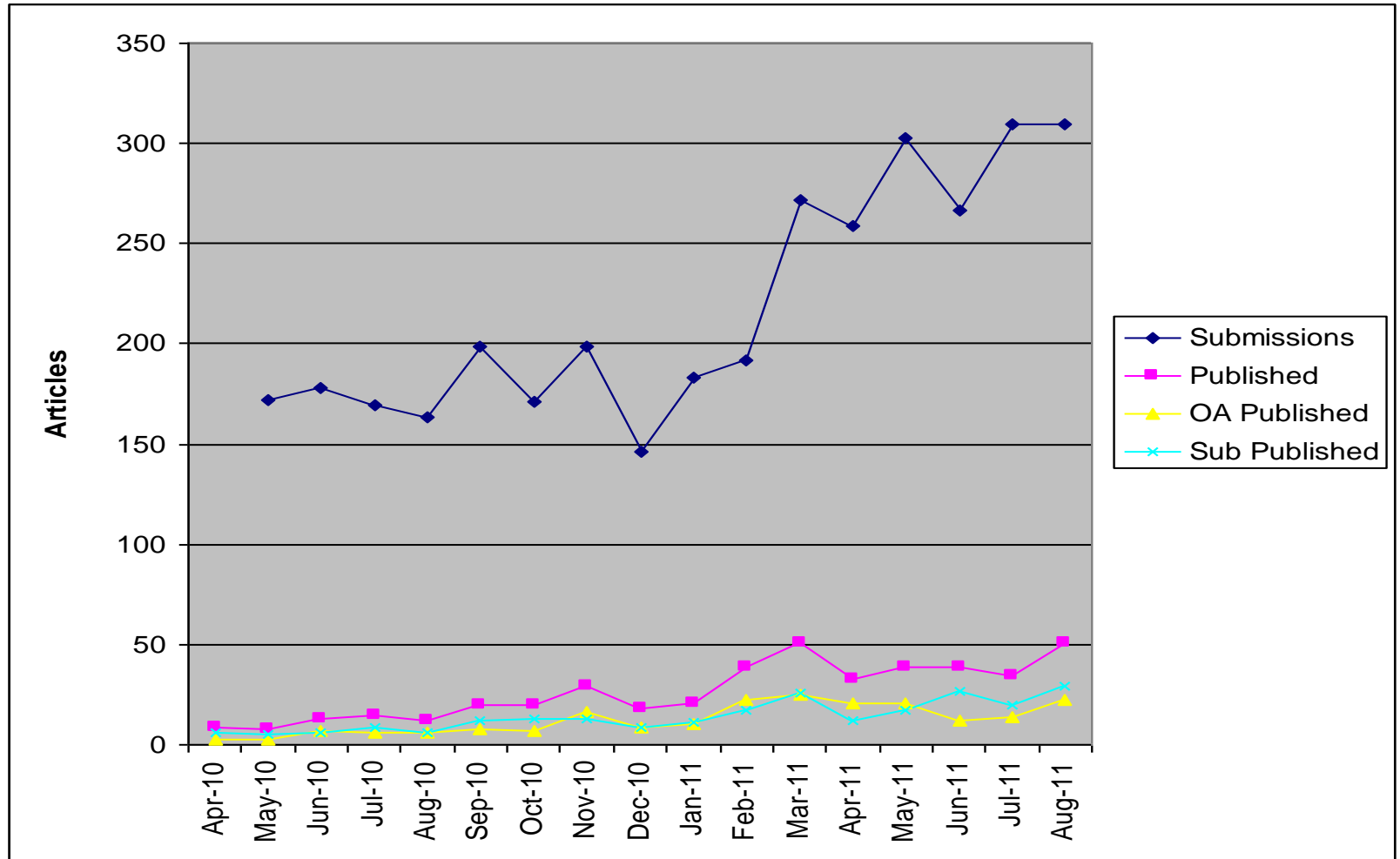
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# Born hybrid



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Christina Gavino & Stéphane Richard

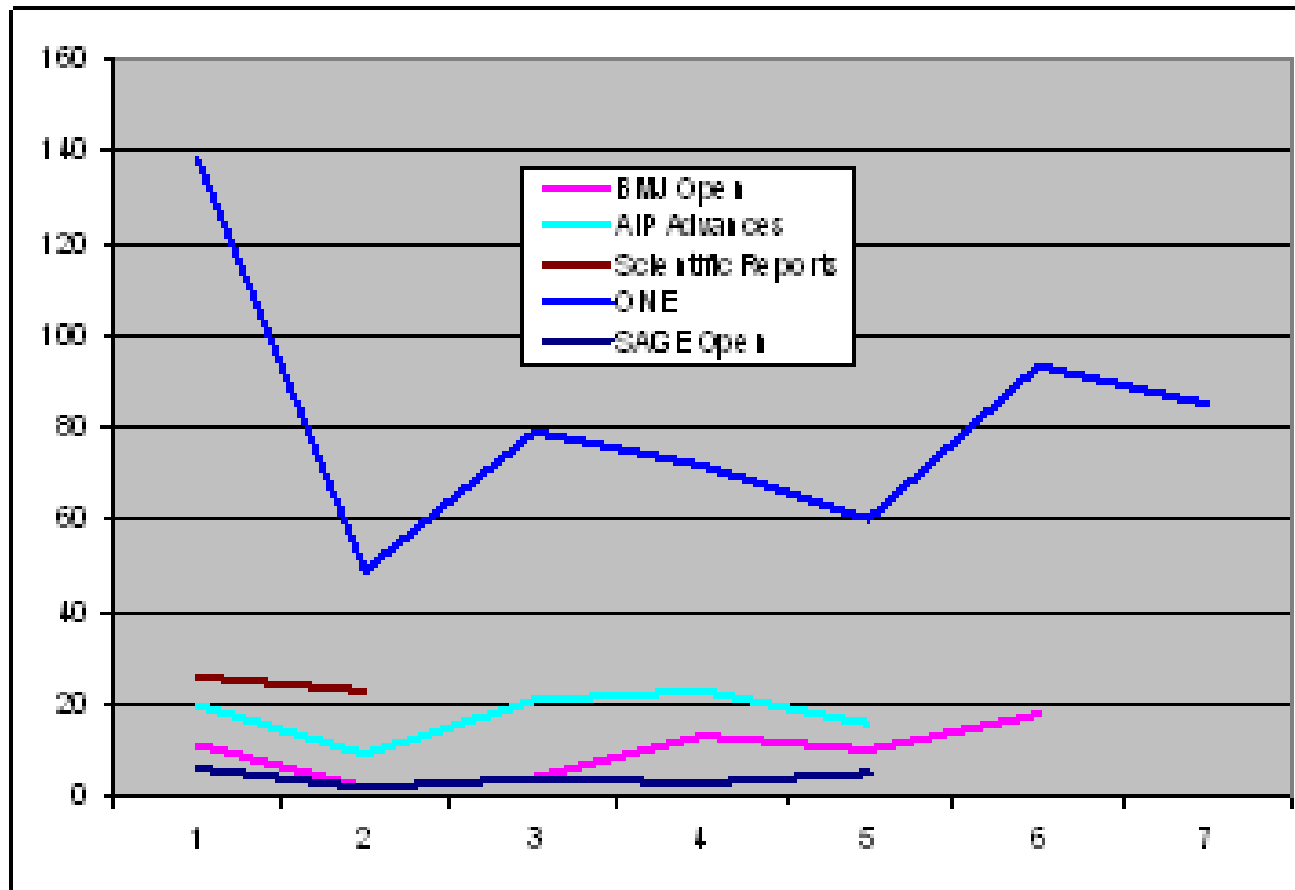
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# The rise of the mega journals

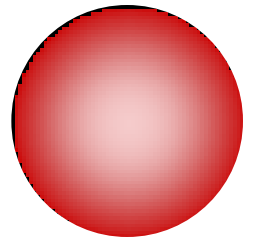
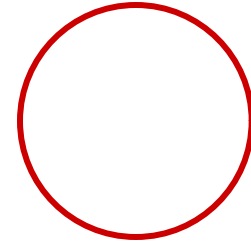
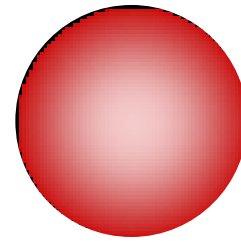


# Summary



- Open access publishing has become an established and accepted practice owing to technological developments and an associated shift in the balance of rights across the various stakeholder groups.
- NPG has developed a number of green and gold open access initiatives.
- Mandates and funding for open access are driving the increasing demand for OA publication. OA publishers are growing rapidly, although some commentators suggest the growth of OA should be quicker, as part of a full transition.
- We continue to see a future where the costs of research publication can continue to be supported by diverse revenues – institutional site licenses, subscriptions, OA, advertising, reprints, etc – with OA taking up a greater proportion over time, possibly the majority.

# What do you think?



- Transitional? Rapid? Total?
- Hybrid? OA an option? Hybrid as a solution?
- Mixed? Subscription journals? Review journals, 'news magazines'?
- Mega journals? Database publishing? User ranking? The end of top tier titles?