

NATURE COMMUNICATIONS AND THE FUTURE OF THE SUBSCRIPTION MODEL AT NPG

《自然通讯》和自然出版集团订阅模式的未来

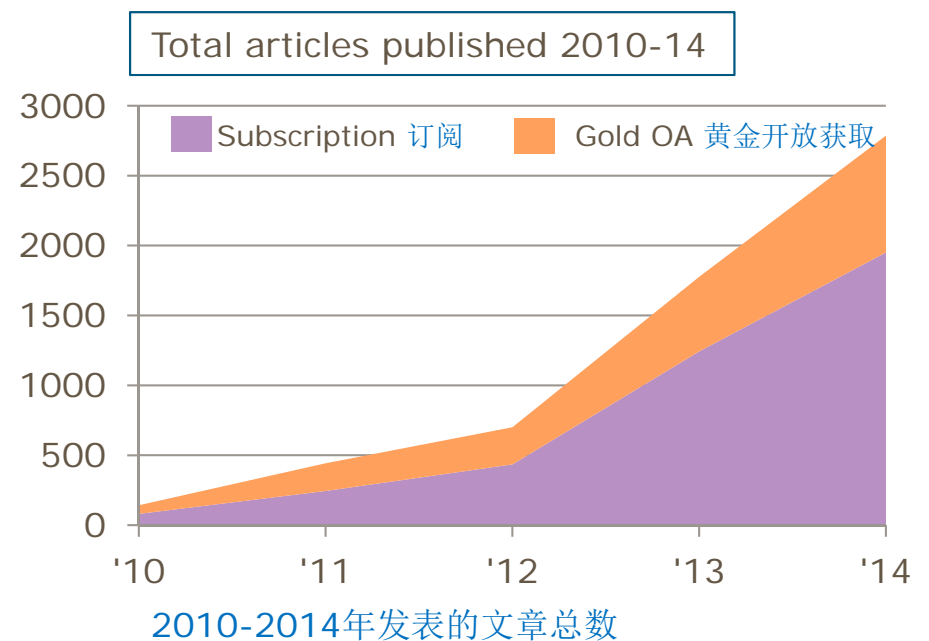
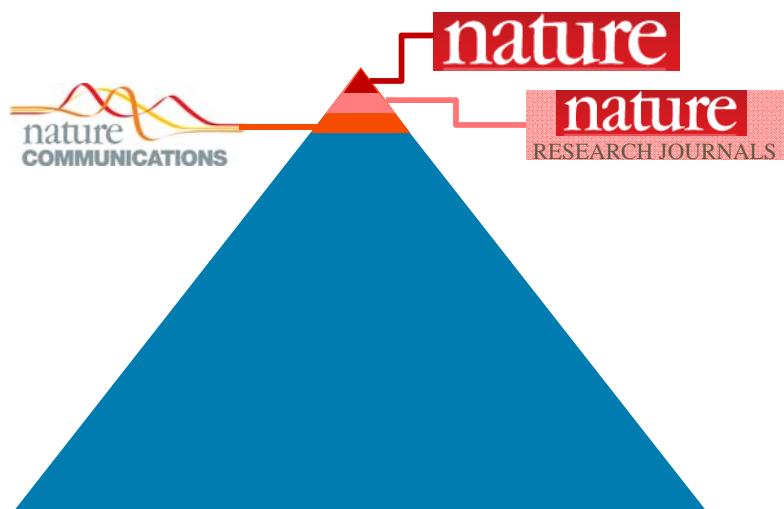
CALIS CONFERENCE • DEAN SANDERSON, NATURE PUBLISHING GROUP • 13 MAY 2015

Nature Communications: One of NPG's most successful new journal launches

《自然通讯》：NPG最成功的新刊之一



- Launched 2010 as hybrid 2010年以复合OA形式创刊
- Multidisciplinary journal for high-impact papers just below the level of Nature and Nature research journals 发表高影响力论文的多学科领域期刊，仅次于《自然》和自然研究型期刊
- IF = 10.742, #3 in multidisciplinary science **2014年影响因子10.742，在 multidisciplinary science 领域排名第3**
- 2,799 total articles published in 2014, 810 published as Gold OA 2014年共发表2,799篇论文，810篇以黄金OA形式发表



The Nature-branded journals

Nature 品牌刊

nature

2014 Impact
Factor: 42.351

nature Journals

Nature Reviews Genetics	39.794
Nature Biotechnology	39.08
Nature Reviews Cancer	37.912
NR Drug Discovery	37.321
Nature Materials	36.425
...	

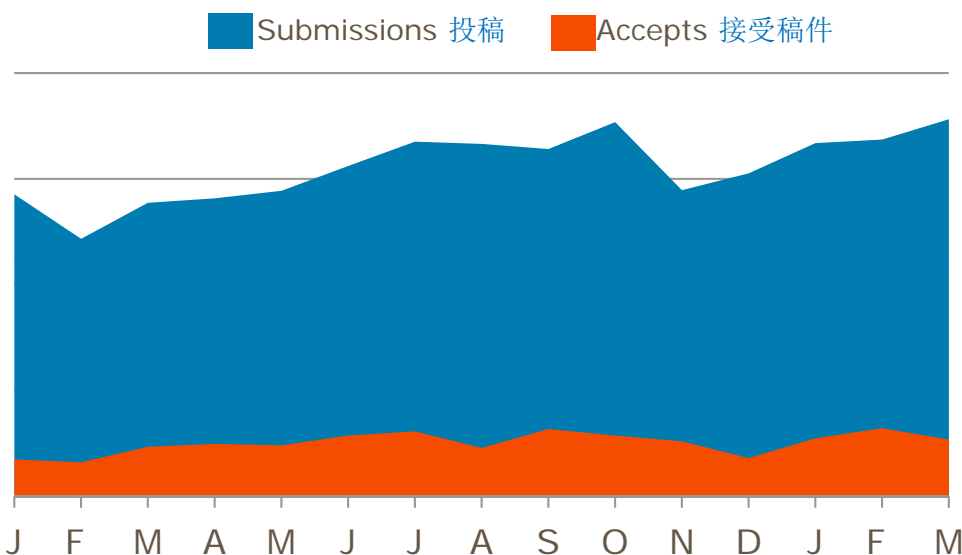
Nature Publishing Group publishes 19 of the top 50 science journals ranked by Impact Factor
影响因子排名前 50 的科学期刊中，自然出版集团旗下期刊占 19 本

A major change in late 2014: Nature Communications goes 100% Gold OA

2014年底的巨大转变：《自然通讯》转型为100% 黄金OA刊

- Stopped accepting subscription submissions late October 2014 2014年10月底开始不再接受订阅投稿
- Roughly 800 subscription articles will be published through Q3/Q4 2015 2015年第三/四季度将发表约800篇订阅文章
- No subscriptions will be sold for 2016 2016年将不再有订阅销售

NatComms: Submissions / acceptances 2014-15



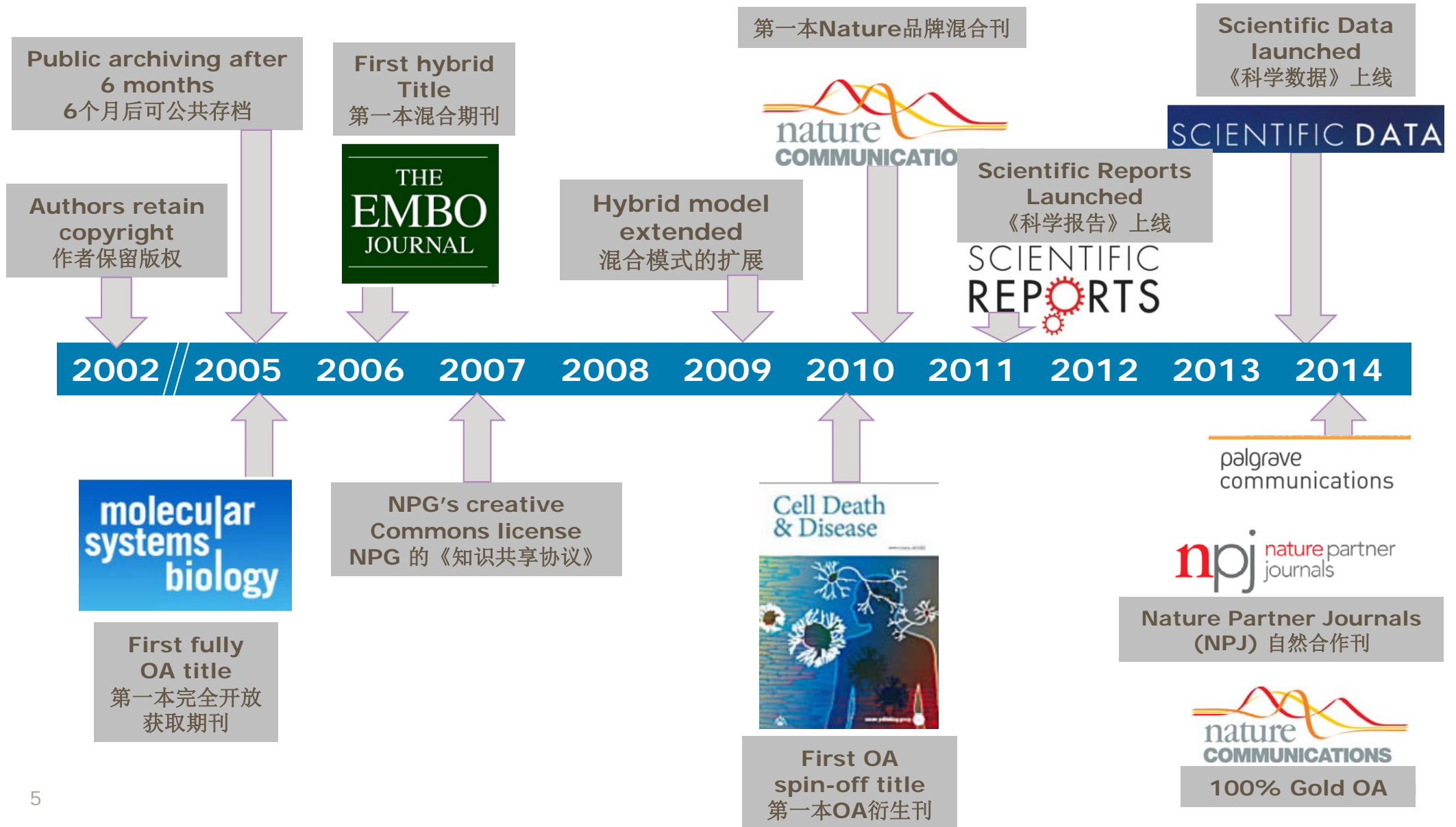
《自然通讯》2014-2015年投稿/接受稿件

Why did we make the change? 我们为什么要做出这一改变?

- Meet the community's need for an established high-impact open access journal 满足科学界对高影响力开放获取期刊的需求
- Rapid growth of article volume made it difficult to manage site license pricing 文章数量的快速增长使得机构版定价更加困难

Open access has been a key part of NPG's core publishing strategy for over ten years

开放获取在过去的十年中已经成为NPG核心出版策略的核心部分

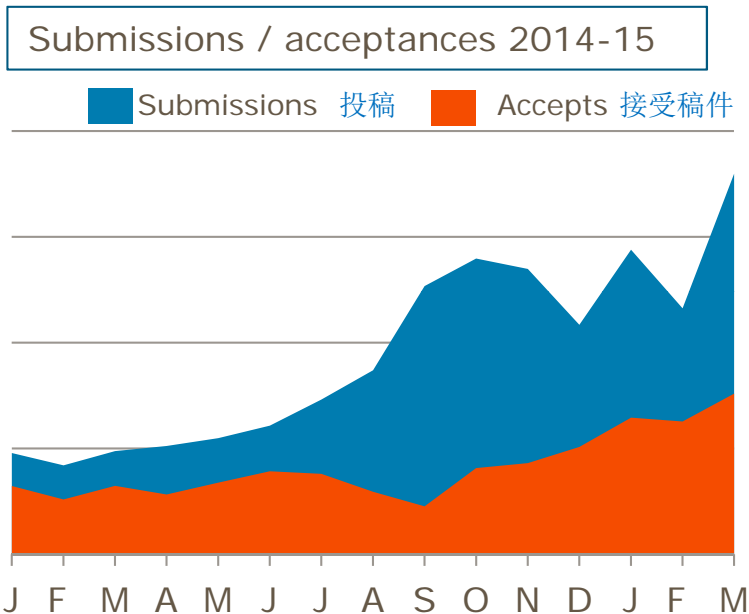


Scientific Reports and Nature Partner Journals have further accelerated the importance of Gold OA at NPG

《科学报告》和自然合作期刊进一步奠定了黄金OA在NPG的重要地位



- Multi-disciplinary journal publishing scientifically sound papers 多学科领域期刊，发表具科学合理性的文章
- IF = 5.078, #5 in category
- 3,944 papers published in 2014, 7,430 since launch 2014年发表3,944篇文章，自创刊以来发表7,430篇文章



2014-2015年投稿/接受稿件



- Discipline-focused OA journals published in partnership with prestigious partners across the globe 集中于某一学科的开放获取期刊，与全球知名的合作伙伴合作出版
- 12 launched since last year, including: 自去年以来已创立12本，包括：

NPJ title NPJ刊

Partner 合作刊

Aging and Mechanisms of Disease



Japanese Society of Anti-Aging Medicine

Biofilms and Microbiomes



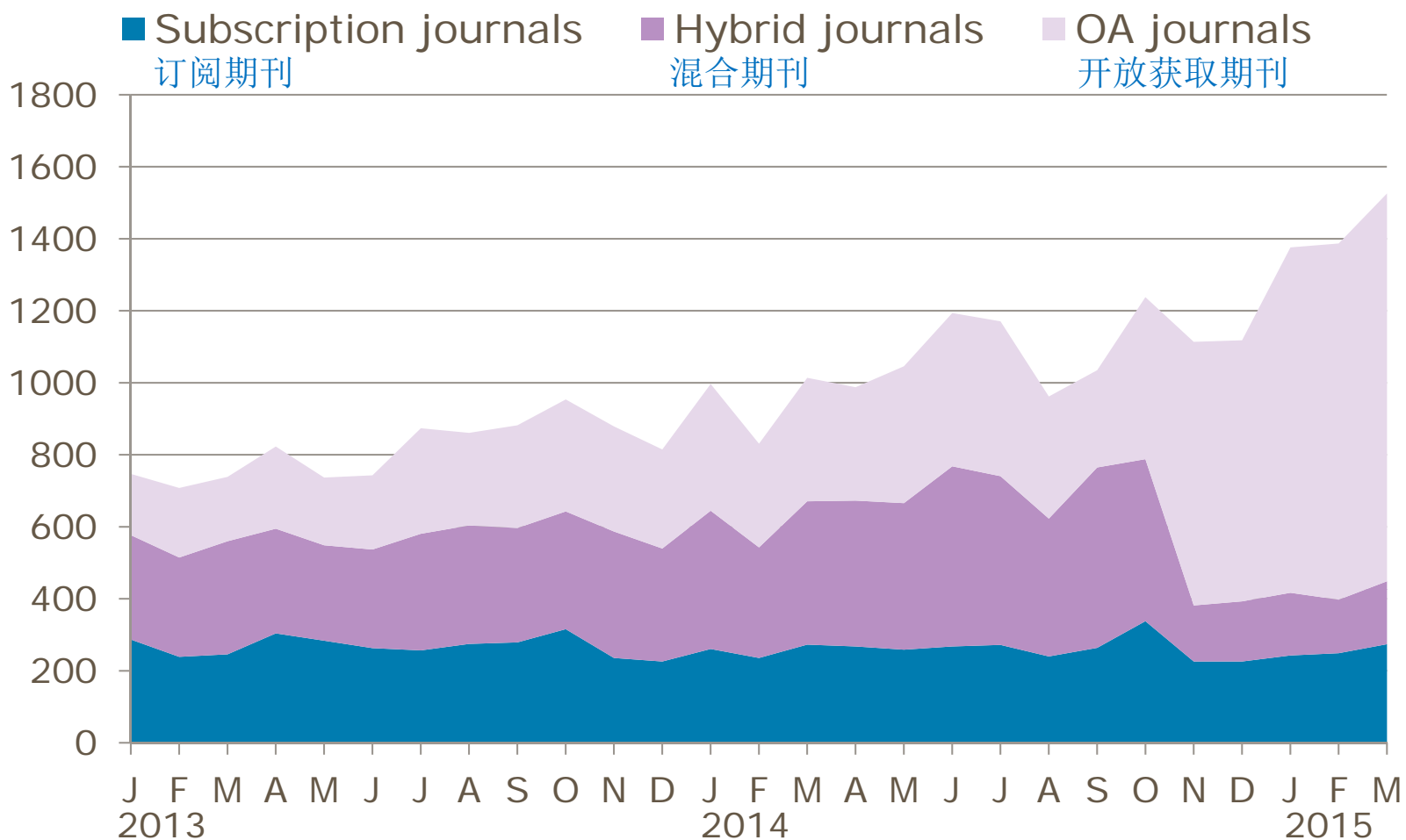
Computational Materials



In 2015, NPG will publish more Gold OA articles than subscription articles for the first time

2015年，NPG发表的黄金OA文章数量将首次超过订阅文章

Published papers by type of journal 2013-15 (NPG owned journals only)
2013-2015年各类型期刊发表的文章数量（仅NPG所属期刊）



Now that Nature Communications has gone fully Gold OA, will the rest of the Nature-branded titles follow suit?

《自然通讯》已转型为完全黄金OA，其他Nature品牌刊将紧随其后吗？

Or in other words:
换言之，

Does the subscription model
at NPG face extinction?
NPG的订阅模式将灭绝吗？

3

reasons why 'reader pays'
models will remain an important
part of what we do at NPG:
3个理由说明为什么“读者付费”的模式将继续是NPG业务的一个重要部分：



1

The cost of producing highly selective journals would make APCs prohibitively expensive

高品质期刊的出版费用将使得APC异常昂贵

What makes Nature and the Nature-branded journals fundamentally different from most other scientific journals? 是什么让《自然》和自然品牌刊与大部分其他科学期刊有根本的不同?

Large in-house staff of expert editors
强大的自有专业编辑团队

Time-intensive process of tracking, reviewing, selecting and editing the most impactful research
追踪、评审、选择和编辑最具影响力研究论文的时效性程序

Commission and editing of news content, research highlights and review articles
委托撰稿和编辑的新闻内容、研究亮点和综述文章

2

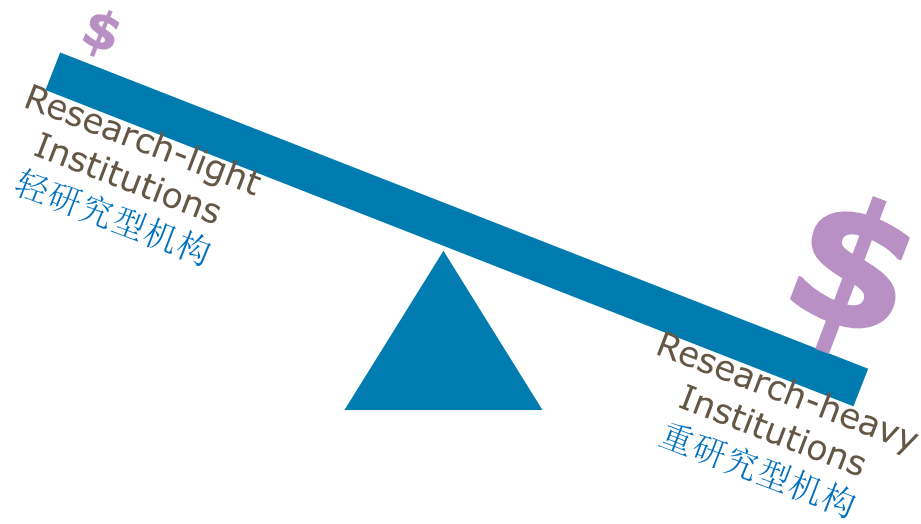
For a widely-read journal like Nature, distributing journal costs across the reader base can be fairer

对于《自然》杂志这类广为阅读的期刊，更公平的方式是在不同读者群间分摊费用

Subscription model
订阅模式



Gold OA model
黄金OA模式

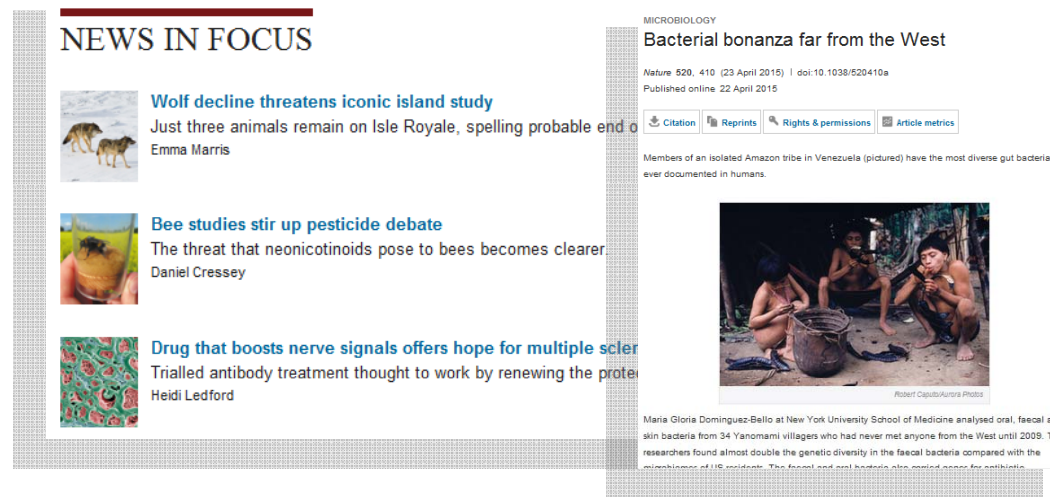


3 Gold OA can't easily support all important content types

黄金OA无法很好地支持所有类型重要内容的发表

'Front half' content 前半部内容

- Discipline-specific news 特定学科领域内的新闻
- Analyses of landmark papers 对标志性论文的分析评论
- Research highlights 研究亮点



Nature-branded review journals Nature品牌综述刊

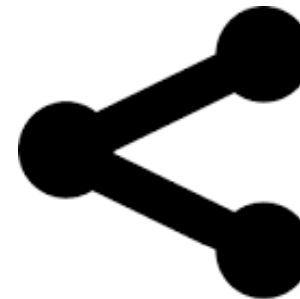
- Among the most highly-cited and intensely-used journals in the world 它们是全球引用次数最多、使用频率最高的期刊之一



What NPG is doing to mitigate the problem of restricted access

NPG为缓解访问受限问题而展开的行动

- Active support of self-archiving since 2005 自2005年起积极支持自存档
- Gold OA options in most academic journals with transparent hybrid subscription price adjustment mechanism 大部分学术刊中的黄金OA选项以及透明的混合订阅价格调整机制
- Full open access for selected landmark papers 部分标志性论文的完全开放获取
- Access via research4life 通过research4life访问
- Article sharing functionality introduced across nature.com in December 2014 2014年12月推出整个nature.com平台上的文章共享功能



Despite rapid growth of Gold OA products, the subscription model at NPG has remained strong

尽管黄金OA期刊的快速发展，NPG的订阅模式仍实力强大

Although libraries across the globe are facing increasingly tight budgets, they continue to renew their subscriptions to NPG journals at a very high rate because of their high impact and strong value 尽管全球图书馆都面临着预算日益紧缩的问题，他们仍在以很高的比例继续续订NPG的期刊，这正是因为这些期刊的高影响力和高价值：

- Usage 使用量
- Local submissions 本地投稿
- Local citation 本地引用
- Cost per citation 单次引用成本

Bergstrom et al, "Evaluating big deal journal bundles", PNAS May 2014
www.pnas.org/cgi/doi/10.1073/pnas.1403006111

Evaluating big deal journal bundles
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Edited by Jose A. Scheinkman, Columbia University, New York, NY, and approved May 21, 2014 (received for review February 19, 2014)

Large commercial publishers sell bundled online subscriptions to their entire list of academic journals at prices significantly lower than the sum of their à la carte prices. Bundle prices differ drastically between institutions, but they are not publicly posted. The data that we have collected enable us to compare the bundle prices charged by commercial publishers with those of nonprofit societies and to examine the types of price discrimination practiced by commercial and nonprofit journal publishers. This information is of interest to economists who study monopolist pricing, librarians interested in making efficient use of library budgets, and scholars who are interested in the availability of the work that they publish.

monopoly | bargaining | all-or-nothing price | efficiency | information technology

Librarians and scholars frequently complain that large commercial journal publishers use their monopoly power to charge inflated subscription prices (1–3). Dewatripont et al. (4) found that the average listed price of for-profit journals was four times that of nonprofit journals in the same academic disciplines. Listed à la carte prices, however, do not always accurately portray prices paid by buyers. Many libraries negotiate multiyear contracts for bundled site licenses that allow electronic access to nearly all of the journals in a publisher's portfolio. Others receive price to all academic libraries. Because of high demand for some journals, large research universities often bought multiple subscriptions and maintained separate collections in specialty-based libraries.

In the late 1990s, as online editions of journals became widely available, business models changed drastically. With online editions, there are no printing or mailing costs, and the marginal cost to the publisher of permitting another user is essentially zero. Moreover, the internet enabled commercial publishers to develop new pricing methods that allowed them to exercise their market power much more effectively than in the print-only environment. (3, 8, 9).

Varian (10) pointed out that the classic prescription for economically efficient pricing, with goods priced at marginal cost to everyone, cannot succeed for a technology that has substantial fixed costs and negligible marginal cost. He argued that in the case of goods such as academic journals, "efficiency requires that the marginal user pays marginal costs, but making all users face a constant price at marginal cost can easily fail to be efficient." Varian suggested that a profit-seeking firm with some monopoly power use differential pricing, setting prices close to marginal costs for different buyers, those who can buy the product cheaply may purchase the good at a low price and resell it to those facing higher prices. A second limitation is that sellers cannot easily determine the willingness to pay of their customers, and customers have no incentive to reveal

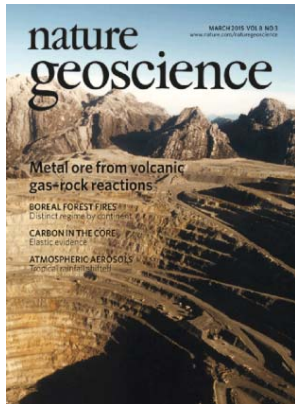
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PNAS PNAS PNAS

ECONOMIC SCIENCES

After four years, a return to launching new Nature-branded journals

时隔四年，新的 Nature 品牌刊再度问世



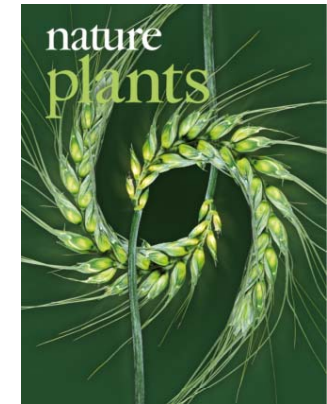
2008



2009



2011



Jan 2015

New Nature-branded journals must 新的Nature品牌刊必须:

- Be continually innovative 不断创新
- Fulfill a clear community need for a dedicated high-impact journal 满足科学界对高影响力专业期刊的强烈需求
- Focus on growing fields in a way that existing NPG journals can't 集中于发展中的学科领域，而现有NPG期刊仍未覆盖
- Wherever possible, address great societal challenges by embracing an interdisciplinary point of view 尽最大可能通过跨学科观点强调重大社会问题

Coming in January 2016

2016年1月上线新刊

nature
energy

nature
microbiology

nature
REVIEWS **MATERIALS**

Any questions?

Many thanks for your attention!

谢谢!