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**Cordoba,
11 de Abril 2015**

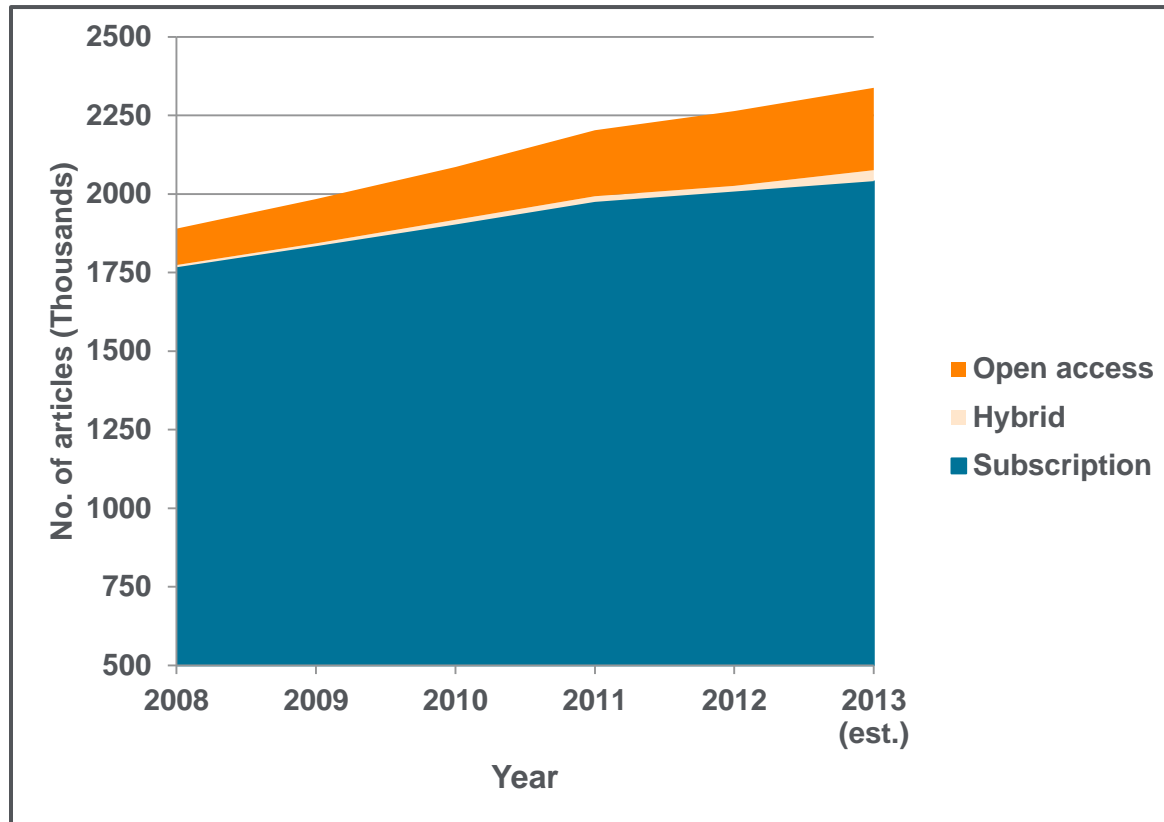
Elsevier's approach to Open Access and latest developments

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Open access developments

Total article growth by journal business model



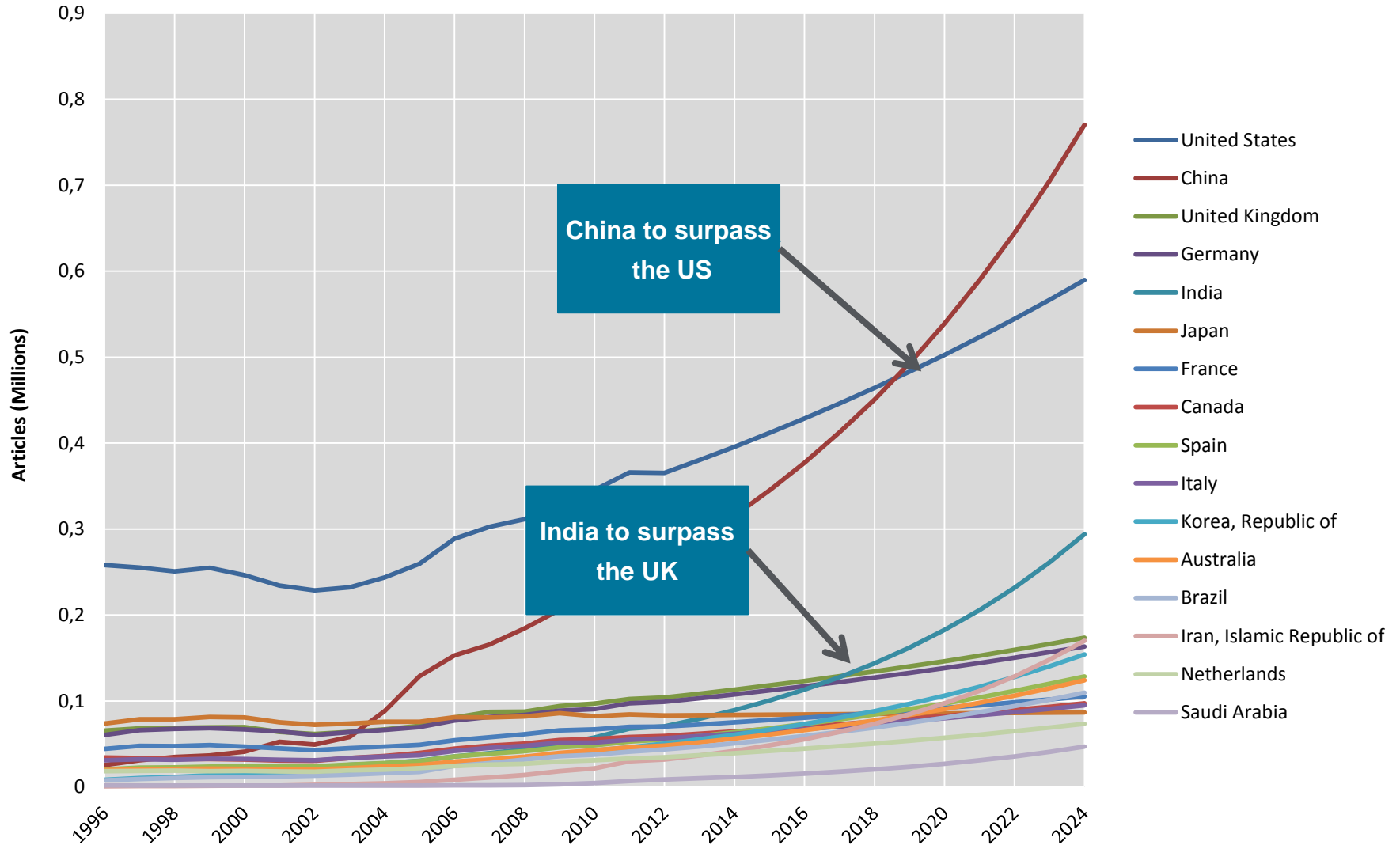
Subscription content:

- Continues to grow year on year at approx. 3-4%
- Amounts to a total article share of approx. 87.3% in 2013
- In 2013, Elsevier published over 330,000 articles which included an increase of 20,000 extra subscription articles

Open access content:

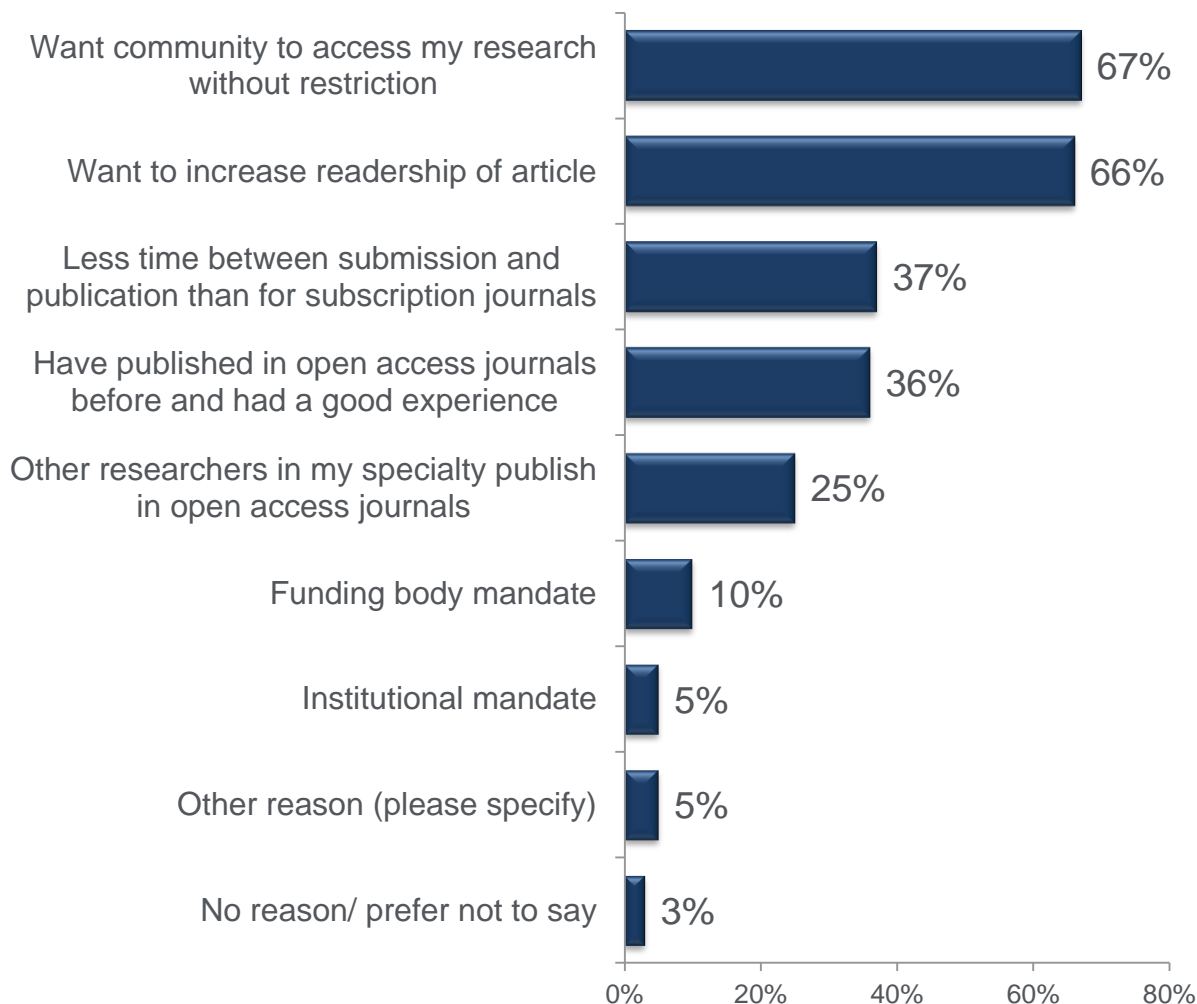
- Currently growing at approx. **20%** in 2013
- Amounts to a total article share (hybrid + "pure" Gold) of **approx. 8.2% in 2013**
- The total article share of all immediately accessible OA articles is 12.7% including subsidized open access
- In 2013, Elsevier published over 330,000 articles which included an increase of 3500 extra open access article

Global output of articles; a possible future scenario



Source: Scopus. Projections based on 2008-2012 CAGR.

Voice of the researcher: Why publish in an open access journal?

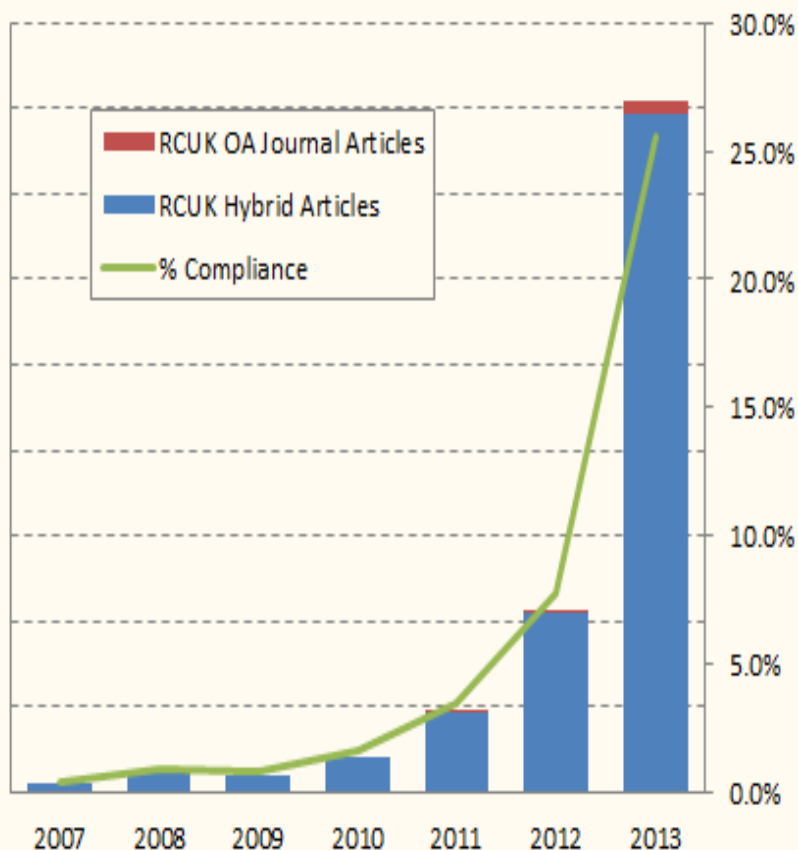


29%
of surveyed researchers have been asked to publish open access by a journal

14%
have been asked by their departmental head or funding organization to publish open access

Researchers choose to publish OA in hybrid journals

RCUK Gold Open Access Articles in Elsevier Journals



Geographical breakdown of gold OA at Elsevier

52% Western Europe
22% US & Canada
10% Asia
6% Rest of world
10% Unknown

Open access at Elsevier

Elsevier and open access

Gold open access

Expanding our gold options:

- Launching new open access journals
- Rolled out gold options in our established journals (over 1600 hybrid titles)

Improving our systems

- Making the author publishing experience easier
- Improving open access labelling
- Working with our society partners

100
Open access journals

1600+
Offer gold open access
options

2
Creative Commons
licenses offered
including CC BY

\$500- \$5000
(US Dollars)
Price range of our OA
fees



Innovative publishing in open access

Reproducibility



MethodsX is a broad (all experimental disciplines) Open Access journal, publishing method details in the microarticle format.

84% spend most of their research time on validating, tweaking and improving existing methods.

77% indicate that it's important to get credit for the work done in the lab to improve methods.

"Data in Brief"

article type describes open datasets so it can easily found, reproduced, reused and reanalyzed.

Data driven



Genomics Data brings interpretation to complicated datasets. The journal provides a way for genomics researchers to bring their data – along with the details necessary to understand and reuse the data – to the wider community.

Accessibility



GI endoscopy makes science more accessible. Video journal saves time for readers, as they can watch the procedure in a fraction of the time it would take to read a detailed article.

Video format

helps people outside the discipline understand the content by providing information in an easily accessible visual format

2013 Choice of license from Elsevier authors

Two types of agreement are needed for gold open access publishing:

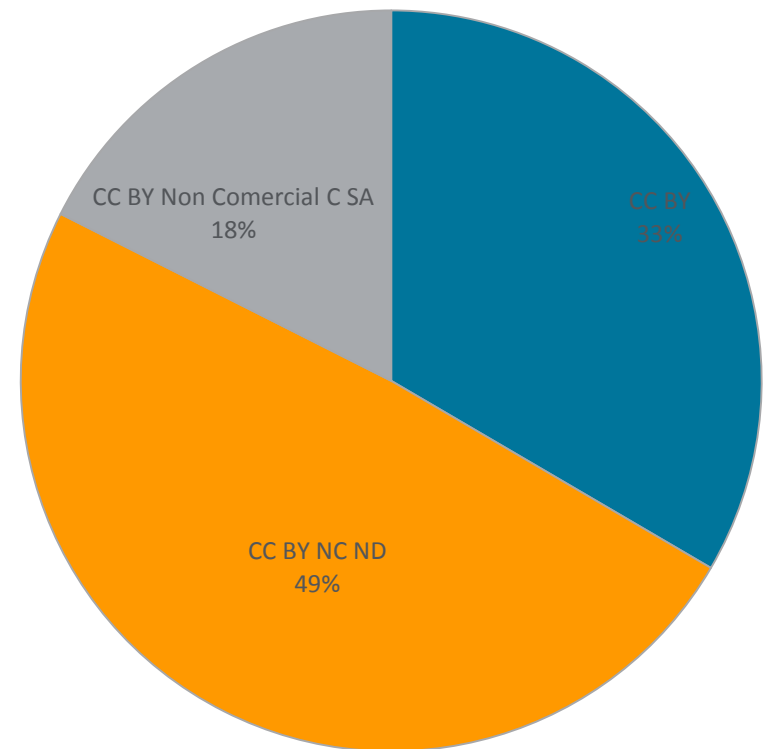
- 1. Journal Publishing Agreement/License**

- Determines copyright and gives permissions to the publisher to do their job of publishing research

- 2. User license**

- Such as Creative Commons which defines how readers can reuse their research

Elsevier uses an “exclusive license” when publishing gold open access where **author retains copyright.**



No double dipping

Elsevier's policy

We do not charge subscribers for open access articles and when calculating subscription prices only take into account subscription articles – we do not double dip

<http://www.elsevier.com/about/open-access/open-access-policies/no-double-dipping-policy>

For example:



Molecular and Biochemical Parasitology

Reduced the list price by 3.7% in 2014, due to a decline in the number of subscription articles.


Elsevier has:

- Reduced the list price for 27 journals in 2014 due to fall in numbers of subscription articles.
- Flipped 7 subscription journals to gold open access.
- Improved OA labels on ScienceDirect to clearly indicate OA articles.






Open access on ScienceDirect

Elsevier has made several enhancements to ScienceDirect to improve open access labelling and discoverability including:



Advanced Drug Delivery Reviews

Supports **Open Access** | [About this Journal](#) | [Complete Contents](#) | [Contact Us](#)

-  [New Article Feed](#)
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OA information shown for each journal



Biochimica et Biophysica Acta (BBA) - Molecular Cell Research

Volume 1843, Issue 4, April 2014, Pages 703–714



Protein kinase inhibitor SU6668 attenuates positive regulation of Gli proteins in cancer and multipotent progenitor cells [☆]

Alla Piirsoo^{a, d, *}, Lagle Kasak^{a, b}, Mari-Liis Kauts^a, Mart Loog^c, Kairit Tints^d, Piia Uusen^d, Toomas Neuman^a, Marko Piirsoo^b

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<http://dx.doi.org/10.1016/j.bbamcr.2014.01.003>  [Get rights and content](#)

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Highlights

- Ulk3 is involved in the maintenance of Gli1/2 expression.
- SU6668 prevents *de novo* expression of Gli1/2 proteins induced by Shh or TGF-β.
- SU6668 inhibits up-regulation of Gli1/2 proteins *via* Ulk3.
- Human ASCs differentiate towards osteoblasts in response to Shh.

Each open access article is clearly labelled

Received 11 September 2013, Revised 18 December 2013, Accepted 2 January 2014, Available online 10 January 2014

 **CrossMark**

Open Access funded by Wellcome Trust

License: <http://creativecommons.org/licenses/by-nc-nd/3.0/>

Publication information such as funding body and user license located under “show more”

Finding open access on ScienceDirect

The screenshot shows the ScienceDirect search interface. At the top, there are tabs for 'All', 'Journals', 'Books', 'Reference Works', and 'Images'. Below these are links for 'Advanced search' and 'Expert search', along with a 'Search tips' link. The main search area includes a 'Search for' field, a dropdown menu set to 'All Fields', and an 'AND' operator dropdown. Below this is another search field and another 'All Fields' dropdown. A 'Refine your search' section contains several checkboxes: 'Journals', 'Books', 'All', 'My Favorites', 'Subscribed publications', and 'Open Access articles'. A scrollable list of categories is shown, including '- All Sciences -', 'Agricultural and Biological Sciences', 'Arts and Humanities', and 'Biochemistry, Genetics and Molecular Biology'. There is also a note: 'Hold down the Ctrl key (or Apple Key) to select multiple entries.' At the bottom, there are radio buttons for 'All Years' and a date range selector set to '2004' to 'Present'. A 'Search' button and a 'Recall search' link are at the very bottom.

Easy filters to refine search results

Clear labels shown in search results and the ability to filter results lists

The screenshot shows the search results interface. At the top, there are three filter buttons: 'All titles', 'All publications', and 'Open Access journals'. Below these is a section for 'A' with a horizontal line. The results list includes:

AASRI Procedia	Journal	Open Access
Acta Pharmaceutica Sinica B	Journal	Open Access

Scopus

The largest abstract and citation database of research information

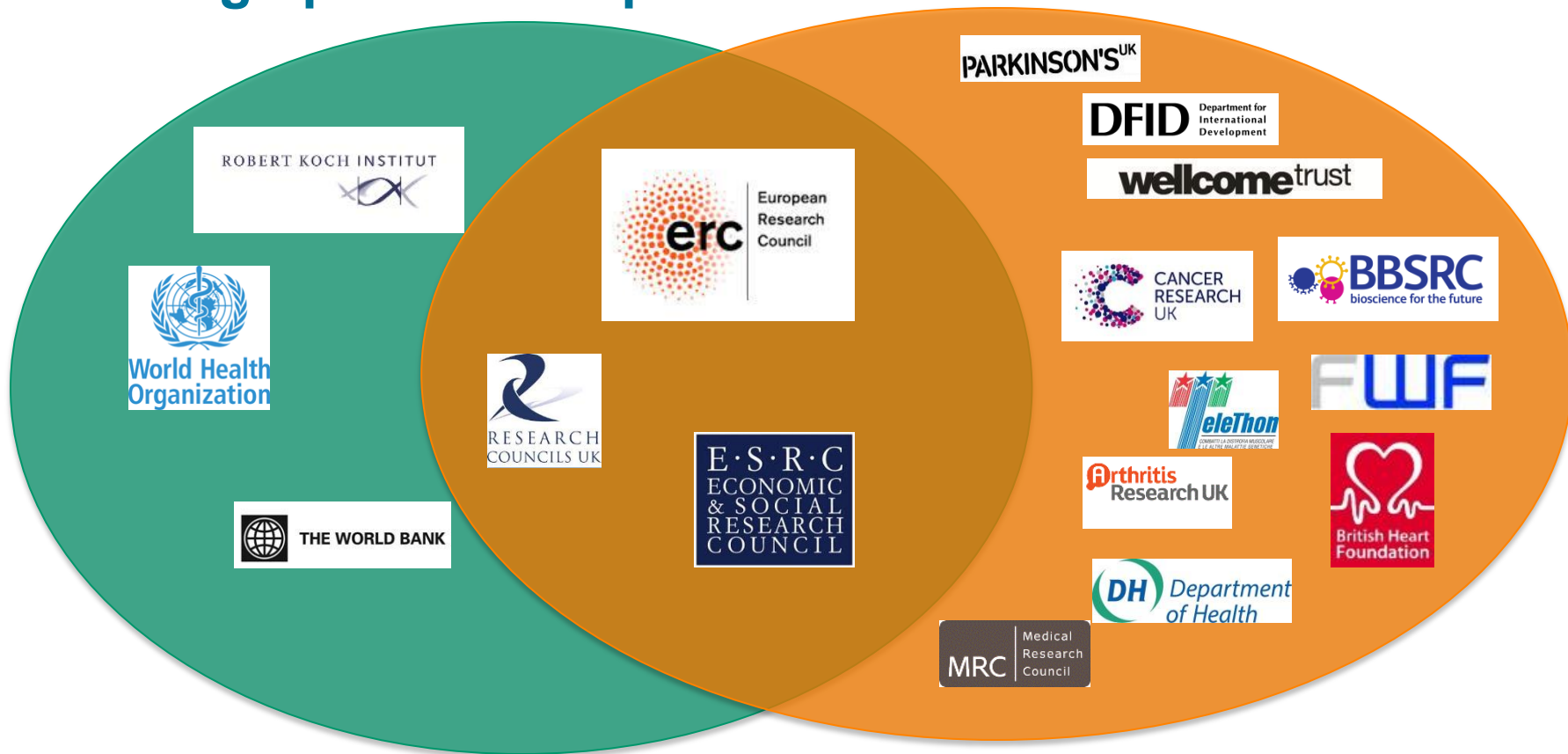
53.3M records from **21,912** serial titles and **90,000** books
21.3M pre 1996 records | 32.0M post 1995 records

- Content from > 5,000 publishers
- “Articles in Press” from > 3,750 titles
- Titles from 105 different countries in all geographical regions
- 40 “local” languages covered
- **More than 2,800 Gold Open Access journals** indexed



Scopus is ideal compared to other products because it has the broadest coverage of global, curated, relevant research, with smart, simple tools to help track, analyze and visualize research.

Facilitating open access policies



Green agreements

- Facilitates sustainable green open access
- **Immediate internal posting** on repositories
- **Public access** to the author accepted manuscript **after embargo**

Mixed agreement combination of both green and gold



Gold agreements

- Help establish automation of workflows to streamline author experience
- Can include reporting to funding organisation on uptake
- Compliance is higher when combined with clear funding for APCs.

Elsevier Services for Institutional Repositories

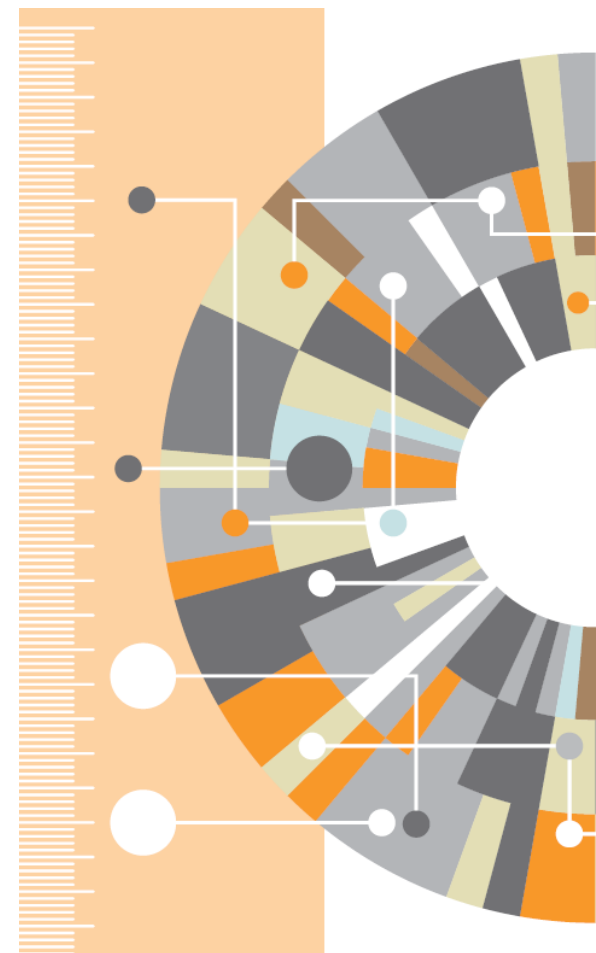
Elsevier supports authors who wish to post and share their research through our posting policy:

www.elsevier.com/postingpolicy

In addition, we are working with selected repositories to explore how we can **support institutions to promote and broadcast** the work of their authors in their **institutional repositories**

Our current pilots and services include:

- Already available: **Downloading article-level metadata, will soon include embargo dates**
- Piloting: **Checking user access to the published version and Embedding of PDF's of the published article on the repository website.**



Sign up for updates on Elsevier news for Institutional Repositories on
<http://www.elsevier.com/online-tools/sciencedirect/linking-and-integration/institutional-repository>

Retrieving article-level metadata (live)

Structured Metadata from the **Scopus API**:

- Through the Scopus API, Scopus subscribers can retrieve clean and structured metadata for all articles by authors affiliated with the University. The API provides:
 - Structured and better information on author and affiliation
 - Information about Elsevier and non-Elsevier published articles

Free use of rich metadata and abstracts from the **ScienceDirect API**:

- Through our ScienceDirect API, all institutions, regardless of their SD subscriptions, can retrieve metadata for all Elsevier published articles from authors affiliated with their institution:
 - Download, Index and display abstracts, which helps indexing of your repository in search engine results
 - Rich metadata, including license information and, soon, embargo dates

Benefits for your repository:

Provide better search functionality:

- Metadata **enable users to search** on specific terms such as author or affiliation
- Retrieves **search results in a format** the repository can specify.

Builds repository capacity:

- Supports bulk download of all articles previously published
- Enables periodic updates for new publications

Process

- The institution can get API access through our developers portal (dev.elsevier.com)
- After a simple online click-through agreement they will receive an API key
- API access allows users to define a search string and retrieve relevant results to help integrate structured metadata into the repository