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BioMed Central's Society Day in Tokyo



Case study: Strategies for sustainable open access society journals

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What „publishing a journal“ means to Societies

- Raison d'être
- Mission as member of an academic community
- Dissemination of Society's research outcomes to the world
- Increased Society's presence among international communities

- Home of research for Society members
- Members' benefit

- Source of concern... ☹️



Typical challenges for Japanese society journals

- High costs
 - Printing, delivery, online system etc...
- Lack of funding
- Decrease in the number of Society members
- Lack of international competitiveness
- In the first place ...
 - Journal is not a mean to make a profit
 - Society is not a profit-making business

Publishing models – How open access is different?

	Traditional models		Open access model
	Subscription	Free access	
Access	Only subscribers	Free (occasionally with 6-12 months embargo)	Free
Copyright	Society/Publisher	Society/Publisher	Author
Reuse/Redistribution	Not allowed	Not allowed	Allowed under CC-BY
Publishing costs covered by	Subscription fee Membership fee	Membership fee	Article-processing charge (APC)

Open access = maximum visibility; driving force of innovation, and collaboration

Open access is supported

- Open access policies/mandates

 **wellcome**trust

 **RESEARCH
COUNCILS UK**

 **NIH** National Institutes of Health
Turning Discovery Into Health

 **中国科学院**
CHINESE ACADEMY OF SCIENCES

 **DFG** Deutsche
Forschungsgemeinschaft

- BioMed Central has over 360 institutional members

What we need for sustainable open access society journals

- **Sustainable business model**
- **Increased visibility through global reach**

What is “sustainable business model”?

- Journal should not be a financial burden for Societies
- In the short term, the model should be realistic
 - Author-paying model might be too drastic
 - Fully or partly funded model could make the journal more competitive
- In the long term, the model should be self-sustainable
 - It should not rely on membership fees, external funding etc.
- Journal needs a good balance between
 - Members’ benefit
 - Development as an international journal



Case study 1 – *Infectious Diseases of Poverty* (1/2)

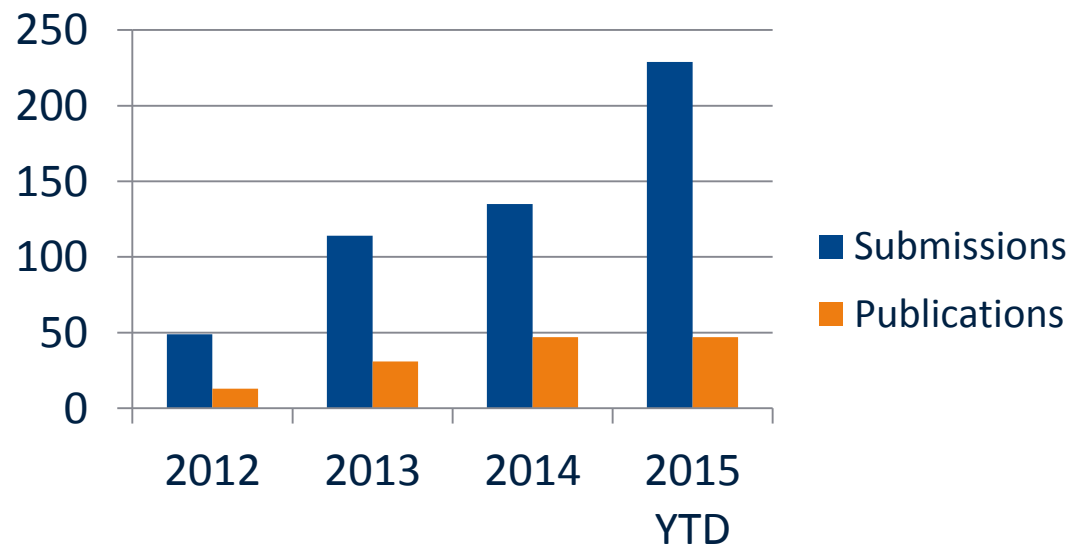


- Supported by the National Institute of Parasitic Diseases, Chinese Centre for Disease Control and Prevention (CDC)
- Launched in October 2012 with fully-funded model (no author-payable APCs)
- High quality commissioned articles and thematic series in collaboration with the Special Programme for Research and Training in Tropical Diseases (TDR), hosted by WHO

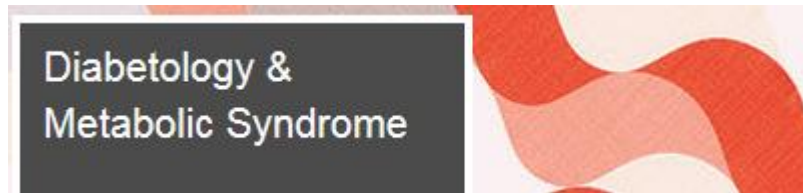


Case study 1 – *Infectious Diseases of Poverty* (2/2)

- Tracked for Impact Factor in October 2014
- First Impact Factor of 4.11 in 2015
 - Ranked in 17/78 (Q1) in INFECTIOUS DISEASES category in Journal Citation Reports®
- Changed to partly-funded model in 2015 (authors pay EUR575)
- Author-paying model with standard APC after 2016 is under discussion



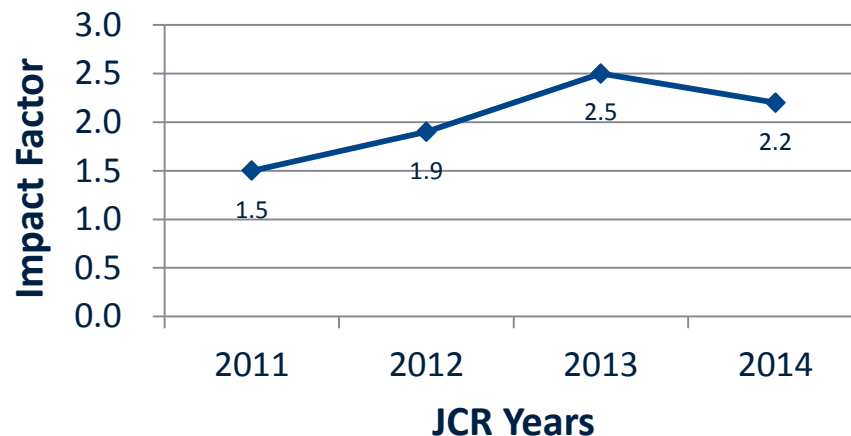
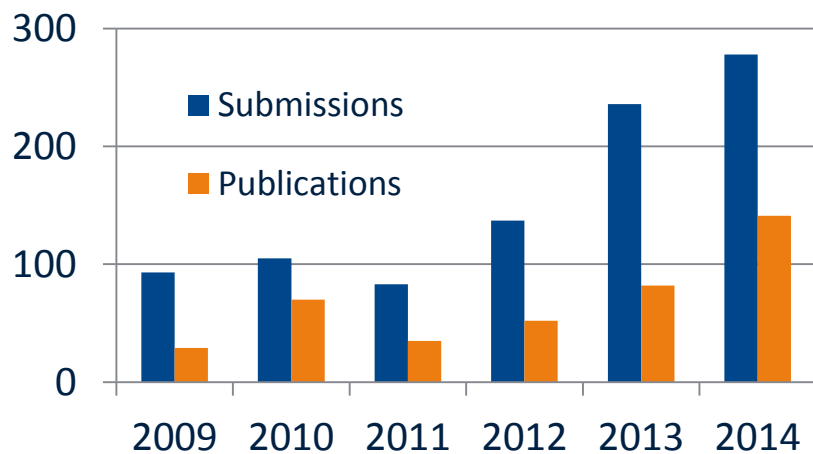
Case study 2 – *Diabetology & Metabolic Syndrome* (1/2)



- Official journal of the Brazilian Diabetes Society
- Launched in August 2009 with fully-funded model (no author-payable APCs)
- Enthusiastic editors and the tremendous growth in diabetes research area
- Tracked for Impact Factor in 2010

Case study 2 – *Diabetology & Metabolic Syndrome* (2/2)

- First Impact Factor of 1.5 in 2012
 - No. 1 ranked Brazilian journal in Journal Citation Reports®
- Non-members pay standard APC + surcharge from 2015
- Society still covers APCs for its members



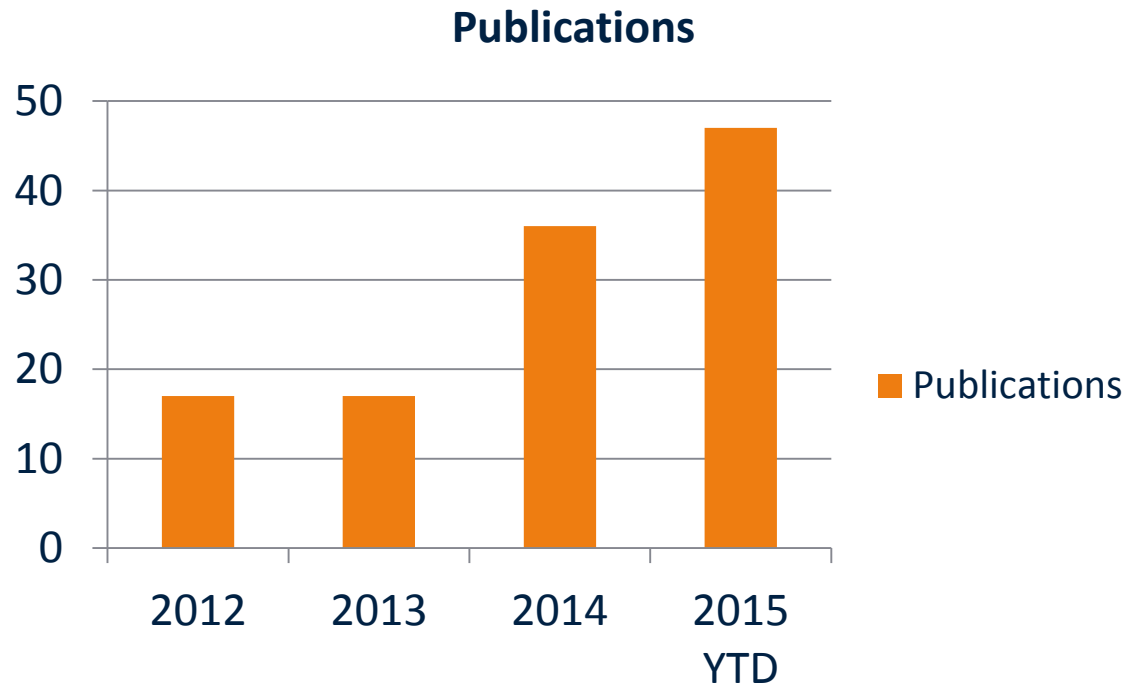
Case study 3 – *GigaScience* (1/2)



- Co-published with Beijing Genomics Institute, China (BGI)
- Launched in July 2012 with fully-funded model (no author-payable APCs)
- Proactive Editors who commission and generate content
- High quality articles and intensive marketing

Case study 3 – *GigaScience* (2/2)

- Changed to author-paying model in January 2015



Long-term goal and ideal form of a journal

- The ultimate goal should be to run a journal in a self-sustaining way
- We must develop a long-term strategy in terms of financials
- Author-paying model will not necessarily be a barrier for authors
- Journal can be source of revenue for Society
- Societies can focus on more primary activities, such as Society's annual conference

Thank you !



@BioMedCentralJP

How many Japanese researchers are publishing in OA journals?

