The role of hybrid journals in open access

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Editorial Director, Wiley
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Outline

• Volume of activity
• Hybrid as a transitional model?
• Progress and challenges
The place of hybrid in gold

Increasing hybrid activity at Wiley

Number of hybrid articles per year

Range of activity by journal

- Many with no OA content
- 80/20 rule applies
- Discounting appears to have no impact
Regional output

Hybrid articles vs. Time (2011-2013e)

- UNITED KINGDOM
- EUROPEAN UNION
- UNITED STATES
- JAPAN
- CANADA
- CHINA
- AUSTRALIA
- SOUTH KOREA
- TAIWAN
- BRAZIL
Growth Jan to Aug 2013 vs 2012

Total: 167%
US: 208%
China: 177%
UK: 154%
ROW: 154%
EU: 156%
Is hybrid a stepping stone?

Progress: answering Peter Suber’s 2006 hybrid questions in 2013

<table>
<thead>
<tr>
<th>Does the journal...</th>
<th>Wiley</th>
<th>Elsevier</th>
<th>CUP</th>
<th>Royal Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let participating authors retain copyright?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Use Creative Commons licenses?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Automatically deposit in an independent OA repository?</td>
<td>Y*</td>
<td>Y*</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>Waive fees in case of economic hardship?</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Promise to reduce subscription price in proportion to author take-up?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Allow authors to comply with funder mandates without paying a fee?</td>
<td>Y/N</td>
<td>Y/N</td>
<td>Y</td>
<td>Y/N</td>
</tr>
<tr>
<td>Allow self-archiving without embargo for authors not choosing OA?</td>
<td>Y/N</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Include cover and page charges within OA fee?</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>Pages Y</td>
</tr>
<tr>
<td>Have high or low publication fees?</td>
<td>~</td>
<td>~</td>
<td>~</td>
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</tr>
</tbody>
</table>

From [http://legacy.earlham.edu/~peters/fos/newsletter/09-02-06.htm#hybrid](http://legacy.earlham.edu/~peters/fos/newsletter/09-02-06.htm#hybrid)
The outlook for hybrid

- Political factors
- Economic factors
- Author behaviour and preferences
Thank you

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