

Transitioning our portfolio to fully open access

In 2023, Wiley expects to reach **50% of the overall publication output as open access.**

550 journals, **approx. 28% of the Wiley and Hindawi portfolio**, will be fully open access.

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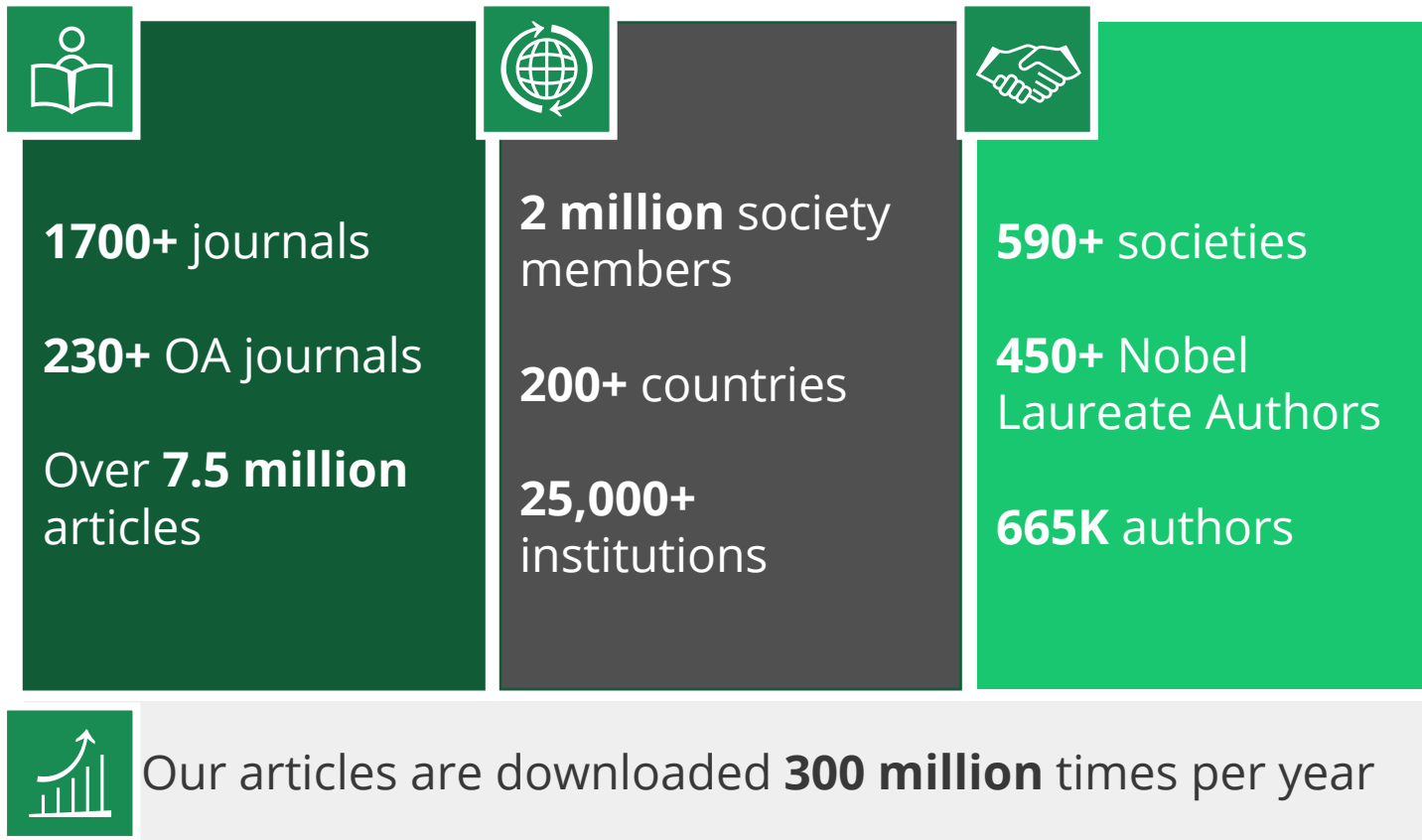
The future of Wiley's portfolio

Our content

Around the world, audiences value and trust the content we publish.

We help researchers share their work and librarians make it available to their communities.

With our customers, we build networks that help the research we publish reach the people who need it.



The journey so far

- **The successes of Wiley Transitional Agreements**
- **Increasing open access output**
- **Global shift to open access**

Open Access: an overnight revolution 20+ years in the making!

Emerging policy landscape and publisher experimentation...

2000-02

PMC and BMC launch
First major OA initiatives and letters signed
First funders commit to paying APCs

2003-4

Berlin declaration signed
UK House of Commons launches inquiry into journals and recommends green OA during review of gold

2005-6

Springer creates first position of Director of OA
Wellcome and some UK research councils introduce OA mandates
Publishers launch hybrid programs

2007-8

More funders introduce OA mandates, green and gold
Springer acquires BMC and becomes world's largest OA publisher
ResearchGate launches

...OA goes mainstream; governments turn their focus to publishing...

2009-10

NIH's public access mandate made permanent by US Congress
PLOS One becomes the world's largest journal

2011-12

Wiley launches full gold open access program
SciHub launches
UK Finch report recommends Gold OA for publicly funded research

2013-14

Wiley signs JISC offset program
Major funders in China and India announce Green OA policies

2015-16

Gates Foundation launches Gold OA mandate
REF 2021 Open Access Policy comes into effect.
Wiley signs and implements first Read and Publish deal (VSNU)

...The pace accelerates...

2017

OA2020 targets amount of money in system.
Wiley signs transitional deal with KEMÖ (Austria)
German universities announce plan to cancel Elsevier contract

2018

Wellcome Trust and REF review of OA policies
French Consortia announce cancellation of Springer's journals
RSC announces Read & Publish deal with MIT July
cOAlition S formed initially with European funders and later Gates and Wellcome Trust

2019

Wiley becomes first to agree a deal with Projekt DEAL and subsequently with Norway, Hungary and Sweden
University of California and Norway declare intention not to renew licence with Elsevier
More publishers sign deals: e.g. RSC with Spain and CUP with JISC (UK)

2019

Swedish funder and member of cOAlition S publish letter expressing concern about Plan S
Group project to explore potential strategies to help learned societies transition to OA and align with Plan S.
cOAlition S announced revised guidelines, delaying start to 2021

2020

Springer announce 'world's largest' transformative agreement with Projekt DEAL
Wiley signs agreements in Sweden, Finland, and with Jisc in the UK
UKRI launches policy review
cOAlition S announce Rights Retention Strategy
IET and Wiley announce partnership to flip 42 journals

2021

cOAlition S Plan S comes into effect on Jan 1st
Wiley announces agreements in Italy, Ireland, Spain, Switzerland and US
UKRI Announces new OA Policy from April 22

Wiley's Approach to Open Access

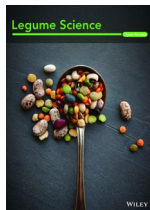
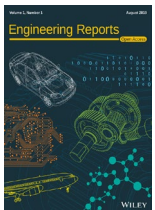


Open Access Launches

With **careful market analysis**, we ensure each new journal addresses a gap within the subject community and has its own unique aims and scope

Our new journals span a wide range of subjects and disciplines, **both in partnership with societies and as our own proprietary titles**

Our new OA launches cater to a wide variety of researchers needs, with titles that publish research on a sound science value and ethos, such as *Ecology and Evolution*, **through to cutting edge research**, as shown with our new highly selective title *Advanced Genetics*



WILEY



Transitioning Journals to OA

We have **successfully transitioned 41 titles to OA** since 2012

When transitioning a title to a fully Gold OA model, we consider:

- subject discipline
- funding availability
- geographical distribution of authors
- journal and article types
- finances



Based on historic flip data, we have seen **usage increase significantly** during the year of the transition to OA, and this trend continues after the transition year. On average, usage more than doubles in the transition year



We have also seen **increases in Impact Factor** in all journals that we have flipped across varying subject disciplines



Transitioning the Market

Transitioning individual journals to OA allows us to meet the needs of specific subject and author communities. However, **we are also committed to delivering OA options on a larger scale** via the negotiation of country-level agreements

These agreements **allow authors to choose the OA publishing option** in any of our Hybrid journals **with no charge to the author**. In addition, several of these agreements also make provision for publishing in any of our Gold OA titles

By 2021, we have already negotiated **country-level agreements** in the *UK, Germany, Australia, Italy, Austria, The Netherlands, Hungary, Sweden, Norway, Finland, Spain* and *Switzerland* and at institutional level with Iowa State University and Johns Hopkins University in North America



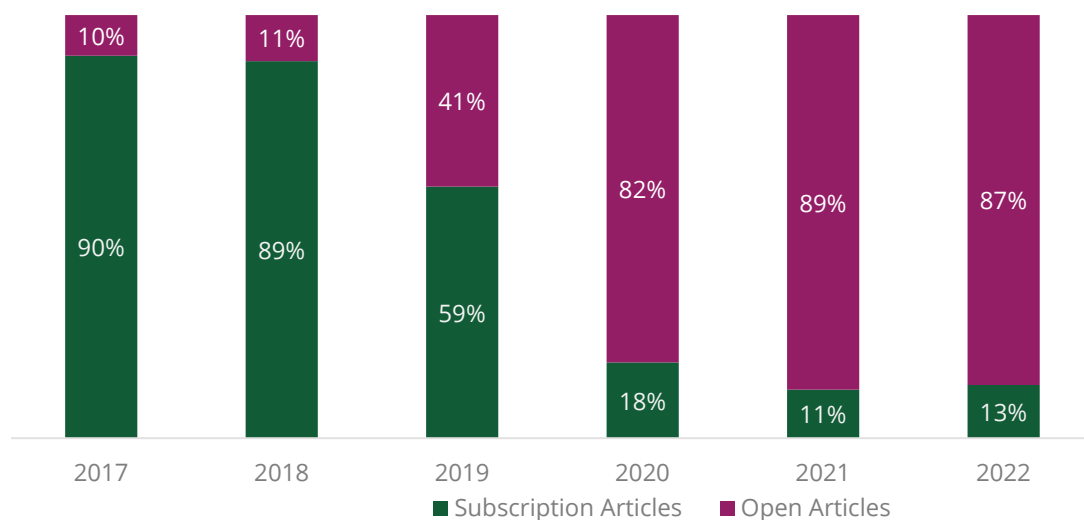
The Success of Wiley Transitional Agreements Germany - Case Study

Since 2019 there have been many milestone successes which have been achieved through the development of the Wiley-DEAL relationship:

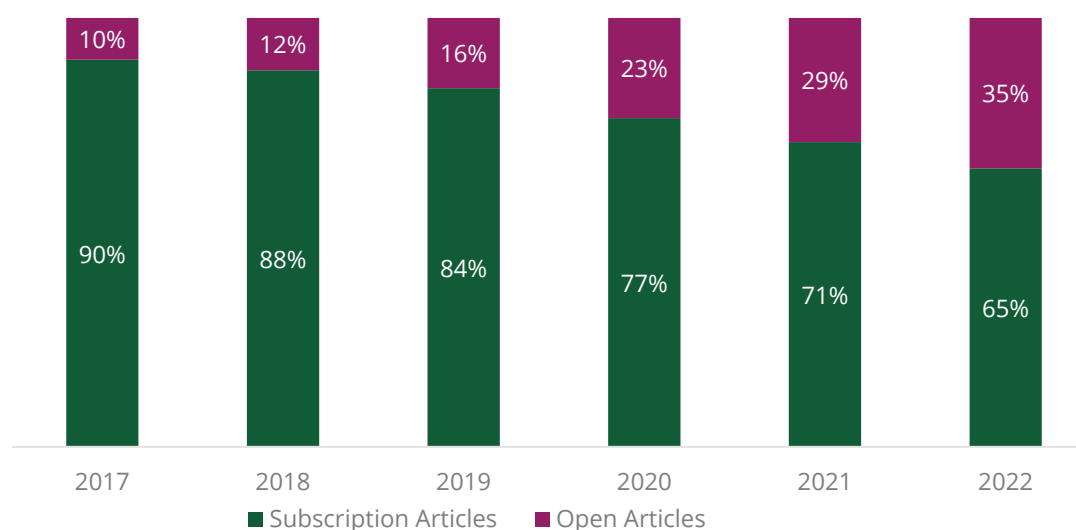
- In 2021, 90% of all articles published through DEAL institutions were open access, compared to 7.49% in 2018
- In 2020 and 2021, the Hybrid article count was over 9,500 each year
- In 2021, 95% of authors chose to publish their articles in Wiley's hybrid journals open access, compared to 90% in 2019
- There has been a 106% increase in the number of articles published in fully OA journals from 2018 to 2021
- Usage has increased by 80% from 2018 to 2021

Increasing open access output – Germany Case Study

German article output



Global article output



- In Germany, 87% of articles are now published open access. The slight decrease in the proportion of open access in 2022 is an artefact of seasonality in publishing output and the lag between acceptance and publication.
- Globally, more than 35% of Wiley's total article output is open access, with the expectation of reaching 40% by the end of 2022 through new transformation agreements, launch of open new open access journals, transitioning of journals from hybrid to fully open access, and an "organic" shift to fully open access journals.
- These data do not include Hindawi-published articles. Across the combined portfolio, we expect **50% of articles to be published open access by the end of 2022.**

Data Source: Wiley Content Repository

Caveats: current journals only; eligible article types only

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Global shift to open access

Global article output



Wiley's approach to open access transition has three main components:

- transitioning established journals to full open access ("flipping")
- launching new open access journals
- transitioning the market through transformational agreements

Delivering open access options on a larger scale via country-level agreements reduces the dominance of subscription articles and facilitates a sustainable transition.

With more than a third of Wiley's publication output already open access and an increasing pace of change, we are approaching a tipping point in the transition.

Transitioning the Wiley portfolio

- **Wiley's approach to a sustainable transition**
- **Transition case studies**
- **Journal transitions in numbers**
- **Other routes to a fully open access journal portfolio**
- **Wiley fully open access journal portfolio 2022**

Wiley's approach to a sustainable transition

By the end of this year, we will have **successfully transitioned over 120 titles to fully open access journals**



Based on historical data, we have seen **usage increase significantly** during the year of the transition to OA, and this trend continues after the transition year. On average, usage more than doubles in the transition year.



We have also seen **increases in citation rates** in all journals that we have transitioned across varying subject disciplines.

With the acquisition of Hindawi, we have increased our opportunity to transition our journals to full open access. Whether a journal is flipped via Wiley or Hindawi depends on several factors to determine which route will provide the strongest growth potential under an OA business model.

Wiley's approach to a sustainable transition

Wiley recognizes the importance of the health and sustainability of the journal portfolio as a pre-condition for providing continuous service to researchers in their roles as authors and readers.

We have a systematic approach to identify journals that are ready to transition to fully open access, which does not depend a specific threshold for OA output.

The evaluation process considers:

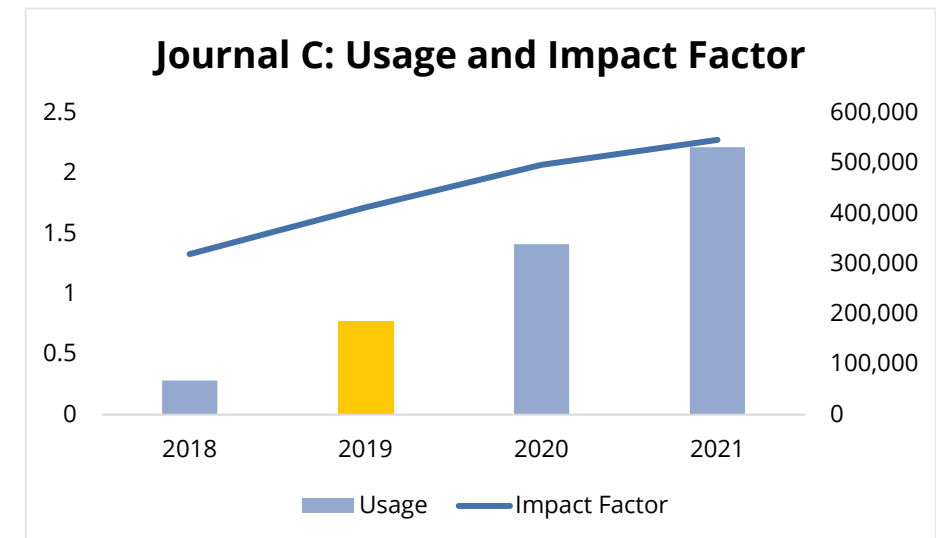
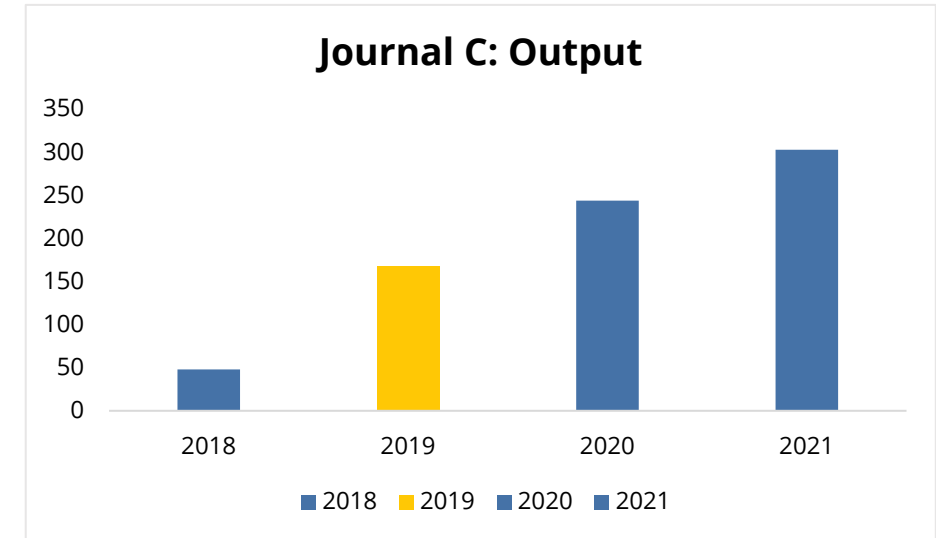
- **subject discipline and community**
- **funding availability**
- **geographical distribution of authors**
- **journal and article types**
- **finances and content growth trends**

As the Wiley portfolio includes many journals that are published on behalf of societies and other organizations, we work together with our partners to identify journals that can be sustainably transitioned.

The next slide shows the data for a journal, meeting the criteria outlined above, that transitioned to full open access in 2019. The case study demonstrates increasing citations and usage against stable or growing publication output.

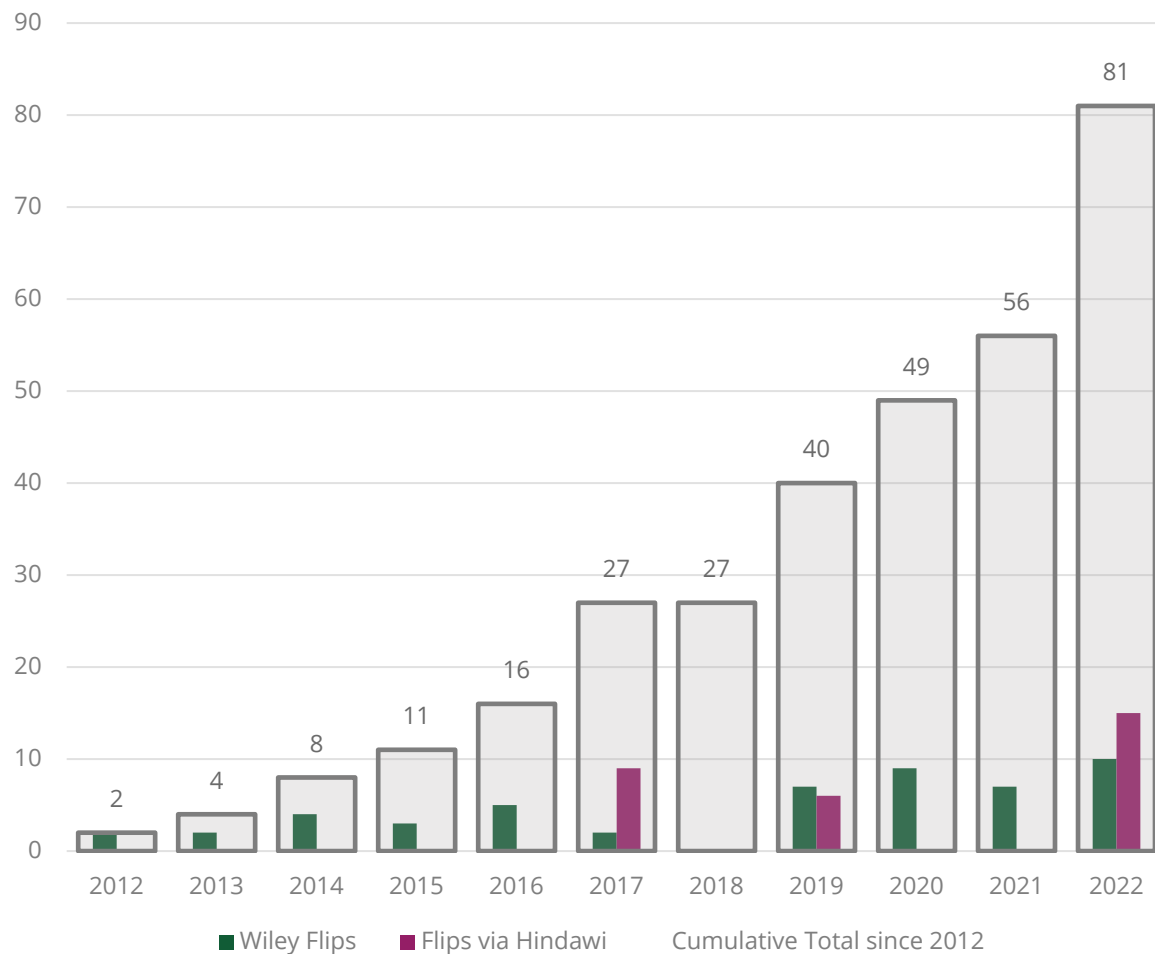
Case study: Journal C

- Transition year: 2019
- Portfolio: Health Sciences
- Subject area: Orthopaedics
- Steady growth over the last four years with an annual output that has grown by over 600%.
- Impact factor has risen from ~1.3 in 2018 to ~2.3 in 2021.
- Article downloads were almost 8x higher in 2021 than in 2018.

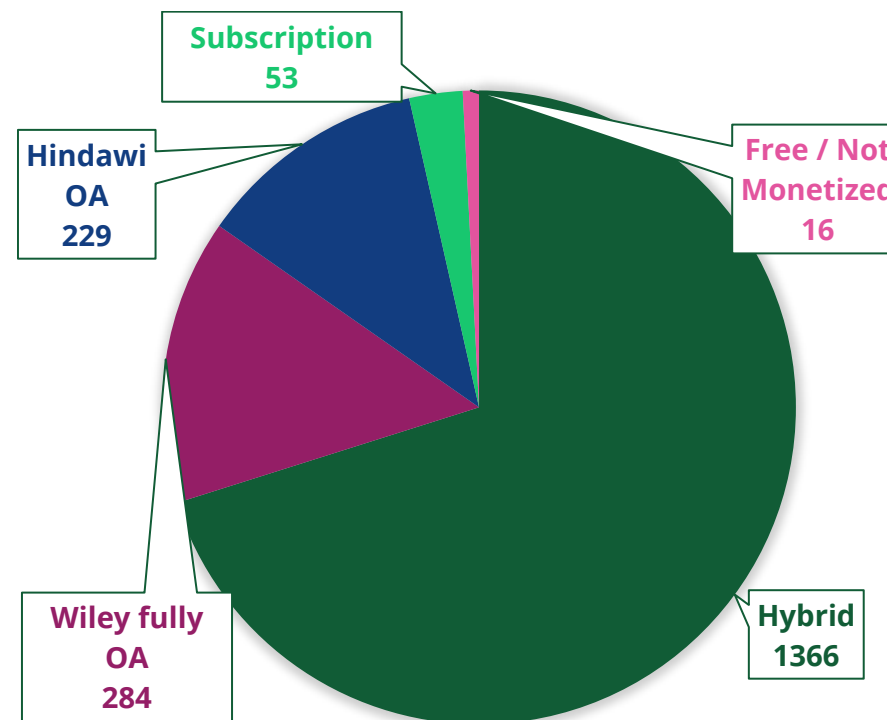


Journal transitions in numbers

Transitioning to Wiley open access and Hindawi*



PORTFOLIO 2022



Other routes to a fully open access journal portfolio

The Wiley journal portfolio changes with new launches, title cessations, and the formation and dissolution of society publishing partnerships.

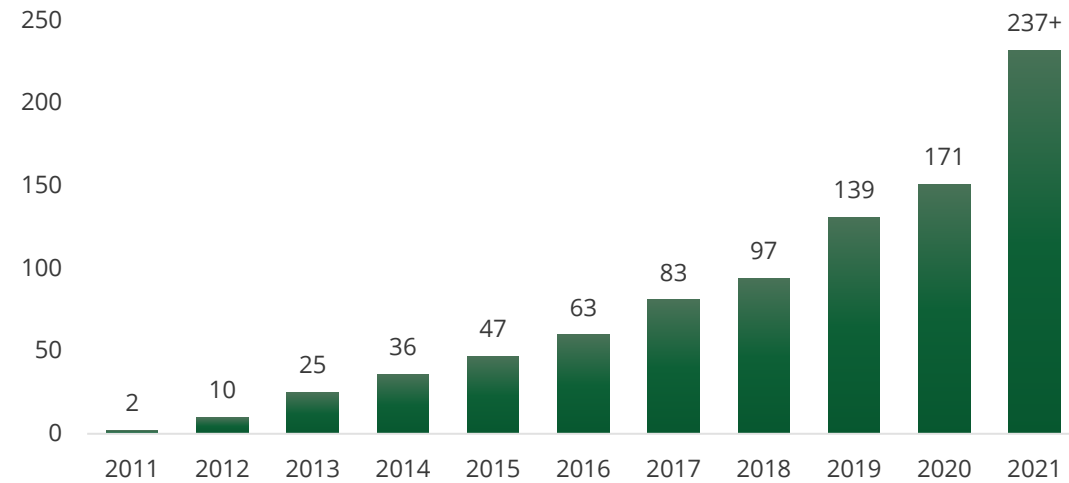
Since 2019, Wiley has launched 75 new journals both in partnership with societies and in our proprietary portfolio. By default, **Wiley launches new titles as fully open access journals**. These new OA launches cater to a wide variety of researcher needs. Including titles that publish research with a sound-science ethos, such as *Ecology and Evolution*, through to cutting-edge research, such as *Advanced Science*.

Through new publishing partnerships we add established open access journals to our portfolio or can transition a portfolio as it joins Wiley, for example we worked with the IET to transition their portfolio of more than 40 journals to open access.

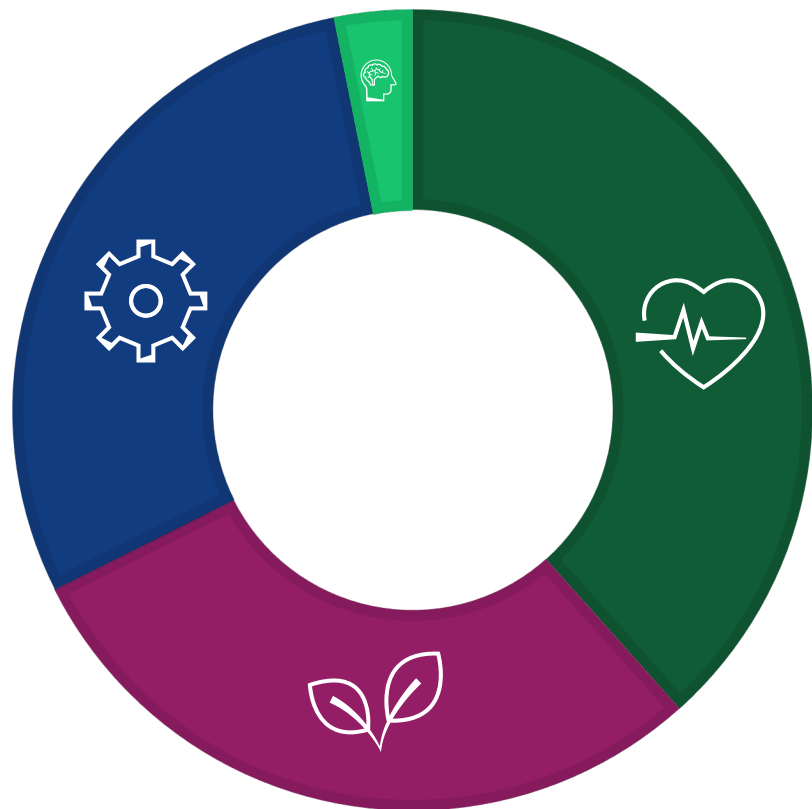
A combination of these portfolio-wide changes resulted more than **70% growth in the number of fully open access journals** in the last 3 years (2019-2021).



Growth of the Wiley fully open access journal portfolio



Wiley fully open access journal portfolio 2022



Health Science
109 Titles



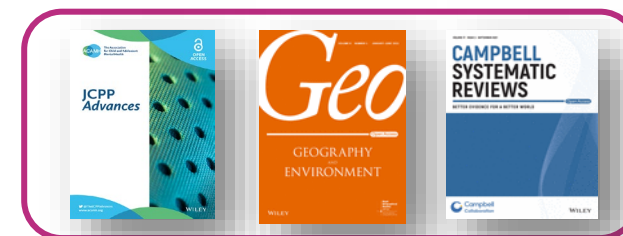
Life Science
83 Titles



Physical Science
83 Titles



Social Science &
Humanities
9 Titles



Transitioning to Hindawi Open Access



Transitioning to Hindawi

- In January 2021 Wiley acquired Hindawi, a fully open access publisher. This acquisition **doubles the size of Wiley's fully open access portfolio**, as well as expanding our subject coverage and author reach.
- In 2022, the Hindawi portfolio included 229 journals, expecting to grow to 245 titles in 2023 as part of our wider commitment to transition Wiley hybrid journals to fully open access over time. The Hindawi approach, publishing workflow, and author reach are a better fit for some journals than the Wiley portfolio. It is sufficient to say that we expect to transition further journals to Hindawi in 2024 and beyond, where that is most appropriate for those journals.



Average APC List Price

\$1,296

(Wiley fully OA - \$2,588)



Average views per article

603



Average downloads per article

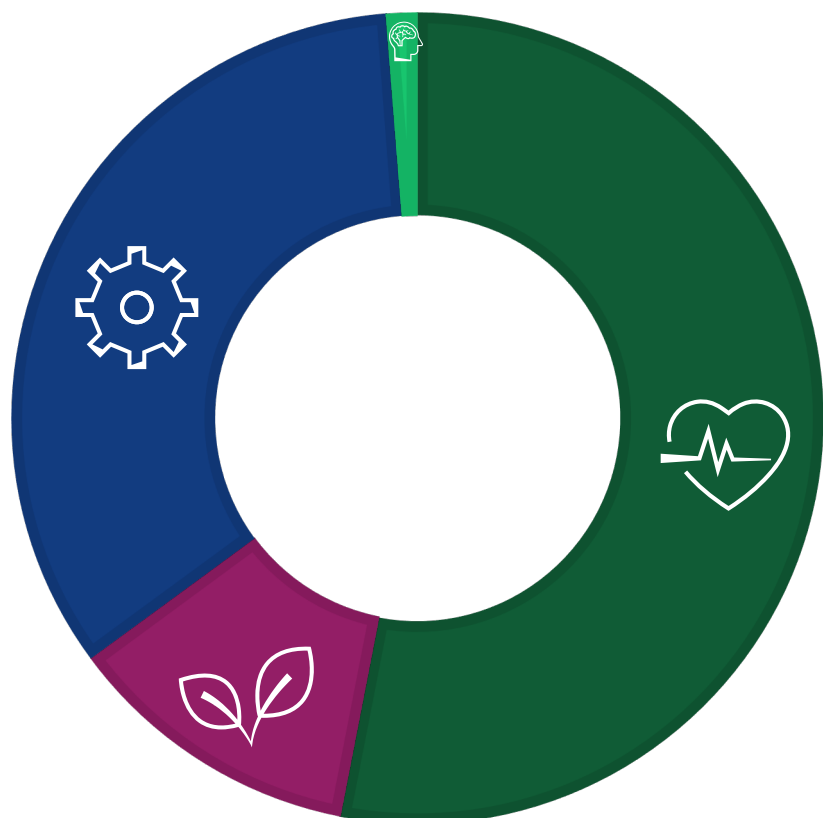
278



Average citations per article

7.8

Hindawi fully open access journal portfolio 2023



Health Science
130 Titles

Advances in Public Health



Life Science
29 Titles

Advances in Agriculture



Physical Science
83 Titles

Wireless Power Transfer



Social Science &
Humanities
3 Titles

Education Research International



The future of Wiley's portfolio

- Predicted market growth
- Transitioning in 2023 and beyond

Predicted Growth

Globally

- Wiley saw a significant increase in article output 2020-2021, coinciding with the COVID pandemic.
- Hybrid article output has fallen into line with the pre-pandemic trend (predicted growth: -1.4% in 2022; +3.4% in 2023).
- Article output in fully open access journals is expected to continue to grow more quickly, through organic growth, open access launches, and transitioning journals from hybrid to fully open access (growth: +1.7% in 2022; +22.4% in 2023).

Data Source: Wiley EEO Acceptance data

Caveats: excludes non-standard journal submission systems; all article types only and German authors; represents approx. 90% of actual article output

Transitioning in 2023 and beyond

We are in the process of transitioning 37 hybrid journals to fully open access for 2023:

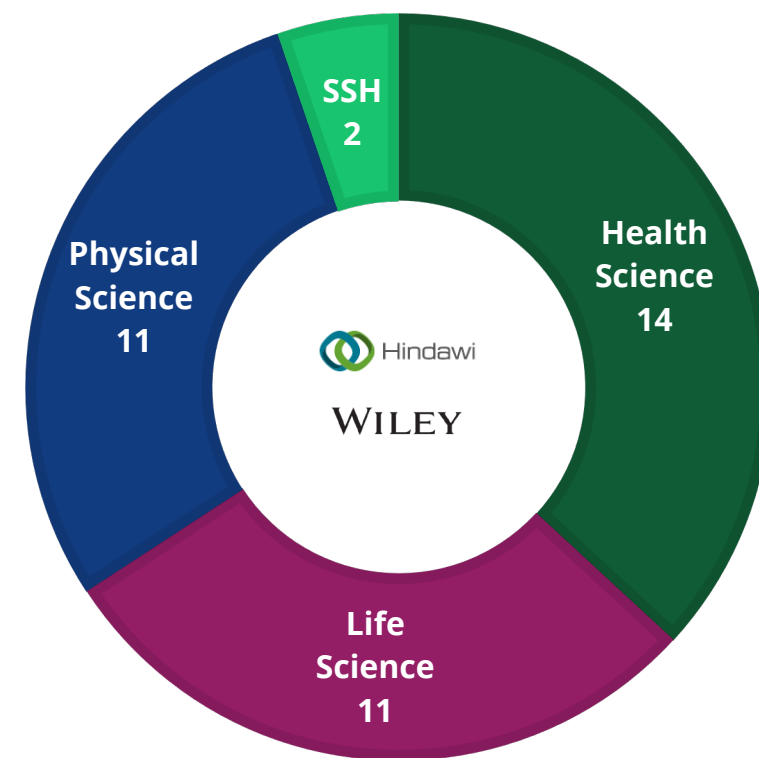
- 28 titles to Hindawi and 9 titles to Wiley's fully open access portfolio.
- A range of selectivity and breadth of scope, including titles in all ISI impact quartiles.
- Partnership with some of our most prestigious societies, e.g., American Geophysical Union's Flagship journal *Geophysical Research Letters* and British Ecological Society *Methods in Ecology and Evolution*.

Wiley's pace of transition is accelerating, **50% more journals are transitioning to fully open access than in 2022**, demonstrating our commitment to an OA future.

In 2023, 550 journals, **approx. 28% of the Wiley and Hindawi portfolio will be fully open access** and **50% of the overall publication output will be open access**.

Looking to the future we will accelerate the transition of journals to OA, working with partners, to get journals across all disciplines ready for transition.

2023 JOURNAL TRANSITIONS



Thank you

Graham Woodward

Associate Director, Customer Success

gwoodwar@wiley.com