

## 1. REPORT PROFILE

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### FOCUS

An overview of the background, key players and trends in the market for open access online journals, with insights on their evolution, their role and penetration in the marketplace for scholarly content and the likely threats and opportunities for commercial, association and non-profit journal publishers.

### AUDIENCE

Journal publishers, distributors and aggregators who are trying to assess how to position their products and services in the online journals marketplace, as well as institutional information professionals who are evaluating offerings in the market for open access journals.

### CONTENT

24 pages of core text and tables. Includes detailed profiles of major providers of open access journals, historical background and terminology definitions, key market drivers, market size, business models, cost structures, funding agencies, recommendations on publisher strategies and reference materials.

### USE

To obtain a broad and thorough background and understanding of all of the major components, providers, markets and issues for electronic journals that can be used to implement marketing and purchasing strategies.

## 2. EXECUTIVE SUMMARY

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Since the introduction of the World Wide Web, scholarly peer-reviewed journal publishers have been wrestling with how to survive and thrive in a market that facilitates and encourages the free exchange of electronic content when their traditional business models are heavily reliant on print-based pricing and distribution. One emerging alternative to traditional journal is “open access” – providing lawful free access to journal content online and funding its production through other models such as charging contributors for the privilege of peer review and branded publishing. This report defines the major attributes of the open access movement, analyzes the marketplace for open access, its business models and drivers, cost structures and funding. The open access movement poses major threats and opportunities for many established commercial, association and non-profit publishers, as well as opportunities for new players to enter this marketplace. While new players with open access Web portals are capturing much of the spotlight centered on open access, the established publishing houses carry prestige and authority in the marketplace that will be difficult to overcome with technology and pricing models alone. This report highlights and analyzes the major product and marketing attributes and overall effectiveness of six open access providers: BioMed Central, the Public Library of Science, The Scientific World, the Public Knowledge Project, The Berkeley Electronic Press and The Company of Biologists. It also includes a comprehensive bibliography of authoritative sources on open access and reference materials on funding agencies, institutional repositories and additional online and printed resources on open access. The report also highlights the evolution of the concept of open access journals, key attributes and drivers for the open access marketplace, threats and opportunities for publishers resulting from the open access model and the probable future evolution of open access.