

# Economic viability of scientific journals

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# Subscriptions are shriking

Journals still are **the main scientific channel**,  
but the landscape has changed along the  
past 20 years because of:

- 1) Market evolution
- 2) Competitors

# 1) Market evolution

- “Journal crisis” since 1995:
  - subscriptions sharing
  - pay per view (just in case → just in time)
  - document delivery services...
- Economic crisis (irreversible situation?)
- “All is free” situation on the Internet

## ...Market evolution

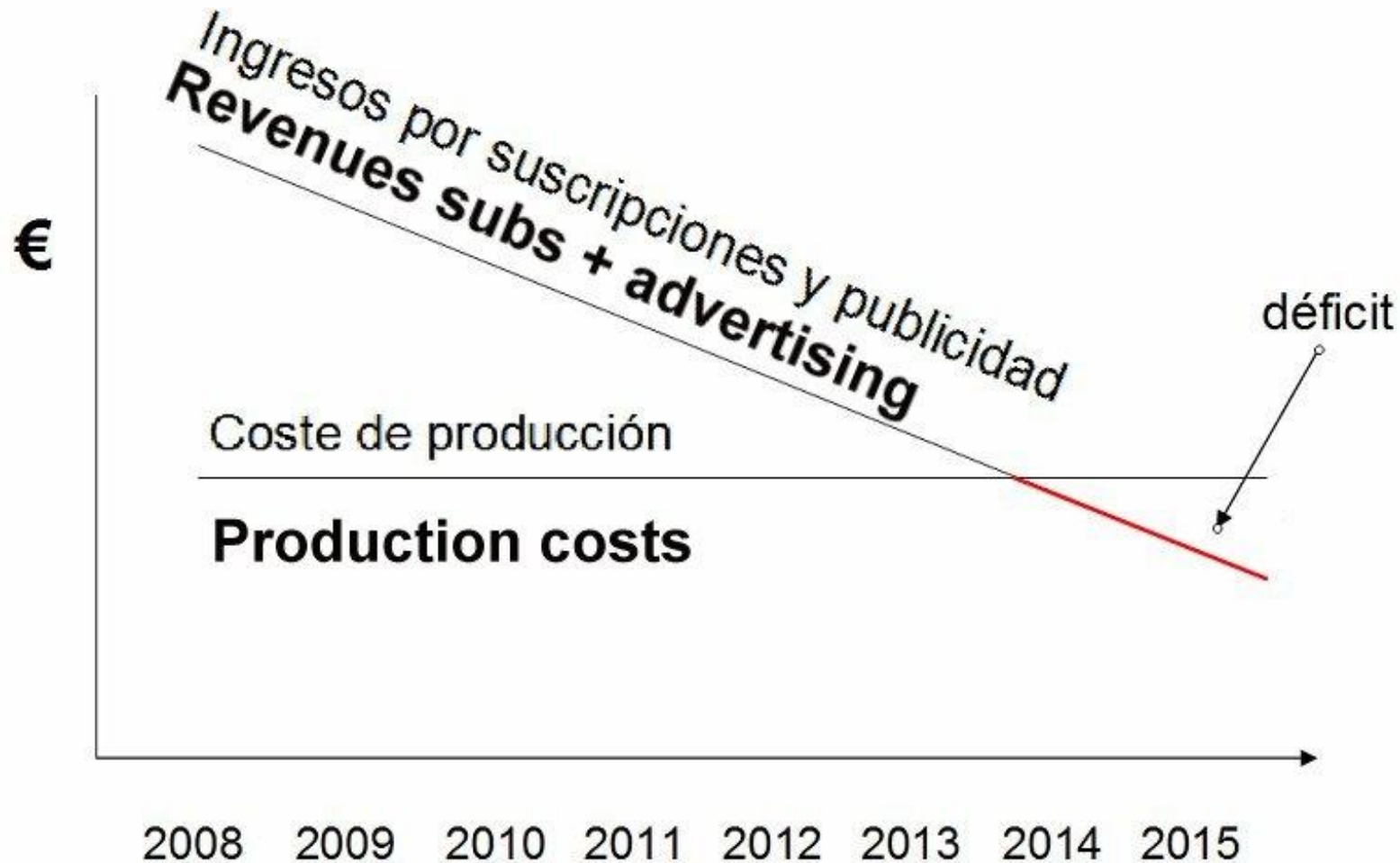
- People do not *need* print versions anymore. Now we read well in digital form. Print *assured* subscriptions.
- OA journals impact on subscription ones. Why to pay if “similar” information is available for free?
- Green OA weakens journals

## 2) Competitors

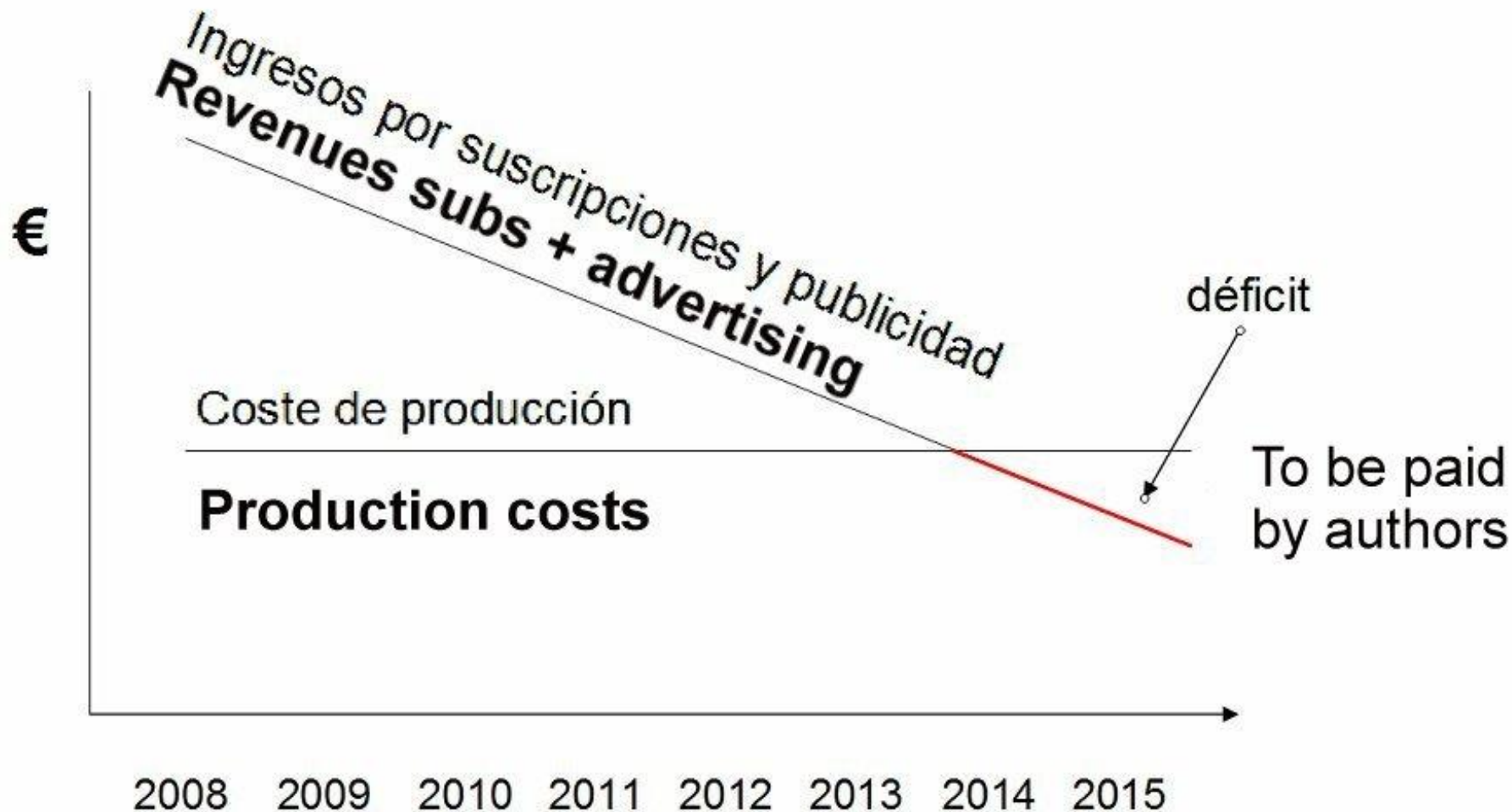
Besides conferences,

- blogs, mailing lists, social networks
- many journals

# Journals are beginning to lose money



# The *EPI* experiment



# Our "clients" have changed

The change **subscriber pays** → **author pays** implies now to focus in **authors**:

## **Objectives:**

- improve quality (proof reading, web services...)
- to climb positions in the rankings
- reject non citable articles
- content more academic / scientific
- become more international
- greater effort to invite VIPs (to attract citations)
- far more marketing



# Trends and 10 year forecast

## We are in a transition period

- Traditional journals (access by subscription)
- Hybrid journals (open choice)
- Open access journals (golden road)



## ...trends

- The mass of subscribers will continue to decline and almost all journals will be OA
- The pressure to publish to be accredited will not diminish, on the contrary.
- All authors will have to assume that to publish they have to pay for journal's specialized services:
  - peer review
  - copy editing and proof reading
  - layout
  - make the article available online
  - marketing

# A good consequence

If authors have to pay, the work of the editors will be more appreciated

Thank you!