



Knowledge Unlatched Plan-S Journal Program:

Transitioning your journals into fully Open Access titles

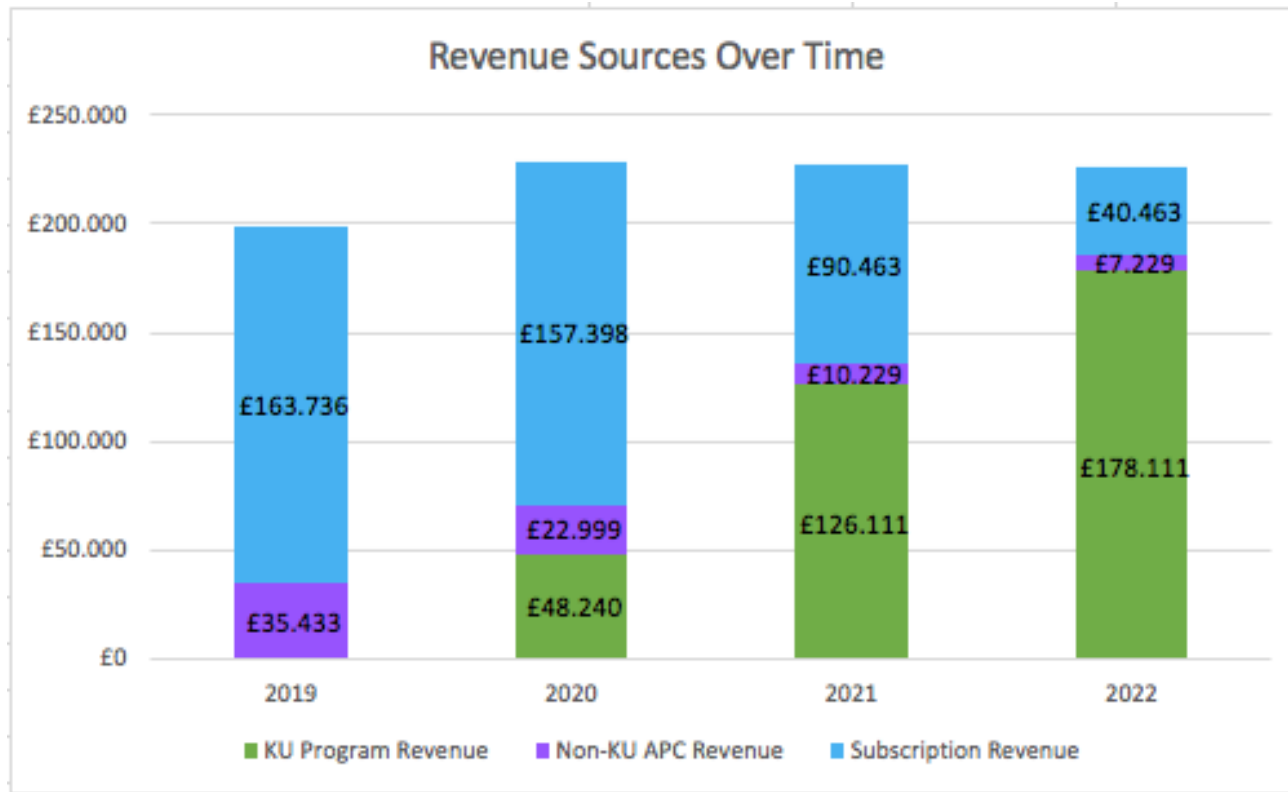


Goal: Stable transition from readership to publication-driven revenue for journals taking into account growth

KU Program Specifics:

- All institutions and funders, including existing subscribers as well as non-subscribers, can participate in the KU program to finance the transition to Open Access
- KU Members pay both for journal access (**Read**) as well as OA publication access (**Publish**)
- **Offsetting:** Both Traditional Subscription & KU Read Prices decrease over time, at different rates
- **KU Member Benefits**
 - KU APC Discount (10-20%)
 - Traditional Subscription Price is always 1,15 times **higher** than KU Read Price

Development of revenue sources over time



- Over time: KU Program Revenue will convert traditional subscribers and customers paying individual APCs.
- Subscription prices (& revenue) will decrease at a slower rate over time compared to the KU Read price.
- Negative incentive for customers to remain in the 'old model' and, instead, join the new KU model

How can we minimize the risk of revenue loss for the publisher?

Ensuring existing revenue line per institutional customer during transition

1. Institutional savings from KU discounts will be allocated towards increasing the OA article output level for the institution across the portfolio to 100%

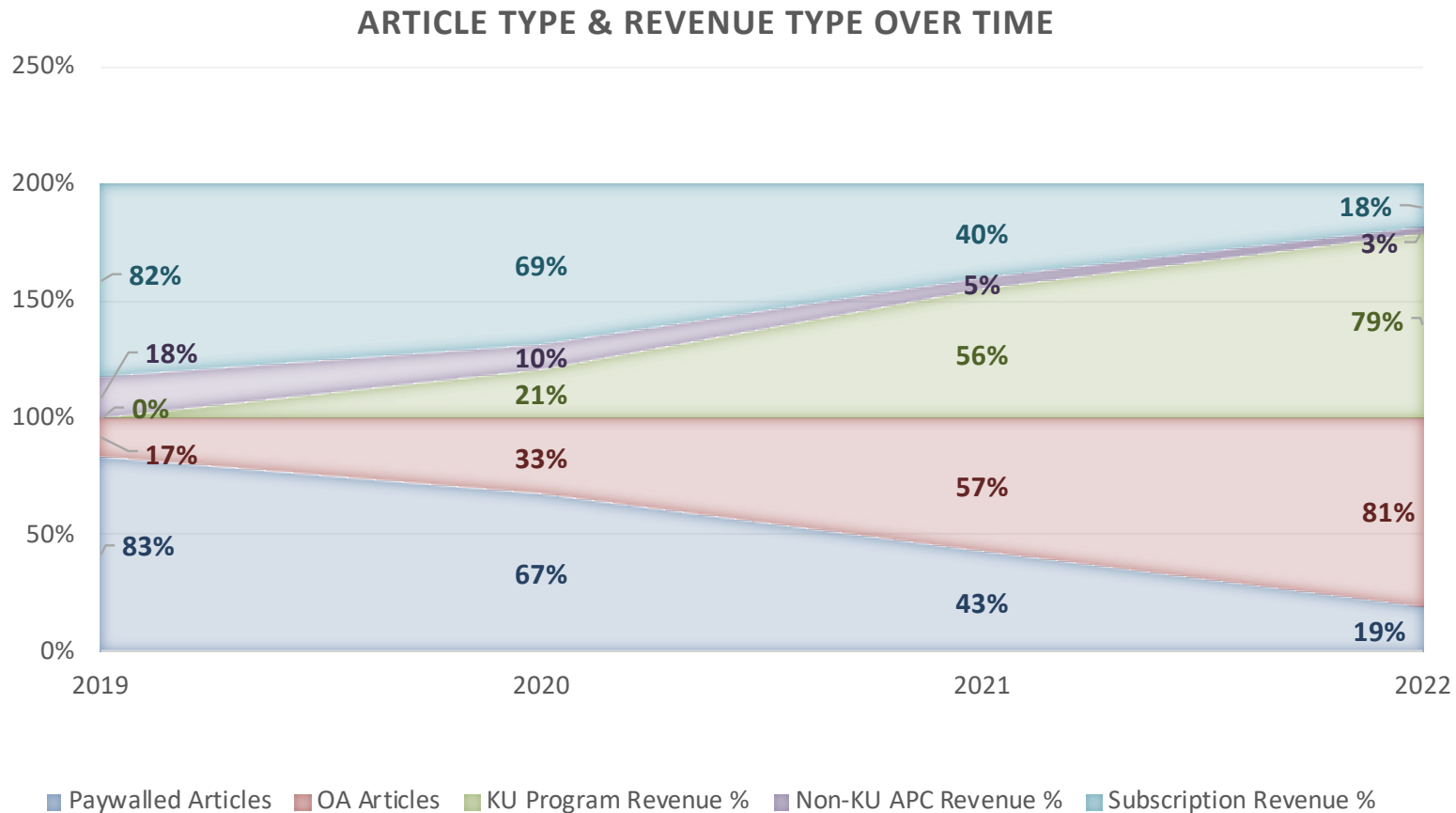
Accounting for changes in article output quantity

2. KU Program pricing will be calculated on anticipated (historic) article output level for the institution, accounting for potential changes in output quantity (slide 6)

Stimulate aligning of budget with full OA environment

3. The pricing structure will offer the best deal to those that participate via KU and are committing their budgets to OA, aligning their budgets to the new model

Article type / Revenue type over time



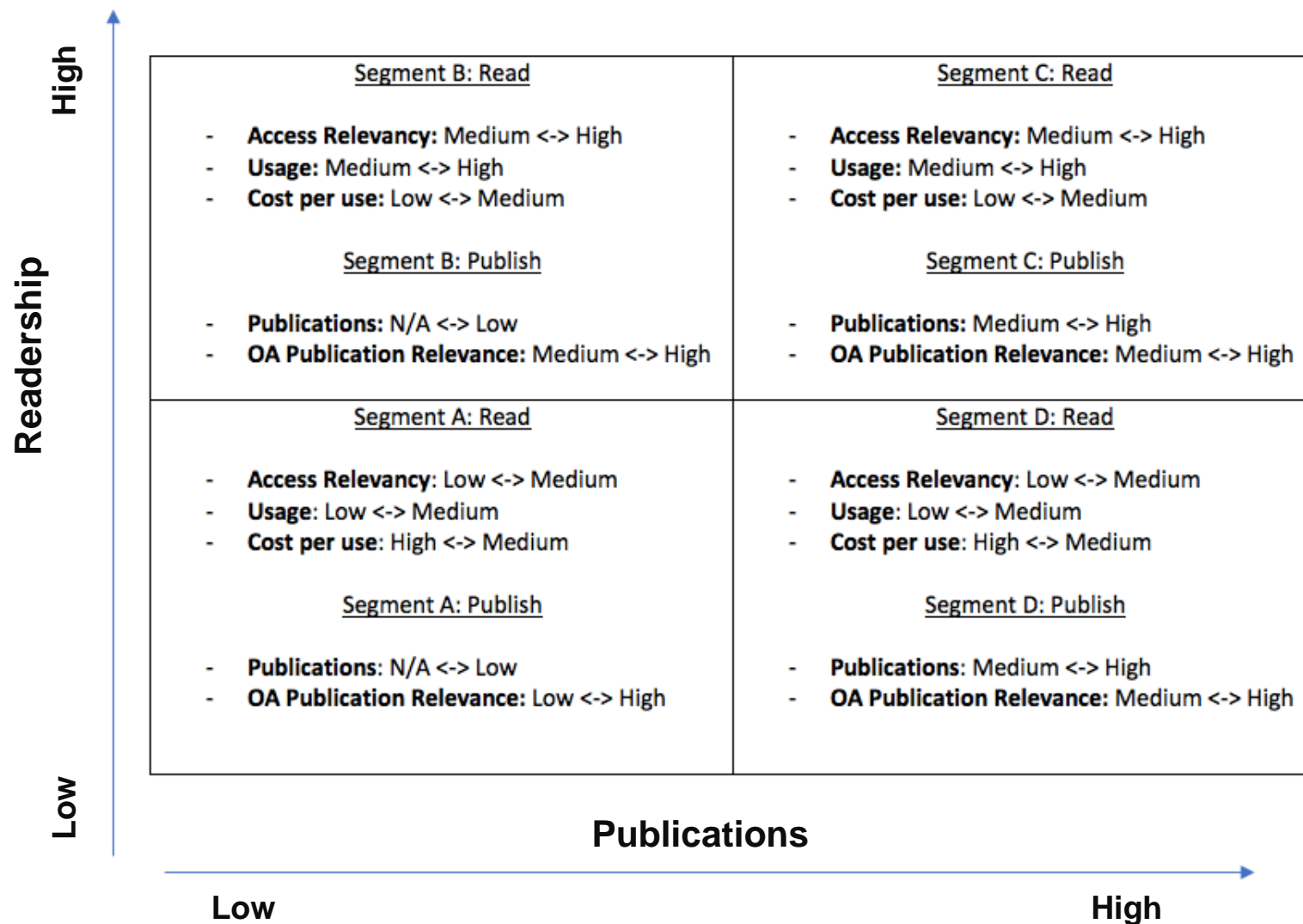
- Over time: The OA article output increases and the significance of each of the three revenue sources will adjust over time

Accounting for changes in article output quantity

Credits allocated to year + 1	2019	2020	2021	2022
Article Output				
Anticipated Publications (based on historic output)		10	10	10
Actual Publication Output (known by year-end)		8	9	10
Credit for next year's renewal		-£ 3.046	-£ 1.591	£ -
KU Program Fees				
KU Member Read (2 journals)		£ 1.458	£ 861	£ 480
KU Member Publish (10 articles)		£ 15.229	£ 15.914	£ 16.710
Credit/savings for next year's renewal		£ -	-£ 3.046	-£ 1.591
Total Payment Customer X to KU Program	£ -	£ 16.687	£ 13.729	£ 15.598

- **Fewer publications than anticipated - Credit:**
 - Allocated to year +1 for renewals
- **More publications than anticipated – Top-up, or non-OA:**
 - Option 1: Top-up on current commitment for additional OA articles
 - Option 2: Non-OA articles

Four Main Customer Segments



Expected Development Four Main Customer Segments over Time

<u>Customer Segment % of Publisher Revenue</u>	CY 0	CY 1	CY 2	CY 3	CY 4	CY 5
Segment A <u>Read</u> : Low - Medium <u>Publish</u> : Low - Medium	18%	14%	10%	5%	4%	4%
Segment B <u>Read</u> : Medium - High <u>Publish</u> : Low - Medium	37%	27%	18%	15%	15%	14%
Segment C <u>Read</u> : Medium - High <u>Publish</u> : Medium - High	24%	27%	32%	36%	35%	36%
Segment D <u>Read</u> : Low - Medium <u>Publish</u> : Medium - High	21%	32%	40%	44%	46%	46%
Total	100%	100%	100%	100%	100%	100%

- Revenue initially coming from all four segments paying for both the reading as well as the publishing component.
- Over time, revenue from customer segments with “Low” publishing activity will shrink whereas those with “High” publishing activity will play a more significant role

KU Plan-S Journal Program

Next Steps

1. Further reviewing of program fit with publisher needs
2. Basic modeling with real data (i.e. 1 journal)
3. Letter of intent
4. Plan-S Approval
5. Final Modeling with full data for journal portfolio