

## The DEAL Project in Germany

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# DEAL in Context



High profit margins of large STM publishers

MPDL White Paper on OA Transformation  
(<http://dx.doi.org/10.17617/1.3>)

OA principle in EU's Horizon 2020

Global alliance OA2020  
(<https://oa2020.org/>)

Berlin Declaration on Open Access 2003:  
*„Our mission of disseminating knowledge is only half complete if the information is not made widely and readily available to society.“*

cOAlition S: Making Open Access a Reality by 2020

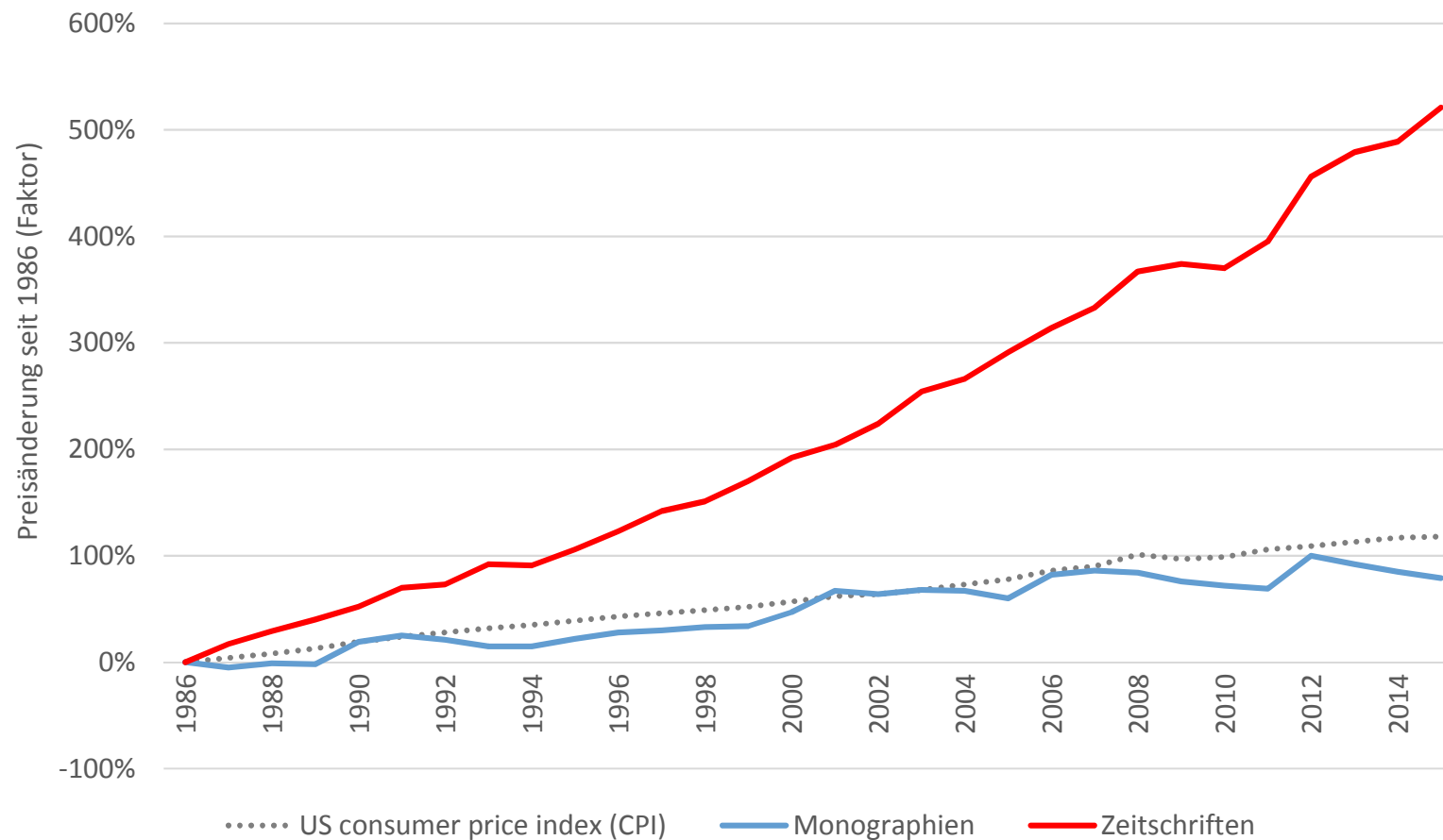
***Project DEAL: Negotiating nationwide licensing agreements for the entire e-journal portfolio of major academic publishers on a publish&read basis***

Transformation applied to established publication channels

Negotiation style reloaded / scientists get engaged

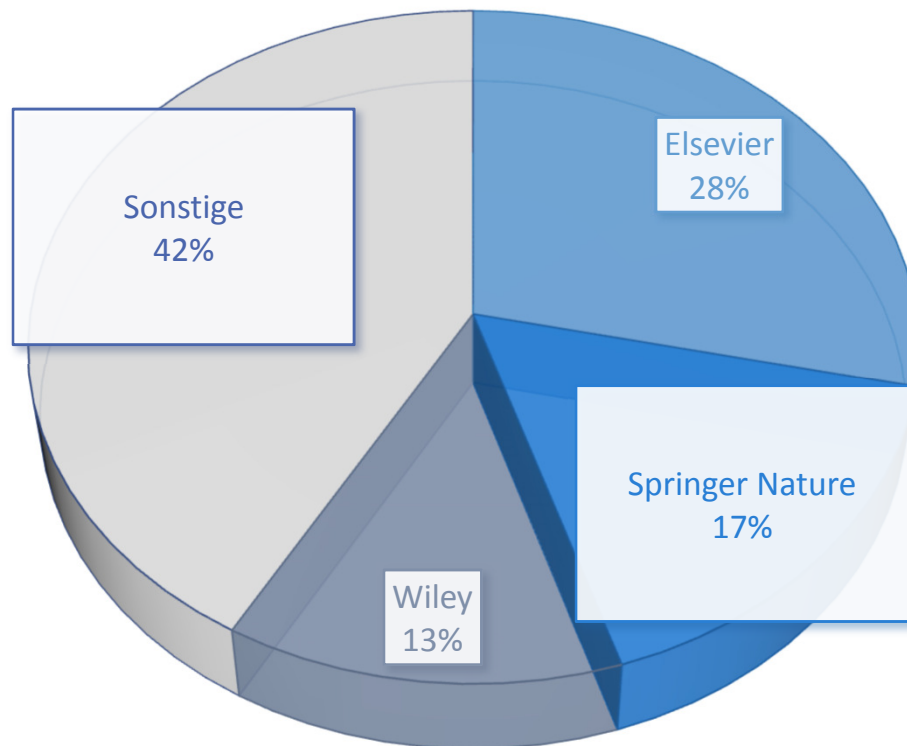
Open Access publishing as the only effective remedy against piracy

## Serial crisis and its consequences



Quelle: ARL Statistics 2014-2015. Association of Research Libraries, Washington, DC

## Market share of big publishers

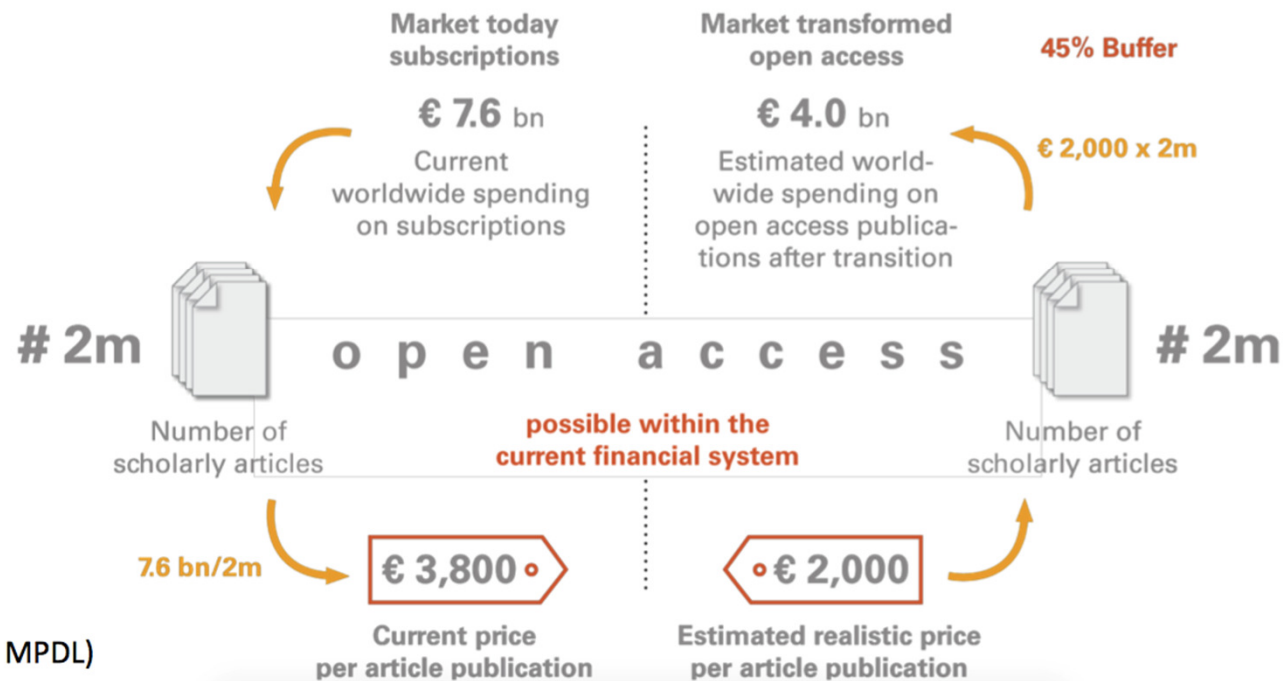


Total spending on journals at German Universities in 2015

*(Source: Project DEAL)*

# Towards a more transparent cost structure

## Worldwide Publishing Market



(Source: MPDL)

[https://oa2020.org/wp-content/uploads/pdfs/B13\\_Dirk\\_Pieper.pdf](https://oa2020.org/wp-content/uploads/pdfs/B13_Dirk_Pieper.pdf)

## OA 2020 in Germany



### DEAL:

Conclude nationwide license agreements including OA components with major STM publishers



### OA2020-DE:

Create conditions for the large-scale open access transformation (complementary to DEAL by developing new OA business models and by stabilizing the funding of articles in pure OA journals)

## DEAL Negotiation Goals

- **Eligible institutions:** all mainly publicly funded academic institutions in Germany
- **PAR model (Publish&Read)**
  - All publications by corresponding authors of eligible institutions become open access immediately upon publication (CC-BY) (PUBLISH component)
  - DEAL institutions obtain perpetual access to the complete e-journal portfolio of the publisher (READ component)
- **Fair pricing** according to an innovative formula that is solely based on the publication output and calculated with an adequate PAR fee
- DEAL covers both **gold and hybrid** Open Access journals

## DEAL Project Structure





## DEAL Timeframe



From 2014: Preparatory steps

- Establishing the project structure
- Selecting publishers
- Obtaining negotiation mandates
- Analysing data
- Resolving legal issues (including antitrust clearance)

2016: Start of negotiations with Elsevier

2017: Start of negotiations with Springer Nature and Wiley

2018: Interim agreements with Springer Nature and Wiley

Continued negotiations with all publishers

## DEAL Negotiations: Elsevier

- Negotiations since summer 2016
- **Non-renewal** of licence agreements by about 200 academic institutions, including major universities and research institutes for 2018 (partly starting in 2017)
- **Access** was initially kept open until mid 2018 and cut off in the course of the interruption of negotiations (<https://www.hrk.de/press/press-releases/press-release/meldung/deal-and-elsevier-negotiations-elsevier-demands-unacceptable-for-the-academic-community-4409/>)
- Renowned scientists **resign from Elsevier functions**  
(<https://www.hrk.de/presse/pressemitteilungen/pressemitteilung/meldung/wissenschaftler-legen-herausgeberschaft-von-elsevier-zeitschriften-nieder-4232/>)
- **Major issues:** principle agreement on the PAR model, its transformative nature and the cost associated with it
- Negotiations can be resumed at any time on the basis of DEAL's clearly defined goals

## DEAL Negotiations: Springer Nature and Wiley

- Negotiations since early 2017
- Agreement on the **Publish & Read model (PAR)** in principle
  - Both publishers seem to acknowledge the transformative nature of the journals market
  - Challenges remain, including the financial framework and workflow issues
- **Interim continuation of current agreements** with frozen prices in order to gain time for concluding the negotiations
- Specific issues around **Nature-branded journals**
- Negotiations continue

## DEAL Strategy: Key Elements

- **PAR model** with clear Open Access transformation agenda
- German Rectors' Conference (representing the Alliance of German Science Organisations) in the lead: mandated by the **scientific community**
- Initial negotiations with the **three major STM publishers** (Elsevier, Springer Nature, Wiley)
- Internal **transformative cost distribution** scheme required to enhance acceptance
- **Transparency:** agreements must be made publicly available
- **International dimension:** Possible role model for OA transformation process, which requires global support

**Thank you for your attention**

<https://www.projekt-deal.de/>