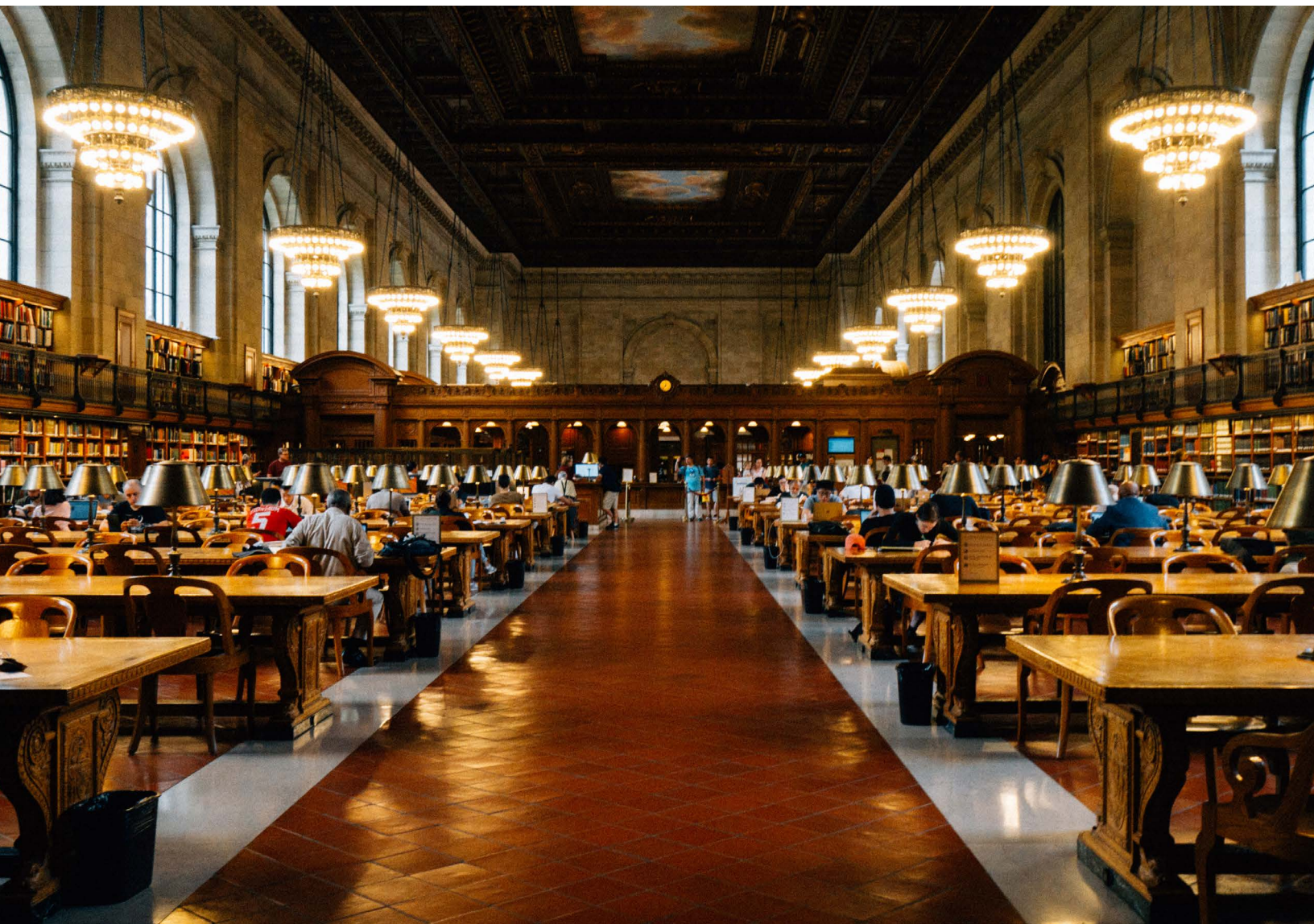


WILEY



# The Evolution of Open Access for Institutions Across the Globe

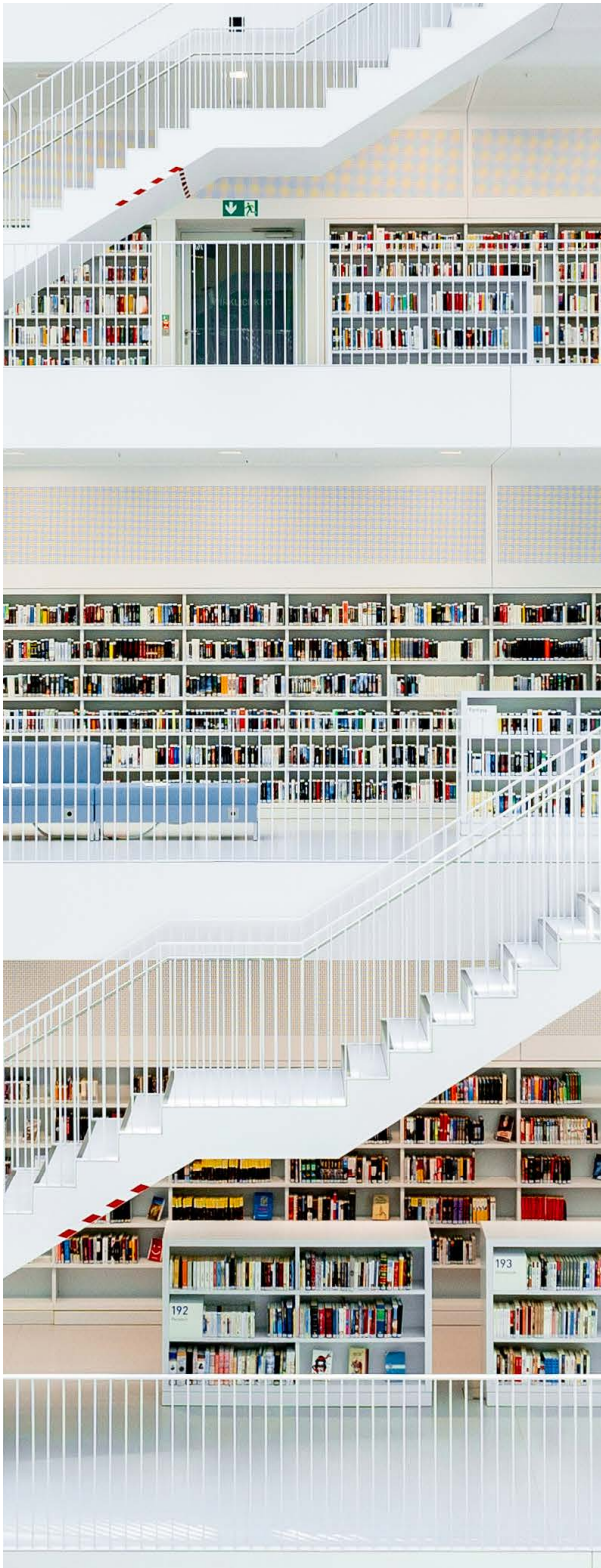
A **whitepaper**

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# Introduction



The evolution of Open Access (OA) has seen significant changes over the last decade. Academic institutions and traditional publishers have worked together to shift from a subscription-based model to OA journal publication, further simplified by Transformational Agreements (TAs).

In the early 2010s, the response to TAs was mixed, with many questioning their viability and sustainability. However, initiatives such as the Berlin Declaration and Plan S emerged, promising to make publicly funded research freely available to scholars worldwide. These agreements were designed to bridge the gap between the various models and enable institutions and publishers to negotiate terms that support OA publication without imposing additional financial burdens on the authors.

Wiley joined this movement in 2011 by launching the first two gold OA titles, *Ecology and Evolution* and *Brain and Behavior*. Soon after, our publishing house signed the first TA with Projekt DEAL, marking a pivotal moment that transformed the publishing landscape for German authors. Wiley's investment in open access and TAs has proliferated, impacting authors globally. Institutions such as those in the Electronic Information Service National Programme, Joint University Librarians Advisory Committee, and the Northeastern University recount their success with TAs in various ways.

# EISZ Elevates Research Engagement in Hungary

For many institutions, the objectives of implementing a TA revolve around promoting open research, maximizing research accessibility, and reducing subscription cost. This was the case for the Hungarian Electronic Information Service National Programme (EISZ), which provided access to over 80 scientific journal collections and databases for more than 170 member institutions in Hungary. The consortium is managed by the Library and Information Centre of the Hungarian Academy of Sciences and aims to achieve valuable contributions to research for the entire country.

In March 2019, EISZ pursued its first TA with Wiley to meet the needs of their 13 member institutions, as well as the global interests of the Ministry of Innovation and Technology. When deciding on the publishing partner, Dóra Kalydy, Deputy Director General, noted that “multiple decision factors made Wiley an excellent partner for a transformational agreement – including their flexibility, quality of journal options, easy workflow for researchers, and open access account dashboard for library administrators.” The results of this collaboration provided researchers at 13 EISZ-affiliated institutions with read access to journals and funding to publish openly.

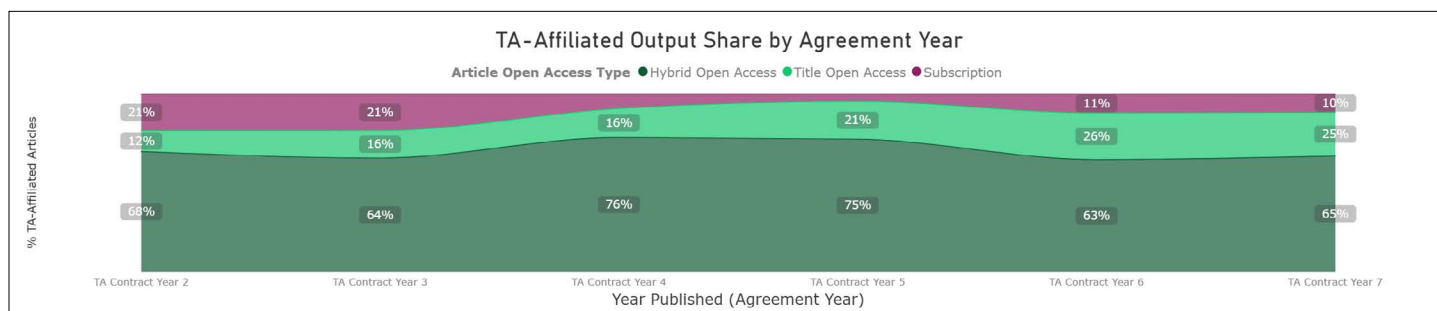
For this agreement to succeed, an effective communication channel was crucial from the outset. It was important to support each institution with accurate and relevant information, as well as continuous support in troubleshooting any roadblocks.

**“Understanding, attentiveness, and constructive communication are necessary, not just with institutions and authors, but also with the publisher. Wiley stands out as an excellent partner in this regard. The team actively listens to their customers’ feedback, considers their opinions, and makes adjustments accordingly – fostering a collaborative relationship.”**

— Eszter Belső-Stefán, Institutional Coordinator

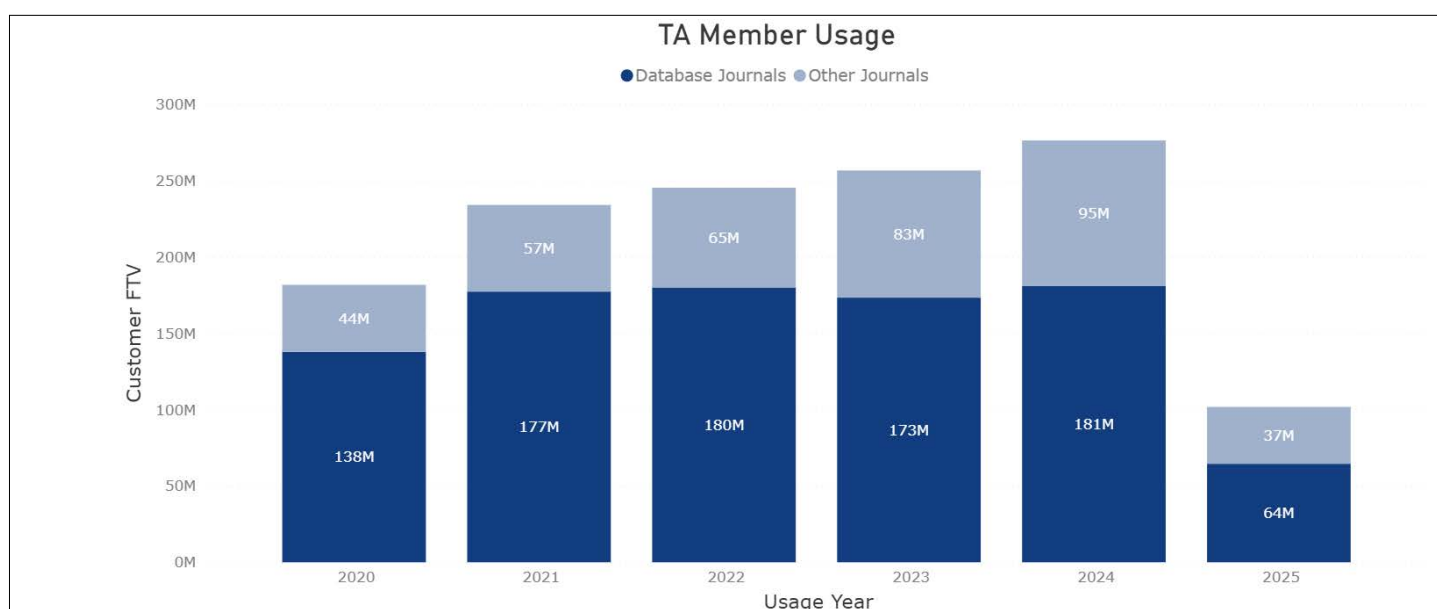
# EISZ Elevates Research Engagement in Hungary

After implementing the TA, Wiley's Customer Success team assisted the consortium and members in scaling their open publishing workflow through educational workshops and operational procedures that streamlined APC coverage. With Wiley's central OA dashboard, library administrators could easily approve eligible articles for funding, as well as monitor budgeting and publishing activity. Belső-Stefán found that demonstrating positive changes in activities such as the proportion of yearly reading and publishing fees, the number of annual article output, and the individual institutions' usage statistics have encouraged stakeholders to engage more with the library. The agreement provided a stable and predictable framework for publishing, leading to increased engagement with OA principles.



In 2024, EISZ's TA-affiliated output has grown 56% for hybrid and title open access articles.

Working together for 6-years and counting, Wiley and EISZ plan to continue their partnership to maintain the impressive OA momentum they have created. Over the course of the agreement, OA output grew **2.1 times faster**, OA article share now equates to **91%** of total articles, full text downloads grew by **262%**, and OA papers are cited **1.3 times more** frequently compared to subscription papers. There is still a long way to go, considering the need to maintain the support for large-scale publishing and identifying crucial factors in evaluating research impact. The consortium's mission has always been to empower researchers to publish without restrictions, and Wiley is committed to helping them achieve these goals.



The total member usage for full-text views grew by 61% since the agreement.

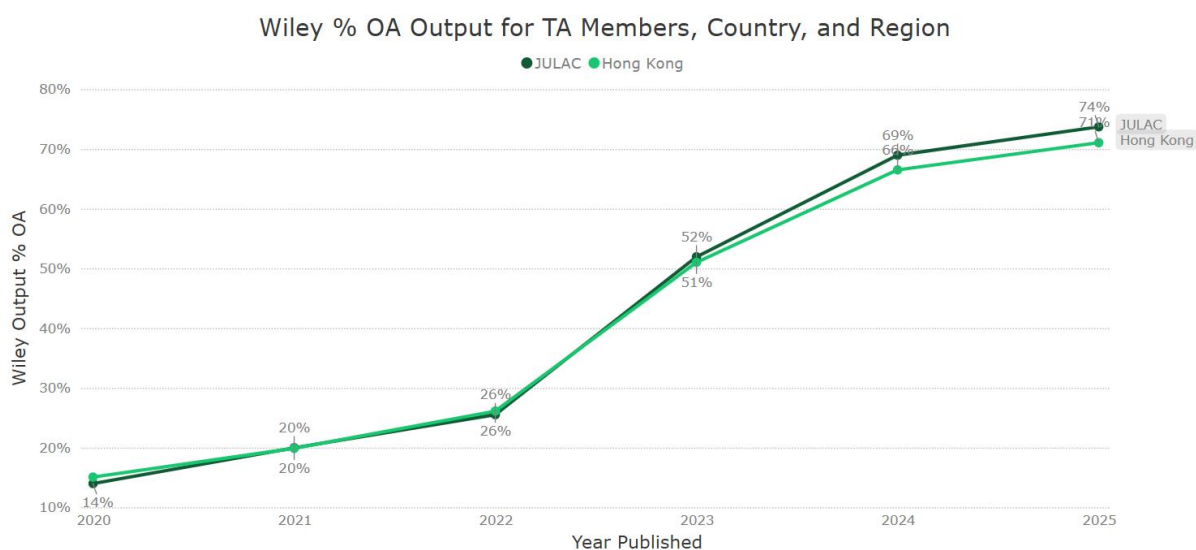
# JULAC's Collective Effort to Drive OA Success in Hong Kong

For an initiative as ambitious as OA, success requires the collaboration of many stakeholders — not just publishers and institutions. The Joint University Librarians Advisory Committee (JULAC) is a consortium of eight diverse institutions across Hong Kong, each with its own unique needs and challenges.

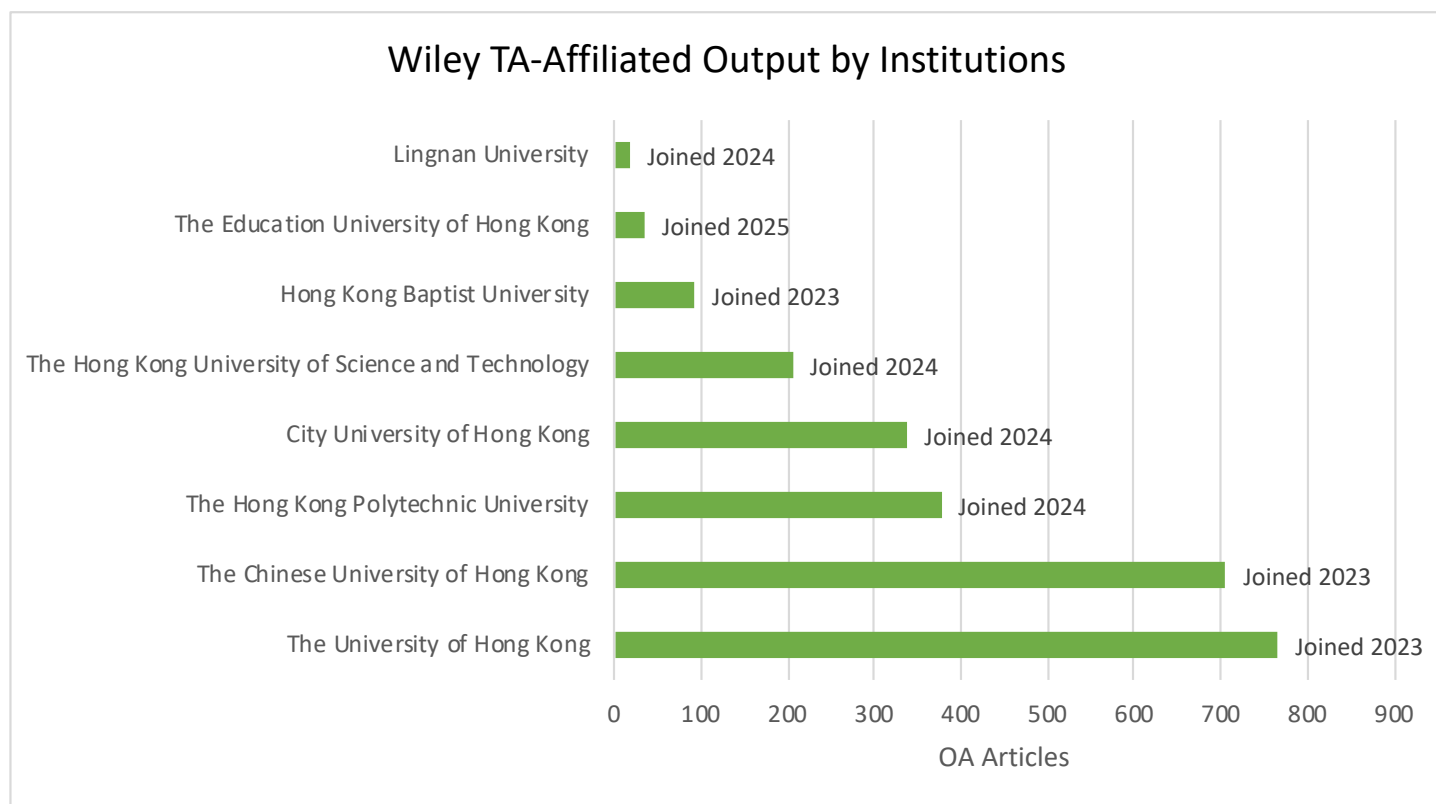
What sets the JULAC Consortium apart is its distinctive structure and decentralized management approach. Unlike many consortia, JULAC gives each member the flexibility to independently opt into the agreement. This approach allows for greater opportunities for individual institutions to collaborate and build consensus on the impactful outcomes they can achieve from a TA.

**“In the first year, only three libraries join the Wiley TA. Last year we had an additional four. And in the coming year, we will have the last of the libraires join the agreement. Not all agreements can work for us because we cannot make all libraries agree to join, but the results of the Wiley agreement have proven to be persuasive enough.”**

— Bonnie Ko, JULAC Manager



*JULAC is leading the way in Asia, surpassing the region's OA output by an impressive 45%*



*JULAC's top OA institutions are among the early adopters of the Wiley TA agreement*

The process of JULAC libraries actively opting into the Wiley TA, mirrors the overall global perception of open scholarly publishing, often been described as a “leap of faith.” However, this decision is made with careful consideration and collaboration with industry experts such as Wiley Account Managers and Customer Success teams. “The JULAC consortium members have been very supportive of partnering with Wiley in its transformational agreement implementation and its continued support has been a boon to its research community’s open access journey,” says Autumn Tay, Senior Customer Success Manager at Wiley.

The consortium’s OA publishing output in Wiley journals has surged from approximately 30% in 2022, before the agreement was implemented, to over **70%** in 2024. This marks an almost **five-fold increase** in open access output by the JULAC consortium between 2022 and 2024. Additionally, contributions from JULAC-affiliated authors in these journals have risen by around **12%** from 2022 to 2024. The evolution of this agreement reflects the larger trajectory of OA — initially met with skepticism, but increasingly gaining momentum as its benefits become more apparent. “Whenever we briefed faculty or senior university leadership, the Dean would consistently highlight how promoting TA could enhance our research output and potentially attract more funding to support the initiative. Much of the financial burden still falls on the library, but cost neutrality comes from the research funding we’ve secured for APCs. The entire

industry is still grappling with finding the right approach to this challenge, as everyone recognizes the importance of being open,” says Flora Ng, Chief Information Officer at The University of Hong Kong.

While TAs have made significant strides in advancing OA, some challenges remain. Sustainability, equity, and accessibility continue to be pressing concerns. As the financial models behind TAs evolve, a key priority is to ensure that smaller institutions and researchers from developing nations have equal opportunity to publish openly. “Things are changing rapidly. Even with the current TA model, I’m not sure if it will remain the same or evolve in five years,” says Wing Woo, Head of Resource Discovery and Management at Hong Kong Baptist University. “Some faculty may feel that simply depositing articles into the institutional repository is sufficient, but scholarly communication can evolve, especially as AI becomes more integrated.” By balancing the diverse needs of its members with the shared goal of increasing access to research, JULAC exemplifies how innovative, flexible approaches can drive progress in scholarly communication. The consortium’s gradual adoption and commitment to transformational agreements reflect a collective effort to shape a more inclusive and sustainable future for open access.

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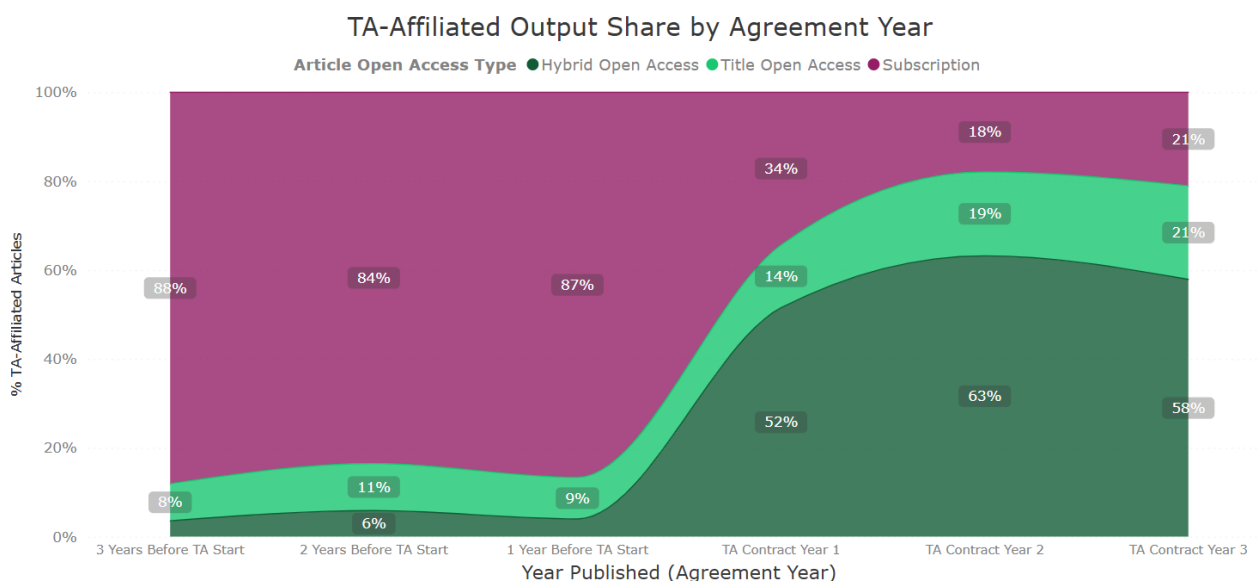


# Northeastern University Standardizes Publishing Processes

Amid the fast-paced changes brought upon by OA, universities have found it increasingly beneficial to standardize their publishing processes to meet evolving needs. Northeastern University, a prestigious institution known for its integration of experiential learning, most notably through its acclaimed co-op programs, is at the forefront of this change. As Northeastern's research efforts expanded, confusion arose around funding options for OA publishing. With each college, program, and administration taking different approaches, the process became fragmented and inconsistent. To address this challenge, Northeastern turned to Wiley TA to establish a standardized, streamlined approach to publishing that is scalable and adaptive for their growing needs.

**“When working with our Wiley account manager, we look at prior publication data and came up with a very reasonable publication threshold, which has proven to be very generous and accurate. Our goal is to help people publish and seeing that we’ve hit our threshold means that we’ve been successful in that approach.”**

— Evan Simpson, Associate Dean, Experiential Learning and Academic Engagement



*Northeastern's OA share has surged by 65.24% since the implementation of the Wiley TA agreement*

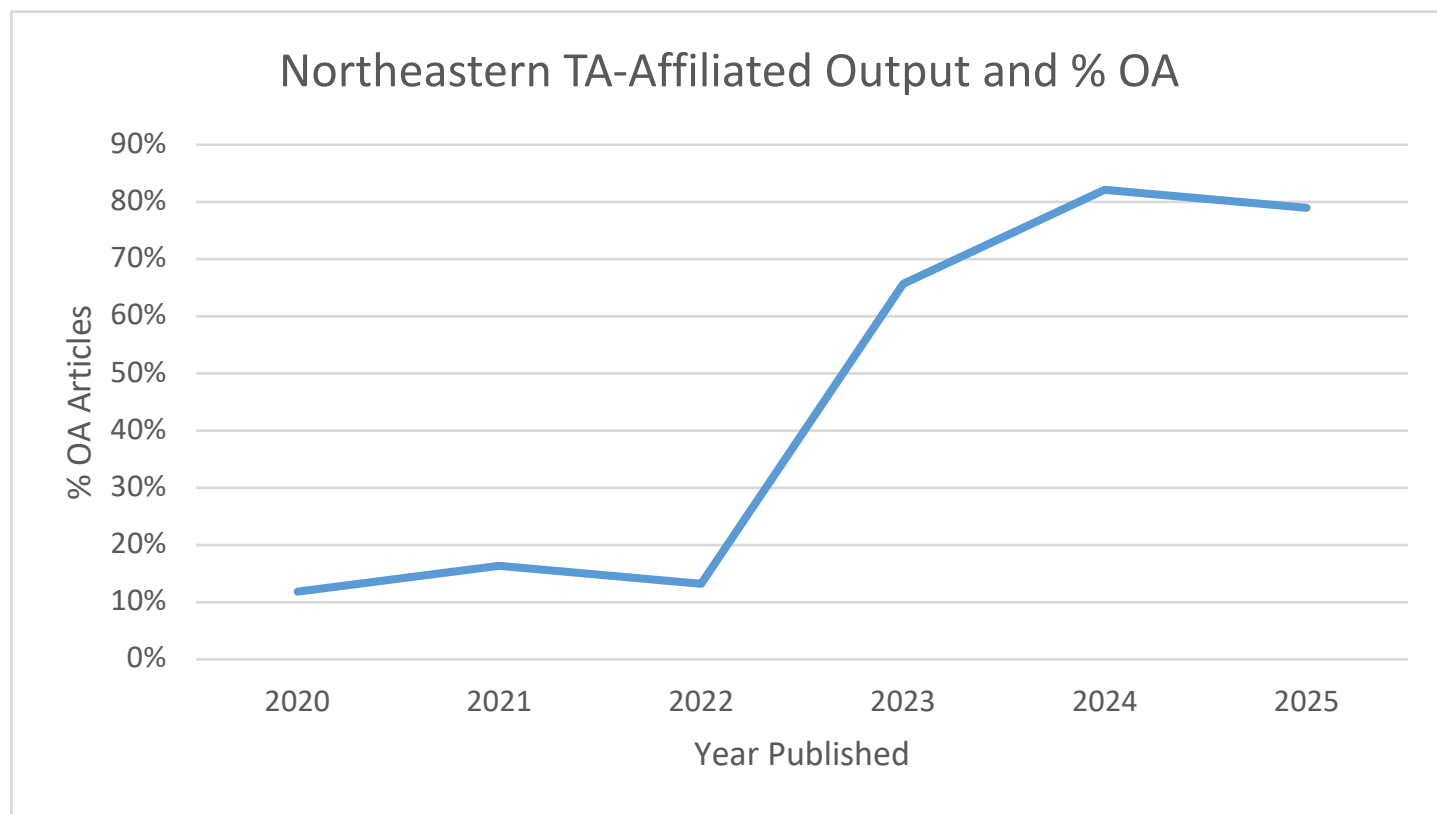
# Northeastern University Standardizes Publishing Processes

The Wiley agreement has proven to be beneficial for the institution as it remains a cost-neutral alternative, not significantly more than what the library was already paying for journals. The team at Northeastern has found that the agreement's flexibility and the internal support from Wiley have been key factors in the TA's success across campus.

Working together with their account managers, Northeastern's strategic OA approach not only helped the university meet its target but surpass it, marking a significant milestone in their pursuit of publishing excellence. As a result of the agreement, **97%** of Northeastern's authors published OA in 2023, contributing to an **83%** increase in OA article shares and a growth rate **7.4 times faster** than prior to the agreement. By embracing OA with confidence, while continuing to engage with subscription-based content, Northeastern has strengthened its research profile and expanded its global outreach.

**"The support from Wiley has been excellent, particularly from our two Customer Success contacts who we've worked frequently with. As we enter our third year with them, I'm confident that they can resolve any questions quickly and efficiently. Many people are unfamiliar with the process, but Wiley's clear focus on guiding us through it has made a real difference."**

— Amy Lewontin,  
Collection Development Librarian



*Northeastern's TA-affiliated output increased by 67% over the course of the agreement*

# The Future of Open Access

Today, TAs have become a central pillar in the movement towards full OA publishing. There is growing institutional and governmental support for these agreements, and publishers like Wiley continue to adjust business models to meet the new demand. As of 2024, more than 2,800 institutions worldwide have entered a Wiley TA, making OA publishing increasingly commonplace across disciplines.

Transformational agreements have proven to be an effective path towards an open access future. Recent data shows that under a Wiley TA, output **increased by 44%** compared to competitors, open access articles were viewed **3.6x more** often than subscription articles, usage across developing countries saw a **49% increase** on average during the first year of a TA. Under a Wiley TA, articles were cited **1.6 times** more than subscription articles and had on average, an Altimetric score **4 times higher** than the subscription articles.

Wiley has embraced TAs as a strategy to support open research. These agreements are fundamental in supporting our broader OA initiative, which is to produce high-quality research that is accessible and sustainable for institutions around the world. As the open access movement continues to evolve, transformational agreements like Wiley's are shaping the future of scholarly publishing by fostering collaboration, driving innovation, and broadening access to knowledge. Institutional TA implementation at EISZ, JULAC, and Northeastern University exemplifies the profound impact these agreements can have, from enhancing research visibility to streamlining processes and strengthening community engagement. The steady adoption of TAs reflects a growing commitment to making high-quality research accessible to all. By embracing these transformational approaches, publishers, institutions, and stakeholders are collectively paving the way for a more inclusive, equitable, and sustainable global research ecosystem.

