

Context for Income figures for APPS and AJB in 2020

APPS

While we saw rights income for APPS increase significantly, this continues to be a minor revenue stream for the journal. The bulk of APPS revenue comes from APC income. With the cessation of primer notes, APPS published significantly fewer articles than in the previous year, leading to a drop in income of 33%.

AJB

Subscription revenue

We saw an increase in income from the “all-journals license,” which gives institutions access to Wiley’s entire portfolio of journals. A decrease in the “other licenses” line, in which institutions choose their own selection of journals, is a result of some institutions moving to the all-journals license. Other subscribers have shifted to a “transformative deal” in which a portion of the income that would traditionally show up in this line is now included in the Open Access line, as part of the Read and Publish format of these deals. Traditional online subscriptions also saw some attrition. Overall subscription income was down about 6% overall, which is in line with what we are seeing for other journals as well. This is likely due to the pandemic—although we secured the bulk of our subscriptions before March 2020, some of them were still in progress, and library budgets have been cut due to loss of income at the institutional level.

Non-subscription revenue

Copyright Agency, Digital Rights, and Pay Per View (PPV) all remained relatively flat. As in 2019, we saw a continuing drop in backfile income, due to the nature of it being a one-time purchase. Open Access saw a large bump, due to increased appetite for publishing OA as well as income from Wiley’s transformative deals.

In 2019 the cost of member copies was included in the account under “Other Revenue”. For 2020, we have changed our policy so that the cost of member copies cannot be a charge against the account. These will be billed separately

Total revenue (APPS and AJB combined) was \$887,660, from which a 50% royalty yields \$443,830. Deducting the \$430,000 advance payment, the balance due to the BSA is \$13,830. I will request this payment from the finance department.

How can we turn this around and increase income?

Wiley: That’s the question we are all trying to answer. In terms of subscription income, the pandemic will likely continue to affect library budgets, so I don’t know if increasing this revenue stream in the next couple years is realistic. What we should try to do is remove any causes for attrition, which in light of Unsub may mean reexamining the policy of making all content freely available after a year. The following societies either eliminated or reduced their embargoes since late last year:

- American College of Rheumatology and the Association of Rheumatology Health Professionals for *Arthritis Care & Research*, *Arthritis & Rheumatism* and *Arthritis & Rheumatology*
- American Association for the Study of Liver Diseases for *Liver Transplantation* and *Hepatology*

- Nordic Pharmacological Societies for *Basic and Clinical Pharmacology & Toxicology*
- Arizona State University GeoDa Center for Geospatial Analysis and Computation for *Geographical Analysis*
- Royal Meteorological Society for *International Journal of Climatology*, *Quarterly Journal of the Royal Meteorological Society* and *Weather*
- Royal College of Obstetricians and Gynaecologists for *BJOG: An International Journal of Obstetrics & Gynaecology* and *The Obstetrician & Gynaecologist*
- BJU International for *BJU International*
- American Anthropological Association for *Culture, Agriculture, Food and Environment*

The decision is up to the BSA; I merely offer this information so you can see what some other societies are doing.

Going forward, Open Access is where we expect to see growth in the short and long term. I think that APPS will find its footing again, through the introduction of new article types, etc., though it may take a couple of years to come back up to the level it was at when publishing primer notes. We will promote it heavily in the countries where we have transitional deals, as there is dedicated funding in these areas for publishing Open Access.

Encouraging Open Access publication in AJB, especially from authors in countries where we have transitional deals, is also crucial. The amount of subscription income from these institutions has decreased in anticipation of an uptick in OA publishing from affiliated authors, so if we don't capture these anticipated articles, then we are not receiving that income.