MDPI and Informa each grew OA revenue at a compound annual rate between XX% and XX% in 2019.

Revenue comes primarily from APCs, but for some publishers or individual journals, direct support, premium services, memberships and offset credits make an important contribution. Growth from open access journals is important even though it is generated from a small base as the overall journal market is growing slowly.

Open access has also matured as a market. At the close of 2019, the Directory of Open Access Journals (DOAJ) listed nearly 4.6 million open access articles published in more than 13,700 journals from 133 countries.

| Table 1.1: Open Access Journal Market by Metric, 2017-2019 |
|---------------------------------|-------|-------|-------|-------|-------|
| OA Journals Revenue ($ millions) | $XXX.X | $XXX.X | $XXX.X | XX.X% | XX.X% |
| OA Journals Revenue % Share of Scholarly Journal Revenue | X.X% | X.X% | X.X% | | |
| Scholarly Journal Revenue ($ millions) | $XX,XXX | $XX,XXX | $XX,XXX | X.X% | X.X% |
| DOAJ OA Journal Titles          | 9,596 | 11,838 | 13,790 | 16.5% | 19.9% |
| DOAJ OA Journal Articles        | 3,452,367 | 4,017,632 | 4,590,583 | 14.3% | 15.3% |

The key competitors are defined by the 147 publishers that subscribe to the standards of the Open Access Scholarly Publishers Association (OASPA).

Projecting from recent studies, Simba estimates that about XX% of all research articles are available OA on publication and more than XX% will be available OA after completion of a 24-month embargo period. Of all research articles published about XX% are gold, APC-paid, immediate access, with less than X% hybrid and the balance coming from delayed access or open freely, but without APCs. Revenue is weighted differently owing to large differences in APC rates.
Social Science and Humanities (SSH)

The humanities have the lowest uptake of open access, XX% to XX%, and less than half that is gold, therefore generating revenue. A recent report from Springer Nature suggests this is not inevitable. The share of Springer Nature’s gold OA in SSH among U.K. authors increased from about XX% in 2013 to XX% in 2016. Economics have one of the highest rates of OA uptake owing to a pre-digital culture of sharing preprints.
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