



A short tour of Open Access Book Publishing and the project bid 'Going for Gold'

University of Barcelona

September 22, 2012

Eelco Ferwerda

OAPEN Foundation

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News

DOAB Press release

The Hague, February 29, 2012

A new service for Open Access Monographs: the Directory of Open Access Books.

OAPEN is pleased to announce a new service for Open Access monographs: the Directory of Open Access Books (DOAB). DOAB will provide a searchable index to peer-reviewed monographs and edited volumes published under an Open Access business model, with links to



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Public Knowledge Project announces the 1.0 (Beta) release of Open Monograph Press

Submitted by kevin on Mon, 2012-09-17 19:50

Tagged: omp

The Public Knowledge Project (PKP) is very pleased to announce the 1.0 (Beta) release of [Open Monograph Press \(OMP\)](#). OMP is an open source software platform for managing the editorial workflow required to see monographs, edited volumes, and scholarly editions through internal and external review, editing, cataloguing, production, and publication. OMP will operate, as well, as a press website with catalog, distribution, and sales capacities.

OMP has been developed to support a format that remains critical to the advancement of learning. John Willinsky, Khosla Family Professor of Education at Stanford University, Distinguished Scholar in

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Beijing / New York, 29 August 2012

Springer now publishing Open Access books

SpringerOpen Books launched at Beijing International Book Fair

Springer is expanding its open access (OA) program by offering a fully open access option for books, which will extend Springer's established SpringerOpen and BioMed Central journal portfolio, and its Springer Open Choice option. Any electronic version of a SpringerOpen book is fully and immediately OA, and thus freely accessible on SpringerLink for anyone in the world with access to the internet.



SpringerOpen books give authors and editors in all areas of science the opportunity to publish open access with the same high standards they are used to at Springer.

"Many of our authors, editors and societies have asked us for an open access option for books," said Bettina Goerner, Manager Open Access at Springer. "The increasing interest in publishing open access books in the community led us to expand the SpringerOpen family by developing an open access option for books across all disciplines."

The copyright for the entire open access book including every chapter remains with the editor/author. SpringerOpen books are published under the Creative Commons Attribution Non-Commercial (CC BY-NC) license. This facilitates the open distribution and the free re-use and sharing of the work for non-commercial purposes, as long as the authors/editors are properly attributed.

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- 2012-08-20 RSS feed: [latest additions to DOAB](#)
- 2012-08-15 Create a [DOAB search box on your website](#)
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- 2012-06-29 [MARCXML metadata format](#)



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- 2012-06-29 MARCXML metadata format

- [Academia Press](#) (15 books)
- [Amsterdam University Press](#) (164 books)
- [ANU E Press](#) (241 books)
- [Athabasca University Press](#) (67 books)
- [Austrian Academy of Sciences Press](#) (2 books)
- [Berg Publishers](#) (6 books)
- [Bloomsbury Academic](#) (39 books)
- [Brill](#) (12 books)
- [Co-Action Publishing](#) (2 books)
- [De Gruyter](#) (29 books)
- [Firenze University Press](#) (89 books)
- [IOS Press](#) (1 books)
- [KIT Scientific Publishing](#) (19 books)
- [KITLV Press](#) (33 books)
- [Leiden University Press](#) (12 books)
- [Liverpool University Press](#) (6 books)

- [MPublishing](#) (4 books)
- [Open Book Publishers](#) (20 books)
- [Open Humanities Press](#) (1 books)
- [OpenEdition Press](#) (2 books)
- [Palgrave Macmillan](#) (6 books)
- [Springer Science - Business Media](#) (4 books)
- [Springer-Verlag GmbH](#) (6 books)
- [Taylor & Francis](#) (8 books)
- [Universitätsverlag Göttingen](#) (141 books)
- [University of Adelaide Press](#) (20 books)
- [University of Calgary Press](#) (22 books)
- [University of Michigan Press](#) (28 books)
- [University of Wales Press](#) (3 books)
- [Utah State University Press/ Computers and Composition Digital Press](#) (5 books)
- [Utah State University, University Libraries](#) (97 books)
- [Wageningen Academic Publishers](#) (3 books)

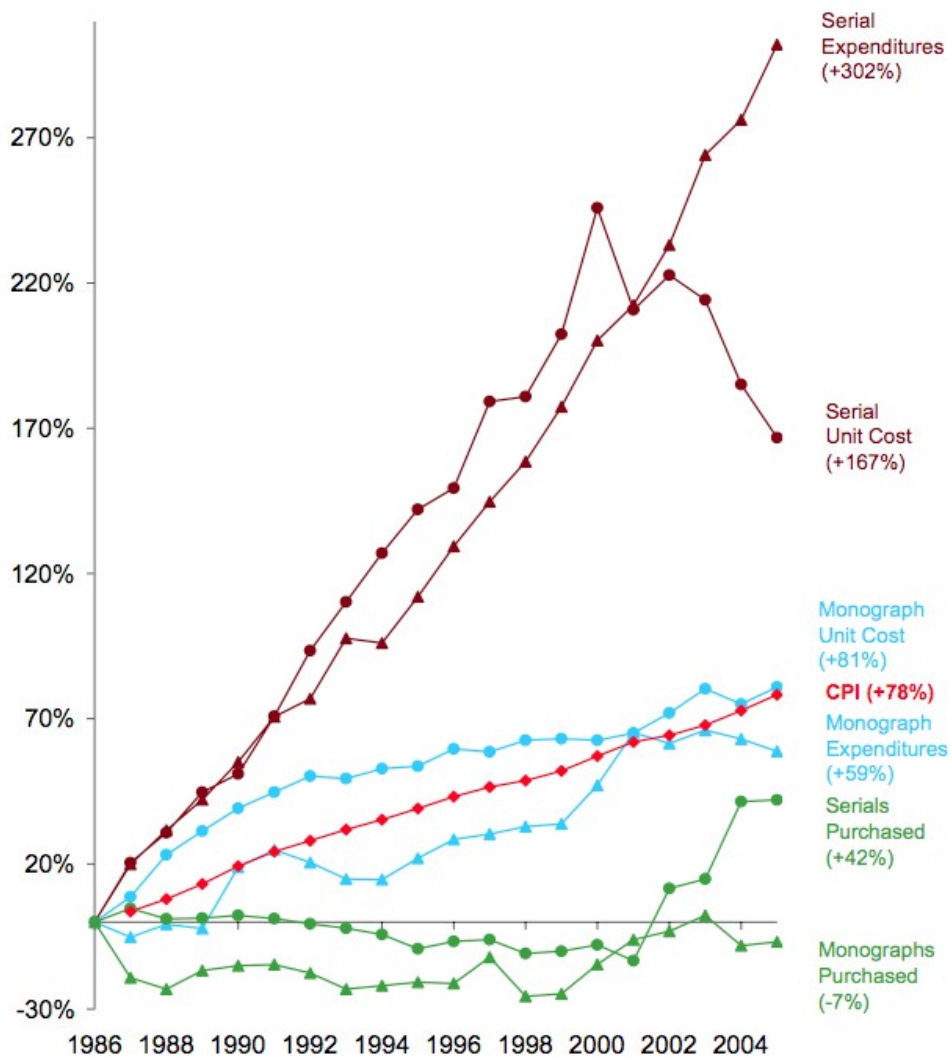
Traditional monographs

Losing sustainability and relevance

Between 1980 and 2000, sales to US Libraries dropped from 2000 to 500 (average)

Need for a new publishing model for academic books

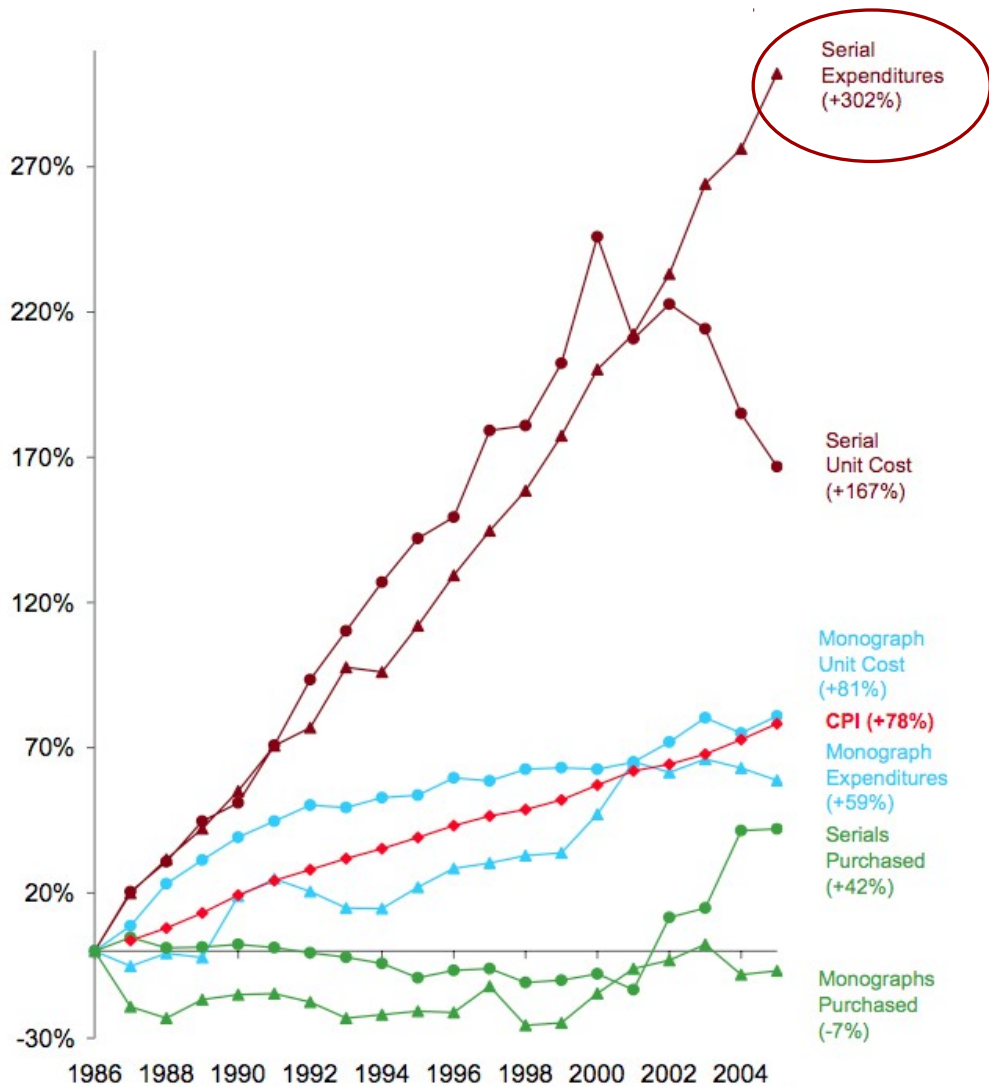
Monograph and Serial Expenditures in ARL Libraries, 1986-2005*



Source: ARL Statistics 2004-05, Association of Research Libraries, Washington, D.C.

*Includes electronic resources from 1999-2000 onward.

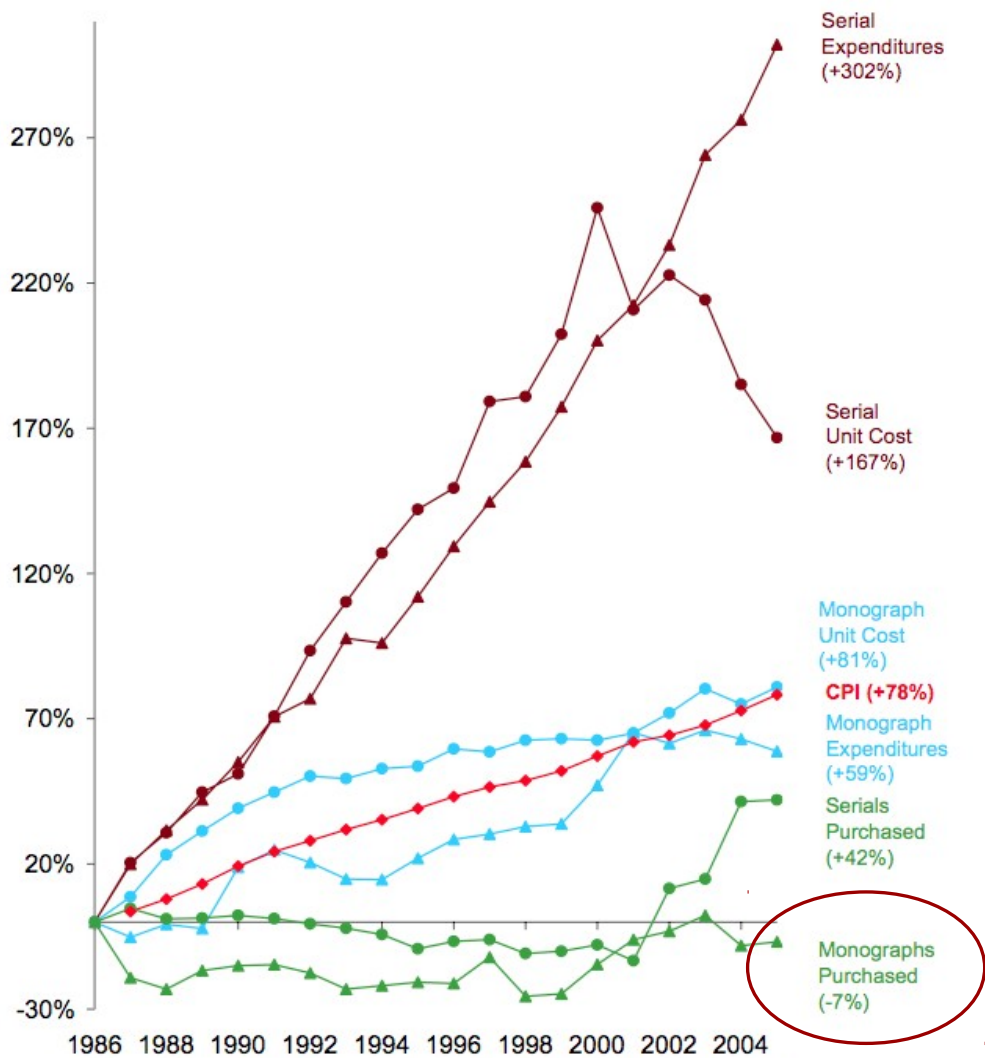
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Maken Combineren Beveiligen Ondertekenen Formulieren Multimedia Opmerking

1 / 52 60% Zoeken

KNOWLEDGE EXCHANGE BRIEFING PAPER

OPEN ACCESS BUSINESS MODELS FOR RESEARCH FUNDERS AND UNIVERSITIES

BY

FREDERICK FRIEND – HONORARY DIRECTOR SCHOLARLY COMMUNICATION UCL



KE

Knowledge Exchange

Knowledge Exchange briefing paper

About monographs:

Traditional models for monograph publishing are losing sustainability, even with substantial public funding

Paper proposes a new model for monographs: primarily as an electronic resource available on Open Access

Would reduce costs as printed edition could become a separate service provided as print-on-demand

Open Access monographs

Becoming an effective model

Open Access can improve:

- Discovery (views)
- Usage (downloads)
- Impact (citations)

+

Open Access *can* reduce costs

Open Access *may not* impact sales

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Open Monographs: business models

- OA edition + sales from print or e-books
- Institutional support for press
- Library-Press collaboration
- Library licensing/consortium
- Author side publication fee

Open Monographs: business models

- OA edition + sales from print or e-books -
All
- Institutional support for press
- Library-Press collaboration
- Library licensing/consortium
- Author side publication fee

Open Monographs: business models

- OA edition + sales from print or e-books -
- **Institutional support for press** -
 - Athabasca University Press
 - Australian National University Press (ANU-E)
- Library-Press collaboration
- Library licensing/consortium
- Author side publication fee

Open Monographs: business models

- OA edition + sales from print or e-books -
- Institutional support for press -
- **Library-Press collaboration** -
Mpublishing/Michigan UP, Göttingen UP
- Library licensing/consortium
- Author side publication fee

Open Monographs: business models

- OA edition + sales from print or e-books -
- Institutional support for press -
- Library-Press collaboration -
- **Library licensing/consortium** -
OpenEdition Freemium, Knowledge Unlatched
- Author side publication fee

Open Monographs: business models

- OA edition + sales from print or e-books -
- Institutional support for press -
- Library-Press collaboration -
- Library licensing/consortium -
- **Author side publication fee** -
 - Springer, Amsterdam University Press
 - Some Research Councils

Australian National University Press

E-press publishing OA monographs

Costs covered by ANU's information budget

Central ICT services

Distributed editorial model:

20 E-press Editorial Boards

Principles:

- Press is seen as part of of Scholarly communication infrastructure
- Press uses existing University ICT infrastructure

Colin Steele:

'...there is no point in supporting key academic research if there is no means of distributing and accessing it effectively'

OpenEdition *Freemium*

Licensing model for libraries

Introduced as pilot

Based on combination of free content in HTML + premium content (PDF, e-pub) and services

Revenues split 1/3-2/3 between OpenEdition and publishers

Intended to:

- make OA content discoverable
- provide a business model for OA content
- help sustain platform

<http://www.openedition.org>

openedition
REVUES.ORG CALENDAL HYPOTHESES.ORG

‘Knowledge Unlatched’ - Frances Pinter

Libraries form a global consortium
Use their existing acquisitions budget
Select individually, purchase collectively
Price based on fixed or ‘first digital copy’ costs
Libraries receive value-added edition
Monographs are then published Open Access

Pilot being prepared for 2013

Support from Australia and USA (ARL)

Help from the ‘Big Innovation Centre’ (UK)

<http://www.knowledgeunlatched.org/>



Gold Open Access publication funds

Research councils pay for OA deposit of publications
Restricted to publications based on funded research
Either as incentive for Open Access or mandated

Principles:

- Results from publicly funded research should be publicly available
- Funds for OA publication fees should be open for articles *and* books

Examples:



National approach: Sweden

‘Towards quality controlled Open Access Monographs in Sweden - exploring the possibilities of a consortium based approach’

Initiative of National Library and funder of research to bring together a number of universities / university libraries and academic presses to improve the Swedish situation for monographs:

- ensure effective dissemination based on Open Access
- coordinate quality control and share specific services
- using *existing funds* for books

OAPEN

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OAPEN provides a platform for the dissemination of OA books through the OAPEN Library:

- a quality controlled collection of OA books**
- improving discoverability and usage**

OAPEN develops Open Access models for books and takes part in projects to publish Open Access monographs with academic publishers and funders

OAPEN develops services for stakeholders in OA book publishing, such as the Directory of Open Access Books (DOAB - www.doabooks.org)

Making the transition to OA books

1. OAPEN Library:

- Aggregating a collection of OA books
- ▢ Increase visibility and retrievability
- ▢ 30+ publishers, 1000+ OA books

2. Developing infrastructure/services for OA books

- ▢ OAPEN as deposit service for OA Books
- ▢ Directory of Open Access Books

3. OAPEN projects:

- ▢ Pilot projects
- ▢ 'Going for Gold'

Making the transition: 1. OAPEN Library

Organize content

- Set standards (metadata, licensing)
- Provide quality assurance (peer review)

Create critical mass

- Promote OA for books
- Pull in publishers, aggregate content

Increase visibility & retrievability

- Web presence (Google, Europeana)
- Library integration (online catalogues)
- Discovery services (WorldCat, Primo Central, Summon)

[Home](#)[Search](#)[About OAPEN](#)[Peer Review](#)[Metadata](#)

Browse the library

All
Title
Author

Top subjects

Society and social sciences
Humanities
Economics, finance, business
and management
The arts
Law
Literature and literary
studies
Language
Earth sciences, geograpy,
environment, plannings
History

Welcome to OAPEN

online library and publication platform

OAPEN (Open Access Publishing in European Networks) is a collaborative initiative to develop and implement a sustainable Open Access publication model for academic books in the Humanities and Social Sciences. The OAPEN Library aims to improve the visibility and usability of high quality academic research by aggregating peer reviewed Open Access publications from across Europe.

[Search the library](#)[▶ advanced search options](#)

Featured titles



New Germans, New Dutch :
Literary Interventions
Amsterdam University Press



Sex and Gender in Biomedicine
Universitätsverlag Göttingen



Partiti e gruppi parlamentari
nell'ordinamento spagnolo
Firenze University Press



Changing anarchism: Anarchist
theory and practice in a global
age
Manchester University Press



Smag for etik (Vol. 4): På
sporet efter fødevareetikken
Museum Tusulanum Press

Publishers in the OAPEN Library



Universiteit Leiden



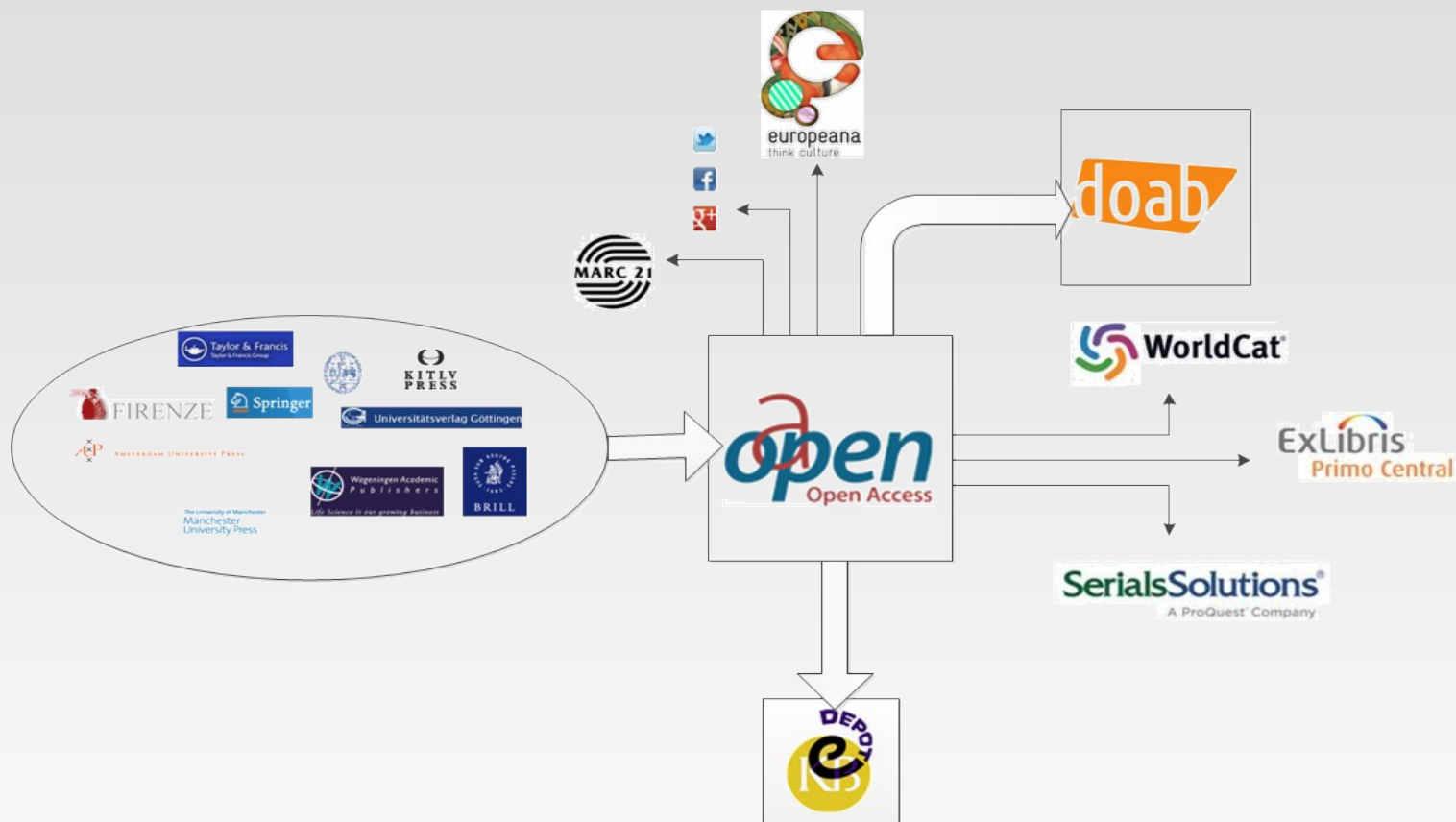
Aarhus University Press



kassel university press GmbH



Making the transition: 2. Services



New service: DOAB

A new service for OA monographs: the Directory of Open Access Books



- ▣ DOAB should operate as a twin service of the DOAJ
 - Helping readers to find OA books

- ▣ Primary functions:
 - Increase dissemination and usage
 - Promote standards for OA books
 - Provide quality assurance for publishers and funders
 - Integrate with libraries and content aggregators

Making the transition: 3. OAPEN projects

Pilot projects in OA book publishing:

- ▮ Set up limited publication funds for books (2-3 years)
- ▮ In different European countries
- ▮ Cooperation of research funders and publishers
- ▮ Test models, compare and evaluate results
- ▮ Come up with guidelines and recommendations
- ▮ Current pilots: NL (NWO) and UK (JISC collections)

Goal: Establish a framework for OA books

OAPEN-UK

Project management

- JISC Collections

Funding:

- JISC Collections
- Arts and Humanities Research Council

Research into attitudes towards OA books and measuring effect of OA on usage and sales:

- 3 years (1 year + 2 years monitoring)
- Start May 1, 2011
- Open to all academic publishers
- Books published before January 2011
- Approx. 30 books + control group ('matched pairs')
- Contribution £ 6000/book

OAPEN-NL

Project management:

- OAPEN Foundation

Funding:

- Netherlands Organization for Scientific Research (NWO)
- Ministry of Education, Culture & Science

Measuring usage, sales and publishing costs:

- 3 years (2 years + 1 year monitoring)
- Start October 1, 2010
- Open to all academic publishers
- Books published between Jan 1, 2011 - Aug 1, 2012
- Approx. 50 books + control group
- Maximum contribution € 5000/book

OAPEN-NL: preliminary results

Preliminary results:

books have only been available for 10 months
(on average)

Open access improves:

- Discovery (visits in Google Book Search)
- Usage (page views in Google Book Search)

Open Access has not impacted sales (but it is
too early for conclusions)

Too early for data on Impact (citations)

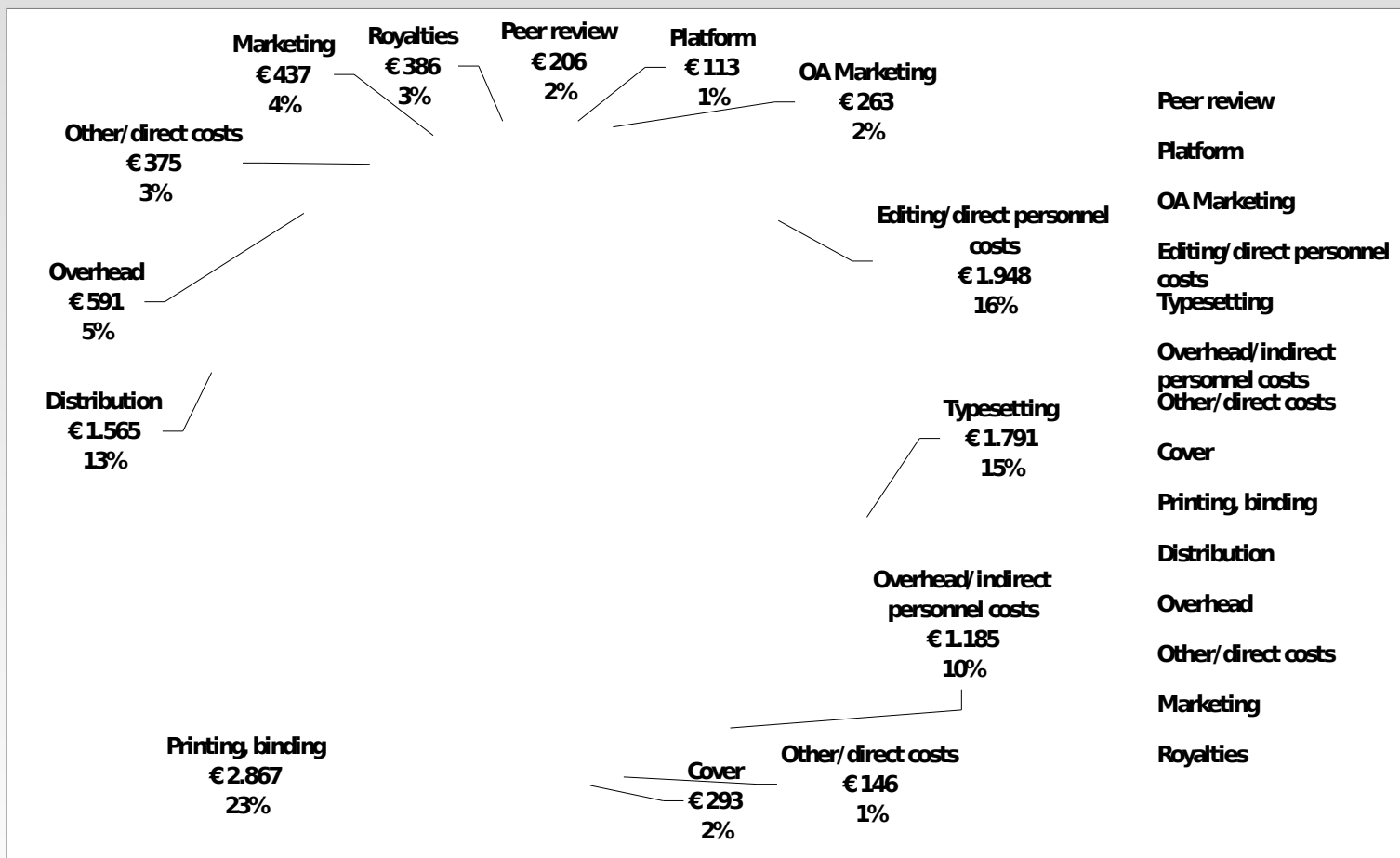
OAPEN-NL: Average costs of monographs

OA Costs:		Print costs:	
Peer review	€ 206	Cover	€ 293
Platform	€ 113	Printing, binding	€ 2,867
Marketing	€ 263	Distribution	€ 1,565
Editing/direct personnel costs	€ 1,948	Overhead	€ 591
Typesetting	€ 1,791	Other/direct costs	€ 375
Overhead/indirect personnel costs	€ 1,185	Marketing	€ 437
Other/direct costs	€ 146	Royalties	€ 385
	€ 5,678		€ 6,489

OAPEN-NL: Cost range

	Highest	Lowest
Total costs	€ 20,660	€ 6,082
OA costs	€ 9,490	€ 3,085
Print costs	€ 11,170	€ 2,997

Calculating the costs of OA books



Print: € 6.489 (53%)

OA: € 5.678 (47%)

Going for Gold

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Going for Gold: Basic model

Examples such as ANU E-press, Swedish national project and Knowledge Exchange briefing paper provide basic approach:

- 1. Reduce costs and maximise impact by publishing in Open Access**
 - Primary edition should be online and freely accessible
 - Other editions for sale (Print on Demand or e-readers)
- 2. Reduce costs and improve quality by sharing publishing infrastructure**
 - Partners can have their own editorial programmes
 - There should be shared procedures for quality control
 - Partners share infrastructure for dissemination and other services
- 3. Costs of the OA edition and shared services are covered by partners**
 - Research universities and research funders should not only fund the creation of research, but also the dissemination and preservation of research results

Going for Gold: Project Bid

3 year project 'Creating a Shared European Infrastructure for Gold Open Access Publishing'

LERU initiative lead by University College London (UCL) with MDR Partners as project management

Universities / university libraries and some university presses:

- Coordinated approach to publish OA monographs from each of the participating universities
- Share infrastructure and e-publishing services
- Central board ensuring consistent quality standards

Going for Gold: Partners

22 partners from 8 European countries:

- led by University College London (UCL)
- 14 universities as content partner
- 6 publishers
- 3 key participants:
 - MDR (project management)
 - OAPEN (infrastructure & services)
 - LIBER (communication and outreach)

Going for Gold: Universities

Karlsruhe

Lund

Linköping

UCL London

Amsterdam

Barcelona

Belgrade

Freiburg

Göttingen

Helsinki

Leiden

Manchester

Nijmegen

Tartu

VU Amsterdam

Going for Gold: Content

The list of publications will consist of a number of book series in Arts, Humanities and Social Sciences

- 5 to 6 series
- 4 to 6 books / year
- 30 books yearly

Partner Universities act as content providers

- concentrate on their specialisms and interests
- establish editorial boards for selection and peer review

Partners champion individual series but submission to series will be open to all partners *and* researchers outside the consortium

Central project editorial board will ensure consistent quality standards for all publications

Going for Gold: Shared services

Areas	Services
Production	Workflow management (peer review, editing) Conversion to XML Publication to multiple formats
Publication, marketing, distribution	ISBN / DOI registration Ordering, administration PoD, distribution channels
OA Deposit	Quality assurance, identification Usage reports and tracking information Digital preservation
OA Dissemination	Online catalogue Metadata exports Directory of Open Access Books



Thank you

www.oopen.org

www.doabooks.org

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e.ferwerda@oopen.org