Open Access for books
OAPEN pilot projects

6th Munin conference
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OAPEN foundation
Open Access for books

Traditional Scholarly publishing
  • Costs and flaws
  • The benefits of Open Access

OAPEN
  • OAPEN’s approach to OA books

Making the transition
  • OAPEN pilot projects
Scholarly Communication

- **Researchers**: Search, retrieve, read
- **Libraries**: Select, index and provide access
- **Authors**: Select, cite and write
- **Reviewers**: Read and evaluate
- **Publishers and Agents**: Market, distribute and sell
- **Publishers**: Select, edit, produce, brand
- **Funders**: Allocate Funds, Evaluate ROI
**Houghton: activity costs in NL**

Researchers
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Authors
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Libraries
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Funders
- Allocate Funds
- Evaluate ROI

Reviewers
- Read and evaluate

Publisher and Agents
- Select, edit, produce, brand

Publisher
- Market, distribute and sell

**Total NL system € 2.4 billion**

- 1 billion
- 920 million
- 242 million
- 210 million (9%)

Source: Costs and benefits of research communication: The Dutch Situation, John Houghton (2009)
Traditional academic publishing

1. Largely dependant on public spending

   Research paid for by research funders

   Authoring & reviewing paid for by Universities

   Subscriptions paid for by Libraries
Traditional academic publishing

2. Losing it’s sustainability

Commercialisation of STM journal publishing and the growth of science:
- caused serials crisis (libraries)
- lead to monograph crisis (book publishers)
Traditional monographs

Losing relevance and sustainability

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

Need for a new business model
Benefits of Open Access

- Access to the entire literature
- Reuse of content
- Full text searching & mining

- Answering user needs
- Improved services

- Access to the largest possible audience
- Increased visibility & impact

- Improving ROI
- Ensuring publication
- Advancing spread of knowledge

- Effective knowledge dissemination

**Funders**
- Allocate Funds
- Evaluate ROI

**Authors**
- Select, cite and write

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Economic Benefits of OA: NL

Worldwide OA
130 million

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Select, cite and write

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Select, edit, produce, brand

Libraries
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Reviewers
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Researchers
Search, retrieve, read

Funders
Allocate Funds
Evaluate ROI

Publishers and Agents
Market, distribute and sell

Unilateral OA
37 million

Source: Costs and benefits of research communication: The Dutch Situation, John Houghton (2009)
• Started as EU co-funded project coordinated by Amsterdam University Press
• Developing an Open Access publication model for peer reviewed academic books in Humanities and Social Sciences
• Creating a large, freely available collection of current books in European languages in various fields of HSS
• Now an independent foundation, based at the KB in The Hague
Open Monographs: examples

Open Humanities Press

Open Book Publishers

Bloomsbury Academic

ASSAf

The National Academies Press

The Australian National University

AU Press

Athabasca University

Rice University Press

The University of Michigan Press
OAPEN’s approach to OA books

Hybrid model: Online and Print
- Basic online edition is free (OA edition)
- Other editions (print, PoD or e-pub) are sold

Publishers can charge publication fee for OA edition

Authors retain copyright
- Recommending CC licenses

Long term availability Online
- Based on repository infrastructure (UvA) and E-depot (KB)
Publishing OA Books: cooperation

Publishers

• Organize peer-review
• Offer services for OA publication based on publication fees
• Publish and sell other editions

Funders

• Provide publication funds
• Determine criteria for OA publications
  ◦ Access and Quality standards
  ◦ Reasonable publication fee
Making the transition: principles

Research and dissemination of results belong together
  • Research funding should include dissemination costs

Funders’ OA policies should be extended to include OA publishing (green and gold)
  • Budgets for OA publishing should be open for articles and books

Publishers should develop OA Publishing as a service to the Scholarly community
Making the transition to OA books

OAPEN Library:
- Aggregating a collection of OA books
- Increase visibility and retrievability
- 2011: 30+ publishers, 1000+ OA books

OAPEN pilot projects:
- Conduct experiments
- Work with funders and publishers in various countries

Developing an infrastructure for OA books
- Deposit service for Open Access Books in HSS?
- Directory of Open Access Books?
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)
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.
Proposal for pilots in OA book publishing:

- Set up limited publication funds for books (1-3 years)
- In various European countries
- Cooperation of research funders and publishers
- Test models, compare and evaluate results
- Come up with guidelines and recommendations

- First countries: NL (NWO) and UK (JISC collections)
- Exploring other areas: Germany and Nordic countries

Goal: Establish a framework for OA books
Project management:
- JISC Collections

Funding:
- JISC Collections
- Arts and Humanities Research Council

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. 40 books + control group (‘matched pairs’)
- Contribution £ 6000/book
OAPEN-UK pilot: publishers

- Liverpool University Press
- University of Wales
- Taylor & Francis
- Palgrave Macmillan
- BERG
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 year + 1 year additional 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 pilot: publishers

- Wageningen Academic Publishers
- Springer
- Leiden University
- KITLV
- BRILL
- Techne Press
## Current status pilot projects

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OAPEN-NL: costs of monographs

Average costs of monographs in the OAPEN-NL pilot

- Print - Marketing: € 508
- Print - Direct costs: € 782
- Print - Overhead: € 851
- Distribution: € 1,567
- Print costs: € 2,882
- OA - Direct costs: € 1,780
- OA - Direct personnel: € 2,121
- OA - DTP: € 1,774
- OA - Overhead: € 1,348
- OA - Royalties: € 119
- OA - Peer review: € 279
- OA - Platform: € 104
- OA - Marketing: € 288

Print costs: € 8,136
OA costs: € 7,815
OAPEN-NL: costs range

Total costs
- Highest: € 23,133
- Lowest: € 8,937

Print costs
- Highest: € 11,170
- Lowest: € 3,163

OA costs
- Highest: € 11,835
- Lowest: € 3,276

Percentages OA on average
- OA: 49%
- Print: 51%

Percentage OA range
- Highest: 71,9%
- Lowest: 36,05%
New pilot projects

Exploring new projects
  Germany and Nordic countries

Funding:
  Consider this:
  In continental Europe, there are numerous funding programmes to support monograph publishing. What if these programmes would promote, or welcome Open Access models for books?

Proposed focus:
  Investigate how existing funds could be used to make the transition to Open Access book publishing. Create a combined fund from various sources to develop a common approach.
Thank you

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Join our network

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OPEN ACCESS BUSINESS MODELS
FOR RESEARCH FUNDERS AND UNIVERSITIES

This study ... indicates that every form of open access to publicly-funded research and teaching outputs requires public funding.

Private funding may provide partial support for some open access models (e.g. if an author pays for the cost of publishing in an open access journal) but no open access model can survive on private funding alone.

In this respect open access business models are no different from the current subscription or licensing business models for academic journals, as the publishers of the journals are also dependent upon the purchase of subscriptions or licences by publicly-funded libraries.
KE briefing paper: monographs

It has become clear that the old structures and methods for the publishing of research monographs cannot be sustained, even with substantial public funding.

The choice facing the academic community world-wide is between allowing the research monograph to disappear, possibly being replaced by a system of chapter-by-chapter dissemination through a repository, or using new technologies to move to a new form of the research monograph, not restricted in size but designed primarily to be an electronic resource available on open access.

One advantage to treating the electronic version as the primary version is that it enables the high cost of print to be taken out of the basic financial calculation, by dealing with print-on-demand as a separate account, without the cost of unsold print copies distorting the main budget.