Open Access for scholarly monographs

OAPEN pilot projects and services

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OAPEN foundation
Open Access for scholarly monographs

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

OA for books
- OAPEN’s approach to OA books

Making the transition
- OAPEN pilot projects
- DOAB
Scholarly Communication

Researchers
- Search, retrieve, read

Authors
- Select, cite and write

Libraries
- Select, index and provide access

Funders
- Allocate Funds
- Evaluate ROI

Publishers
- Select, edit, produce, brand

Publishers and Agents
- Market, distribute and sell

Reviewers
- Read and evaluate
Houghton: activity costs in NL

1 billion

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Market, distribute and sell

Publisher
Select, edit, produce, brand

Total NL system
€ 2.4 billion

920 million

242 million

210 million (9%)

Source: Costs and benefits of research communication: The Dutch Situation, John Houghton (2009)
Traditionally, academic publishing is largely dependent on public spending. Research is paid for by research funders, authoring and reviewing are paid for by universities, and subscriptions are paid for by libraries.
Monograph and Serial Expenditures in ARL Libraries, 1986-2005

- Serial Expenditures (+302%)
- Serial Unit Cost (+167%)
- Monograph Unit Cost (+81%)
- CPI (+78%)
- Monograph Expenditures (+59%)
- Serials Purchased (+42%)
- Monographs Purchased (-7%)

*Includes electronic resources from 1999-2000 onward.
Monograph and Serial Expenditures in ARL Libraries, 1986-2005*

2. Losing it’s sustainability

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

Losing sustainability and relevance

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

Effective knowledge dissemination

Researchers
Search, retrieve, read

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Select, cite and write

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Allocate Funds
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Select, edit, produce, brand

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Improving ROI
Ensuring publication
Advancing spread of knowledge
Economic Benefits of OA: NL

Worldwide OA
130 million

Unilateral OA
37 million

Source: Costs and benefits of research communication: The Dutch Situation, John Houghton (2009)
Open Knowledge
(Open Scholarship)

Software: Open Source Software
Education: Open Courseware
Research output

Research results:
Open Access

Research data:
Open Data

Green road:
OA archiving

Golden road:
OA publishing

OA Journals
OA books
Open Knowledge
(Open Scholarship)

− Software: Open Source Software
− Education: Open Courseware
− Research output

Research results: Open Access
Research data: Open Data

Green road: OA archiving
Golden road: OA publishing

OA Journals
OA books
Open Monographs: examples

Open Humanities Press
OpenBook Publishers
Bloomsbury Academic
Assaf
The National Academies Press
ANU
The Australian National University
AU Press
Athabasca University
Rice University Press
The University of Michigan Press
Open Monographs: business models

- OA edition + sold edition - All
- Institutional support for press - Most
- Library-Press collaboration - Increasing
- Value added services - Few
- Author side publication fee - None
Added value: 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](http://www.openedition.org)
• Developing an OA publication model for peer reviewed academic books in Humanities and Social Sciences
• OAPEN Library: platform for dissemination of OA books
• Creating a quality controlled collection of OA books and improving discoverability and usage
• Started as EU co-funded project coordinated by Amsterdam University Press
• Now an independent foundation, based at the KB in The Hague
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)
OAPEN’s approach

Who pays publication fees?

- Research funder
- University
- Library (or library consortia)
OAPEN’s approach

Who pays publication fees?

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Why?

- To ensure publication of peer reviewed research results
- To ensure effective dissemination and unrestricted access
- To advance the spread of knowledge
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
Funding OA Publications

The need for an OA funding mechanism is being recognized

Funding OA articles and books:

- NWO – Netherlands Organisation for Scientific Research
- FWF – Austrian Science Fund
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.

Search the library

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 fôdevareetikken
  Museum Tusculanum Press
Publishers in the OAPEN Library

- Firenze University Press
- KITLV Press
- Museum Tusculanum Forlag
- DANS
- Brill
- Hamburg University Press
- Universiteit Leiden
- Aalborg Universitetsforlag
- University of Manchester
- Campus
- Kassel University Press
- Rijksuniversiteit Groningen
- Huygens Instituut
Making the transition: OAPEN pilot projects

Pilots in OA book publishing:
- Set up limited publication funds for books (2-3 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)

Goal: Establish a framework for OA books
OAPEN-UK

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
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 pilot: publishers

Wageningen Academic Publishers

Springer

Leiden University

KITLV

BRILL

Techne Press
Limited scope > little risk

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<thead>
<tr>
<th></th>
<th>publishers</th>
<th>books</th>
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<tbody>
<tr>
<td>OAPEN-UK</td>
<td>5</td>
<td>30</td>
</tr>
<tr>
<td>OAPEN-NL</td>
<td>8</td>
<td>50</td>
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<tr>
<td>Total</td>
<td>13</td>
<td>80</td>
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Calculating the costs of OA books

OAPEN-NL
Print: € 8.136 (51%)
OA: € 7.815 (49%)
# OAPEN-NL: costs range

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<th></th>
<th>OAPEN-NL</th>
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<tbody>
<tr>
<td><strong>Total Costs</strong></td>
<td>Highest: € 23,133</td>
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<tr>
<td></td>
<td>Lowest: € 8,937</td>
</tr>
<tr>
<td><strong>Print Costs</strong></td>
<td>Highest: € 11,170</td>
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<tr>
<td></td>
<td>Lowest: € 3,163</td>
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<tr>
<td><strong>OA Costs</strong></td>
<td>Highest: € 11,835</td>
</tr>
<tr>
<td></td>
<td>Lowest: € 3,276</td>
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<tr>
<td><strong>OA vs. Print</strong></td>
<td>OA: 49%</td>
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<tr>
<td></td>
<td>Print: 51%</td>
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<tr>
<td><strong>Percentage OA range</strong></td>
<td>Highest: 72%</td>
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<tr>
<td></td>
<td>Lowest: 36%</td>
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New pilot projects

Exploring new projects
Continental Europe

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

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.
Making the transition: DOAB

A new service for OA monographs: the Directory for 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
Thank you

Visit us at www.oapen.org
Join our network

Contact Eelco Ferwerda
e.ferwerda@oapen.org
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.