OAPEN - The Case for Open Monographs

10th International Bielefeld Conference

25 April, 2012

Eelco Ferwerda

OAPEN foundation

The Case for Open Monographs

Traditional Scholarly publishing

- Costs and flaws
- The benefits of Open Access

OA for books

Examples, funding models

- OAPEN's approach to OA books

Making the transition

- OAPEN Library
- OAPEN pilot projects
- DOAB

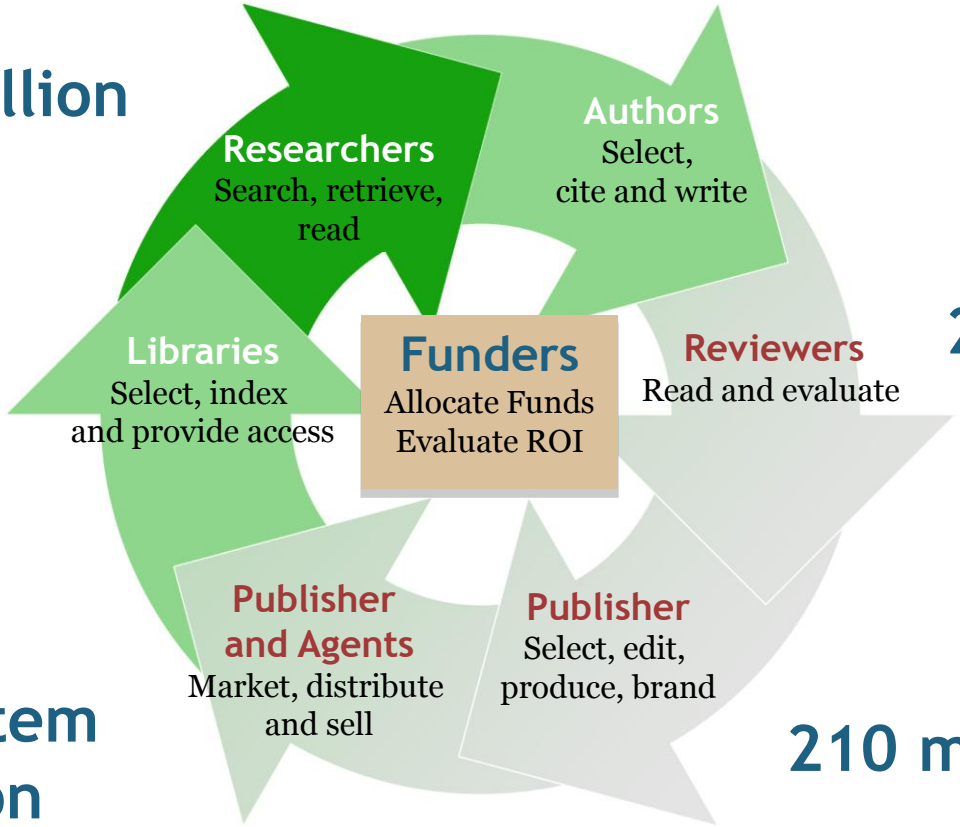
Open Access
Publishing in European Networks

Scholarly Communication

Houghton: activity costs in NL

920 million

1 billion



242 million

Total NL system
€ 2.4 billion

210 million (9%)

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

Traditional academic publishing

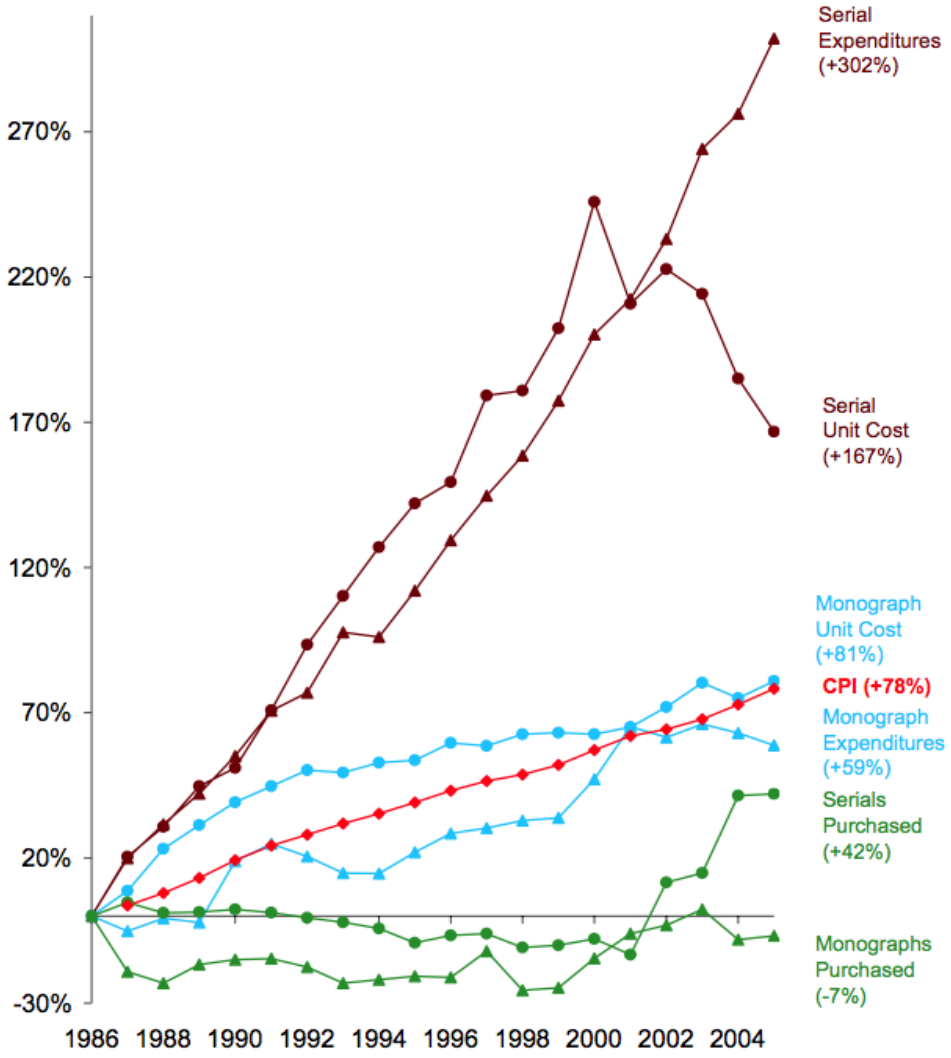
1. *Largely dependant on public spending*

   Research paid for by research funders

   Authoring & reviewing paid for by Universities

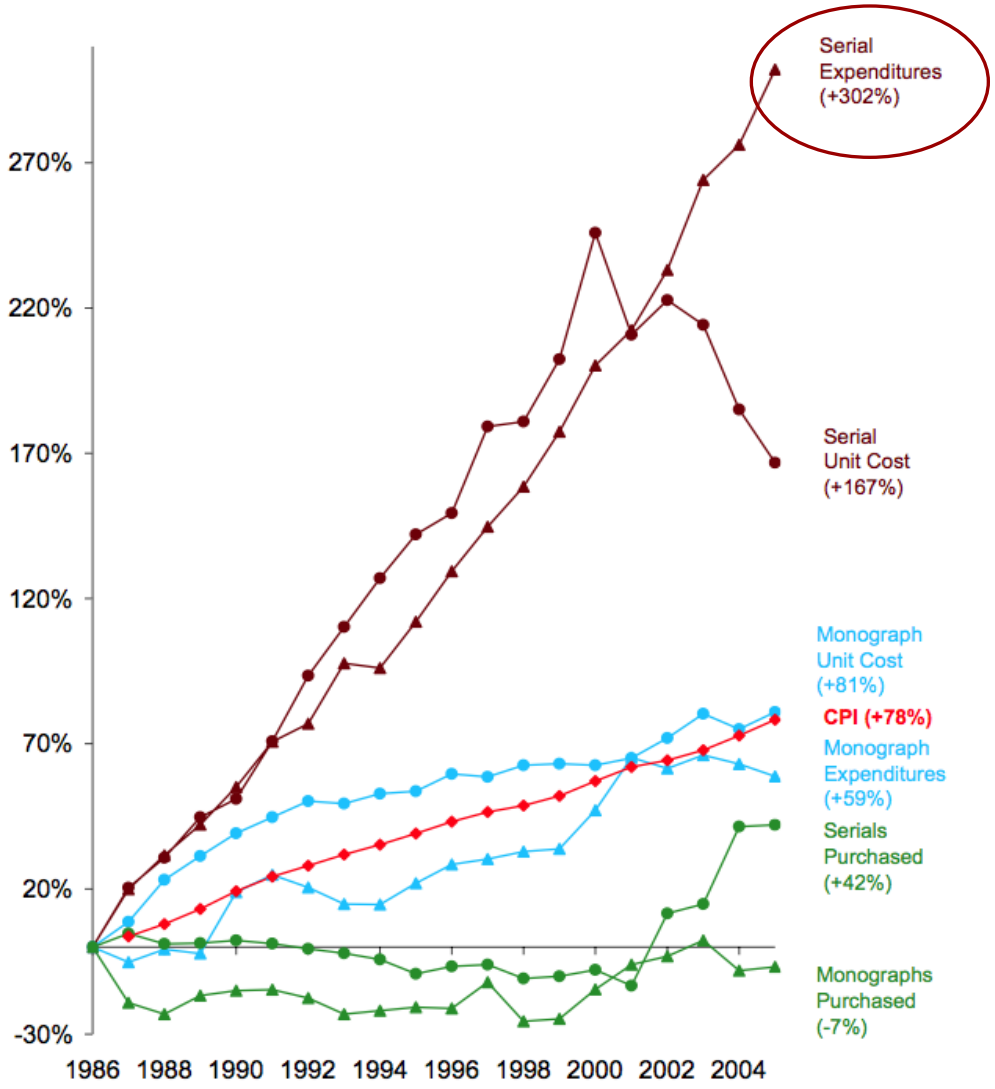
   Subscriptions paid for by Libraries

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.

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



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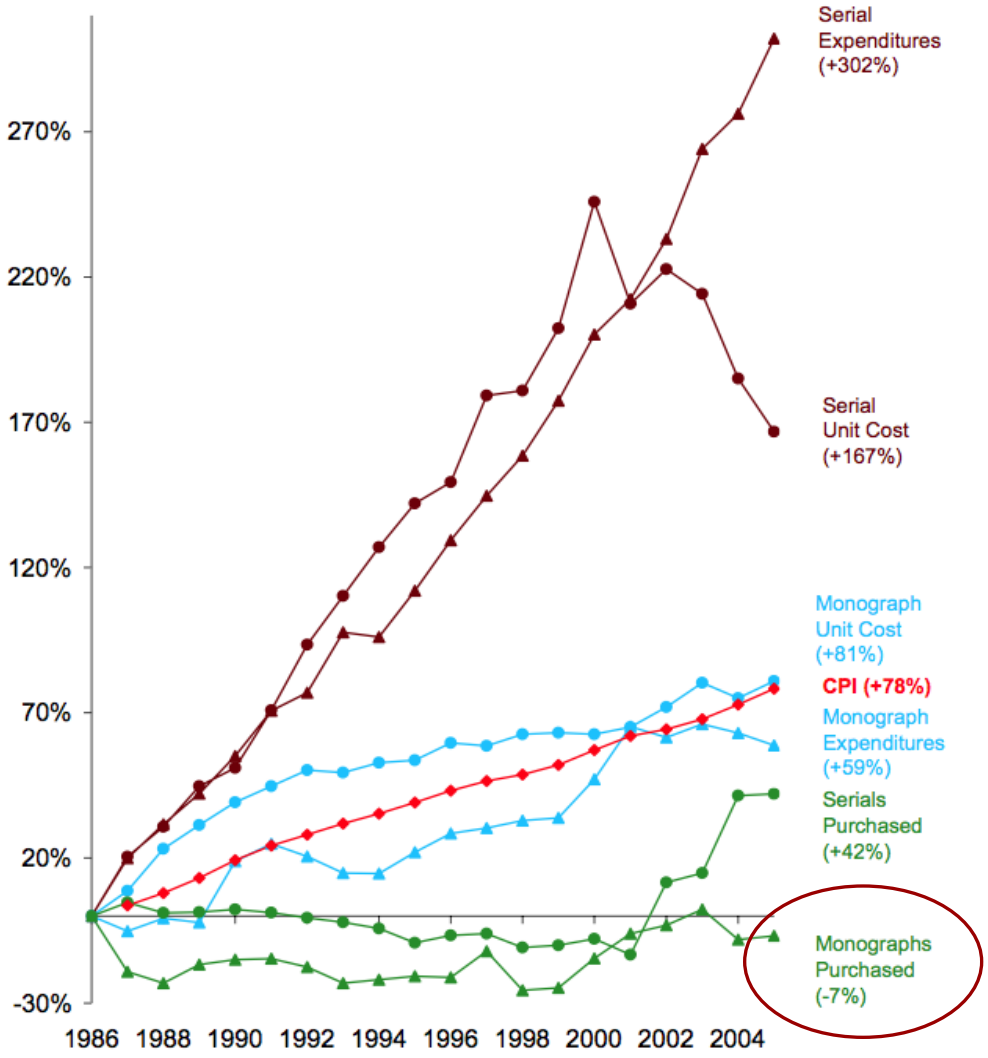


Source: *ARL Statistics 2004-05,* Association of Research Libraries, Washington, D.C.
*Includes electronic resources from 1999-2000 onward.

Traditional academic publishing

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 publishing model for academic books

Bestand Bewerken Beeld Document Opmerkingen Formulieren Opties Geavanceerd Venster Help
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

Knowledge Exchange

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.

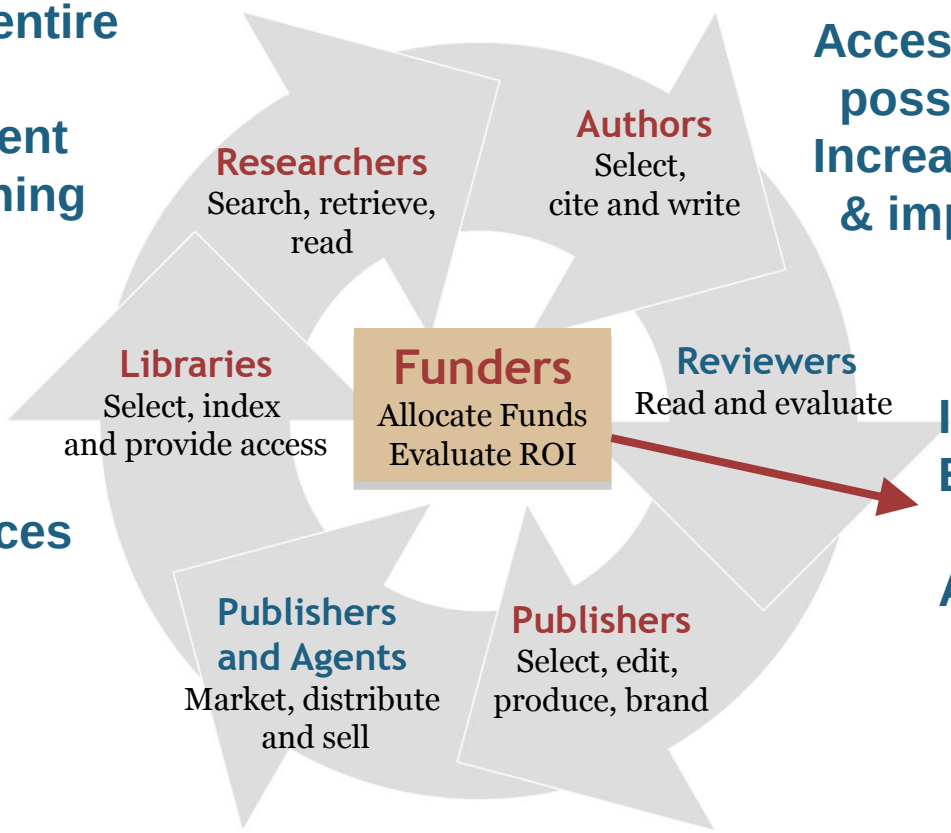
The choice facing the academic community world-wide is between allowing the research monograph to disappear, possibly being replaced by a system of chapter-by-chapter dissemination through a repository, or using new technologies to move to a new form of the research monograph, not restricted in size 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.

Benefits of Open Access

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

Answering user needs
Improved services



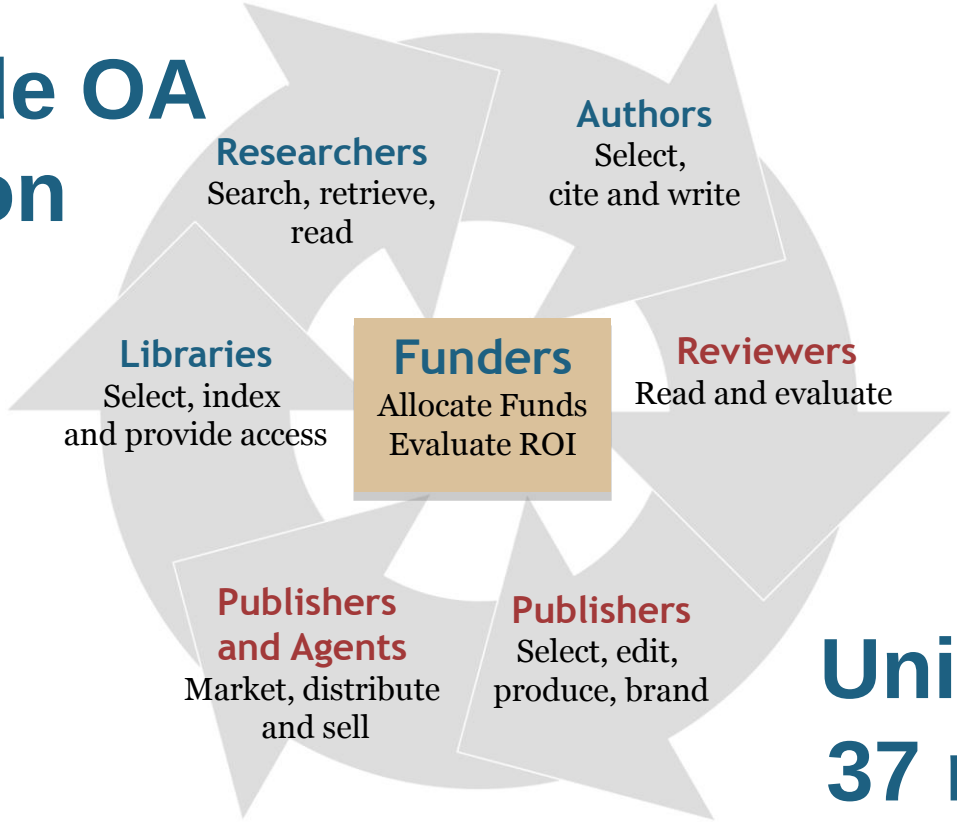
Access to the largest possible audience
Increased visibility & impact

Improving ROI
Ensuring publication
Advancing spread of knowledge

Effective knowledge dissemination

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 Monographs: examples

OPEN HUMANITIES PRESS

OpenBook Publishers

ACADEMY OF SCIENCE OF SOUTH AFRICA ASSAf

BLOOMSBURY Academic

THE NATIONAL ACADEMIES PRESS

ANU THE AUSTRALIAN NATIONAL UNIVERSITY

AU PRESS Athabasca University

RICE UNIVERSITY PRESS

Open Monographs: funding models

- **OA edition + sold edition –**
  - All
- **Institutional support for press –**
  - National Academies Press, Athabasca Universiy Press
  - Australian National University Press (ANU)
- **Library-Press collaboration –**
  - Mpublishing/Michigan UP, Göttingen UP
- **Value added services –**
  - Bloomsbury Academic, OpenEdition Freemium
- **Author side publication fee –**
  - OAPEN and Amsterdam University Press
  - Some Research Councils (Netherlands and Austria)
  - Global Library Consortium (promoted by Frances Pinter)

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

openedition
REVUES.ORG CALENDA HYPOTHESES.ORG

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'

Open Access
Publishing in European Networks

- 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?

- Research funder
- University
- Library (or library consortia)

Why?

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

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

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

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

3. **Developing an infrastructure for OA books**
   - Deposit service for Open Access Books in HSS
   - Directory of Open Access Books

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)

OAPEN Library - Windows Internet Explorer
http://www.oapen.org/xtf/home?brand=oapen
Google (nl)
File Edit View Favorites Tools Help
Convert Select
Favorites
OAPEN Library

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

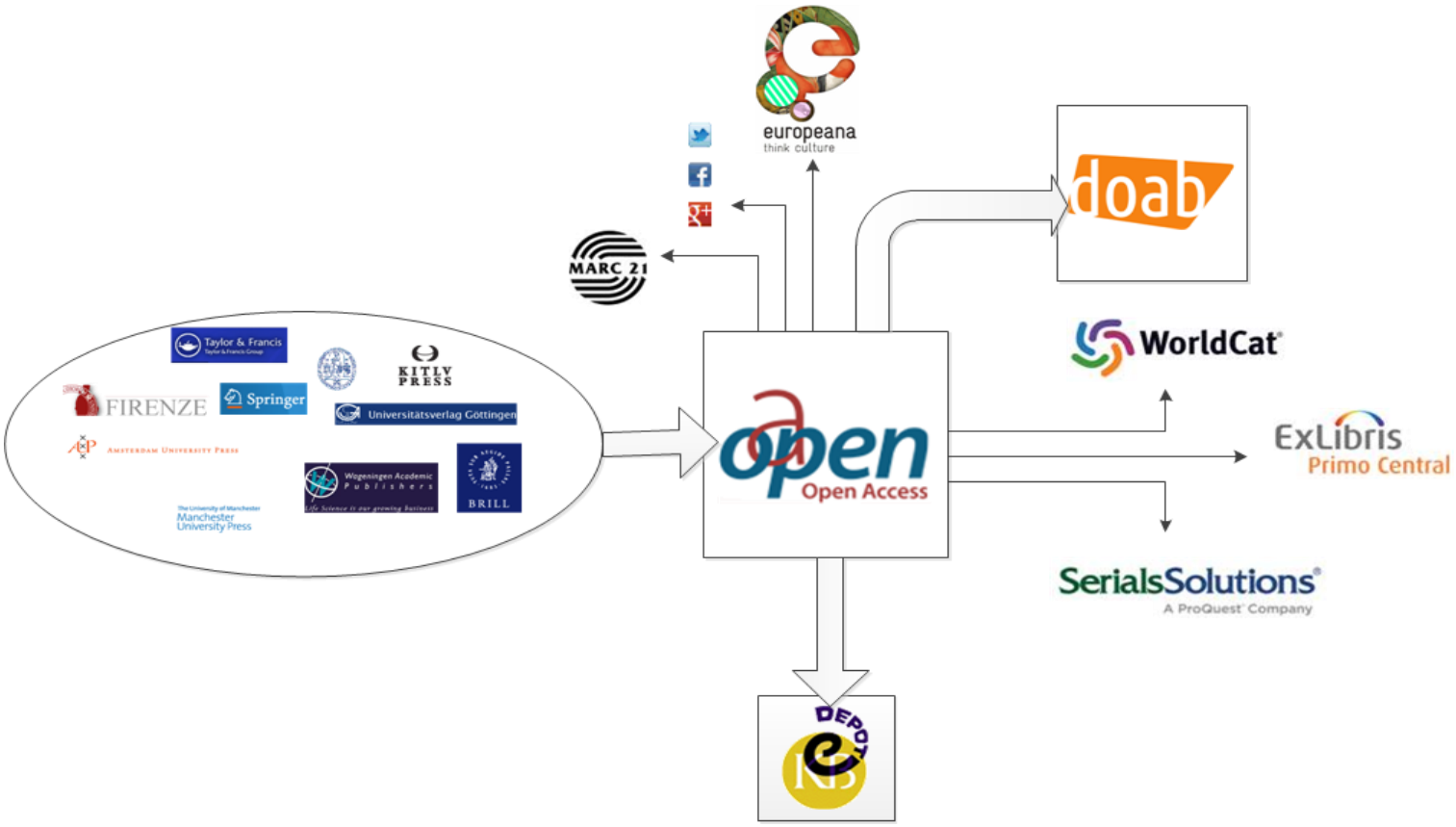
Partiti e gruppi parlamentari nell'ordinamento spagnolo
Firenze University Press

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

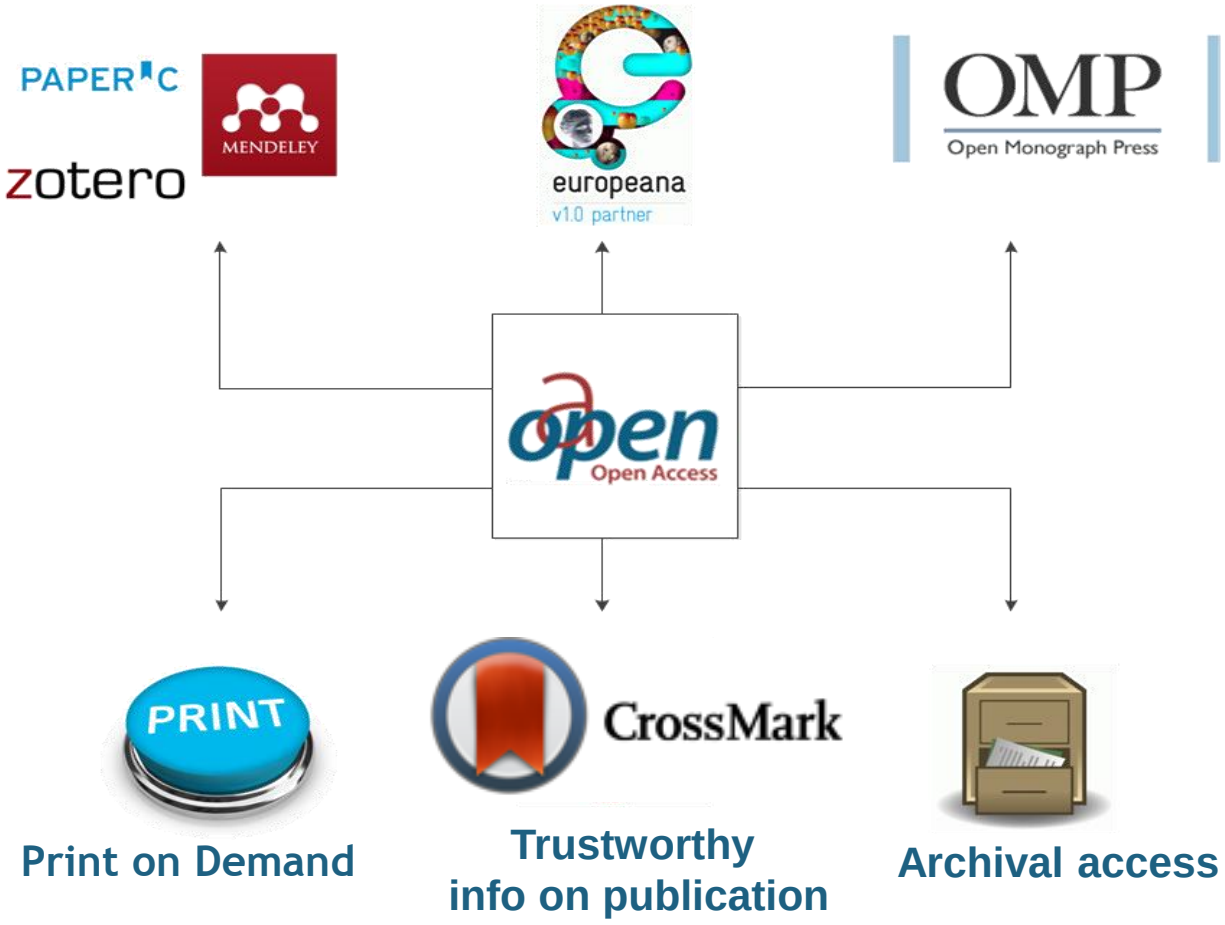
Smag for etik (Vol. 4):På sporet efter fødevareetikken
Museum Tusculanum Press

Publishers in the OAPEN Library

OAPEN Library: services



OAPEN Library: future services?



Making the transition 2: 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

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. 40 books + control group ('matched pairs')
- Contibution £ 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

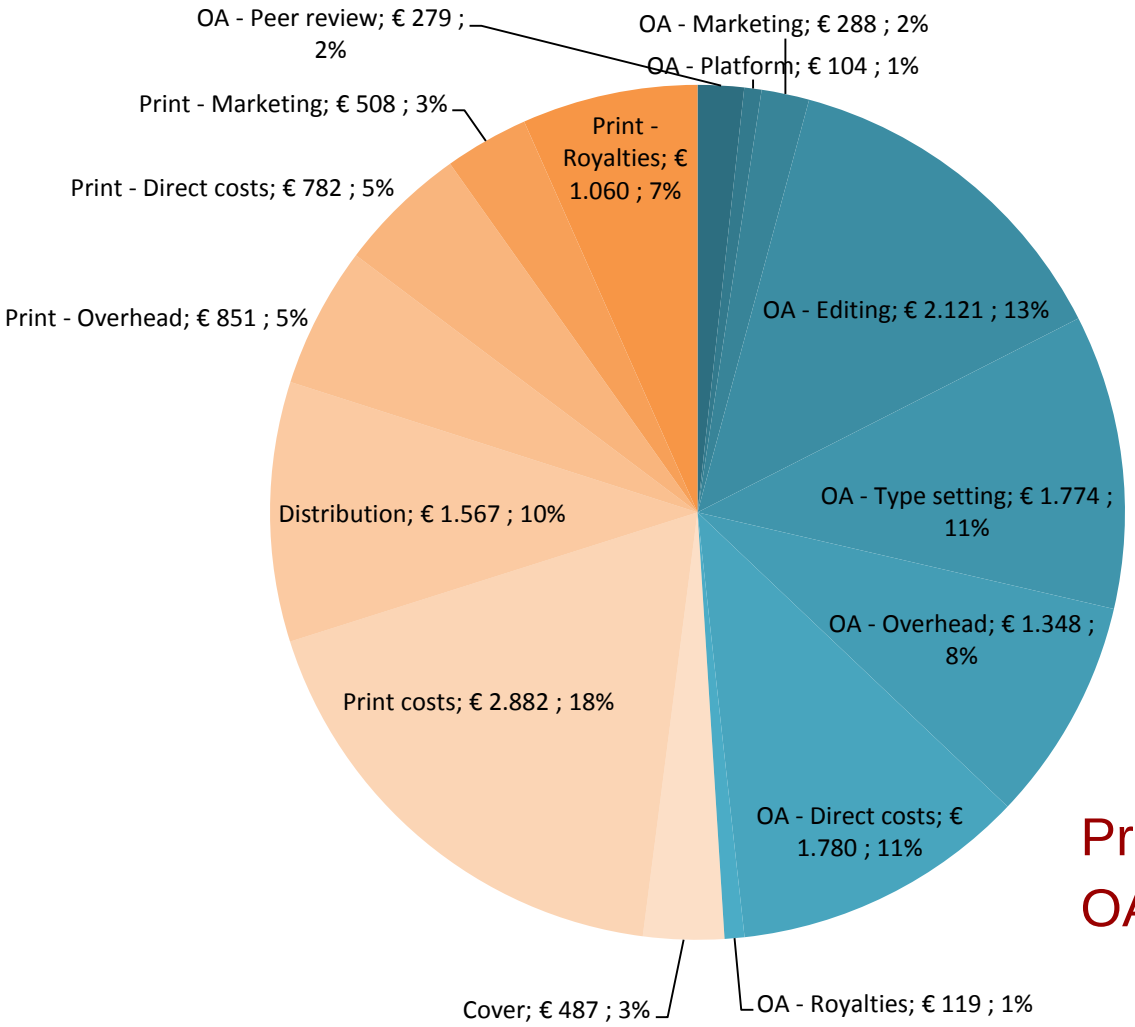
OAPEN-UK pilot: publishers

OAPEN-NL pilot: publishers

Pilots: limited scope > little risk

	publishers	*books*
OAPEN-UK	5	30
OAPEN-NL	8	50
Total	13	80

Calculating the costs of OA books



OAPEN-NL

Print: € 8.136 (51%)

OA: € 7.815 (49%)

OAPEN-NL: costs range

	OAPEN-NL
Total Costs	Highest: € 23.133
	Lowest: € 8.937
Print Costs	Highest: € 11.170
	Lowest: € 3.163
OA Costs	Highest: € 11.835
	Lowest: € 3.276
OA vs. Print	OA: 49%
	Print: 51%
Percentage OA range	Highest: 72%
	Lowest: 36%

New pilot projects

Exploring new projects

Continental Europe

Consider this:

In continental Europe, there are numerous funding programmes to support traditional 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 3: 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**

DOAB: Directory of Open Access Books - Windows Internet Explorer

http://www.doabooks.org/

Live Search

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Favorites Web Applications DOAB: Directory of Open... Page Safety Tools

directory of open access books

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755 Academic peer-reviewed books from **23** publishers

News Register for newsletter

- 2012-04-12 DOAB is Launched
- 2012-02-29 DOAB Press release

Archive

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peace studies Advanced search

Search results: Found **8**

Listing **1** - **8** of **8**

Sort by Relevance

BOMB CANADA and Other Unkind Remarks in the American Media

Author: Chantal Allan
Book Series: Global Peace Studies **ISSN**: 19214030
ISBN: 9781897425497 9781897425503 **Year**: 2009
Pages: 157 **Language**: English
Publisher: Athabasca University Press

Narrow your search

Publisher

- Athabasca University Press (2)
- Bloomsbury Academic (2)
- Manchester University Press (2)
- Amsterdam

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- Amsterdam University Press (147 books)
- Athabasca University Press (60 books)
- Australian National University ANU E Press (1 books)
- Berg Publishers (6 books)
- Bloomsbury Academic (68 books)
- Brill (10 books)
- Co-Action Publishing (2 books)
- Firenze University Press (89 books)
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- Liverpool University Press (6 books)
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- MPublishing (3 books)
- Open Book Publishers (20 books)
- Open Humanities Press (2 books)
- Palgrave Macmillan (6 books)
- Springer Science - Business Media (3 books)
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Athabasca University Press

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Browse results: Found **60**

Listing **1** - **10** of **60** << page 1 of 6 >>

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Authors: Arthur Clark
Book Series: Global Peace Studies **ISSN**: 19214030
ISBN: 9781897425688 9781897425695 **Year**: 2010

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C'est le temps d'en parler: L'histoire de Marie-Louise Bouchard Labelle

Authors: Claire Trépanier
ISBN: 9782895901372 9781897425251 **Year**: 2009
Pages: 241 **Language**: French
Publisher: Athabasca University Press

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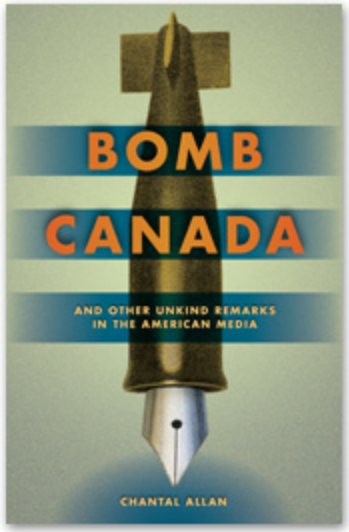

Chantal Allan

August 2009
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Subject
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Bomb Canada's Facebook Page

Follow Chantal Allan's latest news, discuss the book with the author and the growing group o fans at Bomb Canada's Faceboo page.

Radio Interview

Listen to CKUA interview with Chantal Allan (July 25, 2010)

Details | Free PDF | Video

About the Book

Canada and the United States. Two nations, one border, same continent. Anti-American sentiment in Canada is well

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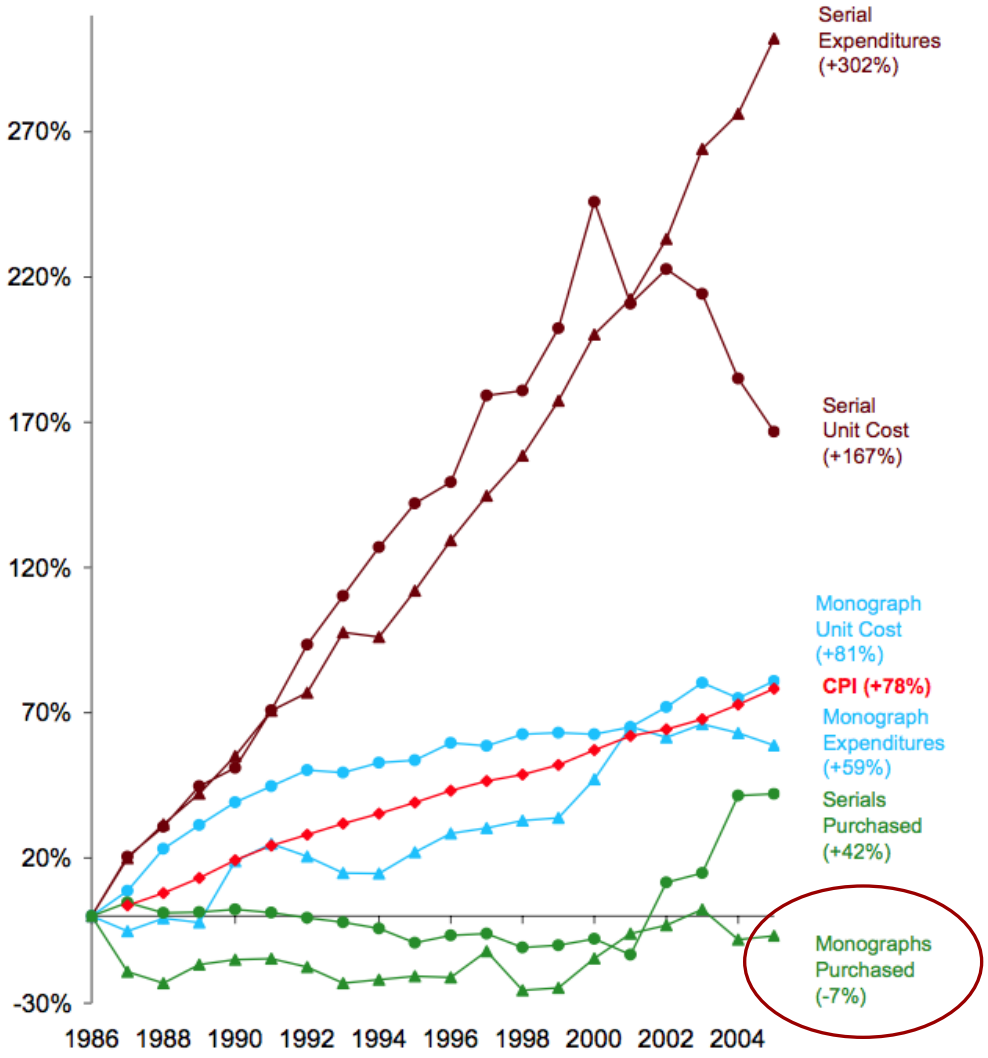
Monograph and Serial Expenditures in ARL Libraries, 1986-2005*



Source: *ARL Statistics 2004-05,* Association of Research Libraries, Washington, D.C.
*Includes electronic resources from 1999-2000 onward.

Knowledge Exchange briefing paper

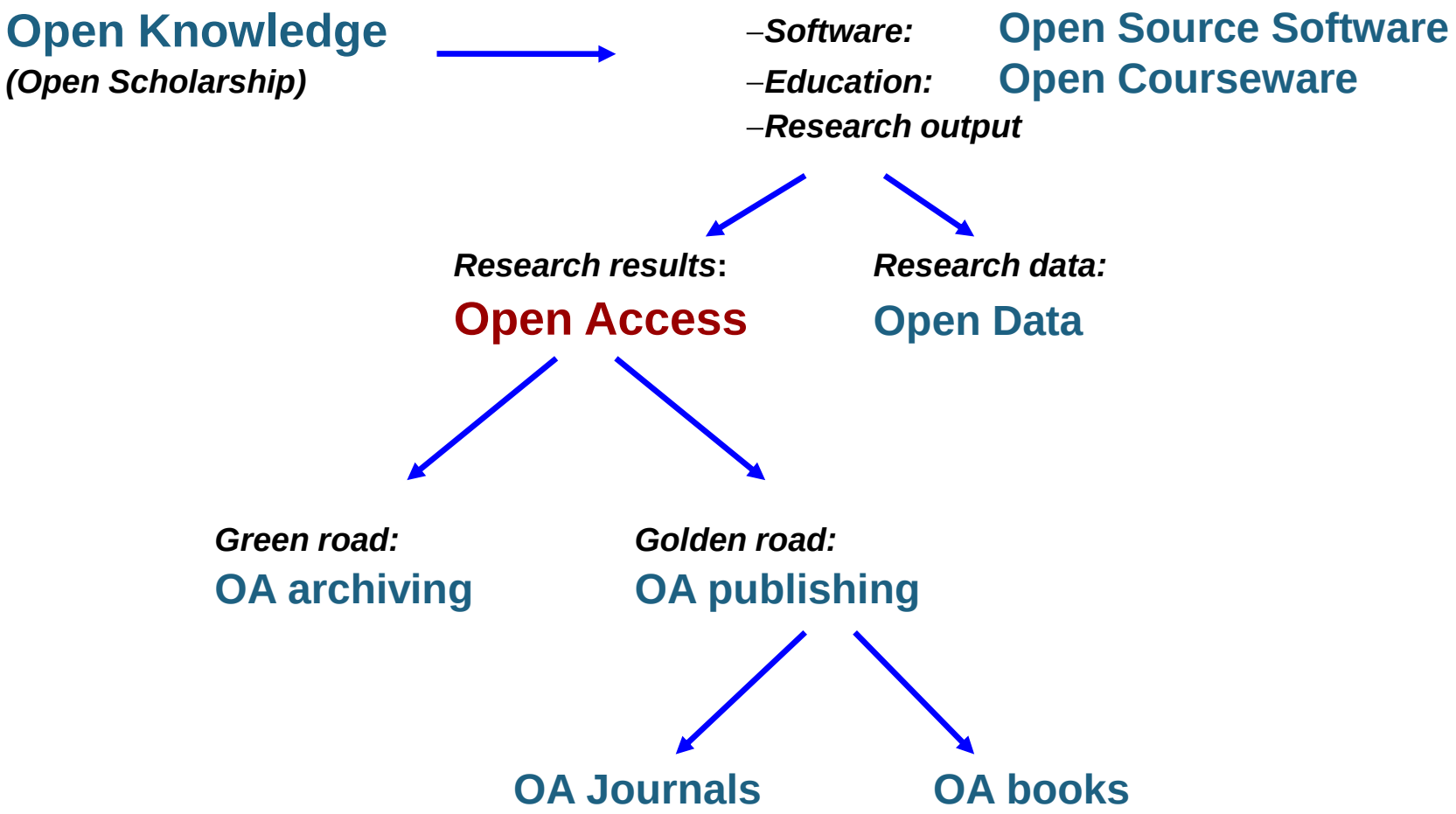
OPEN ACCESS BUSINESS MODELS FOR RESEARCH FUNDERS AND UNIVERSITIES

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

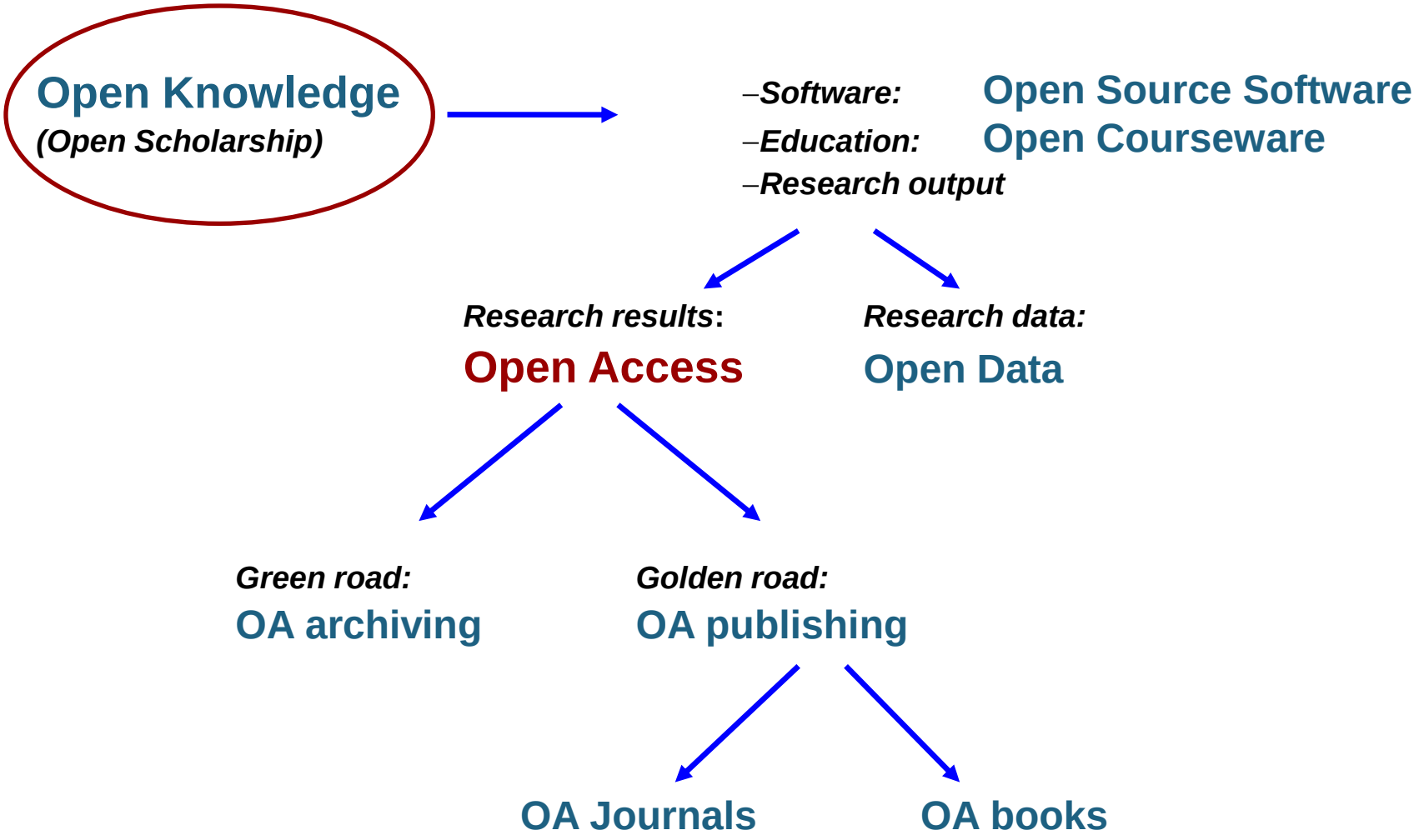
Private funding may provide partial support for some open access models (e.g. if an author pays for the cost of publishing in an open access journal) but no open access model can survive on private funding alone.

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.

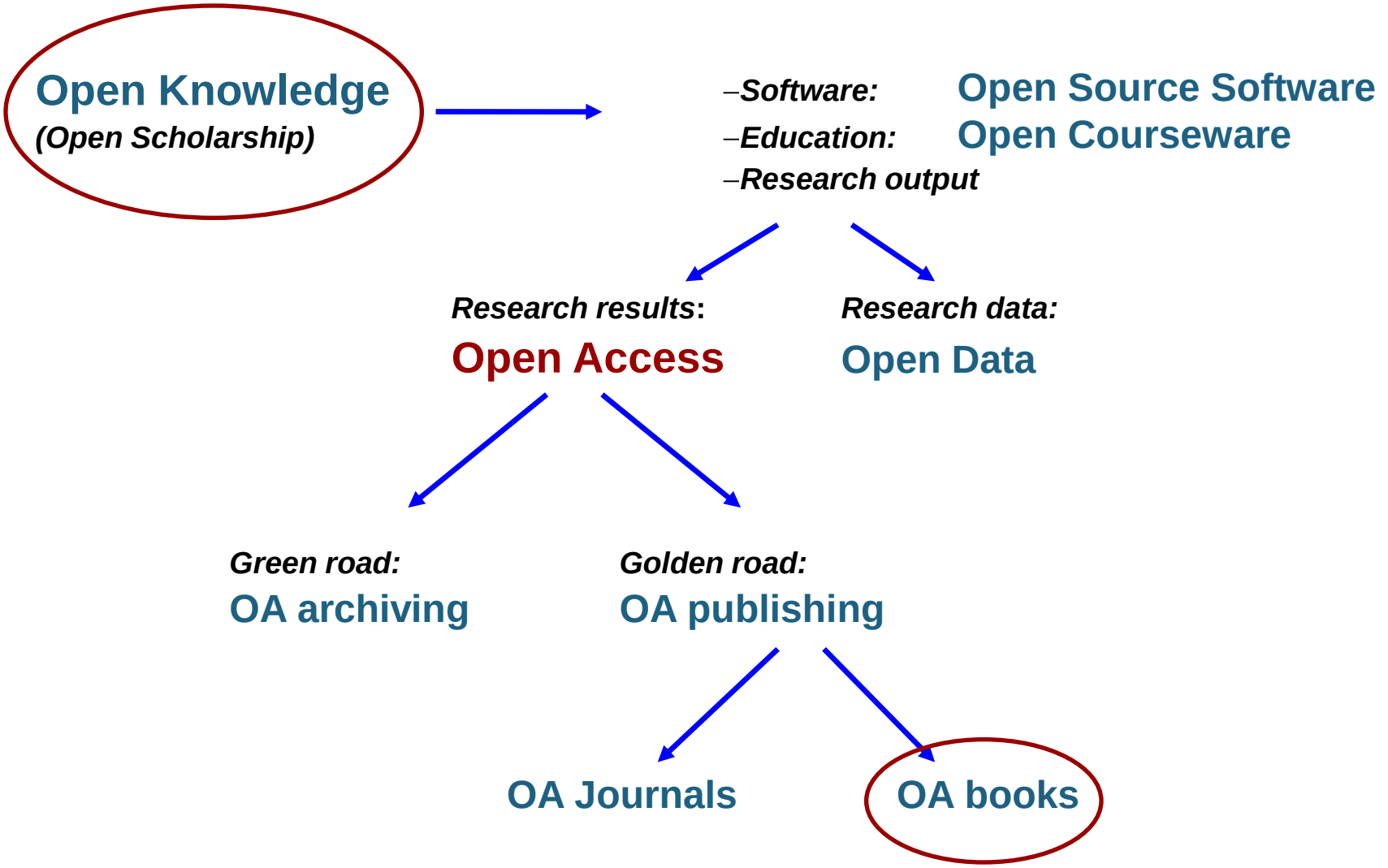
OA books - context



OA books - context



OA books - context



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

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

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

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')
- Contibution £ 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