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OAPEN: Open Access Publishing in European Networks

Developing an OA publication model for academic books in HSS

Creating a large collection of OA books in various European countries

Sep 2008 - Feb 2011

Coordinator: AUP

Actions undertaken under the eContentplus Programme to make digital content in Europe more accessible, usable and exploitable
The Consortium

- Six countries (Denmark, France, Germany, Great Britain, Italy and the Netherlands)
- Seven university presses as first content providers
- Two universities, as technology and research partner
- Aimed at Academic publishers in Humanities and Social Sciences
- Building a network around OA publishing for stakeholders within the academic community
## The Network

| Association of American University Presses - AAUP | Igitur, Utrecht Publishing & Archiving Services | Polimetrica
| Scholarly Publishing and Academic Resources Coalition - SPARC Europe | National Hellenic ResearchFoundation | Ledizioni - Ledipublishing
| IMISCOE - International Migration Integration | Open Book Publishers | Forlaeggerforeningen - Danish Publishers Association
| Social Cohesion | Universitat de Valencia | Open Humanities Press
| Arbeitsgemeinschaft der Universitätsverlage | Aarhus University Press | Academia Press
| Purdue University Press | Pickering & Chatto Publishers | Unipub - Oslo Academic Press
| Atlantis Press | Aksant | Akademie Verlag
| Institute of Economic Analysis & Prospective Studies at Al Akhawayn university | Université Libre de Bruxelles | Brill
| | Editions de l'Université de Bruxelles | IOS press
| | Verlag der Österreichischen Akademie der Wissenschaften | KITLV Press
| | | Oxford University Press
| | | SARC
| | | JISC Collections
| | | Athabasca UP |
Why develop Open Access for Academic Books?

- Traditional Monographs are losing their sustainability
- Between 1980 and 2000, sales of Monographs to US Libraries dropped from 2000 to 500 (average)

Need for a new Business Model
Monographs are losing ground
Scholarly Communication

**Reviewers**
Read and evaluate

**Authors**
Select, cite and write

**Researchers**
Search, retrieve, read

**Funders**
Allocate Funds
Evaluate ROI

**Publishers & Agents**
Select, edit, produce, brand, market, distribute and sell

**Libraries**
Select, index and provide access
Current Publishing Model

- **Reviewers**
  - Read and evaluate

- **Authors**
  - Select, cite and write

- **Researchers**
  - Search, retrieve, read

- **Funders**
  - Allocate Funds
  - Evaluate ROI

- **Libraries**
  - Select, index and provide access

- **Publishers**
  - Select, edit, produce, market

Selling access to content
Open Access Publishing Model

Charging for a service

Reviewers
Read and evaluate

Authors
Select, cite and write

Researchers
Search, retrieve, read

Funders
Allocate Funds
Evaluate ROI

Publishers
Select, edit, produce, market

Libraries
Select, index and provide access
Benefits of Open Access for Stakeholders

**Scholars**
- Worldwide audience
- Increased visibility & impact
- Unrestricted access

**Publishers**
- Effective knowledge dissemination
- Sustainable business model?

**Funders**
- Advancing the spread of knowledge
- Improving ROI

**Libraries**
- Answering user needs
- Improving access to knowledge
- Improving service
OAPEN’s approach

Hybrid model: online and print
- Basic online edition is free
- Other editions (print, PoD) are sold

Publishers can charge a publication fee for OA edition

Authors retain copyright
- CC licenses recommended

Long term availability online
- Based on repository infrastructure (UvA) and E-depot (KB)
OAPEN Publishing Model

Charging for a service

Reviewers
Authors
Researchers

Funders
Allocate Funds

Publishers
Select, edit, produce, market

Libraries
Select and provide access

Selling access to content
Publishing OA books: cooperation

Publishers
- Organize peer-review
- Offer services for OA publishing based on calculation of costs
- Publish and sell other editions
- Share revenues with funders?

Funders
- Set criteria for OA publications
  - Quality standards (peer review)
  - Reasonable publication fee, or model to calculate fee
- Provide publication funds
Guiding Principles

• Research and dissemination of results belong together

• Funders’ OA policies should include OA publishing (green and gold)

• OA publication funds should be open to articles and books

• Publishers should develop OA Publishing as a service to the Scholarly community
Cost shares of estimated total costs per title, OA and printed edition.
Print runs 500. Total costs: €13,263.
Publishing Costs OA Edition (€)

Cost shares of estimated total costs per title, OA edition.
Total costs: € 5,850.
Cost shares of estimated total costs per title, printed edition.
Print runs 500. Total costs: € 7,413.
The Hybrid Model
Revenue Stream

Funders
Allocate Funds
Evaluate ROI

Publishers
Selling access to content

Libraries

Charging for a service
Calculating various editions

### Calculating the OA edition at AUP

<table>
<thead>
<tr>
<th>Example</th>
<th>paperback monograph part of series - existing format no illustrations, tables, graphics 250 pages semi automated production</th>
<th>print runs</th>
<th>copies sold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>500</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td></td>
<td>750</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>OA edition</th>
<th>print</th>
<th>pod</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>copies</td>
<td>list price</td>
</tr>
<tr>
<td></td>
<td>250</td>
<td>€39.50</td>
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</tbody>
</table>

| peer review | 400 | cover | 275 | 275 | 275 | 275 |
| editing     | 2100 | printing | 1650 | 1950 | 975 | 150 copies |
| formatting  | 450 | marketing & sales | 746.55 | 1161.3 | marketing & sales | 472.5 |
| xml to pdf  | 300 | distribution | 1067 | 1659 | distribution & uploads | 675 | 150 copies |
| e-platform  | 25 | | | | | |
| basic marketing | 300 | | | | | |
| indirect personnel co | 1300 | indirect personnel co | 1550 | 1550 | indirect personnel co | 1550 |
| overhead | 846 | overhead | 1058 | 1319 | overhead | 790 |
| **total costs** | **5850** | | | | | |

| copies sold | 450 | 700 | copies sold | 150 |
| list price | €39.50 | €39.50 | list price | €45.00 |
| turnover | 17775 | 27650 | turnover | 6750 |
| commission | 7110 | 11060 | | |
| net turnover | 10665 | 16590 | | |
| costs | 6346 | 7914 | costs | 4737 |
| royalties | 1067 | 1659 | royalties | 675 |

| 100% funding | profit/loss | 3253 | 7617 | profit/loss | 1338 |
| no funding   | profit/loss | **2597** | **1167** | profit/loss | **4512** |
# Funding Mechanisms

<table>
<thead>
<tr>
<th>Funding examples</th>
<th>print runs</th>
<th>copies sold</th>
<th>OA edition print</th>
<th>copies</th>
<th>printing per copy</th>
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</thead>
<tbody>
<tr>
<td>Example 1 (paperback print and PoD)</td>
<td>500</td>
<td>150</td>
<td>750</td>
<td>250</td>
<td>6.5</td>
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<tr>
<td><strong>1 excluding funding</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2 full funding of OA edition</strong></td>
<td>5850</td>
<td>5850</td>
<td>5850</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3 revenue sharing</strong></td>
<td>4224</td>
<td>2342</td>
<td>5181</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50% of profit returned to funder</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>4 fixed percentage</strong></td>
<td>2925</td>
<td>2925</td>
<td>2925</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50% of OA edition</td>
<td></td>
<td></td>
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<tr>
<td><strong>5 fixed fee</strong></td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td></td>
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<tr>
<td>€ 4,000</td>
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<tr>
<th></th>
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<tbody>
<tr>
<td></td>
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<td></td>
<td>€ 39.50</td>
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<td></td>
<td>€ 45.00</td>
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</table>
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.

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

Search the library → advanced search options

Latest titles
- Historia Norwegie
  Museum Tusculanum Press
- La scienza e la rete
  Firenze University Press
- De hand van Huizinga
  Amsterdam University Press
- Changing anarchism: Anarchist theory and practice in a global age
  Manchester University Press
OAPEN Library: Goals

• Promote Open Access book publishing by building a branded collection of OA peer-reviewed titles
• Increase the visibility and retrievability of high-quality European research
• Set quality standards for OA books, based on transparent procedures for peer review and recommendations for OA licences
OA publishing is ultimately dependant on funding opportunities

- Not yet established for HSS
- Almost non existent for books

How to proceed?
Set up funds to experiment and test models

- Limited period
- Limited number of publications
- In cooperation with academic publishers and funders
- In various countries

In other words: pilot projects
Two pilot projects:

OAPEN-NL:
- Netherlands Organisation for Scientific Research (NWO)
- Ministry of Education, Culture and Science

OAPEN-UK:
- JISC Collections
OAPEN-NL: Scope

- 2 years
- Start Oct 1, 2010
- Approx. 50 books
- Av. contribution € 5000 / book

Open to all academic publishers
OAPEN-UK: Scope

- 1 year + 2 years monitoring
- Start May 1, 2011
- Approx. 40 books + control group
- Av. contribution £ 6000 / book

Open to all academic publishers
Learning

Test models
- calculating costs of OA books
- establishing funding mechanisms
- monitoring usage and sales

Establish requirements
- quality assurance
- licensing policies
- technical specs

Share knowledge with other experiments

Develop guidelines and recommendations
Results

- A framework for OA book publishing and funding
- A system for quality assurance
- An extension of OA publishing to include books
- International knowledge exchange, comparative data

Report ‘Guidelines and Recommendations for OA Books’
Conclusions

• Monographs won’t survive without a new business model
• Open Access publishing has obvious benefits
• Awareness is growing
• Transition will take time
• Requires involvement from stakeholders
• Won’t succeed without funders

Join the OAPEN Network!