How book publishers approach Open Access

Helmholtz Open Science Workshop 2014
"Open Access – nicht alles Gold was glänzt?"

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OAPEN Foundation

Contents

- OAPEN
- OA monograph publishers
- Approaches to OA book publishing
- Business models for OA books
- Licensing for OA books
- Considerations
- Challenges

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[ ] search

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OA books gaining momentum

- Worldwide attention for OA monographs.
- OA monograph workshops and seminars everywhere
- Platforms and services supporting OA books:
  OMP, OpenEdition, OAPEN, DOAB, SciELO
- Established book publishers adopting OA:
  Palgrave Macmillan, Springer, OUP, De Gruyter, Brill
- New OA start ups: Amherst Press, Anvill Academic
- OA publication funds supporting books: WT, FWF, NWO
- OA mandates including books: H2020, ERC, ARC
- KU conducted first pilot for OA books

Growth of OA book publishing

Growth of the DOAB collection and number of publishers
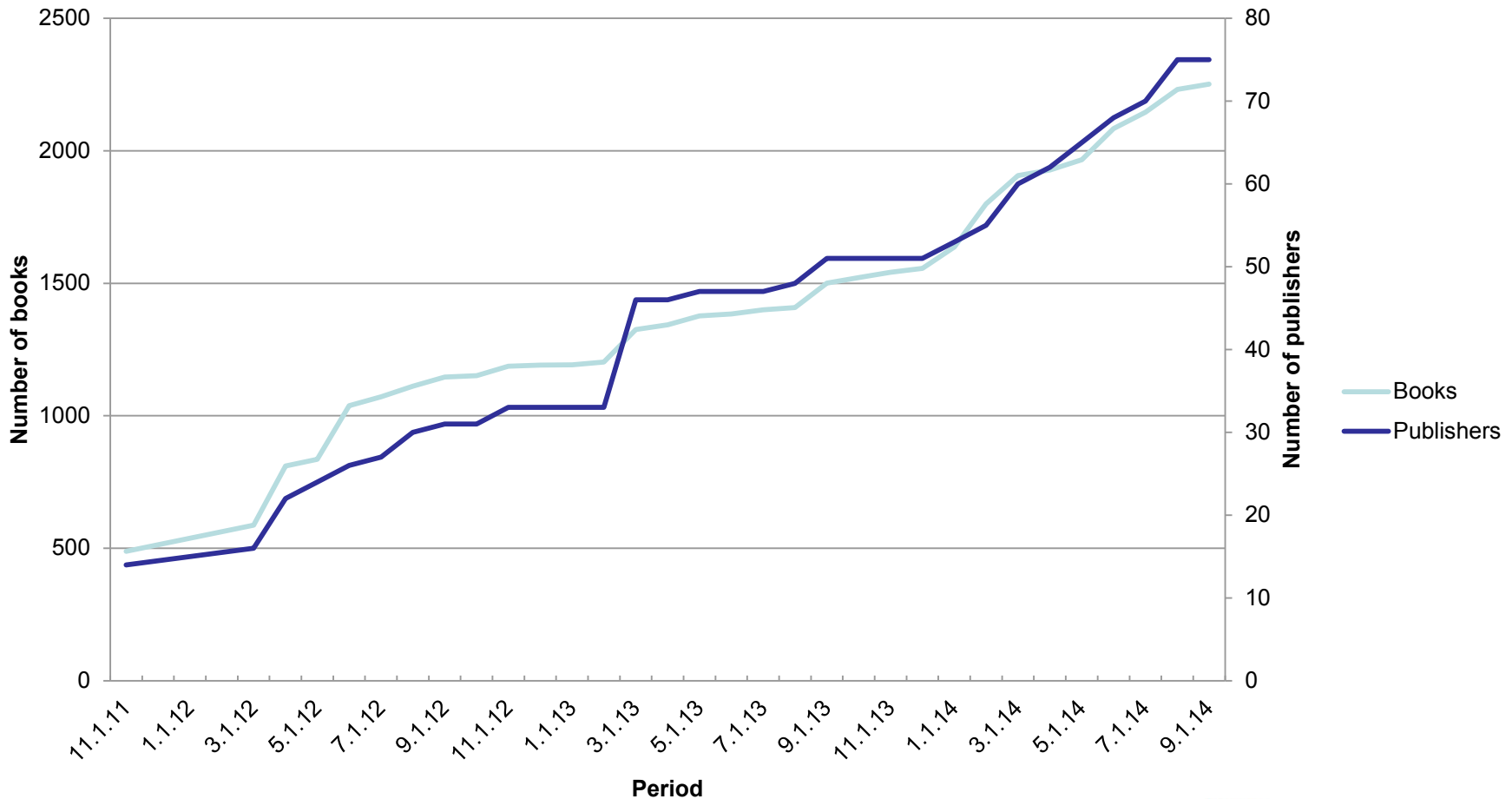
OA monograph publishers

Commercial and non-profit

Established and start-ups

Institutional and professional

Professional and 'scholar led'

University and Library presses

OA monograph publishers

Commercial: 35 %

University / Library presses: 45 %

Other / non-profit: 20 %

Different approaches

Frontlist publishing

Backlist / long tail approach

Dedicated Open Access

Service / Part of portfolio

Promotional / attracting readers

Selective / specific project or series

Business models for OA books

- Hybrid or freemium

- Institutional support

- Author side publication fee

- Library side models

Business models for OA books

- Hybrid or freemium

  OA edition + *sold editions (print, e-books, pdf)*

- Institutional support

  Grants, subsidies, press supported by library

- Author side publication fee

  APC for books

- Library side models

  Funding through library acquisition budget

Business models for OA books

- ## Hybrid or freemium
  All OA book publishers

- ## Institutional support
  Mpublishing, Athabasca UP, ANU E press etc

- ## Author side publication fee
  Palgrave Macmillan, Brill, De Gruyter, Springer

- ## Library side models
  KU, OpenEdition, OLH

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OA models for books

Online does not substitute print:

> Publishers choose a hybrid approach to OA books: OA + print

> Most publishers prefer CC-BY-NC licences as they need to recover costs of printed edition

> Green OA is less feasible, may require longer embargo periods

Licenses for OA books

OA licenses

- CC by: 3%
- CC by-nc: 16%
- CC by-nc-nd: 50%
- CC by-nd: 8%
- other: 23%
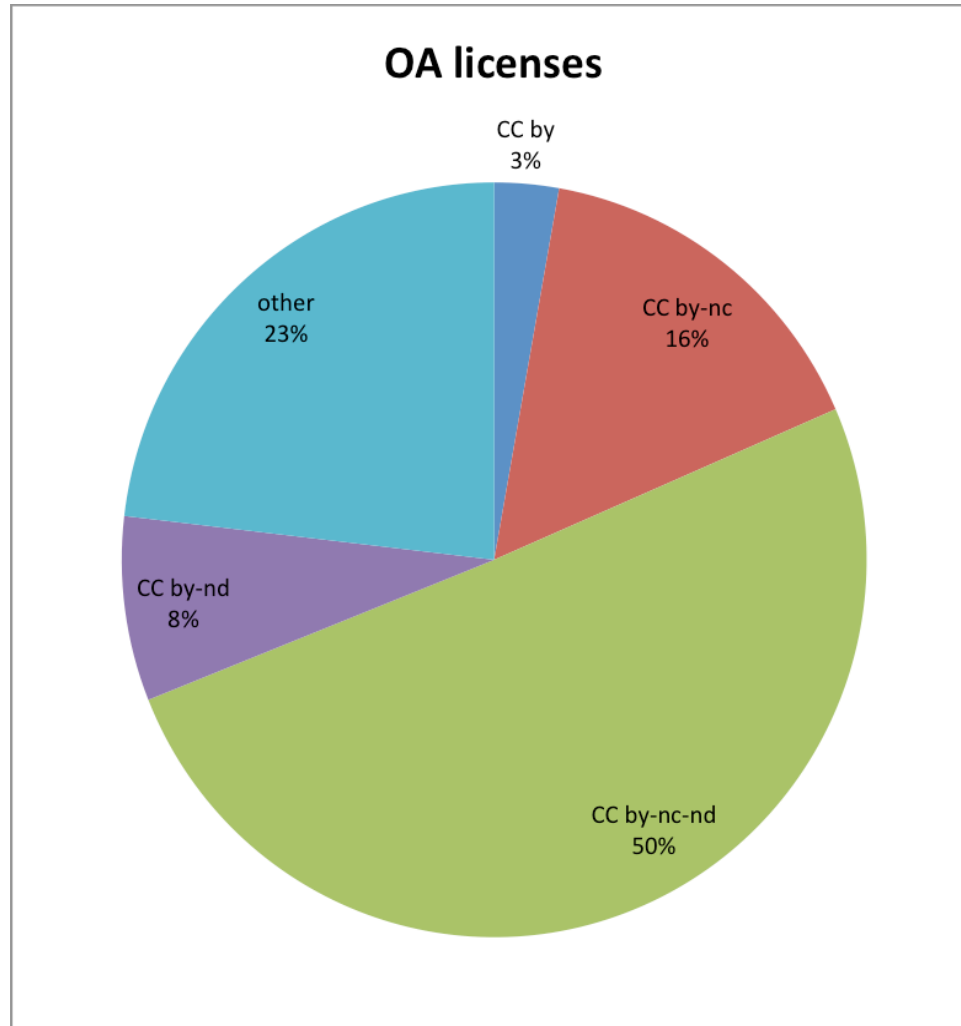
Licenses for OA books

CC BY + CC BY-SA: (3%)   58

CC BY-NC + CC BY NC-SA: 315

CC BY-ND: 164

CC BY-NC-ND: (50%)   1047

Licenses for OA books

CC BY + CC BY-SA: 58 (3%)

Open Book Publishers	15
Göttingen University Press	14
Ubiquity press	8
Open Humanities Press	7
University of Adelaide Press	6
Palgrave MacMillan	3
Academia press	2

Considerations

Publishers:
- protective of revenue from sales > NC
- accomodate authors > NC-ND

Authors (Humanities):
- protective of their work (plagiarism!) > ND
- demand freedom to choose publisher

Funders:
- balance goal of OA with respect for academic considerations (in Humanities)

Funders' perspective

HEFCE:

- readers must be able to read the output, to download it, and to search electronically within it, all without charge –
- outputs licensed under CC BY-NC-ND satisfy this minimum

Funders' perspective

Wellcome Trust:

- removing as many of the barriers to re-use and dissemination as we can

- for the time being maintaining a preference for CC-BY licences, while allowing more restrictive licences (i.e. CC-BY-NC, or CC-BY-NC-ND), is likely to be more productive

Publishers' perspective?

Willing to meet funder requirements:

- In a Gold model:

  – If they can charge a publication fee and recover their costs

  – Unless these requirements alienate them from authors

- Green model needs to be explored

Challenges

A common understanding of OA for books:

- Developing funding models for Gold OA books

- Establishing a Green route for OA books

- Consistent licensing procedures and limited licensing options

And:

- Convincing the Humanities of the benefits of OA

- Measuring the impact of (OA) books

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www.doabooks.org

OAPEN Foundation

- Dedicated to OA books

- OAPEN Library
  - Hosting full text collection of OA books (+ chapters)
  - Only peer reviewed content
  - 65+ publishers, 2200+ books
  - Increasing visibility, discoverability, usage

- Main focus areas:
  - Quality assurance
  - Aggregation and Deposit
  - Discovery and Dissemination

Conventional monographs

Conventional monographs are losing sustainability:

- Libraries acquisition budgets under pressure
- Sales to libraries have been in steady decline
- Costs of monographs have gone up

Need for new models:

- OA can increase discovery and usage
- OA may increase impact
- OA may contribute to sustainable models

Business models for OA books

- Hybrid or freemium

  OA edition + sold edition (print, PoD, e-book)

  All publishers

  Primary model for some: OECD *Freemium*

Business models for OA books

- Hybrid or freemium

- Institutional support

  Grants, subsidies, press embedded in library, press sharing university infrastructure

  Mpublishing, Athabasca UP, ANU press,

  Göttingen, Leiden, Utrecht

Business models for OA books

- Hybrid or freemium

- Institutional support

- Author side publication fee

    'APC for books'

    Palgrave Macmillan, Brill, De Gruyter, Springer

    Funders: FWF, NWO, WT

    Universities: Lund, UCL, California

Business models for OA books

- Hybrid or freemium

- Institutional support

- Author side publication fee

- Library side models
  - *Based on Library acquisition budget*
  - Knowledge Unlatched, OpenEdition
  - Open Library for Humanities

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