

# UNIVERSITY PRESS USE OF E-PUBLISHING PLATFORMS FOR MONOGRAPHS

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This white paper gives an overview of the software applications used by university presses to publish digital monographs. In addition, we will look at routes taken by university presses to move from all print to some e-publishing and list the supplemental online content that is typically offered for a fee.

## E-PUBLISHING PLATFORMS CURRENTLY USED FOR MONOGRAPHS

### TIZRA<sup>1</sup>

Tizra is an e-publishing platform used by MIT Press to publish CISnet. CISnet started with existing archived PDFs of computer and information science books. MIT Press started with the backlist, and created an online e-book package. Because the software was unable at the time to address how to pay out royalties to authors, MIT Press gave authors of the archived backlist a free subscription to CISnet. Indiana University Press used Tizra when they launched IU Press Online in April 2009. Tizra is also working with University of Texas Press, Bloomsbury Academic, and the Association of Research Libraries.

In February 2009 by Barbara Quint reported the pricing structure as: Free, Basic (\$49.95), Basic Plus (\$295), Professional (\$995), and Enterprise (\$4995)<sup>2</sup>. There are pricing breaks for members of the Association of American University Presses.<sup>3</sup>

### ADVANTAGES:

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- Tizra can use PDF content that most presses generate in the course of print production, rather than requiring XML or EPUB format conversions
- Tizra seems to be willing to add new features fairly quickly
- There is a limited, free version of Tizra to try out
- Mobile access to e-book content
- Allows the publisher to control which parts of the content search engines can access. That content is optimized (SEO) so that users can find it on Google and other search engines and link directly to the page where the search terms appear.
- IP authentication is supported
- It took 2 weeks for Tizra to set up a site for MIT Press

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<sup>1</sup> Tizra. <http://www.tizra.com/>.

<sup>2</sup> Quint, Barbara. University Press Turns to Tizra Publisher; Tizra Turns to Free. *Newsbreaks, Information Today*. February 26, 2009. <http://newsbreaks.infotoday.com/nbReader.asp?ArticleId=52793>.

<sup>3</sup> Association of American University Presses. <http://www.aaupnet.org/programs/epub/tizra.html>.

- REST API gives developers an option to integrate other applications

#### DISADVANTAGES

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- No support as yet for a royalty payment process for authors
- Content is hosted on secure, but outsourced servers
- Free version includes ads
- Indiana University Press did not feel Tizra was ready to handle the complexities of journals<sup>4</sup>
- No print on demand option

#### IPUBLISHCENTRAL<sup>5</sup>

Many large publishers use the iPublish Central electronic content delivery platform from the Impelsys company. MIT Press E-books went live in March 2009 with 400 titles for sale in electronic format. No other university presses are mentioned as users, but some other publishers using the software are American College of Physicians, American Medical Association, and Benchmark Education.

The pricing allows for some experimentation with the software without much cost.<sup>6</sup> AAUP members have the option of discounted access to IPublishCentral.<sup>7</sup> The deal combines a reduced monthly hosting fee for some iPublishCentral services with a special first-year promotion that waives those fees.

Plans	Basic	Plus
Cost per Month per Title	FREE	\$5.00
Buy Link	Amazon/B&N Buy Link	Publisher BUY Link + optional Amazon/B&N Buy Link
Number of Titles	Up to 1,000	Up to 1,000
Reporting	No reporting	Reporting
Advance Functionality	No	Yes

#### ADVANTAGES:

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- Books, journals and ecommerce solutions
- Retain look and feel of print book

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<sup>4</sup> Quint, 2009.

<sup>5</sup> iPublish Central. <http://www.ipublishcentral.com/>.

<sup>6</sup> Ibid.

<sup>7</sup> Association of American University Presses. <http://www.aaupnet.org/programs/epub/impelsys.html>.

- Sell print and e-books from the same portal with secure ecommerce site
- Display of content as HTML, VirtualPages™ or PDF for downloadable articles
- Modules include authentication/authorization/access, search, community features, sales & marketing, commerce and reporting
- Can incorporate multimedia
- Can blend online learning with publisher's print content
- Content conversion to PDA platforms
- iPublish Widget allows publishers to easily promote their brand and titles across the web; includes a ViewInside feature that enables readers to browse through title content before buying.
- Offers talking e-books that can be distributed online or on a CD-ROM

#### DISADVANTAGES

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- Not Open Access

#### DIGITAL COMMONS<sup>8</sup>

Digital Commons reflects the blurring line between publishing software and software used for institutional repositories. Purchased by Berkeley Electronic Press in 2007 from ProQuest, Digital Commons is a leading institutional repository solution. Some libraries such as UC Berkeley, Utah State and Purdue University use Digital Commons for both an IR and a journal publishing platform. (Many others listed here: <http://digitalcommons.bepress.com/journals.html>). Purdue also uses Digital Commons to host open access monographs.

#### ADVANTAGES

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- Online submissions
- Link to content on external websites
- Post a wide variety of publication types (e.g., articles, preprints, monographs, etc.)
- Upload sound and video files, data sets, and executable files
  - Import historical data with batch uploads
- Auto-convert Word (.doc and .docx) and RTF documents to PDF
  - Customize subject-area pick lists for data entry
- Categorize scholarship with three-tiered subject-matter taxonomy
  - Support for ETD
- Indexing, search and discovery
- Digital preservation
- Peer-review journal software
- E-mail tools to manage authors

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<sup>8</sup> Digital Commons. <http://digitalcommons.bepress.com>.

- Access/subscription control
- Usage statistics at both the series and paper level
- Content can be delivered to customers for self-archiving

#### DISADVANTAGES

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- Doesn't handle royalties
- Doesn't provide publishing services that include workflow management, production (copyediting, formatting, layout design), hosting, and dissemination of peer-reviewed content
- Doesn't offer print on demand (print of hard or paper bound book)

#### CONNEXIONS

Rice University re-launched its university press as an all-digital operation. Using the open-source e-publishing platform Connexions, Rice University Press is returning from a decade-long hiatus to explore models of peer-reviewed scholarship for the 21st century. The technology offers authors a way to use multimedia -- audio files, live hyperlinks or moving images -- to craft dynamic scholarly arguments, and to publish on-demand original works in fields of study that are increasingly constrained by print publishing.

#### ADVANTAGES

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- Open Source software (Connexions using software named Rhaptos)
- Modular content, version control, XML based content
- Multiple formats; flexible software
- Users can make connections between different content on Connexions
- View online and/or print on demand

#### DISADVANTAGES

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- Runs on a Linux server (Debian or Ubuntu "flavor" – this we could do) and requires Plone (not a software OSU Libraries currently uses)
- Would require customization and maintenance, server space, updates, etc.

#### CDL'S eSCHOLARSHIP<sup>9</sup>

CDL's eScholarship<sup>®</sup> is an open access digital publishing service that runs on EdiKit software from Berkeley Electronic Press (bepress). Books can be published there in a combined digital /print publication service, in an arrangement with UC Publishing Services (UCPubS), a joint

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<sup>9</sup> eScholarship. <http://escholarship.org/>.

program of UC Press and the California Digital Library.<sup>10</sup> This institutional repository is repositioning itself as an open access publisher with manuscript management, and conference services.

#### ADVANTAGES

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- Open Access
- Supports both monographic and periodical publication
- EdiKit system supports self-publishing, allowing authors and editors to manage the entire process from their desktops, (submission, peer review, final online publication).
- Search is optimized for discoverability.
- Other search functions like facets and KWIC help users find related documents and relevant content.
- Creating an XML publishing infrastructure in which it will be easier to do global changes and to migrate to new formats. XML will also give end users more search capabilities.

#### DISADVANTAGES

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- No royalty-based option
- Unclear whether the software is available beyond the UC System

#### DLXS

SUNY Press began to offer electronic editions of its frontlist titles in 2008. Under the program, SUNY Press' frontlist titles will be available for download for just \$20 directly from the [Press's web site](#). The DirectText Software uses DLXS to create the ebooks and partners with Publisher's Row to deliver the content.<sup>11</sup>

#### ADVANTAGES

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- Download and print PDF versions.
- Free preview option to view the table of contents, the first two pages of each chapter, and an index of titles before purchasing

#### DISADVANTAGES

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- Potential book buyers must have an account on Publishers Row to access content.

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<sup>10</sup> JISC-REPOSITORIES Archives: eScholarship: University of California's open access digital publishing service launches new site October 19<sup>th</sup>. <https://www.jiscmail.ac.uk/cgi-bin/webadmin?A2=ind0910&L=JISC-REPOSITORIES&T=0&F=&S=&P=30574>.

<sup>11</sup> SUNY Press to Offer Electronic Editions of FrontlistBooks for just \$20.00. Sue Polanka, Blog post April 9, 2008. <http://www.libraries.wright.edu/noshelfrequired/?p=31>

## E-PUBLISHING PLATFORMS IN DEVELOPMENT

### OPEN MONOGRAPH PRESS<sup>12</sup>

The Public Knowledge Project (PKP) is developing Open Monograph Press (OMP), an open source publishing product. OMP will be based on the modularization software used in its companion product, Open Journal Systems. PKP also developed Open Conference Systems software. The manuscript workflow is based on Athabasca University Press' process, a PKP partner.<sup>13</sup> Some universities, such as University of Kansas, combine OJS with DSpace to make journal and monograph content available.

System requirements for OMP are expected to be similar to OJS. OJS requirements are: PHP 4.2.x or later (including PHP 5.x) with MySQL or PostgreSQL support; a database server (MySQL 3.23 or later OR PostgreSQL 7.1 or later UNIX-like OS recommended (such as Linux, FreeBSD, Solaris, Mac OS X, etc.). Also, OJS 2.0.2 and above supports Windows servers (including IIS). OMP will use Lemon8-XML to convert documents created with word processing software (ex. Microsoft Word) into XML.<sup>14</sup>

### ADVANTAGES

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- Supports Open Access and is Open Source
- Will work with Open Journal Publishing System
- Free to academic community
- Includes an online editorial process for both formal reviewing and a space for idea incubation allowing for informal commenting from an invited or an open community
- Supports publishing process and printing in print, online or both
- Monographs indexed in Google Scholar
- Will be able to mashup data
- Link to book reviews (outside the site) & other content (author bio, author, bookstore, related content, animations/simulations, etc.)
- Might be able to import backlist and make available on a web site and Google Book Search

### DISADVANTAGES

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- Not yet available and the web site does not give a date for when the software will be ready for general use
- Mockup includes modules for creating a print copy but no details currently given about this process
- Sales transaction module included in mockup but again details not specified

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<sup>12</sup> Open Monograph Press. <http://pkp.sfu.ca/omp>.

<sup>13</sup> Athabasca University Press. <http://www.aupress.ca/>. After visiting their site, it is unclear what software is used to present their e-books.

<sup>14</sup> Lemon8-XML. <http://pkp.sfu.ca/lemon8>.

## MODELS

A benefit of offering only digital content can be lowered costs. “Costs are kept low by simplifying production and design and relying on open-source software. Online full-text publishing enables discovery by a wide range of search engines and full-text searching, reducing the need for marketing”.<sup>15</sup>

Strategy	Who is doing this?
Move the press to all digital content with Print-on-Demand service	<ul style="list-style-type: none"> <li>• Rice, (Connexions /QooP)</li> <li>• University of Michigan Press/Library</li> <li>• Utah State University Press/Library</li> <li>• Australian National University E-press publishes fully peer-reviewed born-digital scholarly ebooks, which are freely available online. Offer print on demand for a single book or for a small run of a title. Print copies are perfect-bound paperbacks with glossy covers<sup>1617</sup></li> </ul>
Start a digital imprint for new or archived content	<ul style="list-style-type: none"> <li>• MIT Press (CISnet)</li> <li>• Rice (Long Tail)</li> <li>• University of Tennessee Press (Newfound Press)</li> </ul>
Keep backlist ready for print-on-demand through a service	<ul style="list-style-type: none"> <li>• CDD /Bibliovault works with a number of University Presses</li> <li>• Lightning Source/ Espresso Book Machine</li> </ul>
Simultaneously publish the same title in multiple formats	<ul style="list-style-type: none"> <li>• PublicAffairs Caravan project<sup>18</sup> (nonprofit) Lightning Source Inc., (Ingram) Industries Inc., is working with The Caravan Project to produce paperback copies of Caravan books using</li> </ul>

<sup>15</sup> Hahn, Karla. Research Library Publishing Services. ARL 2008. p. 6

<http://www.arl.org/bm~doc/research-library-publishing-services.pdf>.

<sup>16</sup> Australian National University E Press. <http://epress.anu.edu.au/about.html>.

<sup>17</sup> Open Access Scholarly Information Sourcebook: Case Studies: university presses.

[http://www.openoasis.org/index.php?option=com\\_content&view=article&id=558:case-studies-university-presses&catid=80:articles&Itemid=386](http://www.openoasis.org/index.php?option=com_content&view=article&id=558:case-studies-university-presses&catid=80:articles&Itemid=386).

<sup>18</sup> Caravan Books. <http://www.caravanbooks.org/about.jsp>.

	print-on-demand technology <ul style="list-style-type: none"> <li>University of California Press publishes born digital and offers print-on-demand.<sup>19</sup></li> </ul>
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## ONLINE SUPPLEMENTAL CONTENT

Some publishers, including at least one University Press make supplemental content available online. Some of the online content is free; some tends to be tied to the purchase of one or another format of the book:

No charge (free with or without purchase of book)	Usually available with print/ebook purchase, not free.
Podcasts, Vodcasts of author interviews, related stories	Curriculum materials
Search the book's content; Preview the Book (look inside)	Student workbooks, quizzes
Reviews	Online demonstrations (for example, of dissection)
Author websites, events	Interactive Tutorials
Audiobook samples, Chapter Samples	Quizzes
Social Media tie-ins (examples) Videos on YouTube, snippets on Twitter, widgets on Facebook, etc.	Additional / updated content

UNIVERSITY OF MICHIGAN PRESS/LIBRARY'S digitized books will be candidates for a wide range of audio and visual digital enhancements - including options like rolling photo banks, hot links, graphics, interactive tables, sound files, 3D animation and video - allowing authors to communicate the subtleties of their work better.

HARPER STUDIO has a YouTube Channel {think "book trailers"}<sup>20</sup>. After a book property is acquired, Harper Studio gives authors a Flip video camera and has them video blog. Looking at multimedia packaging such as including a DVD of Isabella Rossellini's Green Porno films along with her new photo book.

<sup>19</sup> Ballon, Hilary and Mariet Westermann, "Print-on-Demand," *Connexions*, December 1, 2006, <http://cnx.org/content/m13948/1.2/>.

<sup>20</sup> The Harper Studio. Brad Meltzer on Heroes for My Son. <http://www.youtube.com/user/TheHarperStudio>.

BENCHMARK EDUCATION uses iPublishCentral to produce additional online content to link to their print and electronic books

#### OPEN ROAD INTEGRATED MEDIA<sup>21</sup>

Recently launched (November 2009) Open Road Integrated Media is a commercial content marketing company that “places the e-book in the center of a multi-platform universe, which includes film, video and other forms of digital entertainment.”

Plans to publish electronic editions of backlisted titles by big-name authors like William Styron, Pat Conroy, and Iris Murdoch along with, in separate branding tracks, original fiction and non-fiction by other writers, quite possibly including some with no prior publishing history.

#### PRINT-ON-DEMAND

##### PRINTING BOOKS OR ‘BOOK-AT-A-TIME TECHNOLOGY’

Does OSU Press want to print books in-house? If the answer is yes, there are two primary machines available for printing books on demand.

##### ESPRESSO BOOK MACHINE

Printing on demand using the Espresso Book Machine (EBM) would be expensive. The Espresso Book Machine costs USD \$97,500 plus printer. The printers range in price from about \$4,000 to \$25,000. According to one web site there are just 15 EBMs in the world. According to Sturdivant’s February 2009 article that price is coming down with smaller models, the Espresso 2.0 sells for \$88,700, that is still a significant cost. Despite the cost, the University of Waterloo, Canada purchased the 2.0.<sup>22</sup>

University Bookstores and Libraries with an Espresso Book Machine<sup>23</sup>

University Bookstores	University Libraries
NDSU Bookstore	McGill University Library
NC State Bookstores	University of Pittsburgh Hillman Library
University of Washington Bookstore	University of Melbourne Ballieu Library
University of Arizona Bookstores	University of Michigan Library
Harvard Book Store	
BYU Bookstore	
University of Alberta Bookstore	

<sup>21</sup> Open Road Integrated Media. <http://www.openroadmedia.com/>.

<sup>22</sup> Sturdivant, James. The ‘Mr. Coffee’ of Bookmaking. *Book Business*. February 1, 2009 <http://www.bookbusinessmag.com/article/a-close-up-look-espresso-book-machine-instabook-maker-future-book-at-a-time-technology-402877.html>.

<sup>23</sup> On Demand Books, LLC. [http://www.ondemandbooks.com/our\\_ebm\\_locations.htm](http://www.ondemandbooks.com/our_ebm_locations.htm).

### INSTABOOK MAKER

InstaBook Maker was first introduced in 1998 and is a less-expensive option for printing on demand. Sturdivant cites the InstaBook Maker III cost at \$17,500. It has been successfully used by small publishing houses, universities and libraries. While the InstaBook Maker may be a good match for small presses, Sturdivant suggests that libraries may also benefit from their use.<sup>24</sup>

### OTHER OPTIONS FOR PRINT ON DEMAND

**CHICAGO DIGITAL DISTRIBUTION CENTER (CDDC)** and BiblioVault offer long term secure storage for digital book files for member University Presses. The presses can then do short-run digital printing at the CDDC printing center, or have the files sent to any print a press designates.<sup>25</sup>

**LIGHTNING SOURCE** (founded in 1997) is Ingram Content Group's Print on Demand Arm. There are over 1 million titles stored in their digital library and they have over 9,000 publishing partners. 1.4 Million books are printed per month across three sites with an average print run of 1.8 copies. 78 Million books have been printed as of September 2009. The print on demand service uses the Espresso book Machine described above.

**QOOP** is a social commerce site geared towards meeting consumers printing (books, photos, calendars, etc) demands. At Rice University Press, "we run our digital files through Connexions for automatic formatting and population with high-resolution images, audio and video, and Web links" Customers can, through their "partnership with on-demand printer QOOP, order printed books in every style, from softbound black-and-white on inexpensive paper to leather-bound, full-color hardbacks on high-gloss paper". Qoop also offers e-books and encourages sharing, linking to and embedding to the content. Selling and mashing up are listed as coming soon.<sup>26</sup>

### COST RECOVERY OPTIONS FOR OPEN ACCESS MONOGRAPHS

Several options exist for cost recovery of open access monographs: subsidy, sponsorship, print sales and licensing open access books. Some presses have a parent organization willing to subsidize it and some have sponsors willing to sponsor individual works or the press as a whole. Neither of these scenarios seems realistic for OSU Press. According to Willinsky, "many publishers permitting Open Access for the digital version of books are earning the revenue on

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<sup>24</sup> Ibid. (Sturdivant, 2009).

<sup>25</sup> BiblioVault, About BiblioVault. <http://www.bibliovault.org/about.epl>.

<sup>26</sup> Rice University Press. Mission. <http://rup.rice.edu/about/mission?mission=1>.

the book from print sales”.<sup>27</sup> He suggests that using print-on-demand for print editions can be profitable. Greco and Wharton analyzed university press datasets from 2001-2007 to learn whether presses should adopt an open access model for monographs.<sup>28</sup> Among their conclusions they recommend instituting an Open Access fee to be paid after peer review and after a book has been accepted for publication. They also suggest selling a print on demand hard copy to interested individuals or libraries.

Karla Hahn noted similar options in her ARL report, “In addition to base budget and overhead support by the library, other sources of revenue include grants, charge backs to units or organizations, royalties and licensing fees, print-on-demand revenue and other forms of sales of some kind.”<sup>29</sup>

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<sup>27</sup> Willinsky, John. Open Access Monographs: Business Issues. Open Access Scholarly Information Sourcebook. June 24, 2009.

[http://www.openoasis.org/index.php?option=com\\_content&view=article&id=554&Itemid=382](http://www.openoasis.org/index.php?option=com_content&view=article&id=554&Itemid=382).

<sup>28</sup> Greco, Apbert N. and Robert M. Wharton. Should University Presses Adopt an Open Access [Electronic Publishing] Business Model for All of Their Scholarly Books? *Proceedings ELPUB 2008 Conference on Electronic Publishing-Toronto, Canada*. June 2008.

[http://elpub.scix.net/data/works/att/149\\_elpub2008.content.pdf](http://elpub.scix.net/data/works/att/149_elpub2008.content.pdf)

<sup>29</sup> Hahn, p. 6.