



# OA Monographs in international perspective

Open-Access-Tage 2012  
Wien, 26 September 2012

Eelco Ferwerda  
OAPEN foundation

# OA Monographs in international perspective

## Recent developments for OA book publishing

- Why it's happening

## Emerging business models for OA books

- OAPEN's approach to OA books

## Making the transition

- OAPEN Library
- OAPEN pilot projects
- DOAB



OAPEN provides a platform for the dissemination of OA books through the OAPEN Library

- a quality controlled collection of OA books
- improving discoverability and usage

OAPEN develops Open Access models for books and takes part in projects to publish Open Access monographs with academic publishers and funders

OAPEN develops services for stakeholders in OA book publishing, such as the Directory of Open Access Books (DOAB - [www.doabooks.org](http://www.doabooks.org))



## News

DOAB Press release

The Hague, February 29, 2012

### A new service for Open Access Monographs: the Directory of Open Access Books.

OAPEN is pleased to announce a new service for Open Access monographs: the Directory of Open Access Books (DOAB). DOAB will provide a searchable index to peer-reviewed monographs and edited volumes published under an Open Access business model, with links to



Search this site:

Search



- ▷ About
- Sponsorships
- ▷ Community
- ▷ Software
- Hosting/Support Services
- ▷ Research
- Publications
- Contact

## Public Knowledge Project announces the 1.0 (Beta) release of Open Monograph Press

Submitted by kevin on Mon, 2012-09-17 19:50

Tagged: omp

The Public Knowledge Project (PKP) is very pleased to announce the 1.0 (Beta) release of [Open Monograph Press \(OMP\)](#). OMP is an open source software platform for managing the editorial workflow required to see monographs, edited volumes, and scholarly editions through internal and external review, editing, cataloguing, production, and publication. OMP will operate, as well, as a press website with catalog, distribution, and sales capacities.

OMP has been developed to support a format that remains critical to the advancement of learning. John Willinsky, Khosla Family Professor of Education at Stanford University, Distinguished Scholar in

Find us on Facebook  
facebook

Beijing / New York, 29 August 2012

## Springer now publishing Open Access books

---

SpringerOpen Books launched at Beijing International Book Fair

Springer is expanding its open access (OA) program by offering a fully open access option for books, which will extend Springer's established SpringerOpen and BioMed Central journal portfolio, and its Springer Open Choice option. Any electronic version of a SpringerOpen book is fully and immediately OA, and thus freely accessible on SpringerLink for anyone in the world with access to the internet.



SpringerOpen books give authors and editors in all areas of science the opportunity to publish open access with the same high standards they are used to at Springer.

"Many of our authors, editors and societies have asked us for an open access option for books," said Bettina Goerner, Manager Open Access at Springer. "The increasing interest in publishing open access books in the community led us to expand the SpringerOpen family by developing an open access option for books across all disciplines."

The copyright for the entire open access book including every chapter remains with the editor/author. SpringerOpen books are published under the Creative Commons Attribution Non-Commercial (CC BY-NC) license. This facilitates the open distribution and the free re-use and sharing of the work for non-commercial purposes, as long as the authors/editors are properly attributed.

# 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



**KE**

Knowledge Exchange



# Knowledge Exchange briefing paper

## About monographs:

Traditional models for monograph publishing are losing sustainability, even with substantial public funding

Paper proposes a new model for monographs: primarily as an electronic resource available on Open Access

Would reduce costs as printed edition could become a separate service provided as print-on-demand



[Search](#) | [Browse](#) | [DOABlog](#) | [FAQ](#) | [For publishers](#) | [About](#) | [Contact](#) | 

[Advanced search](#)

**1207** Academic peer-reviewed books from **33** publishers

**News** [Register for newsletter](#)

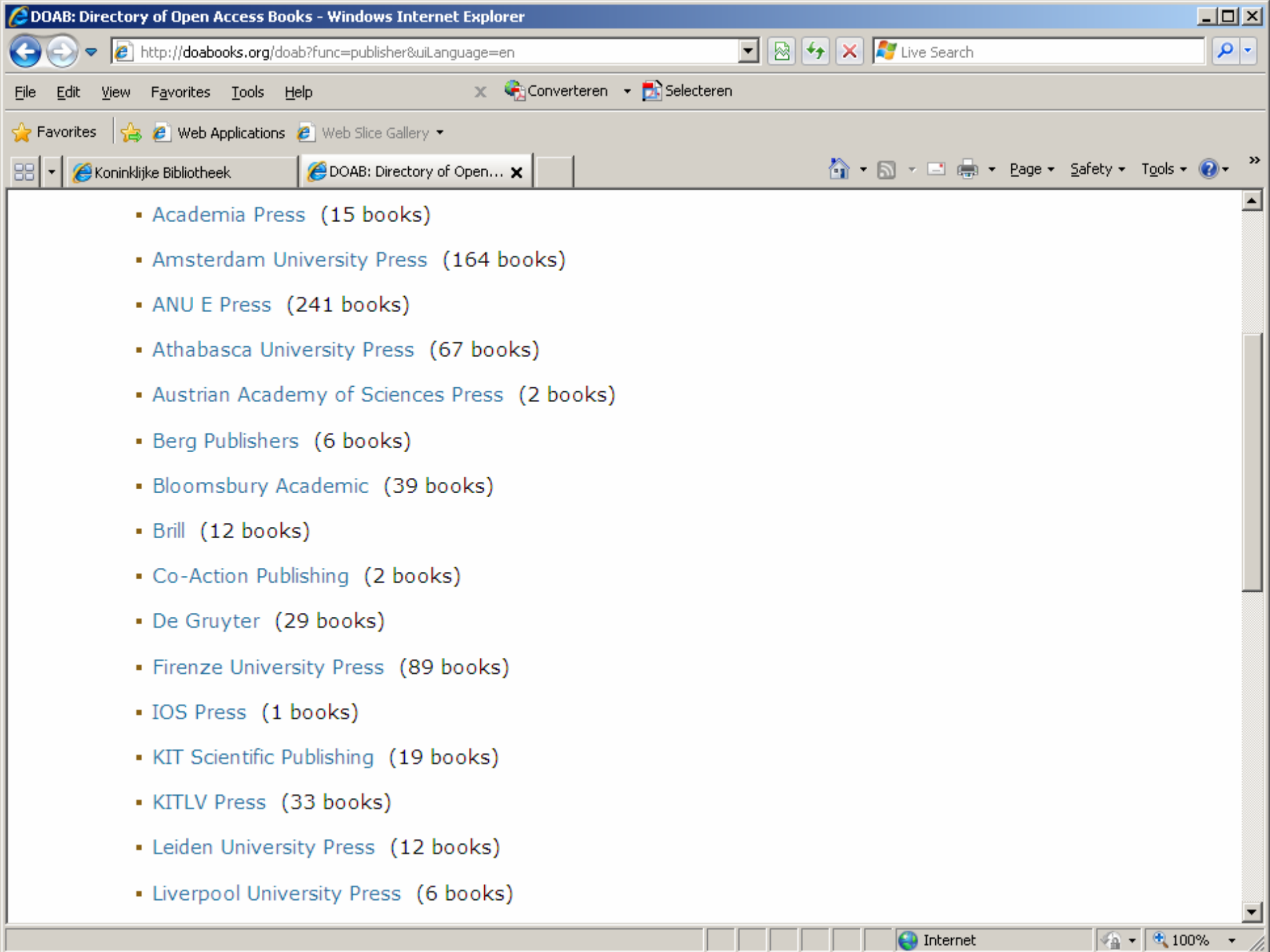
- 2012-08-20 RSS feed: [latest additions to DOAB](#)
- 2012-08-15 Create a [DOAB search box on your website](#)
- 2012-08-15 Invitation to [take part in the DOAB survey](#)
- 2012-06-29 [MARCXML metadata format](#)

[Search](#)[Browse](#)[DOABlog](#)[FAQ](#)[For publishers](#)[About](#)[Contact](#)[Advanced search](#)

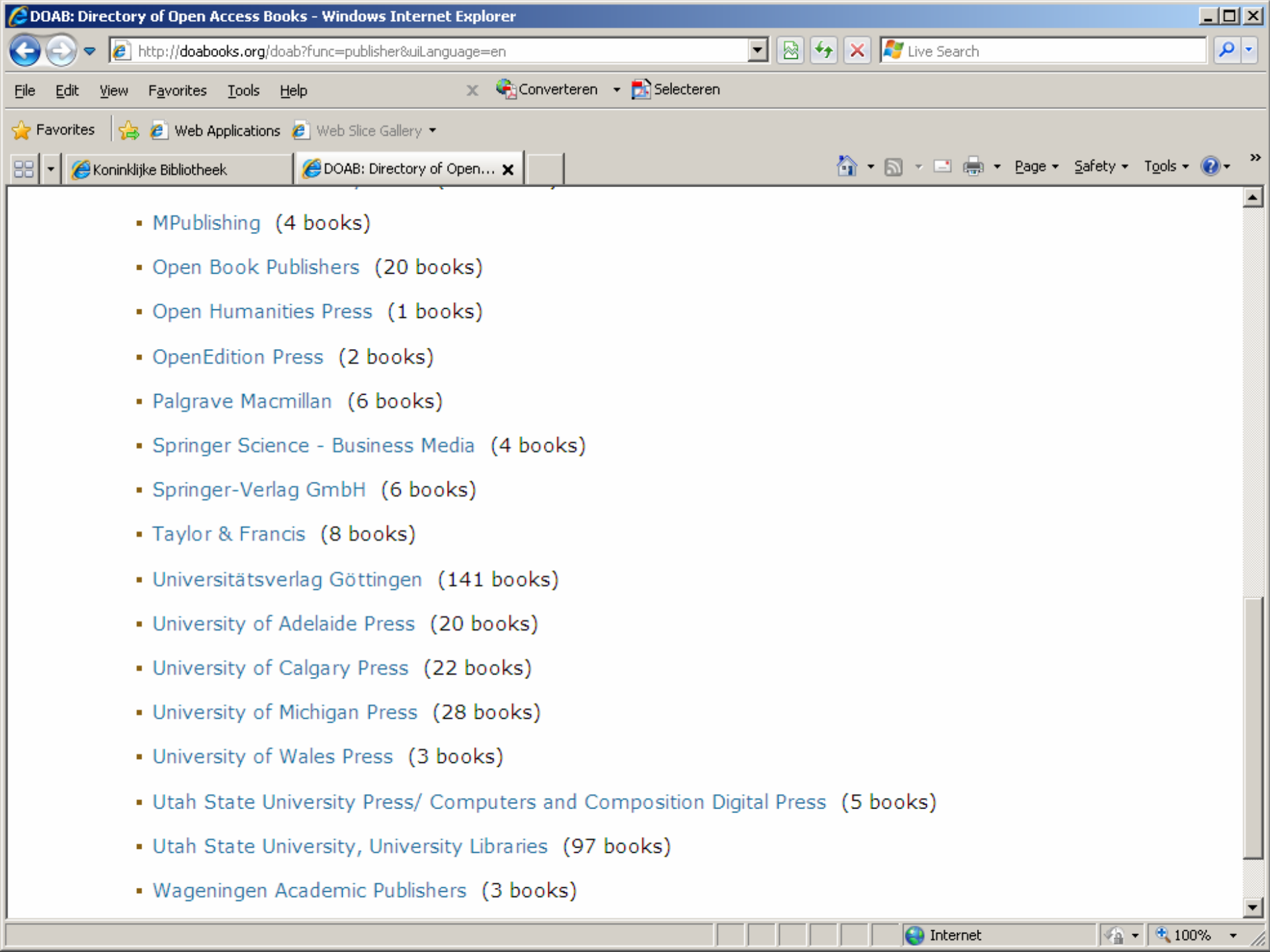
**1207** Academic peer-reviewed books from **33** publishers

**News** [Register for newsletter](#)

- 2012-08-20 RSS feed: [latest additions to DOAB](#)
- 2012-08-15 [Create a DOAB search box on your website](#)
- 2012-08-15 [Invitation to take part in the DOAB survey](#)
- 2012-06-29 [MARCXML metadata format](#)



- [Academia Press](#) (15 books)
- [Amsterdam University Press](#) (164 books)
- [ANU E Press](#) (241 books)
- [Athabasca University Press](#) (67 books)
- [Austrian Academy of Sciences Press](#) (2 books)
- [Berg Publishers](#) (6 books)
- [Bloomsbury Academic](#) (39 books)
- [Brill](#) (12 books)
- [Co-Action Publishing](#) (2 books)
- [De Gruyter](#) (29 books)
- [Firenze University Press](#) (89 books)
- [IOS Press](#) (1 books)
- [KIT Scientific Publishing](#) (19 books)
- [KITLV Press](#) (33 books)
- [Leiden University Press](#) (12 books)
- [Liverpool University Press](#) (6 books)



- [MPublishing](#) (4 books)
- [Open Book Publishers](#) (20 books)
- [Open Humanities Press](#) (1 books)
- [OpenEdition Press](#) (2 books)
- [Palgrave Macmillan](#) (6 books)
- [Springer Science - Business Media](#) (4 books)
- [Springer-Verlag GmbH](#) (6 books)
- [Taylor & Francis](#) (8 books)
- [Universitätsverlag Göttingen](#) (141 books)
- [University of Adelaide Press](#) (20 books)
- [University of Calgary Press](#) (22 books)
- [University of Michigan Press](#) (28 books)
- [University of Wales Press](#) (3 books)
- [Utah State University Press/ Computers and Composition Digital Press](#) (5 books)
- [Utah State University, University Libraries](#) (97 books)
- [Wageningen Academic Publishers](#) (3 books)

# Open Monographs: business models

- OA edition + sales from print or e-books
- Institutional support for press
- Library-Press collaboration
- Library licenses/acquisitions
- Author side publication fee

# Open Monographs: business models

- OA edition + sales from print or e-books -  
All
- Institutional support for press
- Library-Press collaboration
- Library licenses/acquisitions
- Author side publication fee

# Open Monographs: business models

- OA edition + sales from print or e-books -  
All
- Institutional support for press -  
Athabasca University Press  
Australian National University Press (ANU)
- Library-Press collaboration
- Library licenses/acquisitions
- Author side publication fee



# Open Monographs: business models

- OA edition + sales from print or e-books -  
All
- Institutional support for press -  
Athabasca University Press  
Australian National University Press (ANU)
- Library-Press collaboration -  
Mpublishing/Michigan UP, Göttingen UP
- Library licenses/acquisitions
- Author side publication fee

# Open Monographs: business models

- OA edition + sales from print or e-books -  
All
- Institutional support for press -  
Athabasca University Press  
Australian National University Press (ANU)
- Library-Press collaboration -  
Mpublishing/Michigan UP, Göttingen UP
- Library licenses/acquisitions -  
OpenEdition Freemium, Knowledge Unlatched
- Author side publication fee

# Open Monographs: business models

- **OA edition + sales from print or e-books -**  
All
- **Institutional support for press -**  
Athabasca University Press  
Australian National University Press (ANU)
- **Library-Press collaboration -**  
Mpublishing/Michigan UP, Göttingen UP
- **Library licenses/acquisitions -**  
OpenEdition Freemium, Knowledge Unlatched
- **Author side publication fee -**  
Springer, Amsterdam University Press  
Some Research Councils (Netherlands and Austria)

# 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'*

# 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 CALENDAL HYPOTHESES.ORG

# 'Knowledge Unlatched' - Frances Pinter

Libraries form a global consortium

Use their existing acquisitions budget

Select individually, purchase collectively

Price based on fixed or 'first digital copy' costs

Libraries receive value-added edition

Monographs are then published Open Access

Pilot being prepared for 2013

Support from Australia and USA (ARL)

Help from the 'Big Innovation Centre' (UK)





# Gold Open Access publication funds

Research councils pay for OA deposit of publications  
Restricted to publications based on funded research  
Either as incentive for Open Access or mandated

Principles:

- Results from publicly funded research should be publicly available
- Funds for OA publication fees should be open for articles *and* books

Examples:

The logo for the Austrian Science Fund (FWF) consists of the letters 'FWF' in a bold, sans-serif font. The 'F' is grey, and the 'WF' are blue.



# National approach: Sweden

'Towards quality controlled Open Access Monographs in Sweden - exploring the possibilities of a consortium based approach'

Initiative of National Library and funder of research to bring together a number of universities / university libraries and academic presses to improve the Swedish situation for monographs:

- ensure effective dissemination based on Open Access
- coordinate quality control and share specific services
- using *existing funds* for books

# 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

- Publishers should be able to charge a publication fee for their service

# Making the transition to OA books

## 1. OAPEN Library:

- Aggregating a collection of OA books
- Increase visibility and retrievability
- 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

- OAPEN as deposit service for OA 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)



[Home](#)

[Search](#)

[About OAPEN](#)

[Peer Review](#)

[Metadata](#)

**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 Tusulanum Press



# Publishers in the OAPEN Library



Museum Tusulanum Forlag  
Museum Tusulanum Press



Hamburg University Press



Universiteit Leiden



AALBORG UNIVERSITETSFORLAG

Aarhus University Press



Universitätsverlag Göttingen

MANCHESTER  
1824

Manchester University Press



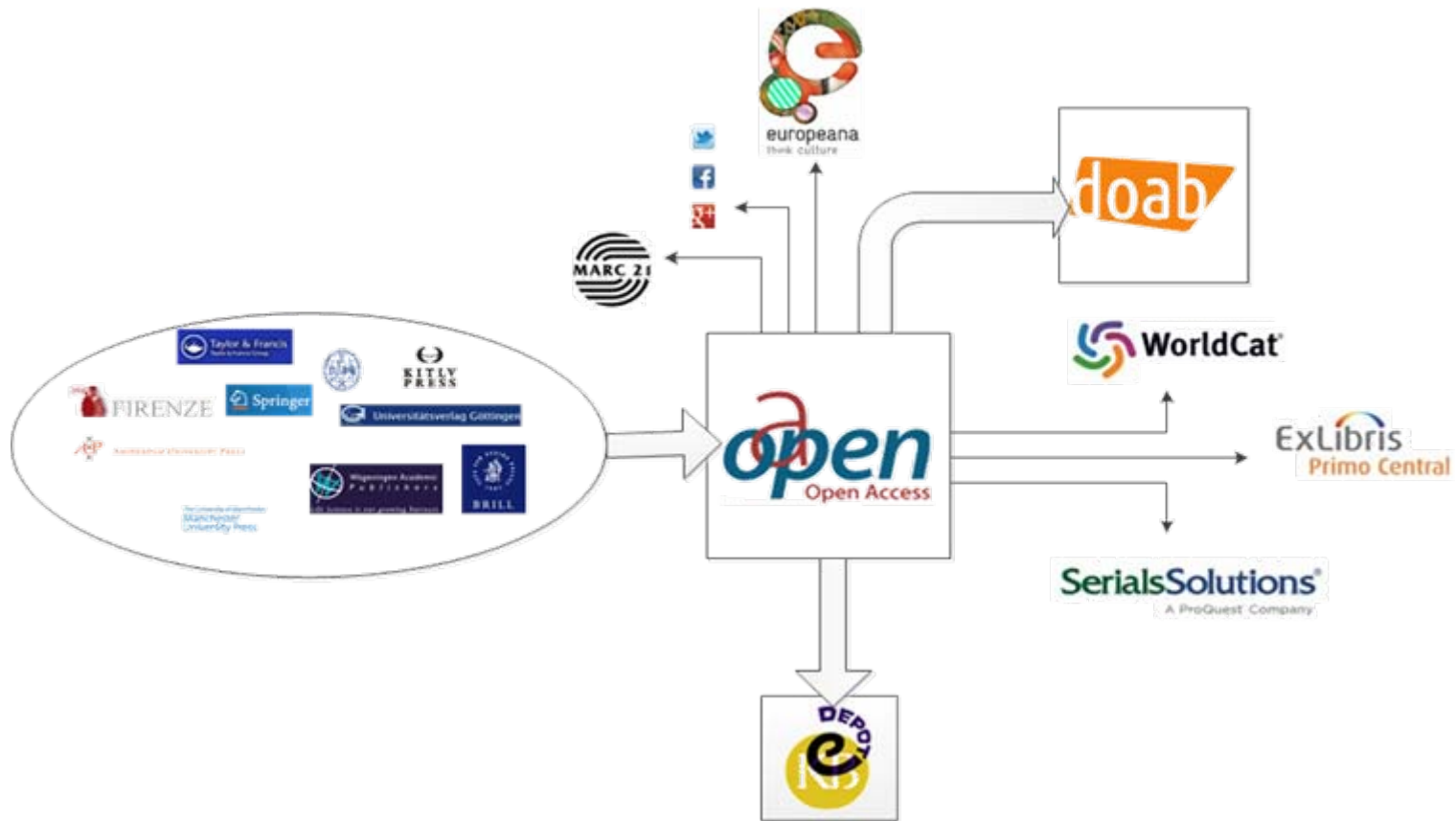
GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN



kassel university press GmbH

SCHOLARLY EDITING AND RESEARCH  
Huygens Instituut  
HISTORY OF LITERATURE, SCIENCE AND SCHOLARSHIP

# OAPEN Library: services



# Making the transition: 2. OAPEN 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')
- Contribution £ 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



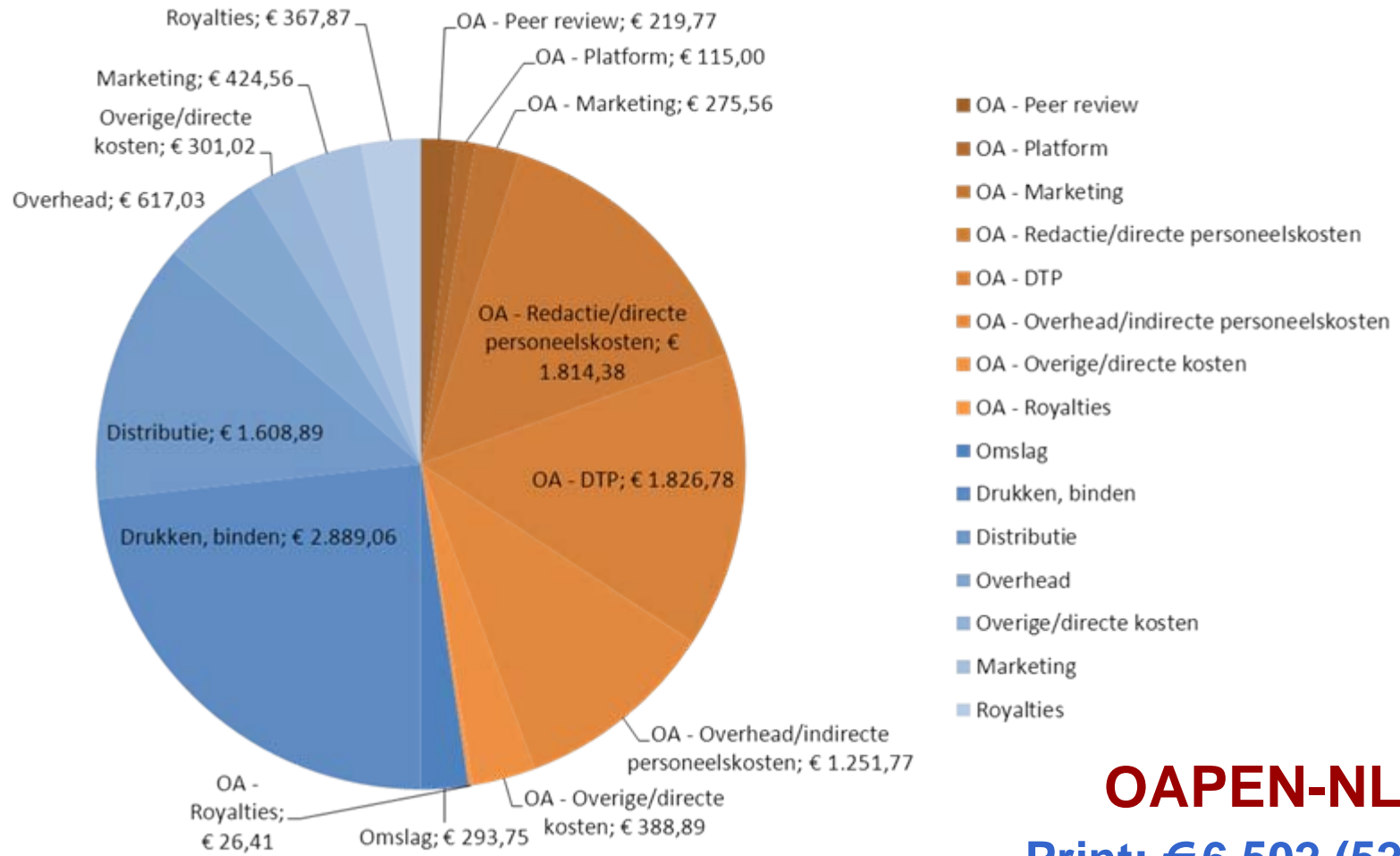
BRILL



# Pilots: limited scope > little risk

	<i>publishers</i>	<i>books</i>
OAPEN-UK	5	30
OAPEN-NL	8	50
Total	13	80

# Calculating the costs of OA books



**OAPEN-NL**

**Print: €6.502 (52%)**

**OA: €5.919 (48%)**



# OAPEN-NL: costs range

	OAPEN-NL
<b>Total Costs</b>	Highest: € 21.725
	Lowest: € 6.082
<b>Print Costs</b>	Highest: € 7.725
	Lowest: € 3.627
<b>OA Costs</b>	Highest: € 9.043
	Lowest: € 3.200
<b>OA vs. Print</b>	OA: 48%
	Print: 52%
<b>Percentage OA range</b>	Highest: 72%
	Lowest: 36%

# **New project: Going for Gold (EU project bid)**

**'Creating a Shared European Infrastructure for Gold Open Access Publishing'**

**LERU initiative lead by UCL with lead partners AUP and OAPEN**

**Universities / university libraries and some university presses:**

- Coordinated approach to publish OA monographs from each of the participating universities**
- Share infrastructure and e-publishing services**
- Joint editorial board ensuring consistent quality standards**

# 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

[Search](#)[Browse](#)[For publishers](#)[About](#)[Contact](#)[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](#)



## BOMB CANADA and Other Unkind Remarks in the American Media

**Authors:** Chantal Allan

**Book Series:** Global Peace Studies **ISSN:** 19214030

**ISBN:** 9781897425497 9781897425503 **Year:** 2009

**Pages:** 157 **Language:** English

**Publisher:** Athabasca University Press

[Abstract](#) | [Keywords](#) | [Fulltext](#) | [Export](#) | [Availability](#)

### Availability

- [Amazon France](#)
- [Amazon Germany](#)
- [Amazon UK](#)
- [Amazon US](#)
- [Google Books](#)



## 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

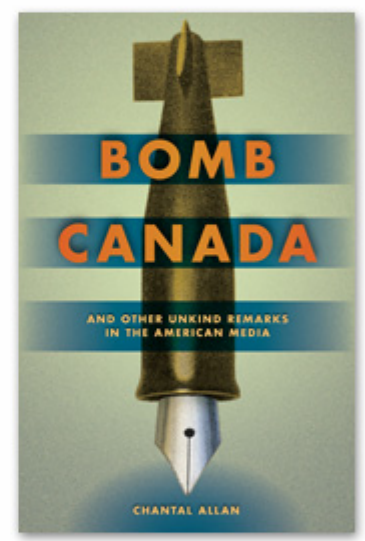


# Bomb Canada and Other Unkind Remarks in the American Media

## Bomb Canada's Facebook Page

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

- Home
- Books
  - By Author
  - By Title
  - By Series
  - By Subject
  - Upcoming <sup>new</sup>
  - Series Info
  - Catalogues
- Journals
- Website Publications
- Publish with Us
- About the Press
- Acknowledgements
- News and Events
- Links



## Chantal Allan

August 2009  
Paperback  
978-1-897425-49-7 (SC)

**\$24.95** [Order paperback](#)

August 2009  
Ebook  
978-1-897425-50-3 (pdf)  
978-1-897425-50-3 (epub)

[Order Ebook](#)

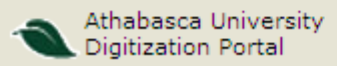
Series  
Global Peace Studies  
  
Subject  
Canadian Studies / Media Studies / Political Science



[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



Sign up for AU Press news

Athabasca University Digitization Portal

Sign up for AU Press news

Enter your email here

FOLLOW US ON   

AU PRESS 2012 SPRING CATALOGUE 

CALL FOR SUBMISSIONS

Honouring Our Ancestors: Indigenous Knowledge Series

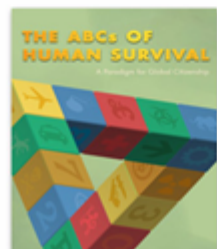
Details Free PDF Video

**Download the eBook**

Copyright: This work is licensed under a [Creative Commons License](#). It may be reproduced for non-commercial purposes, provided that the original author is credited.

Select a Chapter

<b>Front Matter</b>	<input type="button" value="Download"/>
<b>Table of Contents</b>	<input type="button" value="Download"/>
<b>Preface</b>	<input type="button" value="Download"/>
<b>Prologue</b>	<input type="button" value="Download"/>
<b>Chapter 1</b> The First Five Years: 1867-1872	<input type="button" value="Download"/>
<b>Chapter 2</b> Free Trade or "Freedom": 1911	<input type="button" value="Download"/>
<b>Chapter 3</b> Castro, Nukes & the Cold War: 1953-1968	<input type="button" value="Download"/>
<b>Chapter 4</b> Enter the Intellect: 1968-1984	<input type="button" value="Download"/>
<b>Chapter 5</b> Hitting Below the Belt: 2001 Onward	<input type="button" value="Download"/>
<b>Epilogue</b>	<input type="button" value="Download"/>
<b>Notes</b>	<input type="button" value="Download"/>
<b>Bibliography</b>	<input type="button" value="Download"/>
<b>Index</b>	<input type="button" value="Download"/>

[Search](#) | [Browse](#)[For publishers](#) | [About](#) | [Contact](#)[By title](#) | [By subject](#) | [By publisher](#)[Athabasca University Press](#)<http://www.aupress.ca/>[About](#) | [Peer review info](#) | [License info](#)**Browse results:** Found 60Listing 1 - 10 of 60 << page  of 6 >>**The ABC's of Human Survival: A Paradigm for Global Citizenship****Authors:** [Arthur Clark](#)**Book Series:** Global Peace Studies **ISSN:** 19214030**ISBN:** 9781897425688 9781897425695 **Year:** 2010



[By title](#) | [By subject](#) | [By publisher](#)

## Athabasca University Press

<http://www.aupress.ca/>

[About](#) | [Peer review info](#) | [License info](#)

### Peer review info

AU Press publications undergo two rounds of peer review to ensure scholarly merit: 1. Internal Peer Review (AU Press Editorial Committee Members made up of 25 university scholars with expertise in various disciplines) Two members of the AU Press Editorial Committee are selected to read through submitted manuscript and provide an assessment. Based on their recommendation and a vote of the Editorial Committee, the manuscript is rejected or proceeds to external peer review. 2. External Peer Review AU Press staff will arrange for at least two external peer assessments. They will seek advice from the Chair and faculty colleagues on appropriate reviewers who are experts in the field. The editorial committee reviews the two external reports then votes whether to proceed with the publication • publication if both reviews are positive • rejection if both reviews are negative and the committee agrees • evaluation by a third person if reviews contradict each other It should be noted that the Editorial Committee will have final decision-making power as to whether a manuscript meets AU Press scholarly standards of publication.

**Browse results:** Found **60**

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

**The ABC's of Human Survival: A Paradigm for Global**



**Thank you**

[www.oapen.org](http://www.oapen.org)

[www.doabooks.org](http://www.doabooks.org)

**Eelco Ferwerda**

[e.ferwerda@oapen.org](mailto:e.ferwerda@oapen.org)