

Open Access for Books – Closing the Loop



Philipp Hess | Jan 21, 2019



Agenda

- **Understanding Open Access**
 - How it all began
 - Market size
 - Business models
 - Access models
 - Distribution
- **Closing the loop**

How it all began

- **Digitally born products**
 - Content „born“ digitally
 - Working with research online
 - Sharing of knowledge
- **Demand for fair business models**
 - Set out as a political initiative
 - Background: Journal crisis of the 1990s
 - Goal: Let's break the cartel of the big publishers
 - Focus on STM journals
- **Impact of research**
 - Researchers and funders demand increased outreach

 Open Access is an answer to many challenges in digital publishing

Market Size 2017

Market volume:

- Scholarly publishing: 27 bn US\$, growth rate: 2-4% p.a.
- Open Access: 500 m US\$, growth rate: 15-30% p.a.



Open Access is the fastest growing market segment of scholarly publishing

Open Access Business models

- **Article/Book Processing Charges (APC's)**

90%

- Used by almost 12000 journals & approx. 12000 books in DOAB
- APC: 100-3000 USD, depending on journal and impact
- BPC: 3000-16000 USD

- **Library funded**

7-8%

- Library shift budgets from acquisition to financing OA

- **Grants**

2-3%

- UCL
- Mellon Foundation, Melinda&Bill Gates Foundation, etc.



While APC's dominate the funding scheme, there are multiple OA financing models

OA by Colours

- **Green**

- No financial transaction for publishers involved
- Required by copyright laws with embargo period



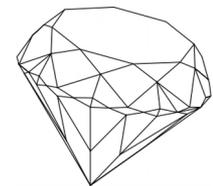
- **Gold**

- funded by APC's/BPC's
- paid for by authors' funding institution



- **Diamond**

- funded by an institution or a learned society



In most cases OA doesn't come for free, but is a business model for publishers

After Publishing: The Distribution Issue

Content:

- **Hosting platforms**
 - e.g. OAPEN, JSTOR
- **Library repositories**
 - e.g. Humboldt University
- **Publisher platforms**
 - e.g. Springer, DeGruyter
- **Vendor platforms**
 - e.g. EBSCO Host

Metadata:

- DOAB/DOAJ
- Paperhive
- EBSCO Discovery
- Ex Libris 360
- Knowledge Base
- Summon/Alma Discovery
- Google Books / Scholar
- Serials Solutions
- OCLC Worldcat
- OCLC Knowledge Base

 Distributing content and metadata is key in Open Access publishing

Players in the market

Publishers

- Value
- Reputation
- Discoverability
- Outreach
- Profit

Libraries

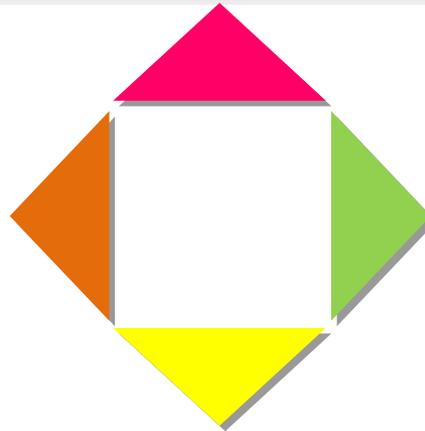
- Security
- Sustainability
- Fair pricing
- Transparency
- Autonomy
- Reputation

Researchers

- Access
- Discoverability
- Free Sharing
- Recognition
- Reputation
- Impact

Funders

- Science Marketing
- Impact
- Low cost



Books are important – for researchers

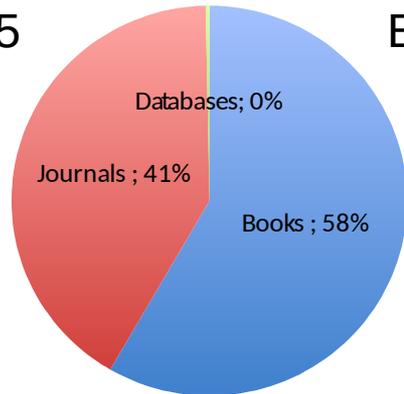


- Significant role of textbook material in almost all disciplines
- High reputation of monographs in HSS
- Barriers to digitality due to rights in some disciplines. e.g. the Arts
- Overall low degree of innovation for some disciplines, e.g. Media Studies

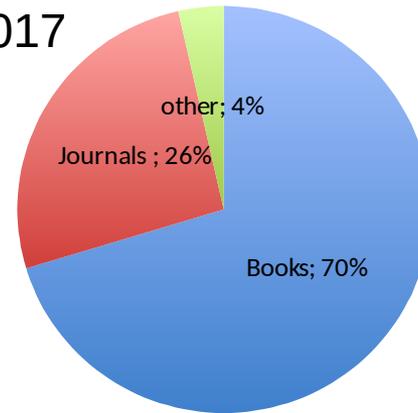
For academics, digitality does not make books obsolete, nor does Open Access

For publishers, books are still essential – and so is a sustainable OA model

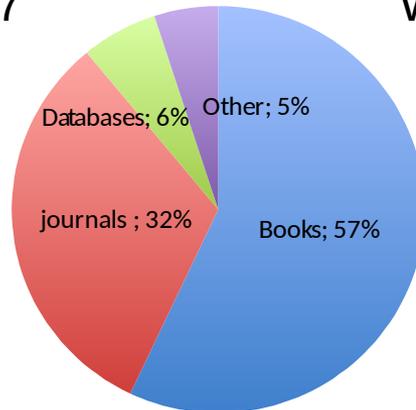
HSS market2015



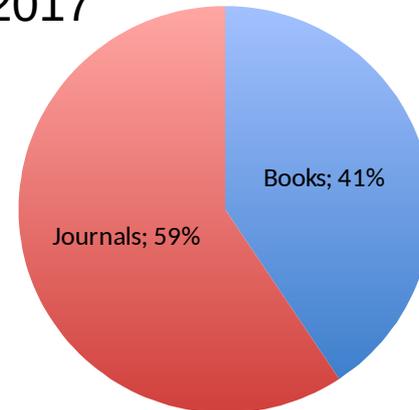
Brill 2017



De Gruyter 2017



Wiley 2017



Most publishers cannot do without a healthy books business

Yet – books are still less than 10% of the total OA market



280 publishers

12,794 books & chapters



63 publishers

12,070 journals

3,337,014 articles

- Heavily fragmented market segment
- Many small players, multiple languages
- Intransparent to authors & librarians due to diverging business models
- Channel conflicts due to strong role of trade partners
- Funding issues



There are good reasons why OA for books is different, but they are no excuse to be inactive



If books were just as simple as journals...

1 Transparency and Simplicity

- Early-stage market – so many ideas...
- Market intransparency – the result is “no deal”

2 Efficiency and Impact

- Double dipping: same as for journals – and worse!
- Proof of impact – our own weakness



The peculiarities of digital books have obstructed the development of Open Access

1

Transparency and simplicity

- OA books market largely developed outside of large publishers
- Oftentimes little attention is being paid to scalability
- Result: Many models, small initiatives creating a lot of work to librarians – and almost no overall traction
- Market places are needed:
 - OLH consolidating journals
 - KU Open Funding as one possible solution
 - AirBnB as a role model
 - Provide an overview of the OA book funding market



Mechanisms are needed to support the maturing of business models around OA books

2 Efficiency and Impact

- Academic publishing is based on experience and tradition – in a rapidly changing environment AKA gut decisions
- Analytics are not being used for decision making in OA
- Vast majority of publishers don't share usage data with their OA authors and funders
- Open Access usage data need to be open, sharing of data with authors obligatory
- Initiative by KU and 4 publishers consolidating usage data from platforms to close the usage information gap

 **Showing impact is at the heart of Open Access, not “just” publishing content**



Thank you very much!
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