Sustainability of new print and e-book publishing models
OA models for monographs and textbooks

E-books for today and tomorrow
UKSG conference, 17 November 2015, London

Eelco Ferwerda
OAPEN Foundation
Contents

– OAPEN
– Research output in HSS
– Conventional monographs
– Overview of OA models and publishers
– Approaches and OA business models
– Open textbooks, comparisons
– Sustainability
OAPEN Foundation

Dedicated to OA books:

– OAPEN Library
  • Hosting full text collection of OA books (+ chapters)
  • Only peer reviewed content
  • 85+ publishers, 2500+ books

– Directory of Open Access Books
  • Discovery service
  • 120+ publishers, 3500+ books

– Main focus: ‘post publication’ services
  • Quality assurance
  • Aggregation and Deposit
  • Discovery and Dissemination
  • Preservation
Welcome to OAPEN

online library and publication platform

The OAPEN Library contains freely accessible academic books, mainly in the area of Humanities and Social Sciences. OAPEN works with publishers to build a quality controlled collection of Open Access books, and provides services for publishers, libraries and research funders in the areas of dissemination, quality assurance and digital preservation.

Search the library

advanced search options

Featured titles

Partisan Gerrymandering and the Construction of American Democracy
University of Michigan Press

Composing the Party Line - Music and Politics in Early Cold War Poland and East Germany
Purdue University Press

The Emergence of Irish Gothic Fiction - Histories, Origins, Theories
Edinburgh University Press

The Ethics of Armed Conflict - A Cosmopolitan Just War Theory
Edinburgh University Press

Making and Unmaking in Early Modern English Drama - Spectators, Aesthetics and Incoherence
Manchester University Press

News

UCL Press joins OAPEN
OAPEN Milestone: two million downloads
New publishers and OAPEN-CH
OAPEN Season’s Greetings
New publishers joining OAPEN
## Publication profiles

### RAE 2008: 3 classes of disciplines

<table>
<thead>
<tr>
<th></th>
<th>articles</th>
<th>chapters</th>
<th>books</th>
</tr>
</thead>
<tbody>
<tr>
<td>sciences</td>
<td>~100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>parts of HSS</td>
<td>~66%</td>
<td>~15%</td>
<td>~15%</td>
</tr>
<tr>
<td>parts of humanities</td>
<td>~35%</td>
<td>~25%</td>
<td>~40%</td>
</tr>
</tbody>
</table>
Research output in HSS

- OA journals are on the rise: 45% of journals in DOAJ are in HSS disciplines
- But AHRC estimates just a third of research output is in the form of articles, two-thirds is books (Humanities)
- Monographs are the preferred genre
- Print is preferred for reading long texts
- E is growing for discovery and research
Reading habits

Last book: how acquired against how accessed

<table>
<thead>
<tr>
<th>How acquired</th>
<th>Published print copy</th>
<th>Online, in a web browser</th>
<th>Downloaded a copy to a computer or other device</th>
</tr>
</thead>
<tbody>
<tr>
<td>I bought it for myself</td>
<td>92.6</td>
<td>2.5</td>
<td>10.3</td>
</tr>
<tr>
<td>My university library or archives collection (main and branch)</td>
<td>88.9</td>
<td>9.4</td>
<td>10.3</td>
</tr>
<tr>
<td>Interlibrary loan or document delivery service</td>
<td>85.7</td>
<td>17.9</td>
<td>0.0</td>
</tr>
<tr>
<td>School or department collection</td>
<td>62.5</td>
<td>37.5</td>
<td>12.5</td>
</tr>
<tr>
<td>A colleague, author or other person provided it to me</td>
<td>76.9</td>
<td>7.7</td>
<td>20.5</td>
</tr>
<tr>
<td>A free, advance or purchased copy from the publisher</td>
<td>71.1</td>
<td>71.1</td>
<td>13.313.3</td>
</tr>
</tbody>
</table>
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

Monographs can benefit from Open Access:
• OA increases discovery and usage
• OA may increase impact
• OA may contribute to sustainable models
OA models for books

Online does not substitute print!

> Publishers choose a hybrid approach to OA books: OA + print (+ e-books)

> 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

CC BY + CC BY-SA: 3%
CC BY-NC + CC BY NC-SA: 16%
CC BY-ND: 8%
CC BY-NC-ND: 50%
OA books - numbers

In DOAB:

OA books: 3500 (+30%)

OA book publishers: 130

Countries: 20
All kinds of OA book publishers

Commercial and non-profit
Established and start-ups
Institutional and professional
Professional and ‘scholar led’
University and Library presses
Libraries becoming publishers

Worldwide growth of library publishing:

– Library Publishing Coalition
  • A library led, two-year initiative to advance the field of library publishing

– Library Publishing Directory
  > publishing activities of 124 libraries
  > 95% focus on Open Access
  > 90% are funded by their library
  > on average almost 90% of budget
OA monograph publishers

Commercial: 35 %
University / Library presses: 45 %
Other / non-profit: 20 %
Many 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 dual edition publishing
• Institutional support
• Author side publication fee
• Library side models
Business models for OA books

• Hybrid or dual edition publishing


Most publishers
Primary model for some: OECD Freemium
Business models for OA books

• Hybrid or dual edition publishing

• Institutional support
  Grants, subsidies, press embedded in library, press sharing university infrastructure
Business models for OA books

- Hybrid or dual edition publishing
- Institutional support
- Author side publication fee
  ‘APC for books’
  Palgrave Macmillan, Brill, De Gruyter, Springer
  Universities: UCL, California
  Funders: FWF, SNSF, WT, ERC
Business models for OA books

• Hybrid or dual edition publishing

• Institutional support

• Author side publication fee

• Library side models

  Based on Library acquisition budget
  Knowledge Unlatched, OpenEdition
  Open Library for Humanities
Business models for OA books

• Hybrid or dual edition publishing
  Most OA book publishers

• Institutional support
  Majority University presses, most Library presses

• Author side publication fee
  Professional and commercial publishers

• Library side models
  KU, OpenEdition, OLH
Textbooks: different market

• Highly commercial market
  – $8.8 billion market in the US
• Dominated by a few large companies
  – 5 publishers control > 80%
• Buyers are students rather than libraries
Open textbooks: motives

- Reduce costs for students, provide online access
- Drive down textbook prices
- Improve access to education, support online learning
- Enable customisation and innovation of educational resources
- Share knowledge freely, bridge digital divide North/South
Open textbooks

• Took off with MIT OCW, 2002
  – William and Flora Hewlett Foundation

• Many open educational resources:
  – Merlot: ~40 K OER
  – Open textbooks for HE ?
  – Community College Consortium: 750+
  – Open Textbook Library: ~200
Open textbooks: models

- Institutional funding
- Foundations
- Grants, prizes
- Collaboratives
- Crowd funding

> No ‘gold’ route to OA for textbooks
> No role for commercial publishers
Sustainability of OA models?

• Is the *current* system for monographs or textbooks sustainable?
• Sustainability depends on uptake of various models by universities (libraries) and funders
• Also depends on infrastructure for delivery, discovery and quality assurance
Thank you!

Eelco Ferwerda

e.ferwerda@oapen.org

www.oapen.org - @oapenbooks

www.doabooks.org - @doabooks