

Open Access Business Models

Books and Journals in HSS – OPERAS Business Models Working Group

Agenda

- Partners
 - Introduction
 - Business Models
 - Conclusion
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Partners

- Business Models working group include publishers and OA service providers:
- UCL Press
- Göttingen University Press
- OpenEdition
- Institute of Literary Research of the Polish Academy of Science
- National Documentation Centre, Greece
- Open Library of the Humanities
- Knowledge Unlatched



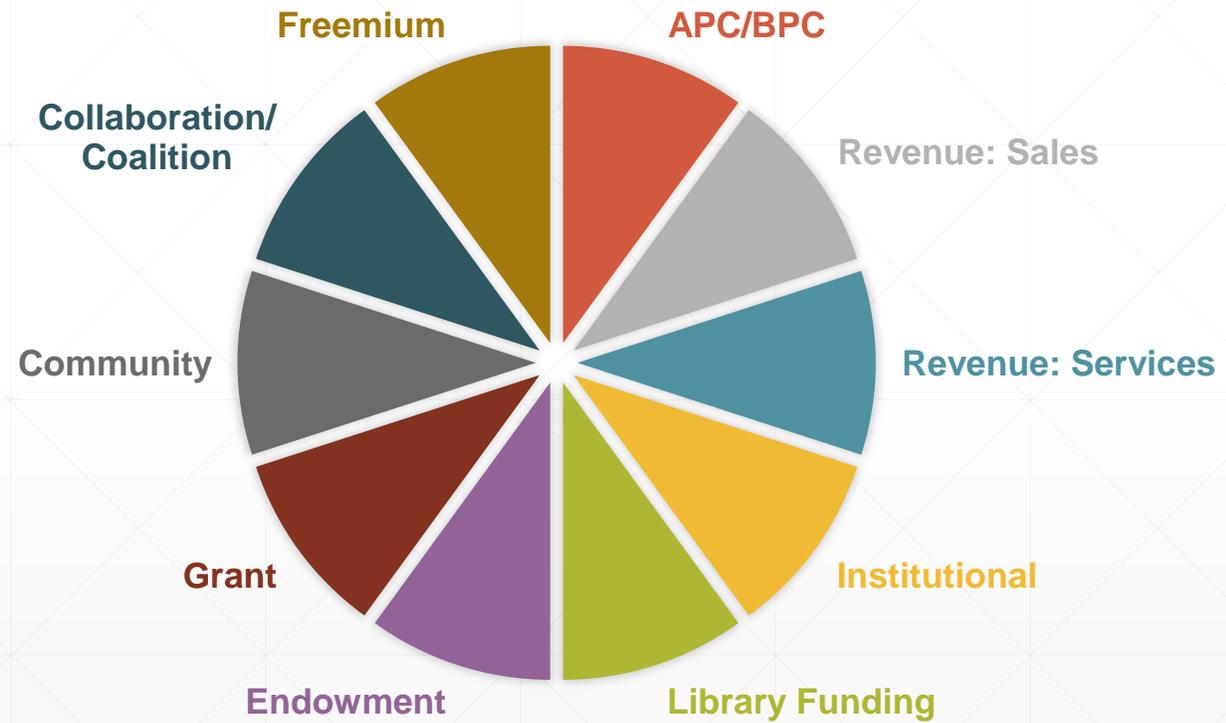
GEORG-AUGUST-UNIVERSITÄT
GÖTTINGEN



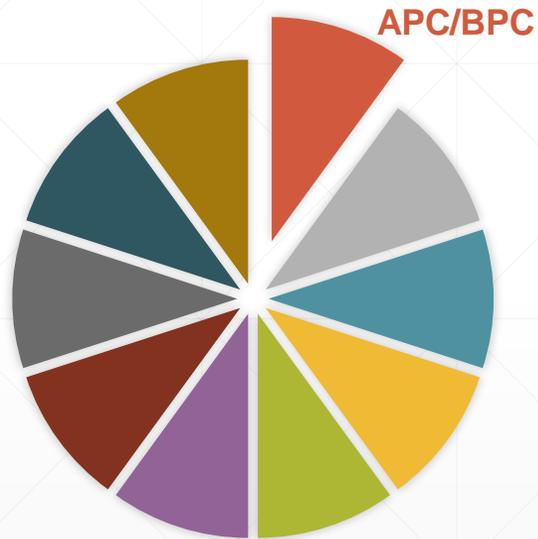
Introduction

- very varied Business models for publishing open access monographs and journals in the social sciences and humanities
 - widely acknowledged that no single model will work for all types of publishing.
 - common for publishers to operate more than one model in order to cover their costs
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Business models



APC/BPC

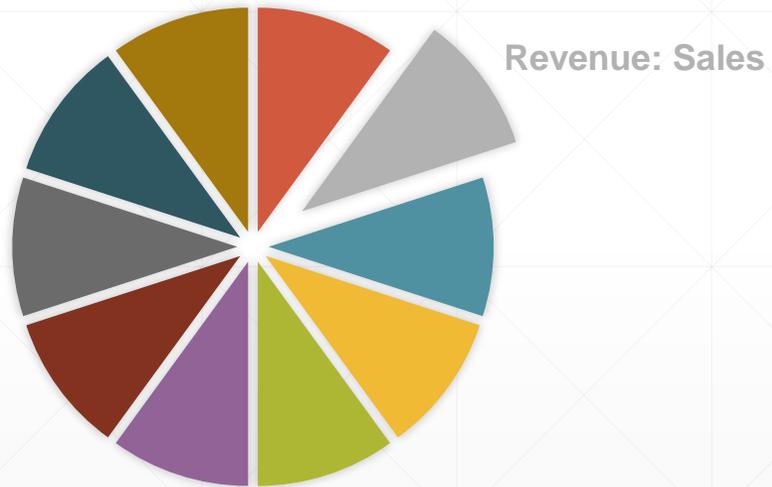


Offered by:

- Commercial Publishers
- University Presses

- Article processing charges or book processing charges are made to the author (or their funder or institution) to cover the publishing costs
- Different publishers seek to cover different costs
- APCs/BPCs vary greatly from publisher to publisher.

Revenue: Sales



- Many publishers sell print copies, or other formats, while operating a fully OA press.
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Revenue: Services



- Some publishers offer publishing services to other presses or institutions, alongside publishing books and journals in their own imprint.

Offered by:

- Ubiquity
 - UCL Press
 - Knowledge Unlatched
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Institutional



- Many university presses in Europe, and newer OA publishers in the UK, receive funding from their institution to cover varying degrees of their publishing costs.

Offered by:

- EKT
 - UCL Press
 - Göttingen UP
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Library Funding



- Some publishers and publishing services companies such as Knowledge Unlatched, operate library funding schemes, to secure library contributions to make books and journals available OA at the point of use.

Offered by:

- OLH
 - OBP
 - Knowledge Unlatched
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Endowment



- Many university presses receive a regular endowment to fund part of their operations, for both OA and for traditional publishing
- particularly prevalent in the USA where subsidising traditional university presses to a certain degree has always been common.

Offered by:

- Many American University Presses
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Grant



- Grants to launch open access ventures, or to fund open access publishing projects, are one of the ways publishers fund their OA activities.

Offered by:

- OLH
 - Many US Publishers who receive Mellon and NEH funding
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Community



- OA publishing is also undertaken by some academic-led presses, who operate on a community/ voluntary basis.

Offered by:

- Meson Press
 - Mayfly Press
 - Language Science Press
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Collaboration/Coalition

Collaboration/
Coalition

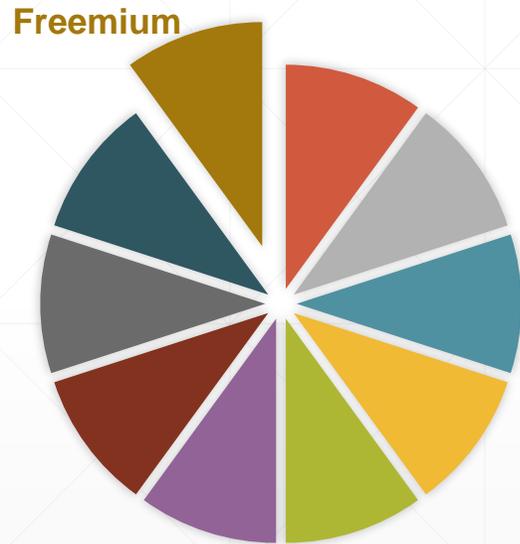


- By joining forces, institutions or organisations can bring different skills and funding sources together to boost OA publishing.

Offered by:

- Lever Press (USA)
 - TOME (AUP, ARL, AAU Collaboration) towards an Open Monograph environment
 - National Publisher Coalitions
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Freemium



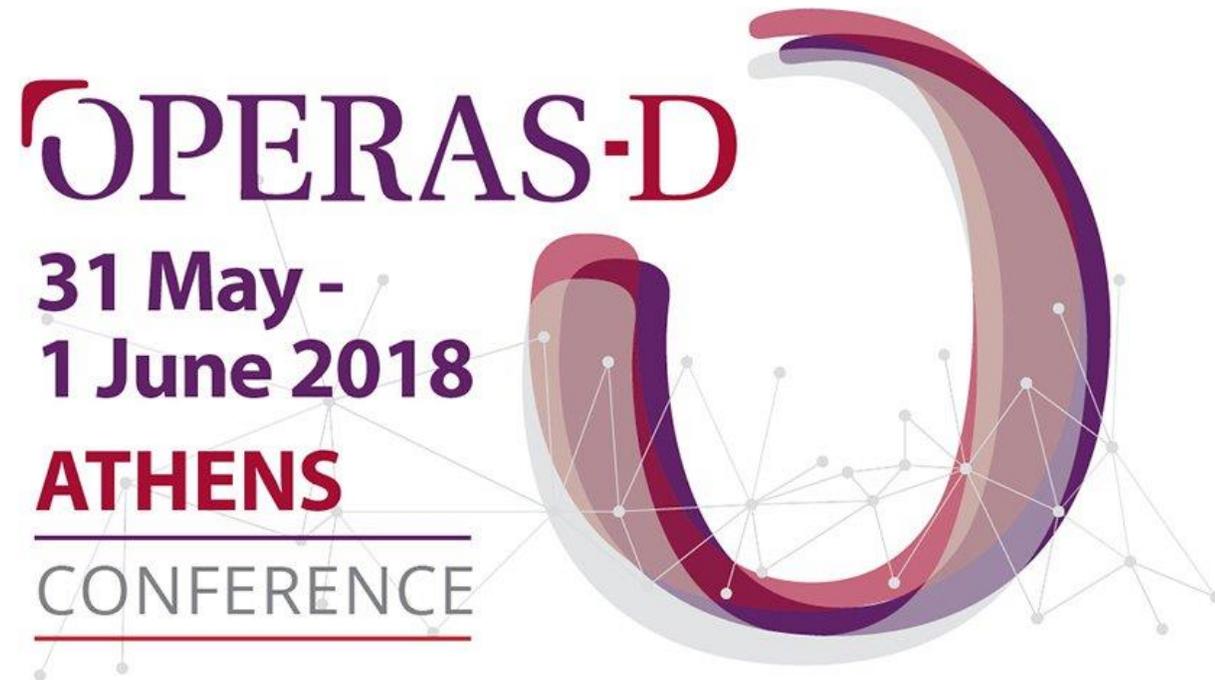
- Publishers make one online version free, and charge for other formats and additional functionalities, e.g. PDF, enhanced HTML or for e-readers.

Offered by:

- OpenEdition
 - OECD
 - OBP (*Open Book Publishers)
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Conclusion

- APC model has come to dominate in OA journal publishing
 - OA monograph publishing in SSH demonstrating a greater range of business models
 - SSH models create a patchwork landscape
 - Given variety offers opportunities for smaller stakeholders or specific fields
 - poses challenges for standardisation and interoperability
 - Significant intervention at the policy level needed to prevent stakeholders in monograph publishing landscape from operating with mixed models.
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**Thank you for your
attention**

Dr. Sven Fund

May 2018

Knowledge Unlatched

sven@knowledgeunlatched.org