

Funding Open Access Ebooks

Zürich, June 19, 2017
Dr. Sven Fund



Agenda

- **Open Access: The Challenge**
- Knowledge Unlatched: One Possible Response
- What Happened 2012-2016
- Expanding the Model: Knowledge Unlatched in 2017


Open Access: The Challenge (1/3)

How it all started:

- Background: Journal crisis of the 1990s
- Goal: Let's break the cartel of the big publishers
- Focus on STM journals

Where we stand today:

- Global market share 2014: 1.1% of STM market, 4.3% of STM journals market (estimate 2016: approx. 500m US\$)
- Three of four big publishers hold 47% of the OA journals market
- Price increases in journal subscriptions have not been stopped
- Risk for Humanities and Social Sciences (HSS) to be left out, particularly for books
- Double dipping on a higher level: One OA journal for every subscription journal??



Open Access has generated a lot of attention, brought a lot of change, but it did not change academic publishing


Open Access: The Challenge (2/3)

The author's view:

- Authors care about impact (quality x citations)
- Open access is cool for them, if there is funding
- APCs in 2016: 1.000€ per article, 6.000-14.000€ per book
- 25% of authors have the money, 50% can get it, 25% don't know how

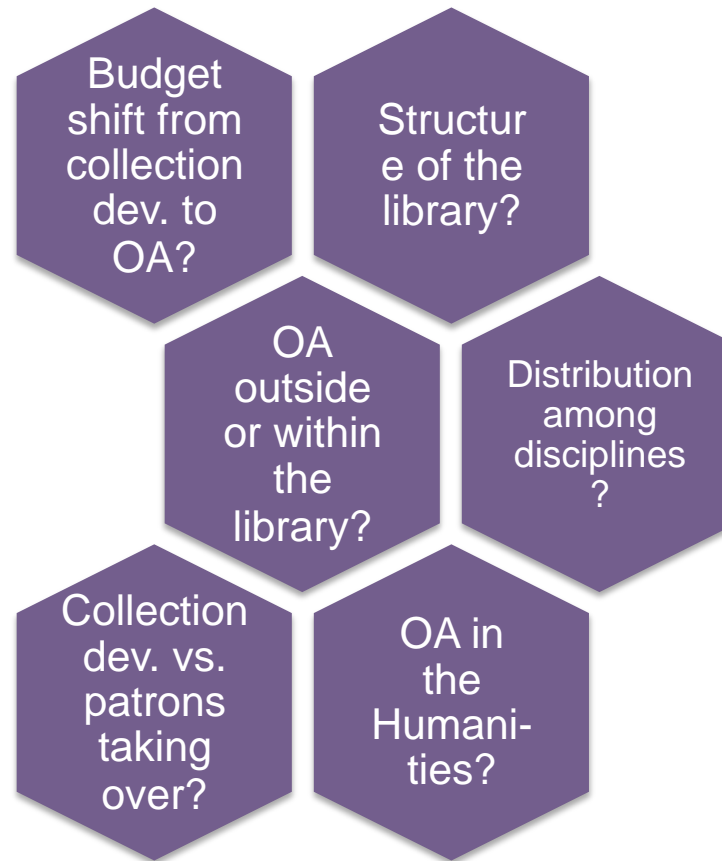
The university's/society's view:

- Open access supports them in achieving their mission
- Societies need receipts from publishing for their membership programs
- They (oftentimes) don't have sufficient institutionalized resources to fund OA



Most funders have understood that cost of publishing is cost of research – there is no “free” open access

Open Access: The Challenge (3/3)



Structures and processes are needed to bring make Open Access fit with the ways libraries work


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Knowledge Unlatched: One Possible Response

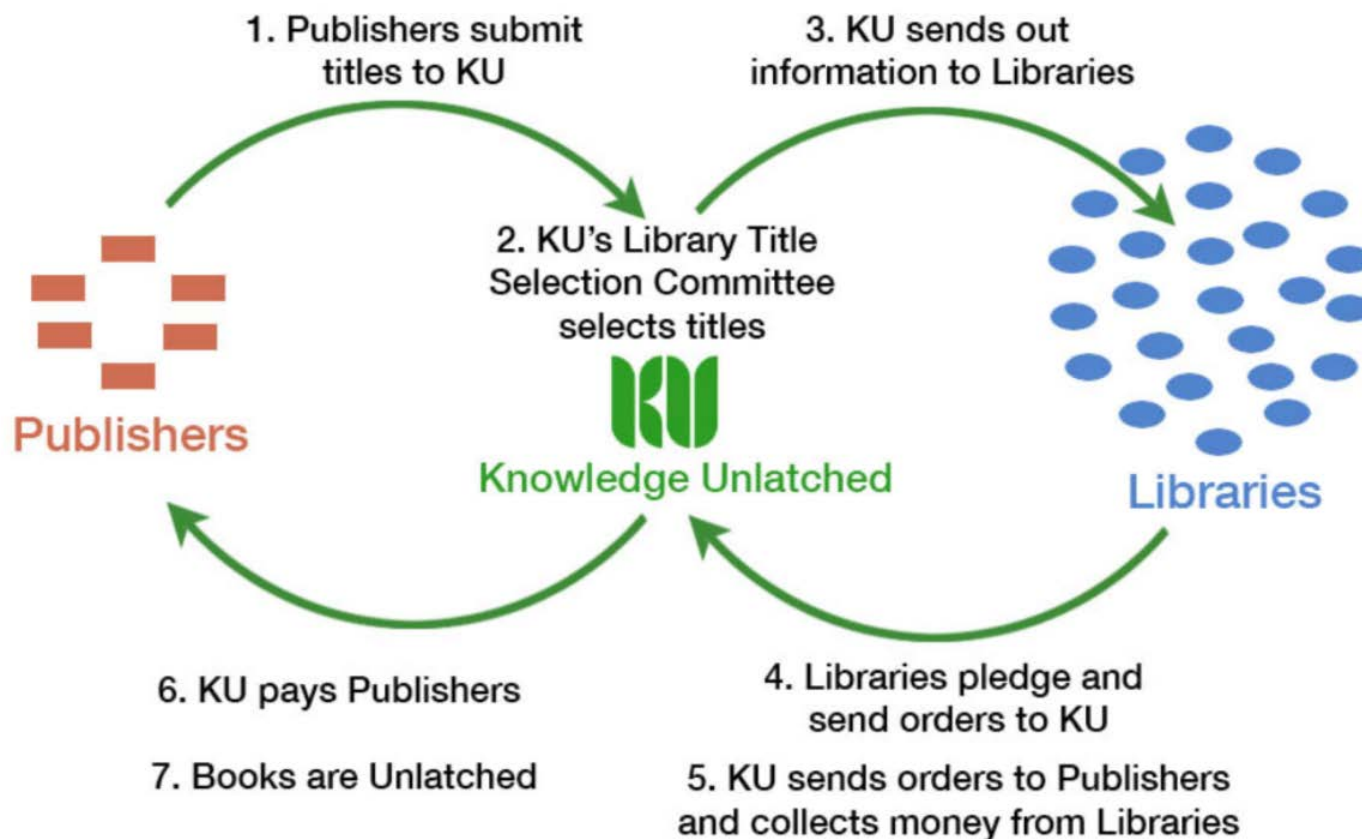
The idea

- Founded by Frances Pinter in 2012 in London
- Goal: help solving financing and organization issues around OA
- Positioning half way between publishers and libraries
- Focus on monographs in the humanities and social sciences
- Only front list, only English language
- Constructive cooperation with publishers, they decide about licensing under Creative Commons
- Cost sharing: Publishers and libraries co-finance Knowledge Unlatched
- KU Research as a new branch



Knowledge Unlatched has set out to solve the central coordination problem of Open Access

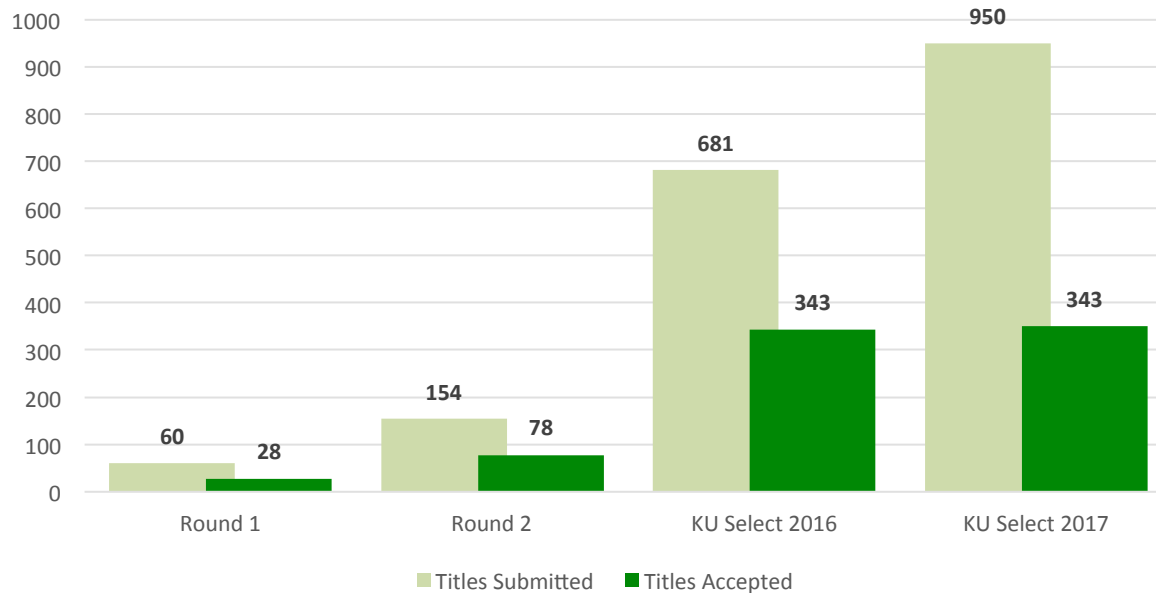
KU Select 2017: The Model



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KU Select: Development



- All title peer reviewed within the publishing houses
- 30%-50% of all titles submitted were selected for KU by its Title Selection Committee

Knowledge Unlatched secures the quality of titles to make selection of packages easier for librarians

KU Select 2017: Books

- 60 well-respected scholarly publishers participating on 5 continents including university presses, commercial publishers and Open Access publishers
- Curated by the KU Title Selection Committee consisting of 40 librarians in 12 countries
- 17 subject areas in the Humanities and Social Sciences
- The pledging period will end November 2017



CAMBRIDGE
UNIVERSITY PRESS



BRILL



KU Select 2017: Books

- 343 books available: 151 front list (Nov 2017-April 2018) and 192 backlist (2006-2016)
- Titles will be available as a fully downloadable PDF file, and in EPUB format where available
- OAPEN and HathiTrust will host the OA version of unlatched titles without an embargo and DRM-free.
- Preserved by CLOCKSS and Portico
- Further availability via BiblioLab or PaperHive
- Libraries are entitled to a 35% discount on purchases of additional formats direct from the publisher

KU Select 2017: Journals as Other Half of the Moon

- Approx. 40% of all research in the Humanities and Social Sciences is being published in journals
- Funding agencies are looking for ways to flip journals from subscription based to Open Access
- Publishers under increasing pressure to meet funders' requirements
- Especially smaller publishers do not have business models for flipping in place



Knowledge Unlatched is ideally suited to flip journals to Open Access!

KU Select 2017: Journals

- Test with 21 journals of renowned publishing houses
- Requirements:
 - At least 20 journals p.a.
 - Approx. 10 years old
 - Start with subscription year 2018
 - 3 years commitment (subscription years 2018-2020)
- Goal: 250-300 libraries participating



- Package price p.a.: €2,175
- Cost per journal and year: €103,50
- Cost per article : €2,35
- Discount compared to subscription (n = 10): 49%



Knowledge Unlatched for journals: As easy as KU for books!

KU Select 2017: Discoverability

- Unlatched titles are hosted on OAPEN and HathiTrust and indexed in the Directory of Open Access Books, the Directory of Open Access Journals, OCLC's Worldcat as well as through library discovery tools
- MARC records are available on OAPEN's website as a feed in several formats and contain all titles from KU collections
- Skeleton MARC records are available
- Email notifications available when new MARC records and titles are available

KU Select 2017: Usage Reports

Usage data are provided by OAPEN and HathiTrust to KU. KU provides reports of usage and geolocation data as well as institutional reports to supporting libraries on a quarterly basis

Chart 4: Publishers with most institutional downloads from OAPEN for Pilot and Round 2 titles (COUNTER-compliant)

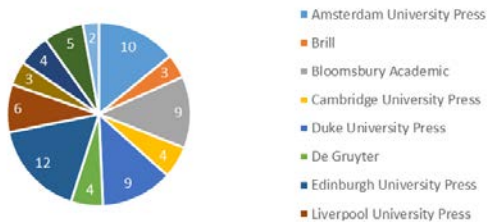
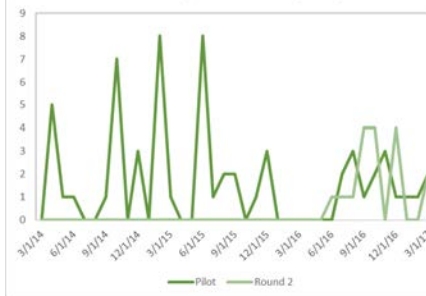
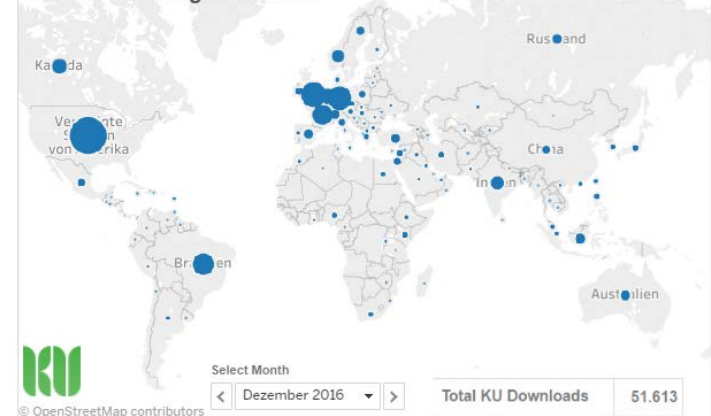


Chart 3: Total OAPEN downloads by collection over time (COUNTER-compliant)



Institution	Collection	Publisher	Title	Unlatching Date	Total	Mar-14	Apr-14
Curtin University	Pilot	Edinburgh University Press	The Ethics of Armed Conflict - A Cosmopolitan Just War Theory	10/03/2014	10	0	0
Curtin University	Pilot	Amsterdam University Press	Fighting for a Living	06/03/14	10	0	0
Curtin University	Pilot	Rutgers University Press	Electronic Iran - The Cultural Politics of an Online Evolution	10/03/2014	4	0	0
Curtin University	Pilot	Temple University Press	Constructing Muslims in France - Discourse, Public Identity, and the Politics	10/03/2014	4	0	0
Curtin University	Pilot	Bloomsbury Academic	China's iGeneration - Cinema and Moving Image Culture for the Twenty-first	30/04/2014	3	0	0
Curtin University	Pilot	Duke University Press	My Voice is My Weapon - Music, Nationalism and the Poetics of Palestinian	10/03/2014	3	0	0
Curtin University	Pilot	Liverpool University Press	Beastly Journeys - Travel and Transformation at the Fin de siècle	10/03/2014	3	0	0
Curtin University	Pilot	Bloomsbury Academic	On Global Citizenship	13/06/2014	3	0	0
Curtin University	Pilot	Brill	Human Rights and Democracy - The Precarious Triumph of Ideals	13/03/2014	2	0	0
Curtin University	Pilot	De Gruyter	Aging Gracefully in the Renaissance - Stories of Later Life from Petrarch to	26/03/2014	2	0	0
Curtin University	Pilot	Edinburgh University Press	The World Jewish Congress During The Holocaust - Between Activism and R	14/07/2014	2	0	0
Curtin University	Pilot	Liverpool University Press	The Emergence of Irish Gothic Fiction - Histories, Origins, Theories	10/03/2014	2	0	0
Curtin University	Pilot	Purdue University Press	Rhetorics of Belonging - Nation, Narration and Israel/Palestine	10/03/2014	2	0	0
Curtin University	Pilot	Purdue University Press	Understanding the Global Energy Crisis	19/03/2014	2	0	0
Curtin University	Pilot	Cambridge University Press	Networks and institutions in Europe's emerging markets	22/05/2014	2	0	0
Curtin University	Round 2	Leiden University Press	Islam, Politics and Change	01/04/2016	2	0	0
Curtin University	Round 2	Duke University Press	Gesture and Power	10/03/2016	2	0	0
Curtin University	Round 2	Duke University Press	Moral Economies of Corruption	10/03/2016	2	0	0
Curtin University	Round 2	Yale University Press	Wollstonecraft, Mill, and Women's Human Rights	18/03/2016	2	0	0
Curtin University	Pilot	Cambridge University Press	The Myth of Piers Plowman - Constructing a Medieval Literary Archive	10/04/2014	1	0	0
Curtin University	Pilot	Duke University Press	Biological Relatives - rRNA, Stem Cells and the Future of Kinship	10/03/2014	1	0	0
Curtin University	Pilot	Duke University Press	Ever Faithful - Race, Loyalty and the Ends of Empire in Spanish Cuba	10/03/2014	1	0	0
Curtin University	Pilot	University of Michigan Press	Law, Liberty, and The Pursuit Of Terrorism	11/07/2014	1	0	0
Curtin University	Pilot	University of Michigan Press	Partisan Gerrymandering and the Construction of American Democracy	10/01/2014	1	0	0
Curtin University	Pilot	Purdue University Press	Composing the Party Line - Music and Politics in Early Cold War Poland and	15/01/2014	1	0	0

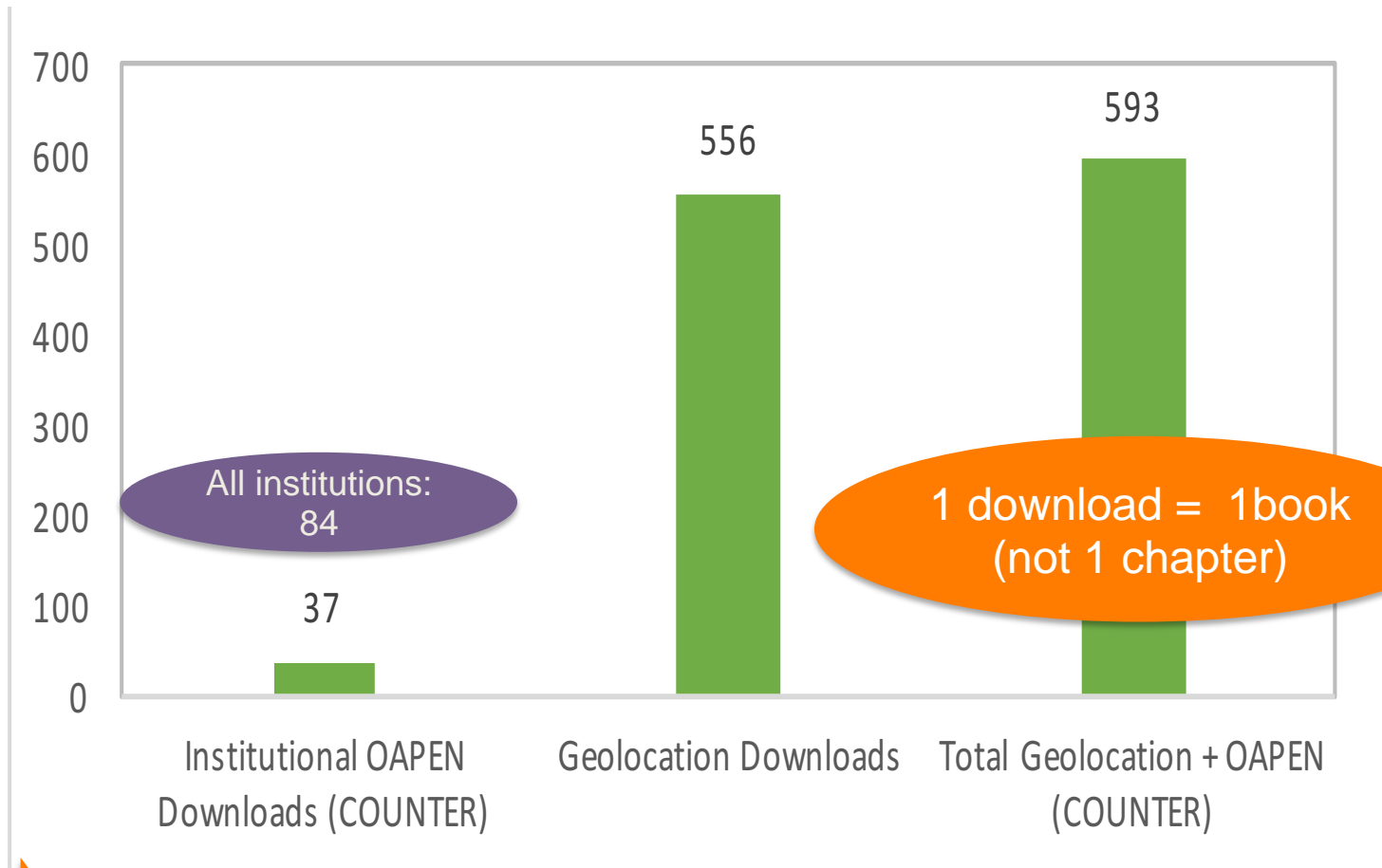
Knowledge Unlatched's Round 2 Collection OAPEN Usage Statistics



Select a download point below to see its distribution on the map



Adding Geolocation Data: Example Cambridge & Boston

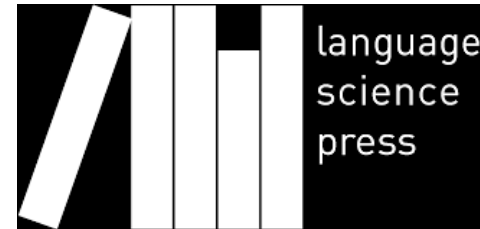


Only 3.9-13.5% of all usage in the Cambridge/Boston area is recorded in COUNTER!

Double Dipping: Avoiding Inefficiencies

- Challenge: Academic publishing as a multi channel business, publishers have only limited influence over prices and discounts
- Analysis of the Big 10 libraries in the United States: “Double dipping” for KU titles 50-70%!
- KU’s goal of moving from special into regular acquisition budget as soon as possible seems within reach
- Many libraries already use ways to avoid double dipping (or do so for a reason, of course)
- KU offers complete title lists as well as skeleton MARC records to block acquisition of titles in other channels
- Vendors’ systems (ProQuest, EBSCO) can block unintended ebook acquisition in systems like through suppress lists

Expanding of the Model: Language Science Press

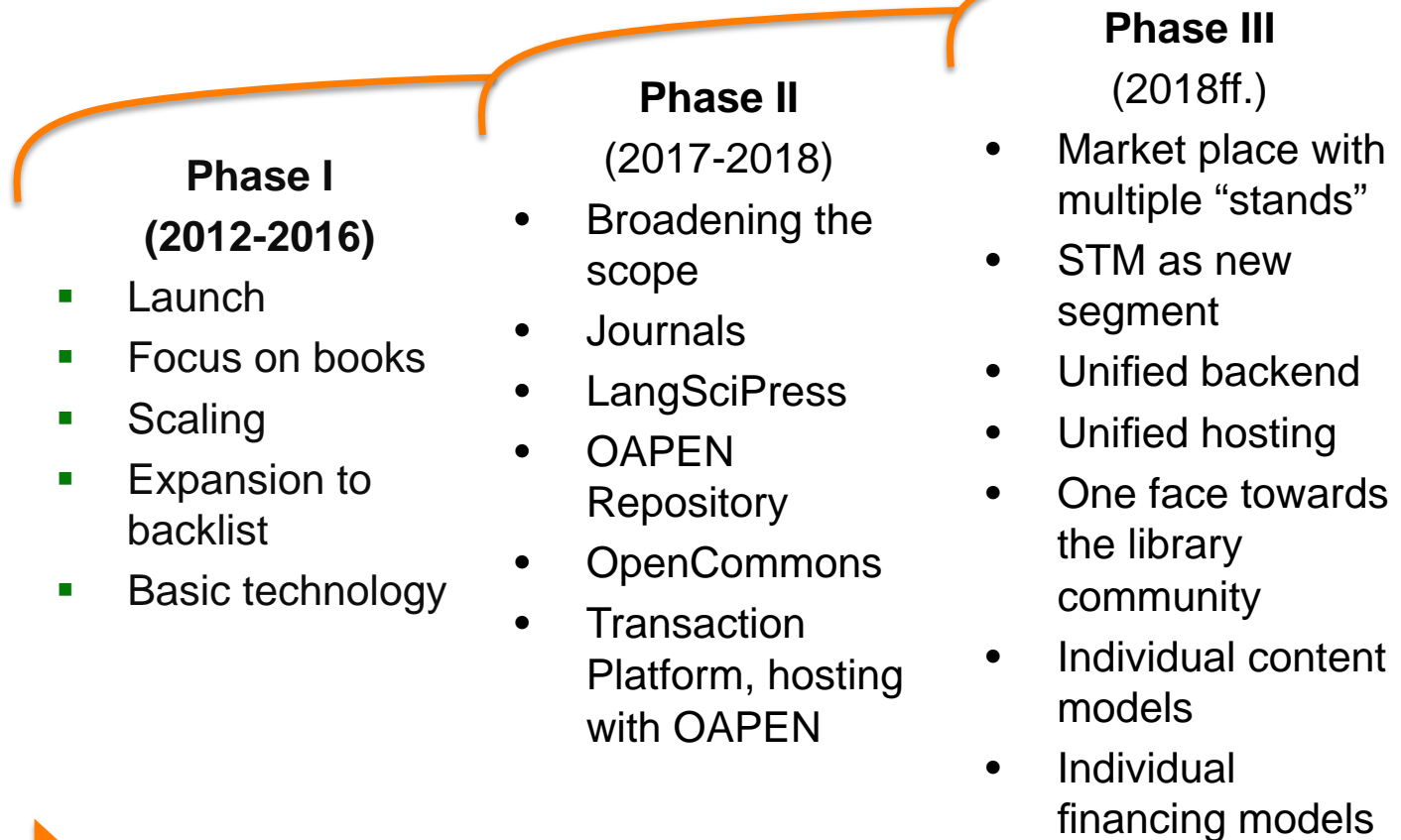


- Language Science Press publishes high-quality research titles in Linguistics
- Founded by Stefan Müller und Martin Haspelmath, professors in Berlin and at Max Planck
- Seed financing provided by German Research Foundation (DFG)
- Funding required 2018ff: 100.000€ p.a. (for approx. 30 titles annually)
- KU is approaching individuals, institutes of Linguistics as well as libraries worldwide
- Pledging amount per institution: 1.000€ p.a., three years commitment



Hypothesis: KU can also serve new services around Open Access to get distributed globally

Long-Term Goal: Open Access Platform for Multiple Initiatives



KU is already in conversation with a number of initiatives to team up



Thank You for Your Attention

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