Open access business models for humanities

Pierre Mounier (OpenEdition / EHESS)
STEM disciplines: the rise of APC model
• « The research communications system is in a period of transition towards open access. We believe that, at its simplest, this is a shift from a reader-pays to an author-pays system, which in turn requires a shift in publications processes and business models. The aim of our recommendations is to accelerate that process, but in an ordered way »

• « would require an additional £50-60m a year in expenditure from the HE sector: £38m on publishing in open access journals, £10m on extensions to licences for the HE and health sectors and £3-5m on repositories, plus one-off transition costs of £5m. »
The rising cost of APCs

Trends in value and number
The number of APCs is skyrocketing. Between 2013 and 2014, the number of APCs doubled. Growth remained strong in 2015, but not as strong as in the previous year. One reason for this may be that RCUK funds were introduced in 2013-14 to pay for APCs, and 2014 was the first full year in which they were available. In 2015, growth had to come from within the RCUK grant or from institutions’ own internal funds.

Figure 2: Growth in APCs 2013-2015. 14 institutions
APC expenditure doubled between 2013 and 2014, in part due to the introduction of RCUK funding.

- The number of article processing charges (APCs) paid doubled between 2013 and 2014. Growth remained strong in 2015, but slowed in part due to limited room for growth in institutions’ internal budgets.
- The average APC has increased by 6% over the past two years, a rise well above the cost of inflation.
- Publishers’ APC costs are converging to a more uniform price range, although they still vary widely. Journals with low APCs are raising their prices, perhaps to avoid being perceived as low quality following expectations set by the Finch report.
Figure 9: Average APC
There is a large variation in APC pricing across publishers. The highest average APC charged by a major publisher is over £1,200 higher than the average APC.

Figure 12: Average APC by journal type, 2014-2015 (294 institutions)
The average APC for hybrid journals is consistently several hundred pounds higher than full open access journals, but full OA APCs are increasing more rapidly.
A massive business model based on APC

Investment for Current and Future Research Communication

PLOS published approximately 31,000 research articles in 2015, bringing the total number of Open Access articles published by PLOS to more than 165,000. The transition to Open Access that PLOS, together with others, has led for more than a decade continues to drive growth in the overall market share of Open Access publishing, in line with the goals of PLOS.

As of December 31st 2015, PLOS had net assets of $30.6 million, equivalent to the previous year. Of the 2015 year-end net assets, cash and unrestricted investments totaled $24.5 million compared to $28.9 million at year-end 2014 primarily due to investments in capitalized software development activities. For the year ending December 31st 2015, PLOS generated total revenues of $42.9 million compared to total revenues of $45.6 million for the year ending December 31st 2014, due to declines in publication fees and investment income.

**BALANCE SHEET**

December 31, 2015 ($000’s)

**ASSETS 2015**

Current Assets

- Cash and cash equivalents: $1,757
- Program and accounts receivable, net: $1,845
- Prepaid expenses and other: $814
- Total current assets: $4,416

Noncurrent Assets

- Investments: $22,745
- Restricted investments, long term: $281
- Loan receivable: $56
- Property and equipment, net: $1,931
- Software development costs: $6,738
- Deposits: $8
- Total noncurrent assets: $31,759

Total Assets: $36,176

**LIABILITIES AND NET ASSETS 2015**

Current Liabilities

- Accounts payable: $2,072
- Accrued liabilities: $1,688
- Institutional deposits: $72
- Deferred revenue: $564
- Total current liabilities: $5,036

Deferred rent liability: $494

Total liabilities: $5,531

Net Assets

- Unrestricted: $30,524
- Temporarily restricted: $122

Total new assets: $30,645

Total liabilities and net assets: $36,176

**STATEMENT OF ACTIVITIES**

For the Year Ended December 31, 2015 ($000’s)

Revenue, Gains (losses), and Support 2015

- Public support revenue: $208

Program revenue

- Publication fees, gross: $44,604
- Less: Publication fee assistance: $(2,329)
- Total program revenue: $42,275

Reprints and sponsorships: $69

Advertising: $(496)

Total program revenue: $42,840

Unrealized losses on investments: $(1,259)

Other income, net: $227

Interest and dividend income: $849

Total revenue, gains, (losses) and support: $42,866

Expenses

- Publishing program expenses: $34,239
- General and administrative expenses: $670
- Total expenses: $34,909

Increase in net assets: $16
Generalize APC model

OA2020 – The Initiative

Open Access 2020 is an international initiative that aims to induce the swift, smooth and scholarly-oriented transformation of today’s scholarly journals from subscription to open access publishing.

The principles of this initiative were discussed and agreed upon at the Berlin 12 Conference on 8-9 December 2015 and are embodied in an Expression of Interest, which has already been endorsed by numerous international scholarly organizations.

The practical steps that can be taken towards the envisaged transformation are outlined in a Roadmap.

All parties involved in scholarly publishing – particularly universities, research institutions, funders, libraries, and publishers – are invited to join OA2020.
Disrupting the subscription journals’ business model for the necessary large-scale transformation to open access

A Max Planck Digital Library Open Access Policy White Paper

Published: 28 April 2015
DOI: http://dx.doi.org/10.17617/1.3
License: CC-BY 4.0, http://creativecommons.org/licenses/by/4.0/
Authors: Ralf Schimmer, Kai Karin Geschuhn, Andreas Vogler
Contact: schimmer@mpdl.mpg.de

1 Max Planck Digital Library, Amalienstraße 33, 80799 München, Germany

Abstract
This paper makes the strong, fact-based case for a large-scale transformation of the current corpus of scientific subscription journals to an open access business model. The existing journals, with their well-tested functionalities, should be retained and developed to meet the demands of 21st century research, while the underlying payment streams undergo a major restructuring. There is sufficient momentum for this decisive push towards open access publishing. The diverse existing initiatives must be coordinated so as to converge on this clear goal. The international nature of research implies that this transformation will be achieved on a truly global scale only through a consensus of the world’s most eminent research organizations. All the indications are that the money already invested in the research publishing system is sufficient to enable a transformation that will be sustainable for the future. There needs to be a shared understanding that the money currently locked in the journal subscription system must be withdrawn and re-purposed for open access publishing services. The current library acquisition budgets are the ultimate reservoir for enabling the transformation without financial or other risks. The goal is to preserve the established service levels provided by publishers that are still requested by researchers, while redefining and reorganizing the necessary payment streams. By disrupting the underlying business model, the viability of journal publishing can be preserved and put on a solid footing for the scholarly developments of the future.
For the publishing year 2013, this breakdown shows the following cost distribution for each of the three countries in our example:

- **For Germany**, we can identify 70,000 APC-relevant papers of a total of 103,000 research articles and reviews listed in the Web of Science. Multiplied by our assumed EUR 2,000 average APC price, the expected open access expenditure for Germany in 2013 would have been in the region of EUR 140 million. There are no consolidated figures for the country-wide subscription spending for scientific journals, but experts project these costs to be well beyond EUR 200 million per year. So Germany should be in a position to organize a large-scale open access transformation without much pain.

- **For the United Kingdom**, we can identify 72,000 APC-relevant papers of a total of 109,000 research articles and reviews listed in the Web of Science. Multiplied by our assumed EUR 2,000 average APC price, the expected open access expenditure for the UK in 2013 would have been in the region of EUR 144 million. Estimates of what the UK’s higher education institutions are paying for their journal subscriptions vary from £160 million per year (according to Jisc Collections) to £192 million (according to Research Libraries UK): that is, between EUR 218 and 260 million. So for the UK, too, we have a clear picture that a comprehensive open access transformation could be done without financial stress.

- **For France**, we can identify 46,000 APC-relevant papers of a total of 71,000 research articles and reviews listed in the Web of Science. Multiplied by our assumed EUR 2,000 average APC price, the expected open access expenditure for France in 2013 would have been in the region of EUR 92 million. According to conservative estimates, it is assumed that the French academic sector is paying at least EUR 120 million per year for their subscriptions to scientific journals. So, like Germany and the UK, France needs to anticipate no difficulties in preparing for an open access transformation.
But APC pre-exists to open access and open access exists without APC.
OA business models in the humanities and social sciences
The invisible rise of institution supported journals
Location of journals using Open Journal Systems

East Asia & Pacific: 2133
Europe & Central Asia: 2613
Latin America & Caribbean: 3312
Middle East & North Africa: 173
North America: 1405
South Asia: 301
Sub-Saharan Africa: 129
Total: 10066
The cost of an article
En tenant compte de ce montant des coûts salariaux, le coût médian d’un article de revue en SHS est de 1 330 euros (coût minimum 500 et maximum 4 000).

- 2 revues pour lesquelles nous n’avons pas l’info ;
- 5 revues en dessous de 500 € l’article ;
- 9 revues entre 500 € et 1 000 € l’article ;
- 14 revues entre 1 000 € et 1 500 € l’article ;
- 5 revues entre 1 500 € et 2 000 € l’article ;
- 5 revues entre 2 000 € et 2 500 € l’article ;
- 2 revues entre 2 500 € et 3 000 € l’article ;
- 3 revues entre 3 000 € et 3 500 € l’article ;
- 1 revues entre 3 500 € et 4 000 € l’article ;
- 4 au-dessus de 4 000 €.
Weakness of the institutional support model
Multi-institutional support is better: the example of HAU Journal.
HAU-N.E.T.

N.E.T., or the HAU Network of Ethnographic Theory, is an international
network of research centres and anthropology departments working together to support
its flagship journal and its innovative book series.

N.E.T. offers an alternative to existing subscription models in publishing. It is
based on the contention that the best way to support an open access, non-profit
venue in anthropology is to bypass the logic and institutions of the contemporary
publication regime through the establishment of a network of collaborating centers that
foster and further an open access publishing press and its prospects.

Just as the HAU takes advantage of the opportunity to bring about
innovations in academic publishing through its engagement with the digital revolution,
HAU-N.E.T. seeks to build on ever growing advances in communications technology to
sharpen how we think about anthropology, how we conduct it, and how we may
continue to shape it as a discipline of global exchange.

HAU-N.E.T. marks a break from institutional models of affiliation, existing as a shared
network with nodes distributed across universities, libraries, and research institutions
in different countries. These nodes participate in the development of HAU through
their editorial advice, their suggestions for reprints and translations, and their
involvement in organizing workshops, seminars, and other initiatives. Each node of
HAU-N.E.T. selects a local representative to sit on HAU’s External Advisory Board
and liaises between the local network and HAU’s Editorial Team.

Current events include academic conferences and workshops based on
innovations in ethnographic theory, masterclasses and guest lectures, discussion groups and
work-in-progress seminars. Visiting fellowships between member institutions are
available, and the support of member institutions will be sought in applications made
towards international collaboration grants to fund these and other network activities.

Currently, HAU-N.E.T. consists of the following institutions:

- University of Aarhus (DK) – EPICENTER: The Centre for Cultural Epigurations
- University of Amsterdam (NL) – Department of Sociology and Anthropology
- Australian National University (AU) – Library
- University of Bergen (NO) – Department of Social Anthropology
- Brown University (US) – Department of Anthropology and Library
- California Institute of Integral Studies (US) – Department of Anthropology and Social Change
- University of Campinas (BR) – Graduate Program in Social Anthropology
- University of Canterbury (NZ) – Department of Anthropology
- University of Chicago (US) – Department of Anthropology
- University College London (UK) – Department of Anthropology
- University of Colorado Boulder Libraries (US)
- Cornell University (US) – Department of Anthropology
- University of Edinburgh (UK) – Department of Anthropology
- The Graduate Institute, Geneva Library (CH)
- University of Groningen (NL) – Department of the Comparative Study of Religion and the University of Groningen Library
- University of Helsinki (FI) – Faculty of Social Sciences, Social and Cultural Anthropology
- Indiana University Library (US)
- Johns Hopkins University (US) – Department of Anthropology
- University of Kent (UK) – Department of Social Anthropology
- King’s College Library (US)
- London School of Economics and Political Science (UK) – Department of Anthropology and Library
- Institute of Social Sciences of the University of Lisbon (PT)
- The University of Manchester Library (UK)
- Massachusetts Institute of Technology (US) – Department of Anthropology and MIT Libraries
- Max-Planck Institute for the Study of Religious and Ethnic Diversity at Göttingen (DE)
- musée du quai Branly – Jacques Chirac (FR)
- Museu Nacional - UFRJ (BR) – Department of Anthropology
- Pontificia Universidad Católica de Chile (CL) – Department of Anthropology
- Princeton University (US) – Department of Anthropology
- University of Queensland (AU) – Department of Anthropology
- University of Oslo (NO) – Department of Social Anthropology
- University of Oslo Library (NO)
- University of Rochester (US) – Department of Anthropology
- Universidad Autónoma de San Luis Potosí (MX) – School of Social Sciences and Humanities
- SOAS, University of London (UK) – Department of Anthropology and Sociology
- University of Sydney (AU) – Department of Anthropology
- University of Toronto Libraries (CA)
Support from libraries: the example of OLH
What's innovative and how is it funded?

The current level of Article Processing Charges makes gold OA publishing unaffordable for the majority of unfunded humanities scholars. The OLH aims instead to implement a collaborative, or collective, funding model for gold open access in the humanities.

Lots of libraries all paying a small amount to make it work.

What do contributors receive?

All contributing libraries/individuals are given a place on the OLH Library Board, which will consult with the OLH Academic Board on the future admission of overlay journals and other governance/budgetary decisions.

How much does it cost?

Compared to other publishers: very little.

For 250 articles:

<table>
<thead>
<tr>
<th>Number of Libraries</th>
<th>Contribution per Library per Year (USD)</th>
<th>Cost per Article per Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>400</td>
<td>$462</td>
<td>$1.84</td>
</tr>
<tr>
<td>350</td>
<td>$528</td>
<td>$2.11</td>
</tr>
<tr>
<td>300</td>
<td>$616</td>
<td>$2.46</td>
</tr>
<tr>
<td>250</td>
<td>$740</td>
<td>$2.96</td>
</tr>
<tr>
<td>200</td>
<td>$925</td>
<td>$3.70</td>
</tr>
<tr>
<td>180</td>
<td>$1,027</td>
<td>$4.10</td>
</tr>
<tr>
<td>160</td>
<td>$1,156</td>
<td>$4.62</td>
</tr>
<tr>
<td>140</td>
<td>$1,321</td>
<td>$5.28</td>
</tr>
<tr>
<td>120</td>
<td>$1,541</td>
<td>$6.16</td>
</tr>
<tr>
<td>100</td>
<td>$1,850</td>
<td>$7.40</td>
</tr>
</tbody>
</table>
Freemium model for journals. The example of OpenEdition
Freemium: a business model to address 3 challenges

• To increase sustainability for Open Access publications
• To set up a business model adapted to specific needs of humanities and social sciences scholarly communication
• To increase impact of Open Access publications in libraries
Freemium

• « Freemium is a business model by which a product or service is provided free of charge, but money (premium) is charged for advanced features, functionality, or virtual goods. The word "freemium" is a portmanteau neologism combining the two aspects of the business model: "free" and "premium” »
Freemium: a common business model in the digital world
Freemium: from libraries for publishers

• Open Access on the Web (html) – free –
• Pdf and epub download and other services licensed to libraries – premium –
• 66% of income for books and journals publishers
• Partnership with libraries consortia: Couperin, Crepuq, CIFNAL
A comprehensive set of 8 premium Services

1. Ethical Open Access
   • Freemium is a contribution to OA
   • HTML for ALL!
   • Transparency
   • 66% of income going to publishers
   • Users committee

2. Exclusive access to formats
   • ePub
   • PDF
   • Reader

3. Dashboard
   • Counter statistics (daily)
   • Logs statistics (daily)
   • Coverage lists (daily)

4. Data services
   • Full text via OAI-PMH
   • Search results in XML
   • MARC21 – UNIMARC
   • ONIX
   • Calenda Webservice
   • ISBN resolver
   • Dublin Core by URL resolution

5. Discovery services
   • Inclusion in major discovery tools with Kbart
   • Unlimited alerts
   • Bookserver for mobile users
   • Crosslinking via DOI (textmining)

6. Permanent access
   • Permanent access for Books and Journals
   • CLOCKSS
   • Long term archival (CINES)

7. Hotline and training
   • Hotline
   • Training on demand
   • Documentation for users

8. Branding
   • Library name and logo on OpenEdition homepage and navigation bar
   • Library name and logo on HTML, Epub, PDF
Results after 4 years of production
OpenEdition Freemium programme

OpenEdition Freemium is a programme for the development of open access academic publishing in the humanities and social sciences. This partnership, offered exclusively to institutions (libraries, campuses, research institutes) aims to create an innovative and sustainable economic model. All income generated by the programme is reinvested in the development of open access academic publishing.

Our platforms disseminate open access content – journals, books, research blogs and academic announcements – complemented by premium services and formats available exclusively to institutions and their users.

Our Freemium content is available to all internet users in open access HTML format, while users of partner institutions can download the PDF and ePUB formats. No DRM or download quotas are applied.

OpenEdition Freemium comprises two complementary sales offers:

- **OpenEdition Freemium for Books**. Books are available for purchase on a title-by-title basis or in bundles, and two types of acquisition licences – permanent or annual – are available.

- **OpenEdition Freemium for Journals**. This is an annual subscription to our bundle of Freemium journals.

Regardless of which programme you choose, the high standard of associated services makes it straightforward to integrate Freemium content into library catalogues and discovery tools.

For further information or to request a trial period for your institution, contact us at access@openedition.org or telephone +33 (0)4 13 55 12 97.
150 journals in OE Freemium

<table>
<thead>
<tr>
<th>Sort</th>
<th>Latest Additions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select</td>
<td>Online Journals</td>
</tr>
<tr>
<td>Number of Results</td>
<td>30</td>
</tr>
</tbody>
</table>

1. **Diasporas**
   - Circulations, migrations, histoire
   - Presentation | Website
   - Online since 30 September 2015

2. **Afrique : Archéologie et Arts**
   - Presentation | Website
   - Online since 15 September 2015

3. **América**
   - Cahiers du CRICCAL
   - Presentation | Website
   - Online since 16 February 2015

4. **Terrains/Théories**
   - Presentation | Website
   - Online since 21 January 2015
50 publishers of books in OE Freemium
More than 110 subscribing libraries

• Most recent subscribers:
  - Kuwait University Library, The Faculty of Arts and Humanities – University of Porto, U.C.
  - Berkeley U. Stanford U.
  - Columbia U. Cornell U. Yale U. Illinois, Bryn Mawr College
Revenues
<table>
<thead>
<tr>
<th>Journal Title</th>
<th>Total for all years</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revue.org</td>
<td>36252</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>20543</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>19823</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>19031</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>18230</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>17428</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>16626</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>15824</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>15022</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>14220</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>13418</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>12616</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>11814</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>11012</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>10210</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>9408</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>8606</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>7804</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>7002</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>6200</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>5408</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>4606</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>3804</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>3002</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>2200</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>1402</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>600</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
<tr>
<td>Revue.org</td>
<td>80</td>
<td>279</td>
<td>4257</td>
<td>4564</td>
<td>3518</td>
<td>3123</td>
<td>3069</td>
<td>3495</td>
<td>3668</td>
<td>3176</td>
<td>2724</td>
</tr>
</tbody>
</table>

**Usage**
The case of the books
Some fundamentals: Oapen reports

This model follows closely the analysis and divides the costs for monograph publishing in two: Open Access costs and Print costs. The total costs are € 12,000, and 50% of these costs are Open Access expenses. If a funding council only wishes to subsidize the Open Access costs, the maximum grant would be € 6,000. This should cover the creation of the first digital copy plus the distribution on an Open Access publication platform.
In other words: the number of times a book was found in Google Books was positively affected by Open Access publishing.

The following table contains the descriptive data. The mean number of Book visits for books in Open Access is 755, while the mean number for the control group is 530. This is a large difference, which will also be visible in the correlated number of pages viewed.

**TABLE 7. Discovery descriptive data**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>95% Confidence Interval for Mean</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed access</td>
<td>221</td>
<td>530.45</td>
<td>862.049</td>
<td>57.988</td>
<td>416.17</td>
<td>1</td>
<td>4960</td>
</tr>
<tr>
<td>Open Access</td>
<td>462</td>
<td>755.70</td>
<td>676.954</td>
<td>31.495</td>
<td>693.81</td>
<td>2</td>
<td>3963</td>
</tr>
<tr>
<td>Total</td>
<td>683</td>
<td>682.81</td>
<td>748.737</td>
<td>28.650</td>
<td>626.56</td>
<td>1</td>
<td>4960</td>
</tr>
</tbody>
</table>

The following table contains the descriptive data. The mean number of books sold for books in Open Access is 8.67, while the mean number for the control group is 8.35. These figures are in fact very close.

**TABLE 6. Sales descriptive data**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>95% Confidence Interval for Mean</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed access</td>
<td>565</td>
<td>8.35</td>
<td>18.008</td>
<td>.758</td>
<td>6.86</td>
<td>-10</td>
<td>200</td>
</tr>
<tr>
<td>Open Access</td>
<td>803</td>
<td>8.67</td>
<td>20.640</td>
<td>.728</td>
<td>7.24</td>
<td>-10</td>
<td>272</td>
</tr>
<tr>
<td>Total</td>
<td>1368</td>
<td>8.54</td>
<td>19.590</td>
<td>.530</td>
<td>7.50</td>
<td>-10</td>
<td>272</td>
</tr>
</tbody>
</table>
Economic analysis of business models for open access monographs
Annex 4 to the Report of the HEFCE Monographs and Open Access Project

London Economics
Report

January 2015
OA publishing functions

Figure 1: OA publishing functions

A. Editorial acquisition
• Commissioning
• Funding
• Licence

B. Capture
• Manuscript -> product: reviewing, editing, typesetting, formatting
• Quality assurance
• Illustrations
• Copyright

C. Delivery
• Different electronic formats & delivery channels
• Aggregation
• Deposit
• Hosting
• Metadata enhancement
• Collection building

D. Awareness building
• Marketing, promotion, sales
• Repositories, directories, library catalogues

E. Long-term access
• Digital preservation
• Data archiving
6 business models & 6 performance indicators

- traditional publisher;
- new university press;
- mission-oriented OA;
- freemium OA;
- aggregator/distributor
- author payment model.

- From an individual perspective
  - quality;
  - Sustainability;
  - dissemination.

- From a system perspective
  - diversity;
  - innovation
  - integrity
Traditional publisher
New University Presses
Mission oriented OA

Language Science Press

high quality, peer-reviewed open-access books in linguistics
Freemium OA
Aggregator / Distributor
Author pays model (BPC)
Processing Charges

Our business model involves charging only for the work we actually do, and it does not rely on revenues for sustainability. Because of this, we release all content under a CC-BY license, enabling maximum dissemination. Other publishers that rely on print revenue often use restrictive licenses, limiting the reach and impact of the author’s work.

Our publishing fees are similar to those used for journals (in this case Book Charges, or BPCs). As with our journal APCs, we can maintain BPCs, which are generally lower than those offered by other publishers (this is particularly true when using CC-BY options only). The BPC is typically covered by a funder or institution, and we may waive or reduce BPCs.

For information about some funders and institutions, which make funds available for open access book publications, visit our webpage on open access funds. Please feel free to get in touch with us at editorial@ubiquitypress.com regarding such funds and whether we might be able to offer assistance or advice.

Our tiered publishing services starting with a core service for camera-ready copy scripts up to those requiring additional work. The core service includes:

- Handling of (full-text) peer review
- Providing advice on copyright/permission clearance as well as editorial and publication ethics matters
- Crossref Similarity Check service
- Designing cover
- Creating metadata and DOI and ISBN registration
- Open access publication in various formats, including HTML, PDF, EPUB and MOBI (Kindle) formats, and hosting on our ebook platform
- Full Print On Demand (POD) service and listing through the usual book retailer websites
- Inclusion in search, indexing and aggregation platforms, library catalogues, library suppliers, discovery services, etc.
- Integration with other services further enabling citation and usage metrics, annotation, and increasing discoverability
- Sending print copies of the published book to authors/editors as well as reviewers
- Promotion and marketing
- Usage metrics
- Paying out to authors/editors share of profits from print sales (royalties)
- Archiving the content into appropriate repositories, legal deposit and preservation

On top of the core service we often provide a full typesetting (TS) service (see level 1 in table below). By providing a ‘camera-ready’ manuscript (or close), costs can be further reduced (by ca. 5-15% of the level 1 BPC). If you are interested in the camera-ready option, please get in touch at editorial@ubiquitypress.com.

For the level 1 service we provide clear copyediting guidelines. At the same time we offer a full range of copyediting (CE), language checking and book index (IN) services (e.g., embedded index). The table below shows BPC estimates (excluding VAT, which is often not charged), based on the size of the book and services provided.

All BPCs include 2% contribution to the Open Access Books Discount and Waiver Fund and we maintain to help reduce costs for authors without funds available for open access book publishing, e.g. authors from low-income countries.

Please contact us at editorial@ubiquitypress.com for a quote by providing information on estimated word count, number of figures/tables and data/media items, service level required, and whether it is for an edited or authored book.

<table>
<thead>
<tr>
<th>Service level</th>
<th>size of book</th>
<th>ca. 30,000 words</th>
<th>ca. 100,000 words</th>
<th>ca. 200,000 words</th>
</tr>
</thead>
<tbody>
<tr>
<td>1] Core service +TS</td>
<td>£2,860</td>
<td>£3,780</td>
<td>£5,000</td>
<td></td>
</tr>
<tr>
<td>2] Core service +TS +CE</td>
<td>£3,210</td>
<td>£5,050</td>
<td>£7,550</td>
<td></td>
</tr>
<tr>
<td>3] Core service +TS +CE +IN</td>
<td>£3,520</td>
<td>£5,920</td>
<td>£9,340</td>
<td></td>
</tr>
</tbody>
</table>

Ubiquity Press's core service for authors able to provide camera-ready copy, or close, is a highly cost-effective option, and in particular provides an important open access publication route for disciplines with less access to funding, while our prices overall are highly competitive.
Freemium model for books: the example of Open Book Publishers
OBP Freemium

Courtesy of Rupert Gatti. From his presentation at COASP 2015:
http://oaspa.org/conference/presentations-coasp-2015/
Library Membership

The Open Book Publishers' Library Membership Programme supports our award-winning Open Access monograph publishing programme. By joining the Programme for an annual fee of £300/$500/€400, libraries and their users both support and benefit from OA publishing. We would be delighted to hear from libraries considering joining the Library Membership Programme or interested in further information. Please do not hesitate to contact us at libraries@openbookpublishers.com

We are delighted to offer a special 10% discount to members of SPARC and JISC Collections - just mention your membership when you contact us!

Benefits

By joining this programme, member libraries can provide all staff, students and alumni with the various formatted digital editions of every one of our titles completely free, and a discount on any paper copies purchased.

MARC Records

Member libraries can download a complete set of MARC records for all OBP titles; cataloguers won't need to do it from scratch!

Current Members

We are proud to be partnering with the leading research libraries in the English-speaking world to enable the results of research to be made available to their members in real time and in a range of digital formats.
Freemium for data: the example of OECD publishing
What's New

Society at a Glance 2016
OECD Social Indicators
A spotlight on youth

The 2016 edition report addresses the growing demand for quantitative evidence on social well-being and its trends. It features a special chapter on the NEET challenge and what can be done for jobless and disengaged youth.

OECD Regional Outlook 2016
Productive Regions for Inclusive Societies

It examines the widening productivity gap across regions within countries, and the implications of these trends for the well-being of people living in different places. It discusses how structural policies, public investment and...

Coming soon

OECD Public Governance Reviews: Peru Integrated Governance for Inclusive ...

Latin American Economic Outlook 2017 Youth, Skills and Entrepreneurship

Connecting People with Jobs: The Labour Market, Activation Policies and ...

Perspectivas económicas de América Latina 2017 Juventud, competencias y ...

Talents à l'étranger : Une revue des émigrés marocains

More forthcoming titles

OECD iLibrary News

EBSCO Discovery Service (EDS) now supporting OECD iLibrary

OECD is a partner at the AIDF Africa Summit 2016, Addis Ababa – 2-3 February 2016

OECD iLibrary reaches milestone of 10 million downloads in less than a year

OECD iLibrary now fully indexed by EBSCO, ProQuest and Ulrich's Periodicals Guide
OECD
Freemium: editorialisation of data
What's New

- Mobile device-friendly home page with browse by country and theme feature, listing of forthcoming books and news on OECD iLibrary developments.

- Ability to refine search results by applying filters including keywords, dates, content type, or adding country or theme indexation.

- Statistics home page with a broad set of indicators linking to related datasets and publications improving discoverability of OECD data.

- Tables of Content display improved to show availability of tables and graphs within chapters.

- Summaries in all languages are now displayed on the publication page as fully integrated components above the Table of Contents.

- Continued efforts in digitising OECD content:

  Full issues of the OECD Observer and the OECD Yearbook from 1962 onwards with article level publishing starting in 2016.

  European Conference of Ministers of Transport content added from 1954 onwards.

- The Commonwealth iLibrary – Publications from The Commonwealth Secretariat now available via a separate subscription, and discoverable via Advanced Search.

- Norden iLibrary - Publications from the Nordic Council of Ministers now available via a separate subscription, and also included in Advanced Search.
It is a numbers game, so bust out your Excel spreadsheet. It’s all about finding things in the margins — lots of little things rather than one key thing.

D. Houston, Dropbox in « Case Studies in Freemium: Pandora, Dropbox, Evernote, Automattic and MailChimp », Gigaom, mars 2010
Diversification: the keyword for sustainable business models

- Funding (gold)
- Print (on demand) sales
- Premium services income
- Inkind institutional support
- Crowdfunding
And now, it’s up to you: what would be the best business model for your publications and data?
Thanks!

pierre.mounier@openedition.org
@piotrr70
http://openedition.org