

MONOGRAPHS AND OPEN ACCESS

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As part of the project “A Consortium Approach to OA Monographs in Sweden” we attended the 4th Conference on Open Access Scholarly Publishing (COASP), 19-21 September 2012. Here we will briefly present our project and give a summary of the session on monographs from the conference.

Presentations and slides from the conference are available at <http://oaspa.org/conference/>

Within open access publishing and self-archiving the focus has been mostly on the scientific journal article.

In recent years a growing interest in finding ways and business models for making monographs freely available is noticeable, with initiatives as the [OAPEN library](#) and the [Directory of Open Access Books](#) as perhaps the most visible results.

In Sweden scholarly monographs are mainly published by small publishers, more or less specialized on academic monograph publishing or internally at the universities as “Acta-series”. In several cases the “Acta-series” are made freely available either as a separate service or in the institutional repository, while almost all the publishers are still publishing only in print.

As more and more Swedish universities are engaged in making monographs freely available and funders like the Swedish Research Council have expressed their intention to include monographs in their open access mandate in the future we felt that it was time to look into possible ways to cooperate on this issue.

The Project

The objective of the project is to assess the possibilities for creating a consortium-based approach for OA publishing of academic monographs in Sweden. Academic publishing in general is moving increasingly towards free accessibility and certainly for journal articles and conference contributions there are various options available. Academic books, however, have not progressed towards OA to the same extent, even if it would be desirable for the distribution, visibility and impact of the work. In part this is the result of universities leaving publishing activities to commercial publishers which often are not primarily interested in academic books, nor really understand how to handle them. For the commercial publisher, an academic

book is rarely a money-making venture, and so cost-recovery is required from the author.

The goal of the project is to produce a proposal for a cooperative service to support and enhance the publication of research-based books produced at Swedish universities. Our assumption is that there are economies of scale in a cooperation of this kind. During the project we will get input from publishers, funders, university Acta publishing and researchers. The key issues are: how do we introduce a workflow that includes peer-review (non-existent today in monograph publishing in Sweden) and open access to a digital version of the text?

The project started in 2012 and will end in the summer of 2013. Participating in the project are the universities in Gothenburg, Linköping, Lund, Stockholm and Uppsala. A final report including a proposed workflow will be available in June. For further information about the project, contact David Lawrence, Linköping University Press. A status report from October 2012 is available at http://www.kb.se/Dokument/Om/projekt/open_access/2012/oa_monographs_progress_report_2012-09-27.pdf

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4th Conference on Open Access Scholarly Publishing, 19-21 September 2012 – COASP: A Summary of the Session “Funding and Publication Models for OA Books”

First some general reflections from the session.

- The current model of production and sales of scientific monographs no longer works, mostly because university libraries add an ever smaller proportion of their funds to monograph purchases. So other ways to fund publishing costs must be found.
- One way to cover (part of) the cost is to make a simple (usually html) variant of the text

freely available and then sell additional services such as print-on-demand and advanced electronic formats (See for example the “freemium” model).

- Several speakers considered it unrealistic to cover production costs by author fees in the subjects of humanities and social sciences. In Sweden we are in another position with an established tradition where the authors cover the publication costs in most cases.
- Springer Open Books expects an average price of 15 000 EUR in fees, which is close to the Austrian Research Council estimate of 14 000 EUR plus 2 000 for peer review.

New business models: freemium and memberships.

There were two interesting presentations of services based on the “freemium” model. You get a basic version of a book for free and if you sign up for membership you get access to more advanced formats, possibilities to influence which books should be made open access and other extra services. Open Edition Freemium is an existing service and Knowledge Unlatched is still in the planning stage.

Open Edition Freemium

Open Edition (<http://www.openedition.org/>) is a portal that consists of three platforms of digital resources in the humanities and social sciences. Revues.org is a platform for journals and book collections in the humanities and social sciences. Calenda is a social sciences calendar and hypotheses.org is a collection of scholarly blogs. Open Edition Freemium launched in 2011. The texts are freely available for reading in html and the extra services you have to buy are the pdf versions, articles from 90 journals in ePub format, training and helpdesk for libraries, catalog records in MARC format, feeds (RSS, ATOM, ...), usage statistics (COUNTER) and membership in the user group. In 2012 the fee for a university with between 30 000 and 45 000 students varies between 3 900 EUR to 7 900 EUR depending on the level of service you choose. Today it contains 350 periodicals and almost 1000 books. 66% of the revenue goes to the publishers, 34% to maintenance and further development of the service. The authors do not pay any publication fees.

Knowledge Unlatched

Knowledge Unlatched

(<http://www.knowledgeunlatched.org/>) is an idea to set up a licensing model for books, a bit like the national licenses we currently have for magazine subscriptions, but this would be on an international level and pay for publication costs. It's about a global library consortium that works with several publishers. The aim is to make science books freely available.

Each member library chooses which titles they want to make freely available from the lists that the participating publishers present. When the book is made OA the library or libraries that have chosen a title pays a "fee title". The more libraries that chooses a title, the cheaper "title fee" per library for that title. Printed versions and other e-formats (premium versions) than html are sold as usual, by the publishers. Libraries participating in the consortium receive a discount on these. To discourage "free riders", ie. libraries that do not join the consortium and therefore do not pay, the offered additional services you get when joining are hoped to be of sufficient value to encourage participation (extended formats, etc.).

At the conference the timeline was that Knowledge Unlatched planned to start a pilot in January 2013 with the aim to have 20 leading publishers and 400 libraries with book titles in the humanities and social sciences in the project. In late February 2013 it says at the home page that “Beginning in the second half of 2013, Knowledge Unlatched will run a comprehensive pilot of its consortium model. The pilot will include publishers from all around the world and several hundred libraries”

Frances Pinter, who leads this project, presented hers publishing idea as an ice cream.

Imagine an ice cream in an ice cream cone. The actual ice cream is equivalent to the text i.e. the contents of the book. The cone is the printed book. Then add to it that a little bit extra, which could be extra metadata, e-book formats, pdf. The result is an "ice cream sundae", which you would be prepared to pay extra to get.



The Frances Pinter ice cream

Research funder support

Der Wissenschaftsfonds FWF - Austrian Research Council

Since 2009 FWF has an OA policy for books. From December 2011 the requirements means that both open access and peer review are required. FWF fund the publication costs. It estimates on average 14 000 EUR per book, production and open access publishing. In addition, another 2000 EUR for peer review. Publishers can organize the peer review process, and submit two peer review reports while FWF is satisfied with a single review if they arrange it themselves. FWF does also support the translation of monographs that they judge are of interest outside the german-speaking community. Regarding copyright they use different CC licenses depending on what the author and the publisher wants.

The aim is:

- Increased quality through peer review
- Increased visibility
- Increasing impact through open access publishing

After an evaluation, it was discovered that the publishers did not do a satisfactory job to make the open access titles visible, even if titles were freely available on the publishers' websites. There were no investments in specific marketing, visibility through search engines, etc. Therefore, FWF have established their own open archive [FWF E-Book Library](http://www.fwf.ac.at/ebook) where all funded publications are deposited. The archive is available online since August 2012 and it has also scanned and added older titles from 2000 onwards. FWF E-Book Library recently joined DOAB and OAPEN to increase the visibility of the titles.

Athabasca University Press (AUP)

<http://www.aupress.ca/>

AUP is a university publisher. It started in 2007 and was the first university publishing house in Canada that made all its titles open access. Prior to the start AUP asked the following questions:

What we want to maintain from the traditional publishing?

- Peer-review
- Copy editing

- Professional design
- Marketing

What would we do differently as open access publishers?

- Open access
- Printed books and digital publishing
- Decisions on publication should not be guided by the author's reputation or estimated sales
- Faster publishing process (12-14 months)

Peer review consists of two levels:

1. AUP Editorial committee - internal peer review
2. External peer review - experts in the field

The publisher also publishes eight open access journals using the Open Journal System and 15-18 monographs per year with the Creative Commons license CC BY-NC-ND 2.5. It has a freemium model where sales of printed copies, ePub format and uPDF generate some income. Unlike Open Edition and Knowledge Unlatched the open access version is available in PDF format. Something AUP has noticed is that libraries still often buy printed copies via their regular agents instead of downloading the free PDF version.

Financing: AUP do not want an author-pay model, partly because it would be too expensive for the author and they do not want a situation where a researchers possibility to publish his or her work depends on their ability to finance the publication costs. Instead funding is solved by the "Athabasca University solution" i.e. the University allocates 1% of the budget to scientific communication and AUP. This gives the following funding sources and their percentage of funding. University support (40%), government grants (40%), sales of printed books / e-books (10%), other projects, etc. (10%). About 80% of the income that comes from sales are from printed books. The printed book is still important and preferred by AUP customers.

Göttingen University Press (GUP)

<http://www.univerlag.uni-goettingen.de/>

GUP was presented as "A typical German university publisher." It is part of the library infrastructure and has 1, 8 FTEs to manage the business. Overhead is covered by the university and the library and every book is funded as a separate project where the author funds about 50% and the rest is subsidized by the university. The printed version is guaranteed to be in stock for at least 5 years. Revenues come from print-on-demand, which together with the author fees and sales of printed copies cover the open access publishing.

Springer Open Books

<http://www.springeropen.com/books>

Springer has recently set up an option for OA publishing of monographs in the fields of science, medicine and technology. It uses author fees calculated by the number of pages. An average fee is estimated to be about 15 000 EUR. The author retains the copyright for a Creative Commons license CC-BY-NC. Membership in BioMed Central / Springer Open gives 15% discount on author fees.



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