A review of Open Access Book Publishing on behalf of The Oberlin Group

3rd December 2013
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1.0 Overview

Monographs still play an important role in scholarly communications, particularly in the Humanities and Social Sciences (HSS). The availability of publication outlets for research monographs is crucial to the careers of researchers and to research assessment opportunities for universities with departments in those disciplines.

The humanities and social sciences have been hit hardest by the growth of “big deals” for journals, which have diverted library funds away from the purchase of research monographs and into large consortia deals for electronic journals and resources. The same disciplines have also been slowest to adopt open access opportunities, perhaps believing that open access models would prove too costly for departments or individuals with small research budgets, and lack of public funding.

Compounding these difficulties have been uncertainties over the future of university presses, the principal publishers of research monographs. However, a number of initiatives are showing ways forward both for university presses and for researchers wishing to publish research monographs as open access. The academic monograph is under threat due to increased costs and lower print runs. This is impacting on the principle means by which researchers share their knowledge and disseminate their findings. To address this, academics and academic libraries are pursuing alternate approaches to collection development, such as open access.

This review was commissioned by The Oberlin Group (an organization comprised of selective, top-ranked liberal arts colleges in the United States) as part of a broader project called the Lever Initiative (http://leverinitiative.wordpress.com). This project explores whether libraries collectively could or should launch a sustainable open access press to provide scholars with editorial attention and publishing services worthy of their best work, and apply innovative thinking to how it is presented and shared.

The objectives of this review are to appraise the current state of the Open Access publishing market for monographs and books (with a focus on HSS) and look at the main activities including:

a) Formats

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1 Open access business models for research funders and universities by Frederick Friend – honorary director scholarly communication UCL (Knowledge Exchange Briefing Paper).
b) Business Models

c) Key initiatives

d) University Press /Commercial Publisher led

2.0 Some numbers

- **42,000.** Number of OA books in Project Gutenberg.
- **1,607 / 54.** Number of academic peer-reviewed books from participating publishers in the Directory of Open Access Books (Nov 2013).
- **64.** Number of institutions contributing content to the Open Content Alliance.
- **96.** Number of publishers of OA books listed in the Open Access Directory.
- **25.** Number of AAUP-member publishers of OA books, according to the Spring 2012 report of the American Association of University Presses.

3.0 The Electronic Books Market

**Ebooks**

According to the Association of American Publishers the ebook market accounted for 23% of publisher net revenues in 2012, up from 17% in 2011 and, 1% in 2008.

According to a Bowker Market Research report, the number of books and ebooks self-published each year in the US has increased by 287 percent since 2006.

“Self-publishing is now supported by a sophisticated and highly accessible support structure, it’s provided everyone who has a story to tell with a method for sharing it and leveled the playing field to an unprecedented degree. This is no longer just vanity presses at work – self-publishing is out of the dark corners and making its way into the mainstream.”

Unlike the consumer market, which is dominated by Amazon, the library market does not have the dominance of a single key player, the distribution of e-books to libraries has been mediated by a number of different middlemen, such as EBSCO (NetLibrary), Ebrary, myilibrary, the Ebooks Corporation, and Questia, each of whom have slightly

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2 http://oad.simmons.edu/oadwiki/OA_by_the_numbers
different file preparation standards and proprietary platform requirements. Ebooks are bought under a variety of business models including:

- Purchasing individual titles or packages
- Outright purchase or subscription
- Credit system
- Rental

**Key issues and challenges**

- Legal context and legal uncertainty to do with copyright and licensing
- Implications for content development and management
- Privacy
- Interlibrary lending
- Technical issues

**Other “Free” initiatives**

There is considerable business model innovation in open educational resources (OERs) and the associated educational market:

- Freemium models (e.g. the basic content is free online with charges for additional services such as more functional formats, printing, testing and class-support tools, etc.; examples include FlatWorld Knowledge and Knowmia);
- Leading universities like MIT making their course materials freely available;
- Leading educational publishers, notably Pearson, are building or acquiring the capabilities to offer an end-to-end service including not just the textbooks and educational content, but also testing, online learning environments, and the creation and delivery of its own courses, and in the near future it will have the power to accredit and grant its own degrees following changes to UK legislation;\(^5\)
- Lifetime access to a regularly updated online textbooks (e.g. Nature Publishing Group’s *Principles of Biology*);
- Advertising-supported (e.g. World Education University);
- Giving access to student databases (e.g. Udacity);
- Investment funded (e.g. Coursera);
- Grant-funded (e.g. Rice University’s OpenStax College).

\(^5\) From OAPEN-NL a project exploring OA publishing in the Netherlands
4.0 Open Access Monographs

Benefits
The Open Access model helps the HSS monograph crisis in a number of ways:

• By making a digital edition freely available, access to and discoverability of monographs is greatly improved, helping to increase readership and foster new connections and research;
• The open access model provides the opportunity to find a new sustainable business model for monographs;
• Altruistic: gives society access to knowledge, and brings the University Press back to the values of the Academy it serves;
• Allows for diversity: books are varied, and authors want different things from their publishers. Some will want to experiment with open peer review and new ways of exposing the process of writing a book; others will be keen to integrate different types of content such as data, video, text. Others are going to be more concerned about brand and reach.

Challenges

Costs
Monographs, which frequently run at least ten times the length of an article, are much more costly to produce. Unlike a Journal issue where maybe 10-20 authors may be submitting articles, the costs for a monograph would be covered by one (or a few) authors).

The costs of an OA edition is calculated as the first copy costs of a book, based on all the costs that go into producing the digital file of the publication and Palgrave Macmillan price this at £11,000 for a monograph6 (likewise a book with SpringerOpen costs €15,000). OAPEN-NL also state that on average, the total costs for creating a monograph in the Netherlands is slightly over €12,000

HSS vs Sci Med
Grant money for books is not nearly as generous as it is for scientific articles. This is related to the fact that books are disproportionately based in the humanities, whereas the sciences are more article-driven.

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6 http://www.palgrave.com/open/faq.asp
The OAPEN-UK HSS Researcher Survey examined the source of funding for research underpinning authors’ last HSS monograph and found that only 22% came from research council grants, whereas 62% came from core university funds or self-funding.

If the business model to support the publication of an open access monograph requires a fee to be paid by the author – and that author hasn’t received a research council grant – the question is where will the funding come from and how; if a book is a lot more expensive to produce than an article, will it be affordable and sustainable?

5.0 Funding

Funding mandates for open access publishing are well established for journals, especially in the STM markets, with 83 Funding agency mandates and 186 Institutional mandates registered on the Registry of Open Access Repositories Mandatory Archiving Policies (ROAR) database. These mandates require researchers to ensure their research is made freely available by publishing either via a Green route (by depositing their article pre-print in an institutional or subject repository) or by the Gold route by publishing in an open access journal.

Mandates for monograph open access publishing are much less developed. A good example is Research Councils UK’s new open-access policy, launched in April 2013 and inspired by the Finch report published in 2012. That report dismissed monographs as too difficult a nut to crack in the absence of “further experimentation”, and further went on:

“Publication fees as yet play relatively little part in the funding of open access monographs, not least because there are no arrangements in place from funders to meet them. Instead, much of the small amount of open access monograph publishing at present depends on subsidies from universities and other bodies that provide cash, facilities, equipment, personnel, or all four.”

However in October 2013, the Wellcome Trust extended its open access policy to include monographs and book chapters:

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7 http://oapen-uk.jiscebooks.org/research-findings/researchersurvey/
“The Trust is extending its open access policy to include scholarly monographs and book chapters authored or co-authored by Trust grant-holders that arise as part of their grant-funded research.”

The Horizon 2020 programme, the EU’s plans for research and innovation funding from 2014-2020, will apply to monographs as well as journal articles.

6.0 Projects & Initiatives

OAPEN and the OAPEN Library

OAPEN (Open Access Publishing in European Networks)\(^8\) is a collaborative initiative of mostly university presses established to develop and implement a sustainable open access publication model for academic books in the Humanities and Social Sciences. OAPEN was funded by the European Commission between September 2008 and February 2011 and is currently operating as an independent foundation. The business model for the OAPEN organization is based upon funding from publishers and research institutions which join as partners\(^9\) or which place their monographs in the OAPEN Library. The business model for the publishers of the monographs is based upon the higher impact and other benefits that will come through the increased exposure and use from open access.

DOAB\(^10\)

The Directory of Open Access Books (DOAB) is a service of OAPEN Foundation. The primary aim of DOAB is to increase discoverability of open access books. Academic publishers are invited to provide metadata of their open access books to DOAB. Metadata will be harvestable in order to maximize dissemination, visibility and impact. Aggregators can integrate the records in their commercial services and libraries can integrate the directory into their online catalogues, helping scholars and students to discover the books. The directory is open to all publishers who publish academic, peer

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\(^8\) http://www.oapen.org/home


\(^10\) http://www.doabooks.org/doab?func=about&uiLanguage=en
reviewed, open access books, and should contain as many books as possible – provided that these publications meet academic standards.

**Differences between OAPEN and DOAB**

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<th>OAPEN</th>
<th>DOAB</th>
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<tbody>
<tr>
<td>Deposit Service</td>
<td>Discovery Service</td>
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<tr>
<td>Full text search</td>
<td>Metadata only</td>
</tr>
<tr>
<td>Free + OA</td>
<td>OA Only</td>
</tr>
<tr>
<td>Focus on HSS</td>
<td>All Disciplines</td>
</tr>
<tr>
<td>Free to read and share</td>
<td>Free to share only</td>
</tr>
</tbody>
</table>

**Aim of OAPEN**
European Deposit service for OA books

**Aim of DOAB**
Authoritative list of OA Book Publishers

**Knowledge Unlatched**

The Knowledge Unlatched (KU) is a not-for-profit initiative that is aiming to create a sustainable route to open access for book length HSS publications and make them as accessible as journal articles. They are working to do this by helping libraries around the world share the payment of a single **Title Fee** to a publisher, in return for a book being made available on a Creative Commons licence via OAPEN as a fully downloadable PDF.

The Title Fee represents the basic cost of publishing a book. Because the Title Fee is a fixed amount, as more libraries participate in Knowledge Unlatched, the per-library cost of ‘unlatching’ each title declines.

<table>
<thead>
<tr>
<th>Title fee</th>
<th>Participating Libraries</th>
<th>Cost per library</th>
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<tbody>
<tr>
<td>$10,000</td>
<td>250</td>
<td>$40.00</td>
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<td></td>
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11 [http://www.knowledgeunlatched.org/about/how-it-works/](http://www.knowledgeunlatched.org/about/how-it-works/)
**OAPEN and Knowledge Unlatched**

OAPEN has partnered with KU to deliver the KU Pilot Collection, a collection of 28 books from 13 recognized scholarly publishers.\(^\text{12}\) The Pilot is the first step in creating a sustainable route to open access for large numbers of scholarly books.\(^\text{13}\)

If 200 libraries sign up for the Pilot Collection, the cost per-library of supporting the collection will be $1680. This works out to an average of $60 per title. If more than 200 libraries sign up the cost per-library will be less.\(^\text{14}\)

**Open Monograph Press**

The Open Monograph Press initiative launched by Professor John Willinsky in 1998, has advocated for open access to scholarly research while also developing technological solutions that foster its adoption (especially journal publication). It now aims to use the opportunities provided by new technologies to re-model the research monograph from a paper-based product into a network-based resource. The technologies will provide publishers of monographs with a flexible, low-cost framework to reduce the large “first-copy” costs associated with traditional publishing. Print on demand will still allow for users wishing to have paper copies. The key element in this approach lies in the use of open source software, which is freely available, not only to reduce costs but also to encourage collaboration between different publishers and institutions involved in the publishing of research monographs.\(^\text{15}\)

As Willinsky notes, “the software does not determine the economic model used by the press. Certainly, we have been developing systems designed to support open access, but we have learned that to encourage increased access to research and scholarship, we have needed to build systems that are financially ecumenical, if not agnostic.”

Different business models – including purchase or subscription - can be combined with the software systems but the key motivation for the initiative is to facilitate open access to research monographs.

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14 [http://www.knowledgeunlatched.org/about/how-it-works/](http://www.knowledgeunlatched.org/about/how-it-works/)
15 Knowledge Exchange Briefing Paper: Open Access Business Models for Research Funders And Universities
**Open Humanities Press**
The Open Humanities Press (OHP) is an open access initiative in the Humanities launched in 2008 initially publishing Journals. In 2009 it launched an OA monograph series, all the books are freely available as full-text digital editions. In addition, they are offered as "reasonably-priced paperbacks" — on a print on demand basis. The books are published under Creative Commons licences, with authors (who retain the copyright) able to choose the CC licence that best meets their needs. The OHP Collaborates with the University of Michigan Library (MPublishing) and makes use of the Open Monograph Press software.

**Open Book Publishers**
Open Book Publishers (OBP) is a UK-based, non-profit company specializing in open access book publication for full academic monographs in HSS.

OBP books are all peer-reviewed and published in hardback, paperback, pdf and ebook editions, but also include a free online edition that can be read via their website or through Google Books. About half of OBP’s revenue comes from publishing grants and authors' contributions, and half from the sale of printed and e-book editions.

**Open Library of Humanities**
The Open Library of Humanities (OLH) is an academic lead, not-for-profit, “mega-journal” and monograph publishing pilot. It is exploring a PLOS-style model for the humanities and social sciences – they will publish rigorously peer-reviewed research and are aiming to launch without APCs, which is fundamental to their philosophy. They are developing a Library Partnership Subsidy (LPS) model in which libraries each pay a subscription to secure open access to works. Whilst in the pilot phase they are also looking at seed funding whilst they develop the LPS.

Alongside the “mega-journals” they are working with 4 partners (incl. 3 university Presses) on a pilot to look at the costs of publishing monographs – and will be publishing that data. They hope that the LPS funding will also support their monograph publishing.

**OpenEdition**
OpenEdition Books opened in February 2013 and promotes freemium as a sustainable economic model for open access publishing.

OpenEdition is a not-for-profit French cyberinfrastructure project for OA books supported by four major research and higher education institutions: CNRS, EHESS, Aix-Marseille University and Avignon University. It works with its publisher partners.
(university press, private publishers and learned societies) to make available titles in open access using the freemium model. All titles are available in open access as HTML files. Libraries that become members can either acquire the PDF or e-pub versions for their members to have free access to, or they can acquire the books in all formats via individual selection, packages, subscription or perpetual access with local hosting rights. The revenue generated is shared with the publisher.

**Unglue.it**

Unglue.it is a crowd funding platform which rewards rights holders for making their ebooks available for free under a Creative Commons license.

Unglue.it is a place for individuals and institutions to join together to make their favourite ebooks free to the world. They work with authors, publishers, or other rights holders who decide on fair compensation for releasing a free, legal edition of their already-published books, under Creative Commons licensing. Then pledges and sales build toward that sum. When the threshold is reached, Unglue.it make sure the rights holder issues an unglued digital edition; readers are then free to read and share it, with everyone, on the device of their choice, worldwide.

There are two types of Ungluing Campaigns: **Pledge Campaigns** and **Buy-to-Unglue Campaigns**.

- In a Pledge Campaign, book lovers pledge their support for ungluing a book. If enough support is found to reach the goal (and only then), the supporter’s credit cards are charged, and an unglued ebook is released.
- In a Buy-to-Unglue Campaign, every ebook copy sold moves the book's ungluing date closer to the present.

When rights holders’ target prices are reached, they receive funds in exchange for issuing an unglued ebook edition, which can be freely read, copied, and shared, worldwide.

**Ubiquity Press**

**Ubiquity Press** was founded by researchers at UCL and is a fully open access publisher which makes all electronic formats of the monograph available online with a print-on-demand option. Their model is based on a chapter processing charge of around £150 and a workflow to keep the production costs efficient. The profit from the print on

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16 [https://unglue.it/press/](https://unglue.it/press/)
17 [https://unglue.it/faq/](https://unglue.it/faq/)
demand is shared with the author or re-invested in new titles. Ebooks are shared via DOAB.

7.0 **University Press initiatives**
Some (not all) other examples of university presses offering Open Access initiatives are:

- **Sydney University Press** (part of the joined-up Sydney eScholarship infrastructure;
- **Cornell University's Internet-First University Press**, which is based upon the institutional repository;
- **MIT Press**, which has published occasional monographs in Open Access in the past and has recently launched an Open Access edited book series;
- **Athabasca University Press**, a completely Open Access publisher;
- **Ohio State University Press**, which makes certain monographs free to download from its website;
- **Amsterdam University Press**, which deposits the digital full-text of its books, where authors agree, in Amsterdam university's repository;
- **Manchester University Press** founding member of OAPEN, offering authors a number of Gold Open access routes to publish their monographs;
- **Open Humanities Press** and **Digital Culture** – Journals and books open access publisher, part of the Michigan Publishing at the University of Michigan Library;
- **Amherst College Press**, when it is launched. Amherst College Press will publish new works by Liberal Arts scholars. Its publications will be made freely available under Open Access licenses. In the first instance, Amherst College Press is being supported by two positions funded by the library. It is also raising funds to support additional positions and to support its on-going running costs;
- The **University of Pittsburgh Press** and the Pittsburgh University Library System (ULS) have formed a partnership to make books published by the Press freely available online. Pitt Press has selected 762 monographs for open access, including titles from the Pitt Latin American Series, Pitt Series in Russian and East European Studies, and Composition, Literacy and Culture. The majority of these titles are out-of-print, but are now available online;
- **Harvard University Press** In 2008, Harvard University becomes the first North American university to mandate that all faculty research must be available via open access;
- **Computers and Composition Digital Press** (CCDP) are an imprint of Utah State University Press. "The goal of the CCDP imprint is to honour traditional academic values of rigorous peer review and intellectual excellence, but at the same time to
create a venue for innovative digital scholarship and expression in the field of English composition and rhetoric. Volumes in the CCDP series are published under a Creative Commons copyright license, and are available open-access 

- **Columbia University Press** runs the *Gutenberg-e* Open Access site "These award winning monographs, coordinated with the American Historical Association, afford emerging scholars new possibilities for online publications, weaving traditional narrative with digitized primary sources, including maps, photographs, and oral histories. The American Council of Learned Societies also carry Gutenberg-e titles on their Humanities E-Book platform";

- **Rice University** has partnered with the non-profit publisher *OpenStax College* to produce open access textbooks for several of their introductory courses. The books will cover sociology, anatomy, physics, and biology. The textbooks will be freely available online for anyone around the world. Students and professors can download PDF versions of the textbooks or access them through mobile devices. Paper editions are also available, but they will be sold for the cost of printing. OpenStax is funded by grants from the William and Flora Hewlett Foundation, the Bill & Melinda Gates Foundation, the 20 Million Minds Foundation and the Maxfield Foundation;

- **Yale University Press** participated in the Caravan project, a program financed by the MacArthur Foundation, which allows the involved presses to publish books in numerous formats simultaneously (in POD hardback, paperback, digital, and audio formats). It is unclear if this project is still running;

- **University of California Press** in 2011 decided to cease publication of its FlashPoint series, which launched in 2006 and specialized in scholarly literary studies titles that were released in simultaneous trade paperback and free electronic editions;

- **Pennsylvania State University Press** publishes an open access monograph series on Romance Languages and Literatures. It gives readers the options to view the content freely online and to purchase a print edition;

- **University of Tennessee Libraries** launched its digital imprint Newfound Press in 2008. It is digital only providing open access to all titles with some POD.

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18 [http://ccdigitalpress.org/about](http://ccdigitalpress.org/about)
19 [http://www.gutenberg-e.org](http://www.gutenberg-e.org)
8.0 Commercial (non-UP) Publishing Initiatives

**Palgrave Open**

*Palgrave Open* offers authors and their funders the option to publish open access research across all publication formats. Palgrave Macmillan journal articles, monographs and Palgrave Pivot publications can now be made available with immediate open access upon publication.

Their current open access publication charges are £11,000 for a monograph and £7,500 for a ‘pivot’ title. Palgrave expects that this model will mostly be used by those who have received research council funding.

Palgrave Open publishes open access content under the terms of the Creative Commons Attribution (CC BY) License. The CC BY license complies with a range of open access policies and allows authors to meet the public access requirements of many major funding bodies and institutions worldwide. Palgrave Open is one of the first traditional publishers to apply the CC BY licence.

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**Bloomsbury Academic**

*Bloomsbury Academic (BA)* is the scholarly imprint of the British trade house, Bloomsbury Publishing. Initially publishing exclusively in HSS they make all their titles available free of charge online, with free HTML downloads, for non-commercial purposes immediately upon publication, using Creative Commons licences. The works are also sold as books, using the latest POD technologies, or e-pub versions for around £50.00.

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20 http://www.palgrave.com/open/
O’Reilly’s
O’Reilly has published a number of Open Books - books with various forms of "open" copyright – for a number of years. O’Reilly allows authors to download free PDF versions whilst they sell print versions through traditional channels.

Polimetrica books
Polimetrica is an Italian (scientific) academic publisher that allows authors to have their publications open access: readers can buy the printed version or read for free the full online version in PDF format. Most publications however are in Italian or English.

Re.press
Re.press is a Melbourne based open access publisher of contemporary philosophy. It seeks to promote philosophical ideas through making its works available for free in electronic form (PDF downloads) under a creative commons license, in addition to hard-copy paperbacks that are sold.

Brill
Brill extended its open access publishing to include books in August 2013. Authors retain copyright of their work in exchange for a Book Publication Charge (BPC). Upon receipt of the BPC, the title is made freely accessible on Brill’s Online Books and Journals platform under a Creative Commons license: CC-BY or CC-BY-NC. The type of license determines the applicable rights and the level of the Book Publication Charge (BPC).

De Gruyter and Unglue.it
De Gruyter the academic publisher based in Berlin and Unglue.it have demonstrated that crowd funding can be applied to open access. Users can contribute whatever amount they choose to a title, if a required amount of money is achieved, the book will be freed under Creative Commons license CC-BY-NC-ND. De Gruyter will be offering 100 titles from its e-dition series at the Unglue.it platform. Each title that raises $2,100 at the site will be made available worldwide as open access content. The titles include books from 1958 to 2003, which currently can no longer be ordered. Most books are in German or in English.

NCBI Bookshelf
Bookshelf (National Centre for Biotechnology Information) provides free access to books and documents in life science and healthcare. A vital node in the data-rich resource network at NCBI, Bookshelf enables users to easily browse, retrieve, and read content, and spurs discovery of related information.

9.0 Business Models
Monograph publishers striving to attain open access are struggling with how to continue
to provide stringent peer review and quality while preserving their economic viability
and sustainability. There is currently little evidence on effectiveness or sustainability of
different open access models and so there is currently a period of experimentation.\textsuperscript{22}
These can be summarized below:

- By Format
- Crowd funded
- Library funded
- Freemium
- Author pays

By Format

a) Open access - PDF
The author pays a fee to the publisher to cover only the costs associated with publishing
an open access PDF of the monograph, this is then made freely available. The publisher
is free to sell the print and other electronic formats, such as epub, or Kindle edition. This
model recognizes that publishers will still need to produce print copies, which many
academics prefer. Revenue generated through sales may support the reduction of the
open access fee.

Who is exploring this model?
Two major initiatives, OAPEN-UK and OAPEN-NL, are both testing this model and
collaborating with publishers to evaluate any impact of the free OA PDF on print and
electronic sales and to analyze usage and citations. The initiatives also aim to identify
and test what is a relevant and affordable ‘fee’ for the OA PDF based on real data
collected from over 60 open access books available on the OAPEN Library.

b) Open access - all e-formats
The author pays a fee to the publisher to release the monograph in open access in all
electronic formats (including e-publications). The publisher offers print versions for sale.
This model is based on the principle that all electronic versions should be open access
and, while print is available to purchase for those that prefer it, assumes low print sales.

\textsuperscript{22} JISC Inform: innovative approaches to publishing Open Access monographs
Who is exploring this model?

- **Palgrave** is applying this model through their ‘**Palgrave Open**’ initiative to their monographs and their **Pivot** titles.

- **Ubiquity Press** makes all electronic formats of the monograph available online with a print-on-demand option.

**c) Open access - HTML**
The publisher makes the HTML version of the monograph available online in open access at no charge to the author. Only the HTML version is free to view online. Charges are made to download the title in various formats including PDF, e-pub and print.

Who is exploring this model?

- **Bloomsbury Academic** provides the online HTML version for free and charges around £50 for the print/e-pub versions.

- **Open Humanities Press** collaborates with the **University of Michigan Library (MPublishing)** and makes use of the **Public Knowledge Project Open Monograph Press** software system. Scholars work on book series and act as editors, select the manuscripts and oversee the series. The monographs are then published in open access in HTML and in most cases the PDF is also freely available. Print and electronic editions are sold at reasonable prices to cover the production costs, pay author royalties and to subsidise other titles. Open Humanities Press explores new modes of publishing and peer review and leverages technology to create new forms of monographs, including their **Living Books About Life** series.

- **Open Book Publishers**, publishes the online HTML version at no charge, but asks authors to apply for publication grants from their university and elsewhere to contribute towards the costs (between £3,000 and £5,000) to help sustain their operations (the PDF is free in this case). All versions are available for download, often with modest fees such as £5 for electronic versions and £10 to £20 for print editions. By maximising on digital workflows the Open Book Publishers is able to keep the costs low but the quality high.

**d) Crowd funded open access**
The publisher applies a crowd funding model to hit a target price, at which point the title is released in open access in all electronic formats. This model is mostly being used to release older backlist titles.
**Who is exploring this model?**

Open Book Publishers and De Gruyter, have been experimenting in this. Unglue.it works with the publisher to agree a price at which a digital edition of the monograph will be released in open access.

**e) Library funding open access**

Consortia open access - Libraries group together to meet the price the publisher has agreed is required to release the monograph in open access in digital formats.

**Who is exploring this model?**

- **Knowledge Unlatched** favours the option of a consortium of universities pooling resources and sharing the financial risk. The publisher offers its book through Knowledge Unlatched and determines the title fee (the cost of publishing the first digital copy) which, upon payment, will trigger the publisher to make the title available as open access in HTML. Libraries decide which titles they wish to unlatch and contribute to the title fee – the more libraries in the consortium, the lower the cost. In addition member libraries receive additional discounts on the hardback and premium e-book versions of titles that each library chooses to ‘unlatch’. The pilot for this model is about to start. The author is not charged a fee to make their book available in open access.

- **Open Library of Humanities** is opting for a library partnership subsidy model in which libraries each pay a subscription to secure open access to works.

**f) Freemium open access**

Freemium is a combination of free access to information and commercialization of premium services to libraries and the general public as well. The publisher or platform provider combines open access and paid-for services to generate income to give back to the content providers and to contribute to the sustainability of the platform. It is similar to the model used by Open Book Publishers and Bloomsbury Academic, where the HTML version is open access, except there is an additional membership element where members (mainly libraries) pay an annual fee which provides them with free access to all other electronic formats and makes the previously paid-for services free. There is no charge to the author.

**Who is exploring this model?**

OpenEdition is one of the key providers of this model. This model requires no payment by the author.
g) Author pays
A number of these business models – (open access PDF & open access all formats) are an author paid model, as with journals open access publishing, some models rely on the author paying some charge either as part of the production process or as a fee. In some cases these will be funded by grants, or support from the University.

Who is exploring this model?

- **Athabasca University Press**, a completely Open Access publisher, asks their authors if they have access to funding to support publication, “whether from your university or from an external grant. It is primarily the author’s responsibility to identify and apply to possible sources of funding, although the press will be happy to assist in this process as needed.”

- **Brill** extended its open access publishing to include books in August 2013. Authors retain copyright of their work in exchange for a Book Publication Charge (BPC). Upon receipt of the BPC, the title is made freely accessible on Brill’s Online Books and Journals platform under a Creative Commons license: CC-BY or CC-BY-NC. The type of license determines the applicable rights and the level of the Book Publication Charge (BPC).

- **Palgrave**. See above

The variety of models being explored reflects the recognition that funding in HSS is not straightforward, that the monograph business model is in a delicate balance and that affordability and sustainability are critical factors in any move to a gold open access environment. It’s not business as usual.