

# Publishers Association of South Africa

A brief introduction to some OA revenue models

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 @scholtom  
@opening\_future

 copim



Community-led Open Publication  
Infrastructures for Monographs

Funded by Research England and Arcadia



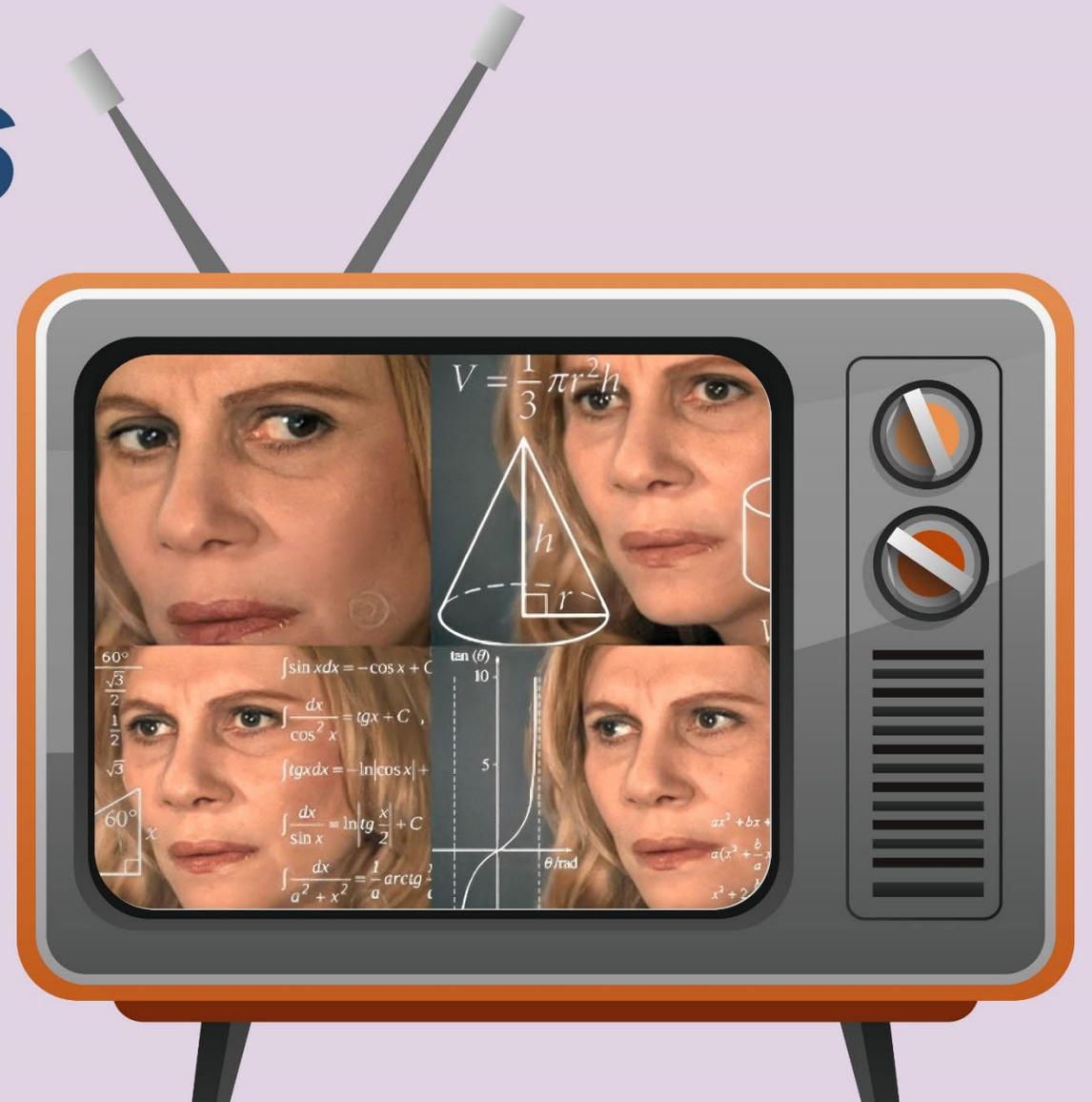
**An international partnership building open,  
community-owned systems and infrastructures  
to support open access book publishing**

The project team includes libraries,  
OA book publishers, researchers,  
and infrastructure providers.

[copim.ac.uk](http://copim.ac.uk)



# ***Funding monographs with BPCs alone...***



# Some models

<b>Embargoed/delayed BPC</b>	Bloomsbury, Brill, Manchester University Press, T&F/Routledge
<b>Freemium</b>	OECD, Open Book Publishers, OpenEdition, Open Humanities Press, Punctum Books
<b>Embargoed/delayed freemium</b>	Cambridge University Press, JSTOR/Path to Open
<b>Institutional subsidy / New University Presses (NUP)</b>	Lever Press, Scottish Universities Press, UCL Press, Universitätsverlag Göttingen, University of Huddersfield Press, University of London Press, University of Westminster Press, White Rose University Press
<b>Library Membership</b>	Open Book Collective, Open Book Publishers, Punctum Books, University of California Press (Luminos)
<b>Library consortium ("Institutional crowdfunding")</b>	De Gruyter, Knowledge Unlatched, Transcript, KOALA, Jisc's Open Access Community Framework, LYRASIS' Open Access Community Investment Program
<b>Subscribe to Open</b>	Bloomsbury, Central European University Press, Liverpool University Press, MIT Press, University of Michigan Press

## ***Some models in a bit more detail***



**UNIVERSITY OF  
MICHIGAN PRESS**

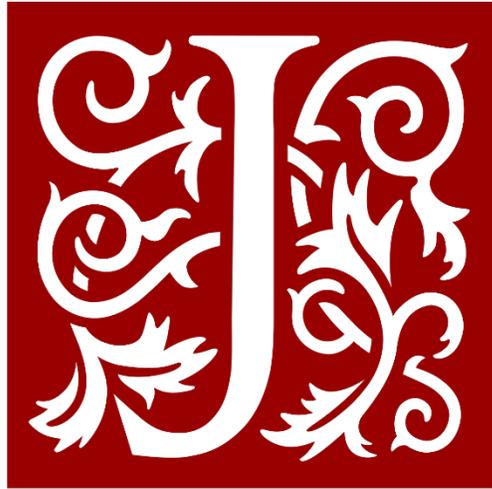
Their money comes from three main pools: the University of Michigan Provost, library investments, and authors' funding supporters.

## ***Some models in a bit more detail***



**MIT Press.** A library subscription model, not unlike Subscribe 2 Open. Requires reaching a financial threshold before frontlist titles are released as OA that year. If the threshold for a collection is reached, that collection opens.

## ***Some models in a bit more detail***



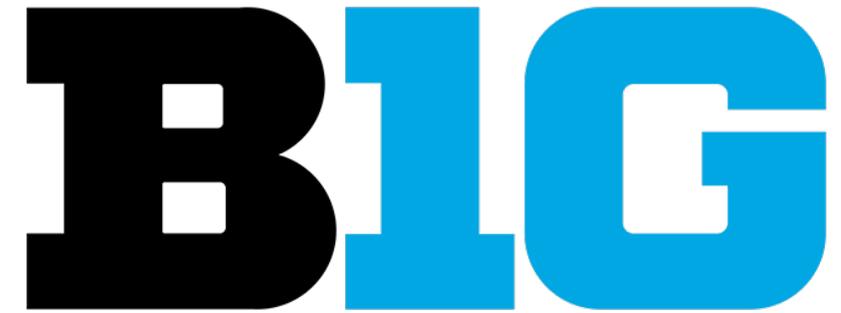
**JSTOR**

Path 2 Open. Participating presses make approximately 300 books available to library subscribers, and after a 3 year embargo those books go OA. JSTOR pays \$5,000 per title to the publishers.

## ***Some models in a bit more detail***

### Big 10 Academic Alliance “Big 10 Open Books”

This model works through financial contributions from libraries in the alliance, who pay upfront to open a collection of books contributed by presses also from within the alliance.

The logo for the Big 10 Academic Alliance, featuring the word "BIG" in a bold, sans-serif font. The letter "B" is black, while the letters "I" and "G" are blue.

# Open Book Futures

A  copim community project



**OPENING**  
THE FUTURE



And we're collaborating with initiatives around the world





**THOTH**

**thoth.pub**

# ***The issue: smaller, non-profit, and library-based OA publishers struggle with metadata management and dissemination***



**THOTH**

- 'Leaky pipeline': metadata running through intermediaries often gets truncated
- Commercial solutions are expensive / not tailored to OA books > metadata often managed in custom spreadsheets
- Dissemination channels require different output formats according to different specifications > technical knowledge required is often absent, leading to lower discoverability
- Established OA book metadata from commercial vendors often of low(er) quality
- Some 'features' of commercial platforms include extended data tracking and corresponding surveillance practices across the web that we are convinced are *not* in the best interest of their customers
- Metadata often not openly licensed > limiting re-use and remix

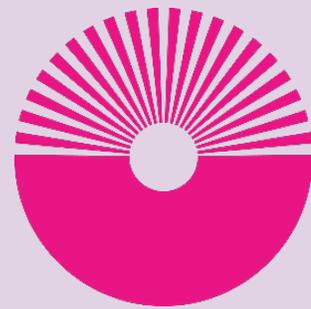


# *Interoperability via open APIs*

- Platforms - pulling data from Thoth into a variety of widgets / data fields
- Customised data searches / outputs
- Connect with other systems (e.g. ScienceOpen's BookMetaHub)
- Data outputs to ONIX, MARC, KBART, JSON, BibTeX, Crossref DOI etc etc
- Repository deposits (data & content) via the Thoth Archiving Network
- Populating catalogues (eg: ScholarLed.com)
- Publisher website 'white-label' template (eg: OBP)

## **More info:**

**[copim.pubpub.org/pub/launch-of-new-thoth-open-metadata-website/release/1](http://copim.pubpub.org/pub/launch-of-new-thoth-open-metadata-website/release/1)**



**OpenBook  
Collective**

**[openbookcollective.org](http://openbookcollective.org)**

**“The OBC website/platform enables libraries to find and fund small/medium sized scholar-led OA presses and OA infrastructure providers by subscribing to individual Supporter Programmes and collective Packages, reducing reliance on inequitable and unsustainable BPCs”**

## Aims

Raise new revenue streams for OA publishers & SPs

Support a model of OA book publishing not reliant on BPCs

Make it easier for librarians to subscribe to OA membership schemes

Build a new community of publishers, service providers, librarians

## Ethos

Open infrastructure

Not for profit (a registered charity)

Community led

Supporting bibliodiversity

# Builds on & extends other membership programme funding models





**OPENING**  
THE FUTURE

[openingthefuture.net](http://openingthefuture.net)

# ***So what exactly is Opening the Future?***

In essence, it is a library subscription membership programme whereby a press provides gated access to portions of their (closed) backlist books at a special price, and then uses the revenue from members' subscriptions to allow the frontlist to be OA from the date of publication.

# How it works, in a nutshell

**Library subscribes to package of non-OA books offered by publisher at special price**



Package access is available to subscribing library only, DRM-free, concurrent use, with KBART/MARC files and COUNTER stats

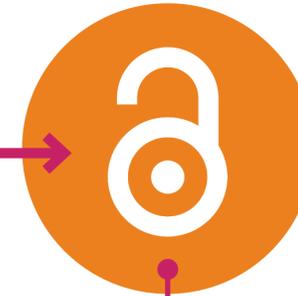
**Publisher makes backlist package of non-OA books available to members**



Books in the subscription package remain non-OA, with perpetual access granted after three years

**OPENING  
THE FUTURE**

**Publisher uses subscription money to publish new OA books**



OA books are available to anyone globally, listed on DOAB, OAPEN, MUSE, JSTOR etc

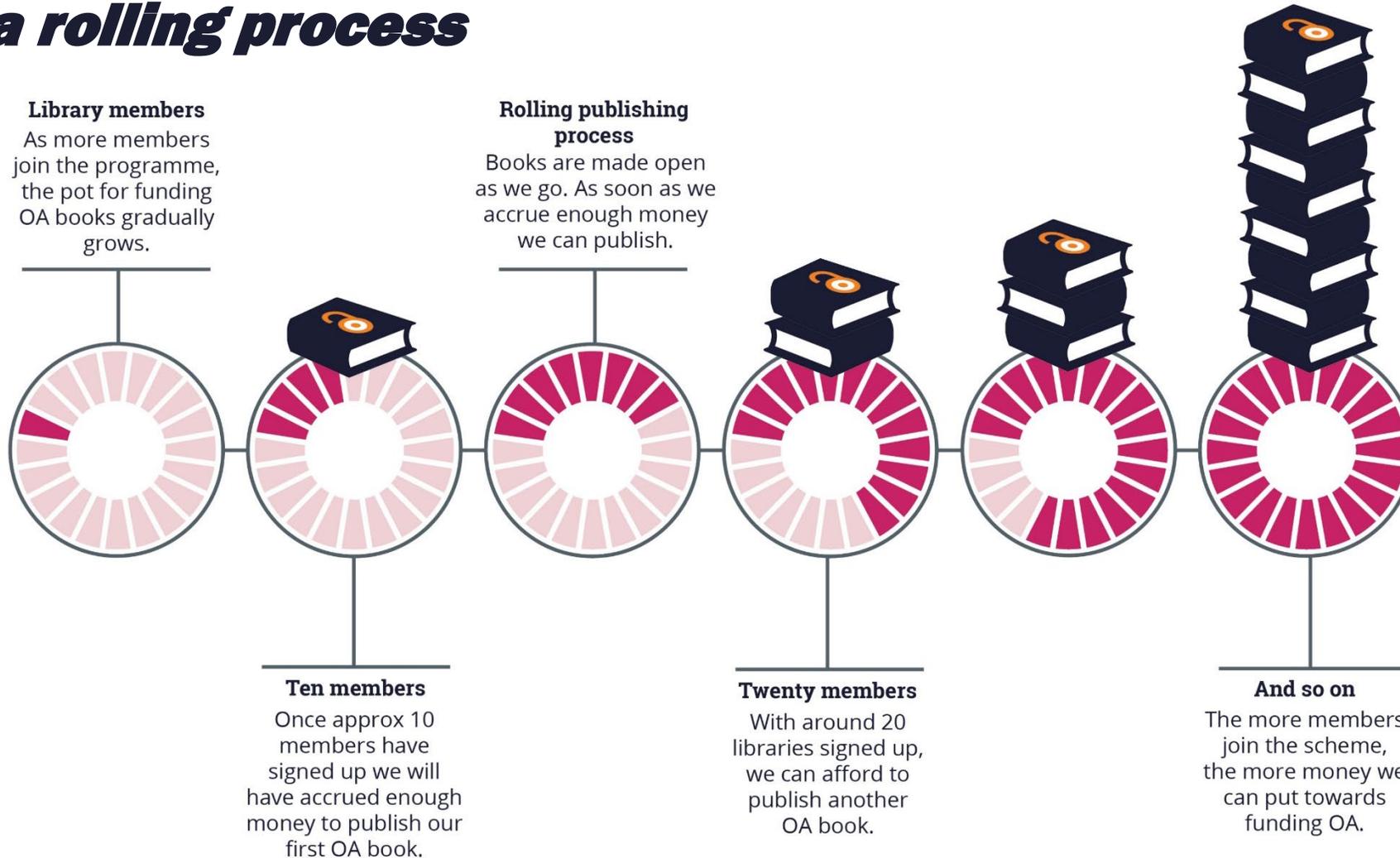
Icons by Flaticon.com

# ***Value for money***

A three-year commitment from a library to receive perpetual access to 50 titles and simultaneously fund new OA books is less than half an average BPC for a single book



# ***Incremental OA: as a press accrues enough funds from subscriptions they can publish the next OA book through a rolling process***



Icons by FlatIcon.com

**Note:** the OA modelling here is based on a membership of medium-size band pricing. Appraising the cost per book/per library is only possible once we've had time to accrue members.



- Contemporary Hispanic and Lusophone Cultures
- Liverpool Latin American Studies

[lup.openingthefuture.net](http://lup.openingthefuture.net)



- Central & Eastern European History
- Political Science of the region
- Special focus on post-soviet Russia & Ukraine region

[ceup.openingthefuture.net](http://ceup.openingthefuture.net)

# ***It's been successful...***



18 new OA books funded and published,  
with 45+ more in the pipeline in the next few years



120+ packages subscribed across both Presses  
(i.e. approx. 100 library members) since launch in 2021



Members across UK, Europe, N. America, Australasia

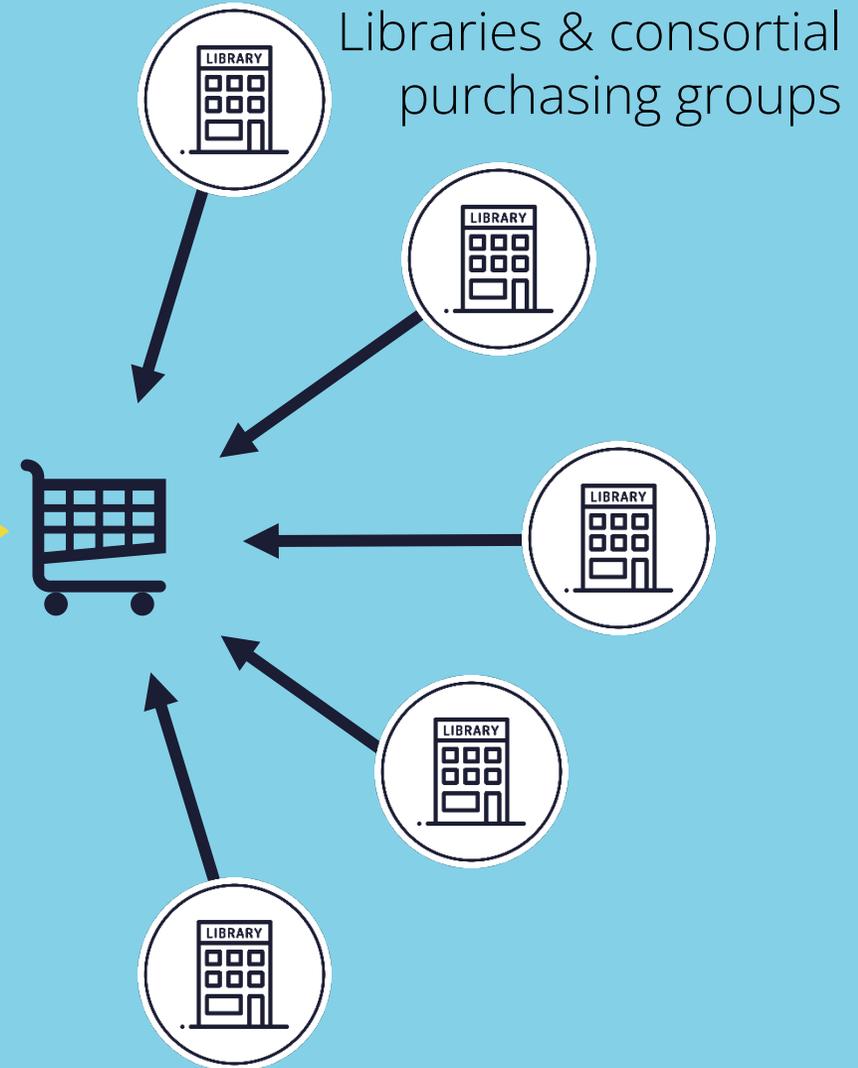
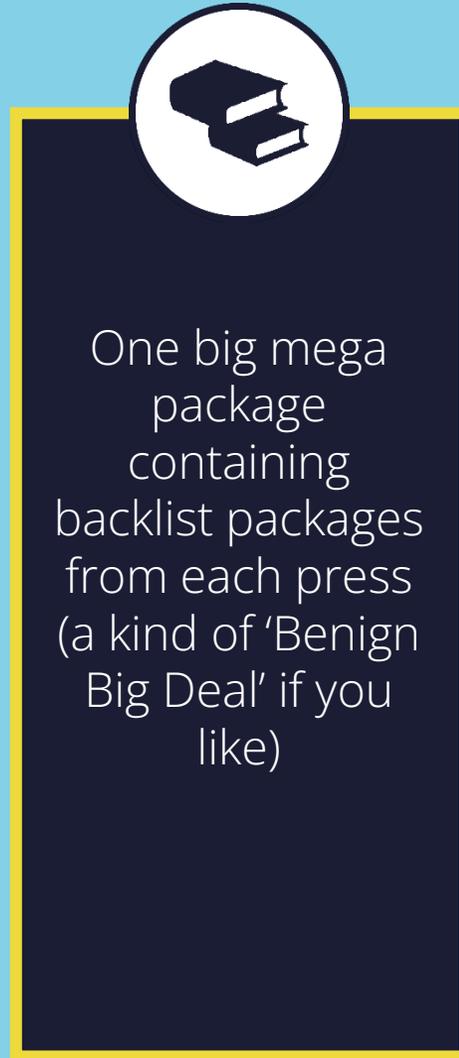


***There is a free online, open toolkit for booting up and running the programme...***

***...but we're also looking for 3 more presses to work with RIGHT NOW***

# ~~A harebrained idea~~ grand plan

OtF publishers



# *Thank you for listening*



openingthefuture.net  
openbookcollective.org  
thoth.pub

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@opening\_future

# ***Useful links & credits***

TV set designed by Freepik.com

*List of revenue models from OAPEN OA Books Toolkit*  
[oabooks-toolkit.org/lifecycle/10944589-planning-funding/article/10432084-business-models-for-open-access-book-publishing](https://oabooks-toolkit.org/lifecycle/10944589-planning-funding/article/10432084-business-models-for-open-access-book-publishing)

*Report on Revenue Models for Open Access Monographs (2020)*  
by Martin Eve, Iza Penier & Tom Grady  
[zenodo.org/records/4455511](https://zenodo.org/records/4455511)

*Beyond BPCs: Reimagining and re-structuring the funding of Open Access books* by Joe Deville  
[copim.pubpub.org/pub/beyond-bpcs-reimagining-and-re-structuring-the-funding-of-open-access-books/release/1](https://copim.pubpub.org/pub/beyond-bpcs-reimagining-and-re-structuring-the-funding-of-open-access-books/release/1)

Opening the Future: How to Implement an Equitable Revenue Model for Open Access Monographs [zenodo.org/records/7003979](https://zenodo.org/records/7003979)