Knowledge Unlatched –
Results of First Pilot

Journée sur le Livre Electronique 2014
Couperin, 3 June 2014, Paris

Eelco Ferwerda, OAPEN
Welcome to OAPEN

online library and publication platform

OAPEN (Open Access Publishing in European Networks) is a collaborative initiative to develop and implement a sustainable Open Access publication model for academic books in the Humanities and Social Sciences. The OAPEN Library aims to improve the visibility and usability of high quality academic research by aggregating peer reviewed Open Access publications from across Europe.

Search the library

advanced search options
OAPEN Foundation

• Dedicated to OA books
  – Peer reviewed content
  – Services for publishers, universities and funders

• OAPEN Library: deposit service
  – Aggregation, deposit, dissemination, preservation
  – Full text collection: 65+ publishers, 2200+ books

• DOAB: discovery service
  – Modelled after DOAJ
  – Only metadata: 64 publishers, 1964 books
  – Increasing discoverability and usage
  – Authoritative list of OA book publishers
Funding Routes to Open Access

1. **Hybrid model: OA edition + sales from print and/or e-books**
   - *NAP, Bloomsbury Academic, most OA book publishers*
   - Freemium: *OECD, OpenEdition*

2. **Institutional Support for Press**
   - *World Bank, Amherst, most University presses*
   - Library-Press collaboration: *Mpublishing/Michigan*
   - Library Publishing: *Library Publishing Coalition (USA)*

3. **Author side publication fee:**
   - *SpringerOpen Books, Palgrave Open, Manchester University Press, Brill*
   - Research funders: *NWO Netherlands, FWF Austria, Wellcome UK, Max Planck Society, Germany*
   - University funds: UCL, Lund, California

4. **Library side models:**
   - Library consortium: *Knowledge Unlatched*
   - Library License: *OpenEdition*

5. **Other models - Crowd-funding:** *Unglue.It*
What is Knowledge Unlatched?

- A road to Open Access books
- Not-for-profit
- Collaborative initiative, bringing libraries and publishers together to develop a route to OA for books
- A space to learn together
- A consortium of libraries paying a Title Fee (or BPC) to publishers to make their books OA
Knowledge Unlatched Goals

- A sustainable route to OA for Humanities and Social Science (HSS) books (long-form publications)
- Spread costs of OA across many institutions globally
- Ensuring that HSS long-form publications are as accessible as OA science journals
- Help libraries to maximize the positive impact of spending on books
Knowledge Unlatched Model

- Publishers submit titles to be published OA in exchange for a Title Fee
- KU selects titles from various publishers to form a collections of OA books for libraries
- KU attracts libraries to form a consortium, to purchase the collections and share the costs of Publishers’ Title Fees
- ‘Unlatching’ cost for individual libraries dependent on size of consortium
- When Title Fees are covered by consortium, the books are published in Open Access
<table>
<thead>
<tr>
<th>Title Fee</th>
<th>Participating Libraries</th>
<th>Cost per Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>250</td>
<td>$40.00</td>
</tr>
<tr>
<td></td>
<td>500</td>
<td>$20.00</td>
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<td></td>
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<td>$13.33</td>
</tr>
<tr>
<td>$15,000</td>
<td>250</td>
<td>$60.00</td>
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<tr>
<td></td>
<td>500</td>
<td>$30.00</td>
</tr>
<tr>
<td></td>
<td>750</td>
<td>$20.00</td>
</tr>
</tbody>
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Pilot Project Design

- Collecting Books from Publishers
- Surveying Libraries
- Developing first Pilot collection:
  28 books from 13 publishers (100 submissions)
  Average hard back price $95
  Average Title Fee $12,000
  Target set at 200 libraries:
  - Collection cost 1680 (max)
  - Resulting price per book $60
Pilot Collection

One Package, Five Subjects

All within Humanities & Social Sciences:

• History
• Literature
• Politics
• Media & Communications
• Anthropology
<table>
<thead>
<tr>
<th>Amsterdam University Press</th>
<th>Liverpool University Press</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloomsbury Academic</td>
<td>Manchester University Press</td>
</tr>
<tr>
<td>Brill</td>
<td>Purdue University Press</td>
</tr>
<tr>
<td>Cambridge University Press</td>
<td>Rutgers University Press</td>
</tr>
<tr>
<td>De Gruyter</td>
<td>Temple University Press</td>
</tr>
<tr>
<td>Duke University Press</td>
<td>University of Michigan Press</td>
</tr>
<tr>
<td>Edinburgh University Press</td>
<td></td>
</tr>
</tbody>
</table>
13 book publishers:

- 10 University Presses
- 3 Commercial publishers
- 5 from USA
- 5 from UK
- 3 from other countries (Germany, Holland)
Pilot Project Results

- 297 libraries pledged
- From 24 countries
- Collection cost reduced, from $1680 to $1195
- Per book/per library cost dropped, from $60 to under $43
- Since pledging closed over 100 libraries pre-registered for next round
Global Library Sign Ups

United States (122)
United Kingdom (77)
Other* (41)
Australia (24)
Germany (18)
Canada (15)

*Countries included in the Other category less than 5% each – with 7 sign ups: Netherlands; 5 sign ups: Denmark and Israel; 4 sign ups: New Zealand; 3 sign ups: Sweden; 2 sign ups: France, Spain and Switzerland; and 1 sign up per country: Austria, Belgium, China, Estonia, Finland, Hungary, Latvia, Norway, Portugal, South Africa and Turkey.
Restrictive versions of CC:

- 24 CC-BY-NC-ND
- 3 CC-BY-NC
- 1 CC-BY-ND

- Publishers prefer NC to protect sales of other editions
- Authors prefer ND to protect integrity of work
Usage

First stats on usage:

OAPEN Library, 24 books:

• Average downloads so far: 267
• Average downloads April: 135
• Average no. of countries: 49

• Estimated av. annual downloads 2000
PILOT COLLECTION

Knowledge Unlatched

MAKING YOUR PURCHASES COUNT

The purpose of Knowledge Unlatched is to help libraries to shift budgets from supporting closed content towards supporting the publication of Open Access books.

If you are already buying, or intend to buy any of the books in the collection before 31 March 2014, in at least one other format (eBook or Print), please let us know using the form below. This information will help us to ensure that your other format purchase is recognised as also contributing to unlatching the Open Access version.

Your invoice will be adjusted to reflect the purchases of titles included in the Knowledge Unlatched Pilot Collection via other routes. You can always revisit this page later, before the end of the pledging period, to update the information on other formats.

Please make sure you click one of the three buttons below so that we can capture your information to record your planned purchases. Hover your mouse over each button to see more information.

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
<th>Primary / Secondary Subject Areas</th>
<th>Purchasing Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fighting for a Living</td>
<td>Amsterdam University Press</td>
<td>History / Military History</td>
<td>None</td>
</tr>
<tr>
<td>On Global Citizenship</td>
<td>Bloomsbury Academic</td>
<td>Politics / Political Theory</td>
<td>Print</td>
</tr>
<tr>
<td>China's iGeneration</td>
<td>Bloomsbury Academic</td>
<td>Media &amp; Comms / Cinematography</td>
<td>Ebook</td>
</tr>
<tr>
<td>Human Rights and Democracy</td>
<td>Bloomsbury Academic</td>
<td>Politics / Human Rights</td>
<td>Print, Ebook Collection</td>
</tr>
</tbody>
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Hosting, Preservation, Metadata

- Hosting: OAPEN, HathiTrust, British Library
- Preservation: Portico, CLOCKSS
- Metadata: various formats incl. MARC21, enhanced by Duke UL
- Discovery: WorldCat, Summons + (through OAPEN) Primo Central, Ebsco, Europeana, BASE
Governance (2014)

- Library Steering Committee
- Library Collection Committee
- Publisher/Library Forum
- C.I.C. Board of Directors
- Advisory Board
Knowledge Unlatched overview

- An OA model for books
- Library funded
- Reduces purchasing costs
- Works for commercial and non-commercial publishers
- Works for conventional and OA book publishers
- A model and a consortium – not a platform
Benefits

- A new road to OA for books and HSS, alternative for ‘author pay’
- Improved discovery and global use
- Transition to OA using existing channels and expenditures
- Lowering cost for libraries at minimal risk to publishers
Will the KU model be able to achieve sufficient scale?

Scale is needed:

- to move beyond the English (UK/USA) market
- to enable diversity and accommodate smaller markets and specialized subject areas
Next Steps: 2014/15

- Review of results + metrics study
- Expand the offering in new cycle (2014):
  - more books, more publishers (signing up now!)
  - more selection options (smaller and single subject packages)
- Recruit more libraries to lower costs further (signing up now!)
- Work with consortia
Questions?

Knowledge Unlatched:
- Frances Pinter: frances@knowledgeunlatched.org
- www.knowledgeunlatched.org

OAPEN/DOAB:
- Eelco Ferwerda: e.ferwerda@oapen.org
- www.oapen.org
- www.doabooks.org