Agenda

- Open Access: The Challenge
- Knowledge Unlatched: One Possible Response
- What Happened 2012-2017
- Where Knowledge Unlatched Stands Today
Open Access: An Organization Problem

APC/BPC models will not solve the migration from traditional acquisitions to Open Access
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- What Happened 2012-2016
- Expanding the Model: Knowledge Unlatched in 2017
Knowledge Unlatched: One Possible Response

- Founded by Frances Pinter in 2012 in London
- Goal: help solving financing and organization issues around OA
- Positioning half way between publishers and libraries
- Focus on monographs in the humanities and social sciences
- Only front list, only English language
- Constructive cooperation with publishers, they decide about licensing under Creative Commons
- Cost sharing: Publishers and libraries co-finance Knowledge Unlatched

Knowledge Unlatched has set out to solve the central coordination problem of Open Access
KU Select: The Model

The KU funding mechanism can help to overcome the limitations of the APC model.
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# KU Development: Creating Critical Mass

## Round 1
- **Content**: Books HSS
- **Revenue**: 700,000
- **KPIs**: 14 publishers, 23 books
- **Models**: KU Select

## Round 2
- **Content**: Books HSS
- **Revenue**: 1,300,000
- **KPIs**: 26 publishers, 104 books
- **Models**: KU Select

## Round 3
- **Content**: Books HSS
- **Revenue**: 1,700,000
- **KPIs**: 54 publishers, 450 books
- **Models**: KU Select

## Round 4
- **Content**: Books HSS, LangSciPress, Open Commons
- **Revenue**: 2,100,000
- **KPIs**: 90 publishers, 1,200 books, 16 journals
- **Models**: KU Select, KU Partners, KU Open Services

## Round 5
- **Content**: Books HSS, Books STM, Journals
- **Revenue**: 6,500,000
- **KPIs**: 130 publishers, 2,450 books, 40 journals
- **Models**: KU Select, KU Partners, KU Open Services
KU Select: Books (1/2)

- 60 well-respected scholarly publishers participating on 5 continents including university presses, commercial publishers and Open Access publishers
- Curated by the KU Title Selection Committee consisting of 40 librarians in 12 countries
- Looking to expand membership of Title Selection Committee for HSS and STEM
- 17 subject areas in the Humanities and Social Sciences
KU Select: Books (2/2)

- Titles available as a fully downloadable PDF and in EPUB
- OAPEN and HathiTrust host the OA version of unlatched titles without an embargo and DRM-free.
- Preserved by CLOCKSS and Portico
- Further availability via BiblioLab or PaperHive
- KU Select 2018 will start in March

Knowledge Unlatched has become the biggest OA model in the world
KU Select: Journals And The Other Half of the Moon

• Approx. 40% of all research in the Humanities and Social Sciences is being published in journals
• Funding agencies are looking for ways to flip journals from subscription based to Open Access
• Publishers under increasing pressure to meet funders‘ requirements
• Especially smaller publishers do not have business models for flipping in place
• 16 journals funded for 3 years by KU Select 2017
• These journals will be APC free

Knowledge Unlatched is very well suited to flip journals and even full collections to Open Access!
KU Open Services: Helping Publishers to Get Better at Open Access

Problem:
- Many publishers do “a few” OA titles, but cannot manage them professionally

KU’s offer:
- Availability in discovery systems DOAB, Google Scholar, ProQuest Serial Solutions, ExLibris (Primo Central), EBSCO Discovery Service, Knowledge Base, Worldcat and others
- Archiving with Portico and CLOCKKS
- Quarterly reporting on usage data
- Libraries provided with MARC records and direct push notification to 450+ KU libraries
- KU Open Services increases transparency and effectiveness to both publishers and libraries
- So far, more than 300 titles by 10 publishers have been committed

KU leverages its setup for Open Access beyond its core products to make more titles available openly
KU Partners: Connecting funders to ideas

- OA as a fragmented space, both on the publisher and the library/funder side
- Market entry barriers to smaller initiatives:
  - High consolidation
  - Focus of OA debate on journals/APCs
  - Distribution power of big players
- Idea: One platform for outreach and pledging and one sales team globally can help structure the field
- Partners share cost and increase efficiency
- KU Partners open for others to join

A central market place for Open Access can address a lot of the issues in the space
Making Open Access Work With Others: Case Study LSP

- Language Science Press first KU Partner, started 2017. Scholarly led publishing house, more than 1000 supporters in the field of Linguistics. However, don’t have a sales team, the time and systems in place to promote their OA model to libraries worldwide
- KU and LSP partnered so that LSP can focus on what they are good at, publishing high-quality books in Linguistics. KU is responsible for the financing of their OA model
- Raised €300k+ in one-year for the new LSP OA program, which allows them to sustain their operations for the next three years

OA becomes more powerful through international cooperation
KU Partners in 2018

transcript

UNIVERSITY OF CALIFORNIA PRESS
Luminos

Hau Books

Open Edition

The Open Commons of Phenomenology

Open Access
Publishing in European Networks
Thank You for Your Attention

Sven Fund
Sven@knowledgeunlatched.org
KU Select 2017: Discoverability

- Unlatched titles are hosted on OAPEN and HathiTrust and indexed in the Directory of Open Access Books, the Directory of Open Access Journals, OCLC’s Worldcat as well as through library discovery tools.
- MARC records are available on OAPEN's website as a feed in several formats and contain all titles from KU collections.
- Skeleton MARC records are available.
- Email notifications available when new MARC records and titles are available.
KU Select 2017: Usage Reports

Usage data are provided by OAPEN and HathiTrust to KU. KU provides reports of usage and geolocation data as well as institutional reports to supporting libraries on a quarterly basis.
Adding Geolocation Data: Example Cambridge & Boston

Only 3.9-13.5% of all usage in the Cambridge/Boston area is recorded in COUNTER!
Double Dipping: Avoiding Inefficiencies

- Challenge: Academic publishing as a multi channel business, publishers have only limited influence over prices and discounts.
- Analysis of the Big 10 libraries in the United States: “Double dipping” for KU titles 50-70%!
- KU’s goal of moving from special into regular acquisition budget as soon as possible seems within reach.
- Many libraries already use ways to avoid double dipping (or do so for a reason, of course).
- KU offers complete title lists as well as skeleton MARC records to block acquisition of titles in other channels.
- Vendors’ systems (ProQuest, EBSCO) can block unintended ebook acquisition in systems like through suppress lists.
KU is developing into an open OA funding platform

**KU Open Services**
- 8 Publishers signed up
- 10 more until end of 2017

**KU Partners**
- Language Science Press
- Open Commons in Phenomenology
- Luminos
- Open Edition
- HAU Books
- 5-7 other initiatives from 2018 on

**KU Select**
- Books (HSS & STM)
- Journals (HSS & STM)

Platforms like Knowledge Unlatch help to fund and organize independent of a specific organization.