

Open Access in Times of Knowledge Unlatched

Cooperative Action for Books and Journals

Helsinki, May 24, 2016
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Agenda

- **Open Access: The Challenge**
- Knowledge Unlatched: One Possible Response
- What Happened so Far: Rounds I and II
- Next Steps
- Discussion Points
- Backup



Open Access: The Challenge (1/3)

How it all started:

- Set out as a political initiative
- Background: Journal crisis of the 1990s
- Goal: Let's break the cartel of the big publishers
- Focus on STM journals

Where we stand today:

- Global market share 2014: 1.1% of STM market, 4.3% of STM journals market (290m US\$, estimate 2016: approx. 400m US\$)
- Three of four big publishers hold 47% of the OA journals market
- Price increases in journal subscriptions have not been stopped
- Risk for Humanities and Social Sciences (HSS) to be left out, particularly for books
- Double dipping on a higher level: One OA journal for every subscription journal??
- OA as a new gold rush for rouge publishers



Open Access has generated a lot of attention, brought a lot of change, but it did not change academic publishing

Source: Outsell 2015

Open Access: The Challenge (2/3)

The author's view:

- Authors care about impact (quality x citations)
- Open access is cool for them, if there is funding
- APCs in 2016: 1.000€ per article, 6.000-14.000€ per book
- 25% of authors have the money, 50% can get it, 25% don't know how

The society's view:

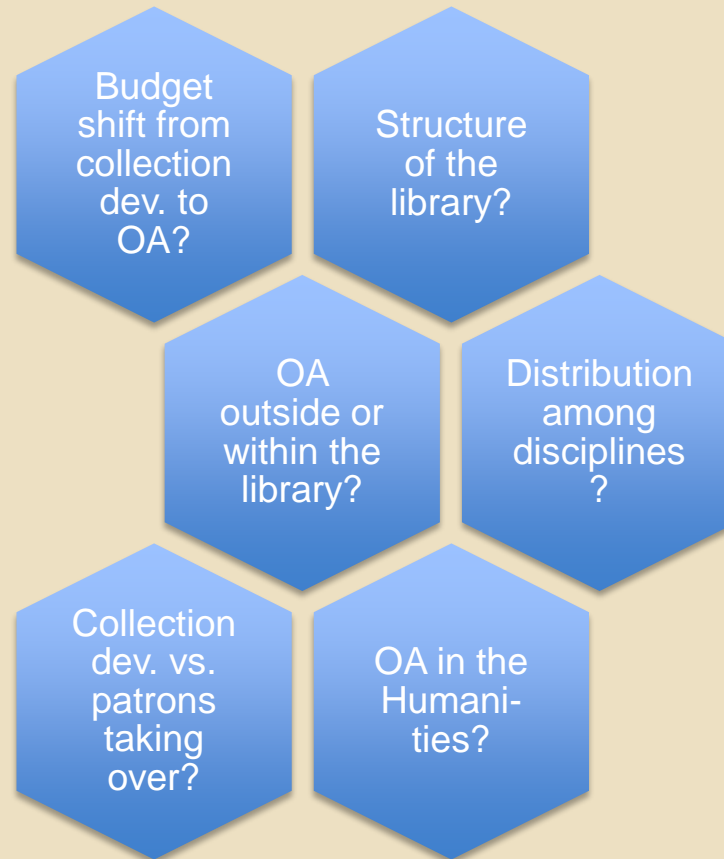
- Open access supports them in achieving their mission
- Societies need receipts from publishing for their membership programs
- They don't have resources to fund OA



Most funders have understood that cost of publishing is cost of research – there is no “free” open access

Source: Open Science 2016

Open Access: The Challenge (3/3)



Structures and processes are needed to bring make Open Access fit with the ways libraries work

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Knowledge Unlatched: One Possible Response

The idea

- 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 frontlist, only English language
- Constructive cooperation with publishers, they decide about licensing under Creative Commons
- Cost sharing: Publishers and libraries co-finance Knowledge Unlatched
- KU Research as a new branch



Knowledge Unlatched has set out to solve the central problem of Open Access

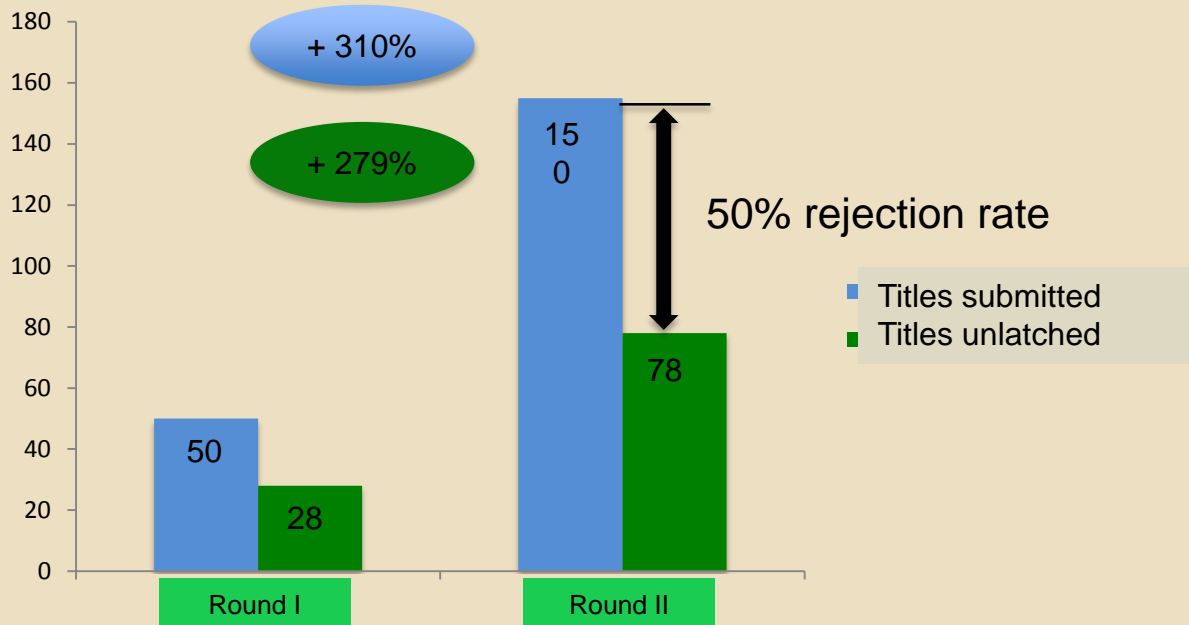


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Knowledge Unlatched: What has Happened so Far



- All titles go through peer review within the publishing houses participating in KU
- 50% of all titles submitted get selected for KU by its Title Selection Committee (you are invited to participate!)
- New feature in Round II: topical packages

Knowledge Unlatched secures the quality of titles in order to make selection of packages easier for librarians

Interim Results and Next Steps

- More than 100 monographs unlatched within two years
- 26 publishers participating
- More than 380 libraries from 21 countries participated so far

Next steps

- Adding backlist
- Adding journals
- Continued focus on HSS



Knowledge Unlatched wants to offer more titles to become more relevant for libraries around the world

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Preconditions for Growth for Knowledge Unlatched

Status quo

- High share of direct interaction/sales
- Exception: United States, UK and Canada share driven by consortia
- No involvement of trade partners/aggregators
- Many manual processes behind the scenes

Adaptions

- New website launched at the end of April 2016
 - Title submission and title selection automated
 - Pledging by libraries automated, Pick & Chose enabled
 - Usage stats automatically added to library profiles
- Trade partners admitted: Schweitzer for Germany, Austria, Switzerland, BeNeLux, Karger for Russia, Turkey, Israel, Thailand, Singapore, talking to partners for Mediterranean region and for the Nordics



After two successful rounds, Knowledge Unlatched aims at further professionalization



Book Backlist: Creating Critical Mass for Open Access

- Goal: Increasing relevance by adding more title volume through backlist (comparable to many consortia deals)
- Title selection:
 - Titles published 2005-2015
 - English language titles only
 - Goal: 300-500 submissions, packages of approx. 150 titles
- Topical packages, not mixed with frontlist
- Target price per title and library: 10-15€
- Title fee to publishers: approx. 2.300€/title
- Hosting with publisher platforms, OAPEN, and HathiTrust
- Publishers are allowed to continue selling printed versions
- Publishers are submitting titles already, Title Selection Committee will start working on two weeks time, pledging period: August – December 2016



Knowledge Unlatched with backlist titles can help to unlatch a broad number of titles

Adding Journals to Knowledge Unlatched

Why journals

- approx. 40% of all research in the humanities and social sciences is being published in journals
- Funders are looking for ways to „flip“ journals from subscriptions based or hybrid to OA
- Publishers feel the pressure to live up to funders' and libraries' expectations
- Particularly small publishers don't have their own solution for open access and are being pushed out of the market
- First conversations with both stakeholder groups show strong interest in adding journals to the model



Knowledge Unlatched is ideally suited to help unlatch journals

Journals: The Plan for 2017

- Test with 30 journals of renowned publishing houses, minimum 20 articles p.a.
- Journals have to be at least ten years old
- Start with copyright year 2018
- Commitment from libraries for three years (2018-2021)
- Participation: 300-350 libraries in year 1
- Target prices: 160€ per journal, €8 per article



KU Journals – as easy as KU Books!



Questions to you

- Are backlist books and journals an attractive next step for Knowledge Unlatched?
- Which preconditions have to be met to fund Knowledge Unlatched and other OA initiatives from regular collection building budgets?



Thank you for your participation!

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Library Steering Committee

Kurt De Belder, Director Leiden University Libraries, NL

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Title Selection Committee

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