"Open Access in the Humanities – A Case for the Future of the Book"

OAPEN Conference 2011
Berlin, February 25, 2011

Dr. Sven Fund
In the future, publishers will have to diversify their business models.

- **Institutions**
  - Combination of all products print and electronic
  - PDA

- **Corporates**
  - Access to advertising-heavy segments
  - Formation of a department for Corporate Clients

- **Authors**
  - Open Library 2.0

- **Individuals**
  - End customer pricing for all products (books, databases, journals)

OA is just one – but an important – element in a modern publisher’s portfolio to give easy access to knowledge.
Open Access @ De Gruyter: First Thoughts

• Basic assumption: Publishers are the best to provide OA
  • Publishing infrastructure existing
  • Credibility as neutral information broker
  • Strong content brands with bibliometric track record

• OA must not be limited to STM, but should also be applied to the humanities and the social sciences.

• OA has to work for both journals and books, the latter especially in the humanities

• Model has to work economically in the long term (no double dipping, but also no altruism)

There is significant space for an intelligent offering with economic success in OA publishing.
De Gruyter Open Library: The Model

Model:

• Hybrid

Applies to:

• Journals, book series, collected volumes, monographs

Editors:

• Agreement to OA in an existing series necessary prior to publication

Peer review:

• No influence of OA on peer review

Author service:

• De Gruyter takes care of archiving with an OA repository, in addition to ReferenceGlobal and PORTICO
• Article/chapter online from publication OA

Pricing:

• 1750€ per article/chapter, independent of text volume and discipline

Price reduction:

• Starting at 20% OA share of the original calculation, prices for books will be lowered for p+o immediately, for journal step by step
De Gruyter’s Open Access Portfolio: Books and Journals

Hybrid Journals
OA articles in all journals available
No influence on peer review

Behemoth
Institutional mandate: Leipzig University
100% Open Access
Print version provided

Topoi
Framework agreement with DFG
Collected volume with single articles available OA

Dahlem Workshop Reports
Cross-disciplinary series published twice a year
Complete titles available OA
## The success of TOPOI: Increasing number of publications published Open Access

<table>
<thead>
<tr>
<th>TOPOI. Berlin Studies of the Ancient World</th>
<th>Publication date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frank Daubner (Hg.): Militärsiedlungen und Territorialherrschaft in der Antike</td>
<td>2010-12</td>
</tr>
<tr>
<td>Eva Cancik-Kirschbaum / Margarethe van Ess / Joachim Marzahn (Hg.): Babylon. Wissenskultur in Orient und Okzident / Disciplinary Cultures between Orient and Occident</td>
<td>2011-04</td>
</tr>
<tr>
<td>Therese Fuhrer (Hg.): Rom und Mailand in der Spätantike: Repräsentationen des städtischen Raums in Literatur, Architektur und Kunst</td>
<td>2011-10</td>
</tr>
<tr>
<td>Nicole Brisch / Eva Cancik-Kirschbaum / Jesper Eidem (Hg.): Constituent, Confederate, and Conquered Space in Upper Mesopotamia. The Case of Mitanni Transition</td>
<td>2011-12</td>
</tr>
<tr>
<td>Felix Mundt (Hg.): Kommunikationsràume im kaiserzeitlichen Rom</td>
<td>2011-12</td>
</tr>
<tr>
<td>Elke Kaiser / Wolfram Schier (Hg.): Mobilität und Wissenstransfer in diachroner und interdisziplinärer Perspektive</td>
<td>2012</td>
</tr>
<tr>
<td>Dominik Bonatz (Hg.): The Archaeology of the Upper Mesopotamian Piedmont in the Second Millennium BC</td>
<td>2012</td>
</tr>
<tr>
<td>Eleftheria Paliou / Undine Lieberwirth / Silvia Polla (Hg.): Spatial analysis and social spaces: interdisciplinary approaches to the interpretation of historic and prehistoric built environments</td>
<td>2012</td>
</tr>
<tr>
<td>Olivier Henry / Ute Kelp (Hg.): Tumulus as Sema. Space, Politics, Culture and Religion in the First Millennium BC</td>
<td>2012</td>
</tr>
</tbody>
</table>
The Topoi Business Model is based on transparency and fairness

1. The title is calculated as if not being published OA
2. The OA fee replaces the lost sales (estimation of reduced sales volume)
3. A percentage of the OA fee is paid back to "Topoi" as soon as more sales are realized than have been expected

Transparency is provided; fairness is guaranteed by a payback option of the OA fee.
OA funding accounts for 50% of the revenue, sales of print copies for the rest.

Topoi Business Model

- OA fee
- Expected print sales

The percentage will be adapted as soon as more experience on realized print sales is gained.
OA means a paradigm shift to publishers – and libraries

- Speed of Publication
- Accessibility
- Service
  (Online submission, post-print publication, electronic and print versions)
- Image
- Bibliometric Quality (IF)
First assessment: It is unavoidable to breach with traditional business models

**Plus:**

- First book projects proved to be a success, i.e. Topoi.
- Expertise in OA publishing allowed for take-over of high-quality content (i.e. from MIT-Press).
- Editors and authors react positively to the initiatives of “their” publisher and become more reassured.

**Minus:**

- Established authors continue to doubt OA.
- Funding policies of big institutions still lacks consistency and sustainability in some areas.
- Low numbers of published OA articles require publishers to take a clear position and to better target their customers.
Refining the hybrid business model:

- Transfer of the qualities of De Gruyter’s strongest journals and book series to OA publications
  - Bibliographic data
  - Branding
- At the same time the portfolio will be completed: Selected new launches in subject areas which have been underrepresented so far.
- Transferring the strengths from our core business instead of establishing a parallel business

Only the long-term change of existing journals into Open Access will be beneficial for all parties involved.
Transparency is key for all parties involved.

- Publishers need to create reliable and coherent conditions:
  - Peer Review
  - Fair and transparent financial models
- Funding institutions need to improve their information policy towards researchers.
- Researchers need to understand that publishing services are not for free.
- Librarians need to accept the new “medium” and will therefore become stronger in their role as information broker.

In a time of rapid technical innovation, transparency is the most important factor for successful OA development.