

Being an Open Access Press – the first two years 2007 - 2009

Part I

Views from Above

Dr. Frits Pannekoek

Part II

Not Either Or

Walter Hildebrandt

Digital Publishing

Kathy Killoh

Part III

Hits and Sales

Shubhash Wasti

Views from Above

Dr. Frits Pannekoek – President, Athabasca University

- 1. International and national context for an Open Access press**
- 2. Philosophy behind starting up an Open Access university press**
- 3. OA business model**
 - university support (1% solution)
 - other funding support

Not Either Or

Walter Hildebrandt - Director, AU Press

1. Ideological issues of OA publishing

- commoditization and privatization of knowledge
- corporate control of knowledge
- public's right to access publicly funded research

2. Issues and barriers in starting an OA press

a) Charter, Mandate, Vision Statements and Goals

b) Funding

- university support
- other funding sources (ASPP, BIPIDP, Canada Council, AHRF, co-pubs, right sales, and corporate sponsorships)
- some funding agencies require minimum print runs

c) POD

- minimizing the initial print run and inventory

d) Skepticism

- revenue from sales will be limited
- negative impact on press revenue and author royalties (initial results are showing that for certain books, OA is a form of promotion/marketing that helps to increase sales)

... Not Either Or (cont'd)

3. What we publish

- not print or electronic publishing, but both
- areas of specialization
- 20 books, 6 journals, 1 website, numerous author interviews

4. Award winning books

Imagining Head-Smashed-In: Aboriginal Buffalo Hunting on the Northern Plains

by Jack Brink

Theory and Practice of Online Learning

edited by Terry Anderson

Poems for a Small Park

by E.D. Blodgett

The Importance of Being Monogamous: Marriage and Nation Building in Western Canada to 1915

by Sarah Carter, co-publication with U of A Press

... Not Either Or (cont'd)

5. Author response to OA monograph publishing

a) Negative

- Concern with royalties
- Copyright (what happens to their work once online)

b) Positive

- increased citations
- SSHRC encourages Open Access dissemination
- online “hits” can assist in job promotion
- would rather be read than not read

6. Future plans/growth of AU Press

Year 2011

- 35-40 books/year
- imprints to websites
- more podcasts/videos as promotion and dissemination of knowledge
- partnerships with like minded

Digital Publishing

Kathy Killoh – Digital and Journals Coordinator, AU Press

1. Open Access publishing vs. cutting edge e-publishing

- open access does not mean “bells and whistles” e- publishing
- AU Press mandate is for OA publishing
- publications are online in pdf format to access and read for free (same files designed for print book)
- value added e-publishing (xml, epub, etc.) are seen as potential revenue opportunities

2. Is selling OA e-books an oxymoron?

- using e-aggregators to sell e-books (Canadian Electronic Library, ebrary and NetLibrary)
 - initial results are that libraries are choosing to purchase our titles through aggregators
- Why?** The e-books are available in “searchable databases” from the vendors.

...Digital Publishing (cont'd)

3. Author Contracts and Copyright

- AU Press author contracts do not include the term “open access” because there is no accepted legal definition.
- the contract states we license with creative commons to communicate our open access publishing intent.
- copyright remains with the author, however they sign over licensing rights to AU Press.
- remainder of contract is standard publishing contract.
- royalties are negotiated for all sales of their work (both print and electronic).
- still undecided about what “out of print” means for e-books (could be based on royalties received/year or # of e-books sold/year, or “never”).
- All AU Press monographs are licensed with the following ***Creative Commons license:***

Attribution-Noncommercial-No Derivative Works 2.5 Canada

4. AU Press website: www.aupress.ca

Hits and Sales

Shubhash Wasti – IT Systems Coordinator

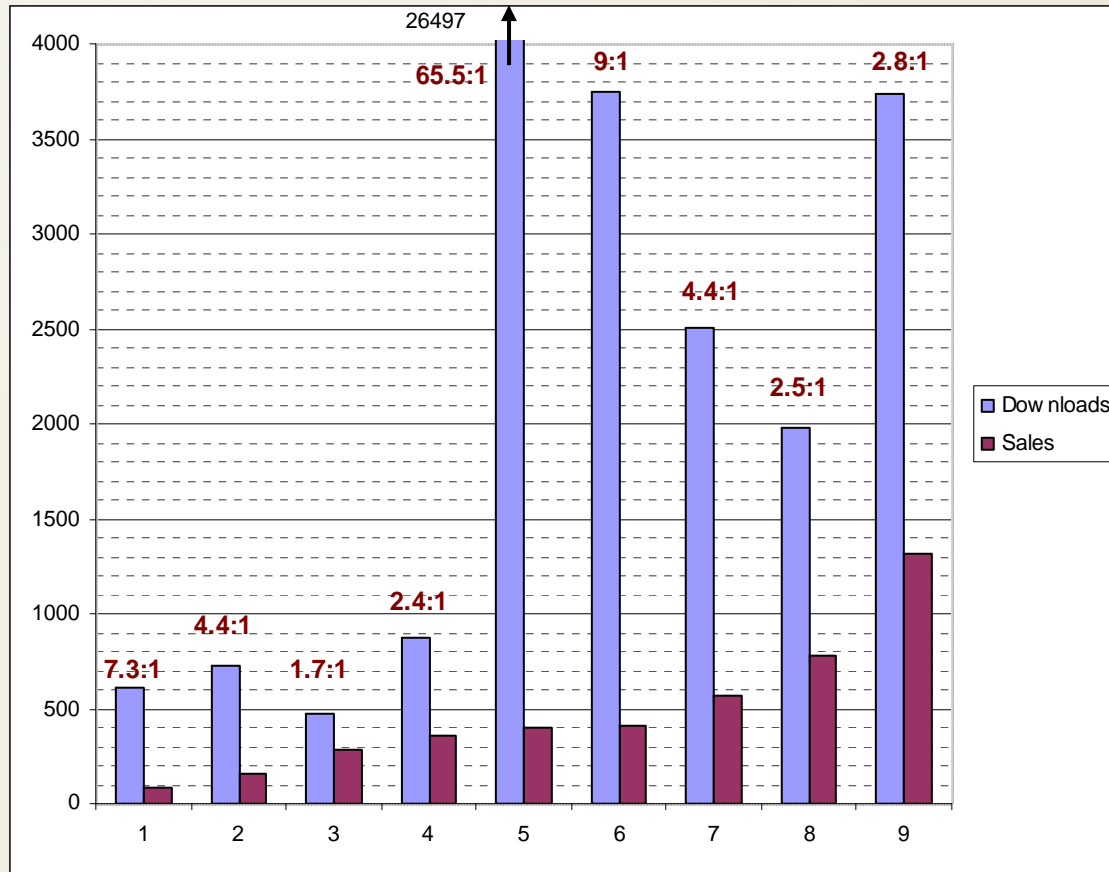
Open Access E-Books

What kind of hits are our online PDFs getting?

What are the sales of printed books?

Does one affect the other?

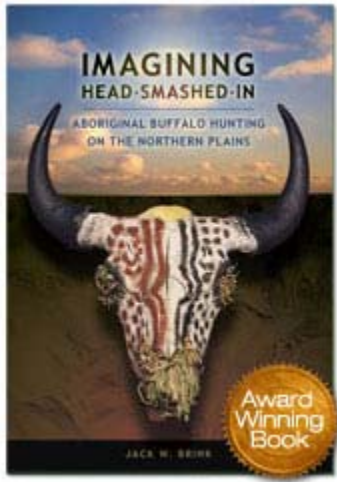
Open Access E-Books & Print Sales



1. Northern Love
2. Mountain Masculinity
3. Lost Tracks
4. One Step Over the Line
5. Theory & Practice of Online Learning
6. Calgary Stampede
7. Importance of Being Monogamous
8. Northern Rover
9. Imagining Head Smashed In

* Ratios above bars are of downloads to print sales

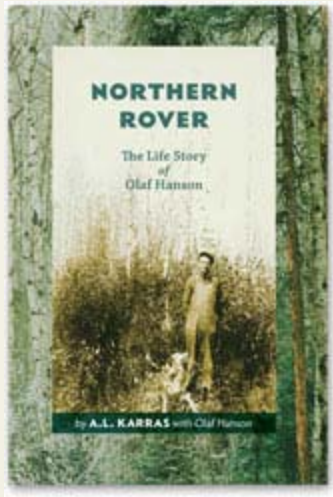
Open Access E-Books



- June 2008 – March 2009
- Downloads – 3,741
Print Sales – 1,314
- D/S Ratio – 2.8:1
- Avg. download – 374/month

Trade and Scholarly Book –
Imagining Head-Smashed In: Aboriginal Buffalo Hunting on the Northern Plains
by Jack W. Brink

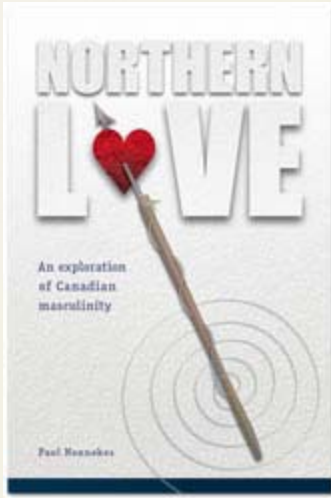
Open Access E-Books



- June 2008 – March 2009
- Downloads – 1,974
Print Sales – 776
- Ratio – 2.5:1
- Avg. download – 197/month

Trade Book –
Northern Rover
by A.L. Karras

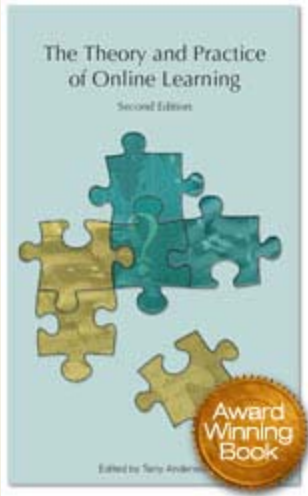
Open Access E-Books



- June 2008 – March 2009
- Downloads - 608
- Print Sales – 83
- Ratio – 7.3:1
- Avg. downloads – 60/month

Scholarly Monograph –
Northern Love: An Exploration of Canadian Masculinity
by Paul Nonnekes

Open Access E-Books



- June 2008 – March 2009
- Downloads – 26,497
Print Sales – 404
- Ratio – 65.5:1
- Avg. downloads – 2,649/month
- Unusually high download/sales ratio. Might be due to the subject area and the type of readership

Scholarly Textbook –

The Theory and Practice of Online Learning (second edition)

Edited by Terry Anderson

Observations

1. Being able to compare sales data of non-open access books with open access books would provide more information on the sales impact of open access.
2. For scholarly books, the print sales appears to be “reasonable”, but as yet we haven’t developed a standard for measurement.
3. There seems to be a positive correlation between print sales and the download of trade books. More data and analysis is needed to make a conclusive statement.
4. If it is found that open access e-books have no impact on print sales, we could argue that open access is justified if for no other reason than it provides us with free access to knowledge.
5. There are many other variables that should be considered when evaluating the impact of open access (e.g. subject area, marketing focus, reader demographics, accessibility from various devices, etc).