

OA Business Models Experiment

Agora – Scholarly Open Access in European Philosophy

www.project-agora.org

Yrsa Neuman yneuman@abo.fi



Introduction

The world of scholarly publication business is changing. When commercial publishing meets Open Access ideology, the question is: how can these two be combined? This is one of the issues investigated within the EU-funded research project *Agora – Scholarly Open Access Research in European Philosophy* 2011-13.

An international publisher, **ontos Verlag** (Heusenstamm am Frankfurt, Germany) ventured to experiment with OA publishing business models together with the Agora project. The business models subproject is managed by Åbo Akademi University, Turku, Finland.

Ontos, specialised in philosophy, in particular analytic philosophy, mathematical logic and Wittgenstein studies, was sold to and integrated into the De Gruyter publishing house May 1, 2013. Ontos published mostly monographs, anthologies and dissertations in English and German.

The Agora OA Business Models Experiment

I The Agora Delayed Open Access Monograph Model

DELAY – NO AUTHOR FEE – PDF DOWNLOAD in webshop

- 27 books from ontos Verlag were made OA delayed June 1, 2011.
- Downloads were "sold for free" in the publisher webshop (registration required)
- OA delay: 6 months – 9 years
- Sales were monitored and recorded 3, 12, 24 months after print; upon OA publication, 6 and 18 months after OA publication
- Downloads were monitored and recorded 6 and 18 months after publication
- Book groupings: old/new (new: print <24 months before OA; 4 new, 23 old), language (German 7, English 20) and more.

IN PROGRESS:

- Author Survey in collaboration with OAPEN-UK. Target: authors who have published a book at ontos, OA & non-OA. The objective is to determine the sustainability of the business model from an author perspective.
- Downloads customer survey. (Do they buy other books while in the webshop?)
- Digital enrichment of the 27 OA books.

II The Ontos Open Hybrid Model

2-stage AUTHOR FEE – DELAY optional – PDF DOWNLOAD in webshop

- Author fee: OA within 12 months of print: 1500€; 12 + months after print: 750€.
- 9 OA books in 2012

IN PROGRESS:

- Data pending: share of authors taking the OA option
- Author Survey: OA knowledge, funding background, author business model evaluation etc. (in collaboration with OAPEN-UK)

RESULTS PENDING. Preliminary: OA dissemination advantages, publisher believes in model sustainability, philosophers dislike OA fees.

III The Journal OA Experiment

PRINT & OA – EMBARGO 3 MONTHS – NO AUTHOR FEE – DOUBLE-BLIND PEER REVIEW

- Nordic Wittgenstein Review – www.nordicwittgensteinreview.com, founded in 2011
- Also Open Review experiment (preview all/half of the submitted articles)
- Mixed revenue model (sales print & electronic (!), community service, institutional subsidies)
- Digitally enriched: direct links to online sources (Wittgenstein Source) & Linked Open Data (Europeana)

RESULTS PENDING. Preliminary: OA extreme visibility advantage, no OA fee competition advantage, journal research community entrenchment advantage, embargo excludes from indexing > thresholds for semi-commercial OA models.

Preliminary Results

I The Agora Delayed Open Access Monograph Model

Sales

90% of print sales take place during the first 12 months

Book quality is crucial for both sales and downloads.

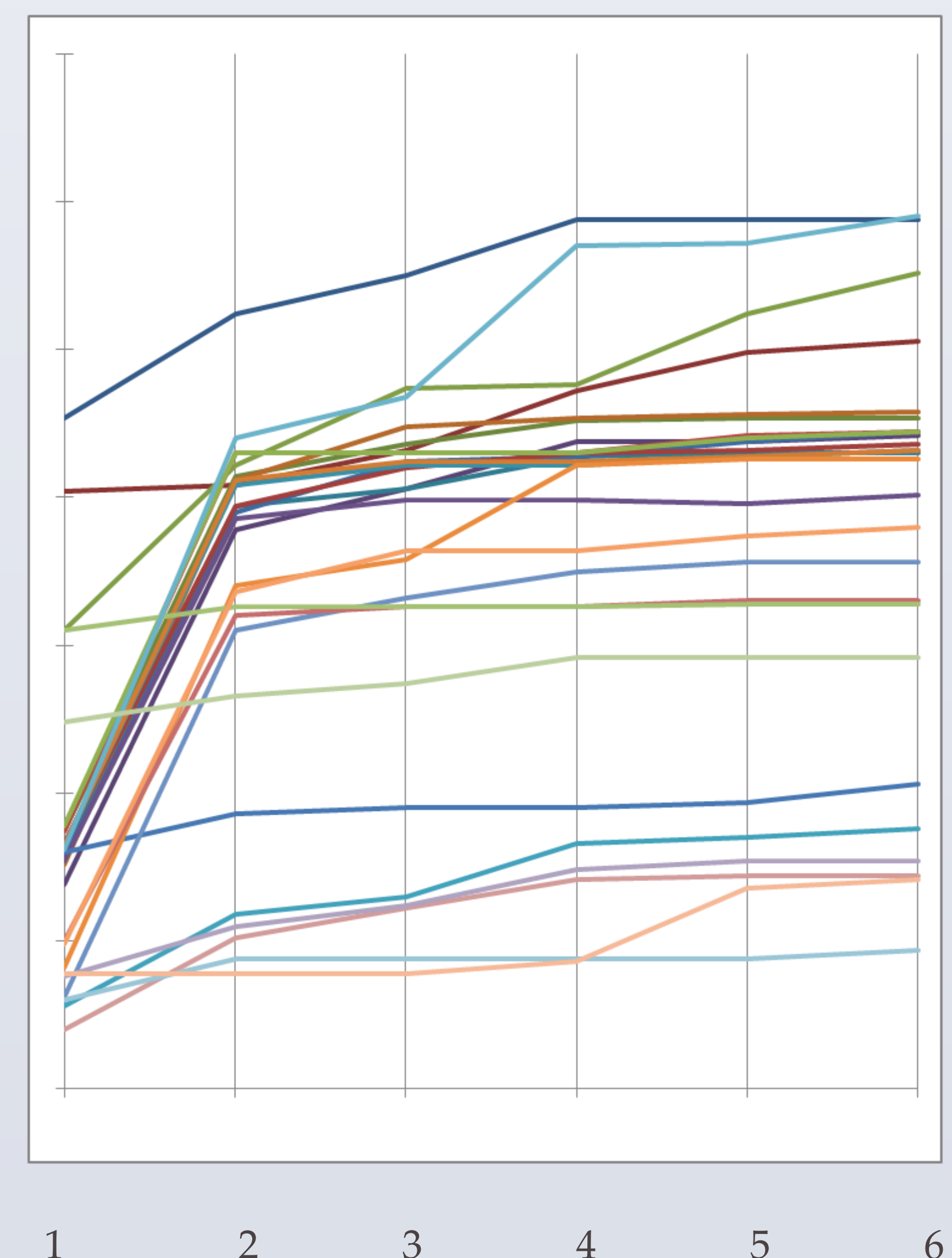
Sales and download volumes are highly proportional.

OA consequences

Clear dissemination advantage of OA: interest in the material rises significantly after OA publication: download number average 40% of sales.

Do print sales rise? Possibly. (Comparison book load pending.) On average 4% of total sales after OA.

Older books: greater OA demand.



Sales diagram/27 books

1. 3 months after print
2. 12 months after print
3. 24 months after print
4. OA publication
June 1, 2011
5. 6 months after OA
6. 18 months after OA

Download record diagram

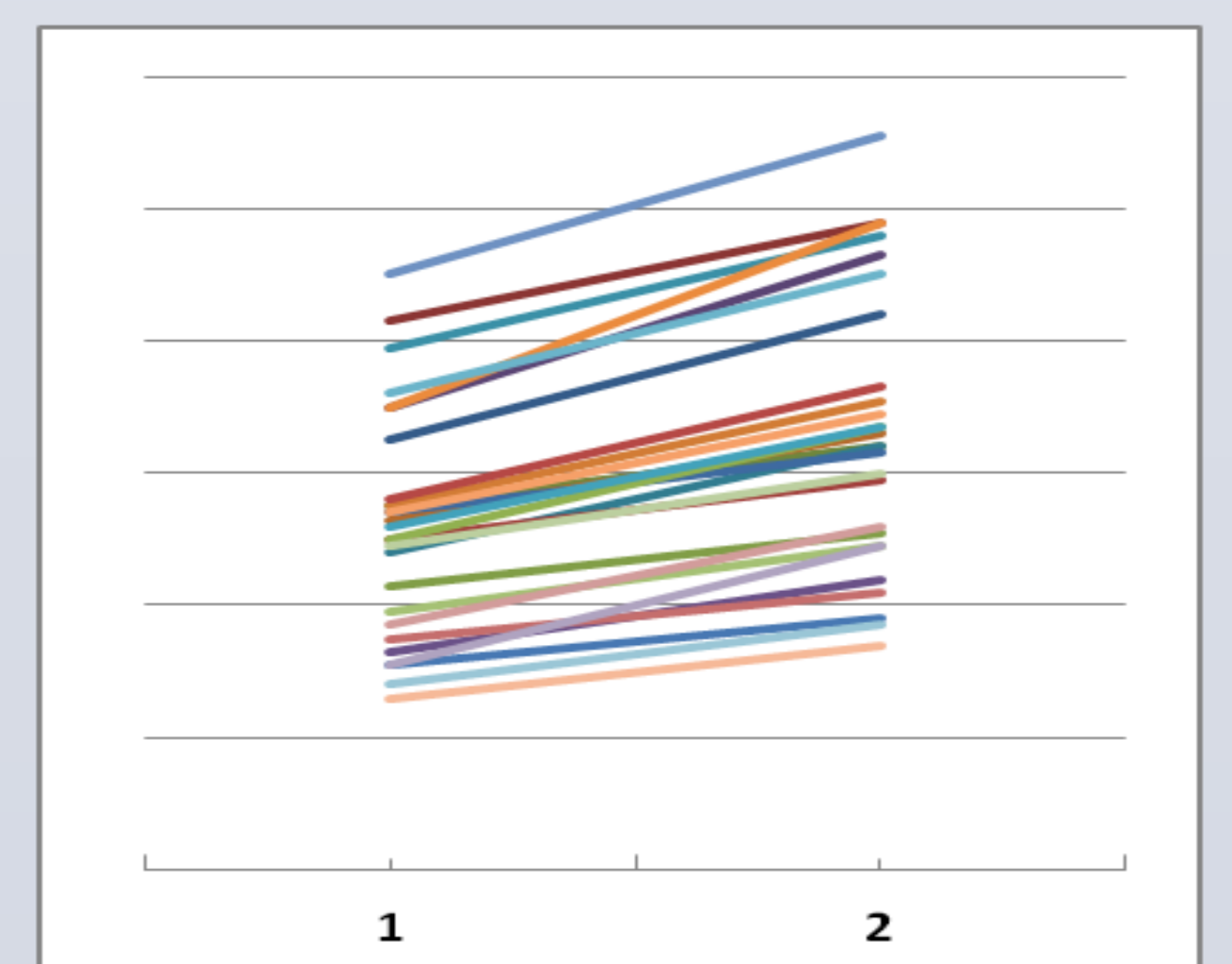
1. At 12 months after OA
2. At 24 months after OA

Good sales > many downloads

Some outliers

Good sales: (top third) download number minimum 29% of sales number, maximum 62%

Bad sales (bottom third): minimum 19%, maximum 82%.



All in all: semi-commercial OA publishing – why not?

Contributors

ontos Verlag, Rafael Hüntelmann, Norbert Meiners (sales evaluation model setup 2011)
Wittgenstein Archives at the University of Bergen, Norway, alouis.pichler@fof.uib.no
(OA publication, enrichment)

Agora project WP7, Philosophy department, Åbo Akademi University
(research, coordination 2012-13)



www.project-agora.org