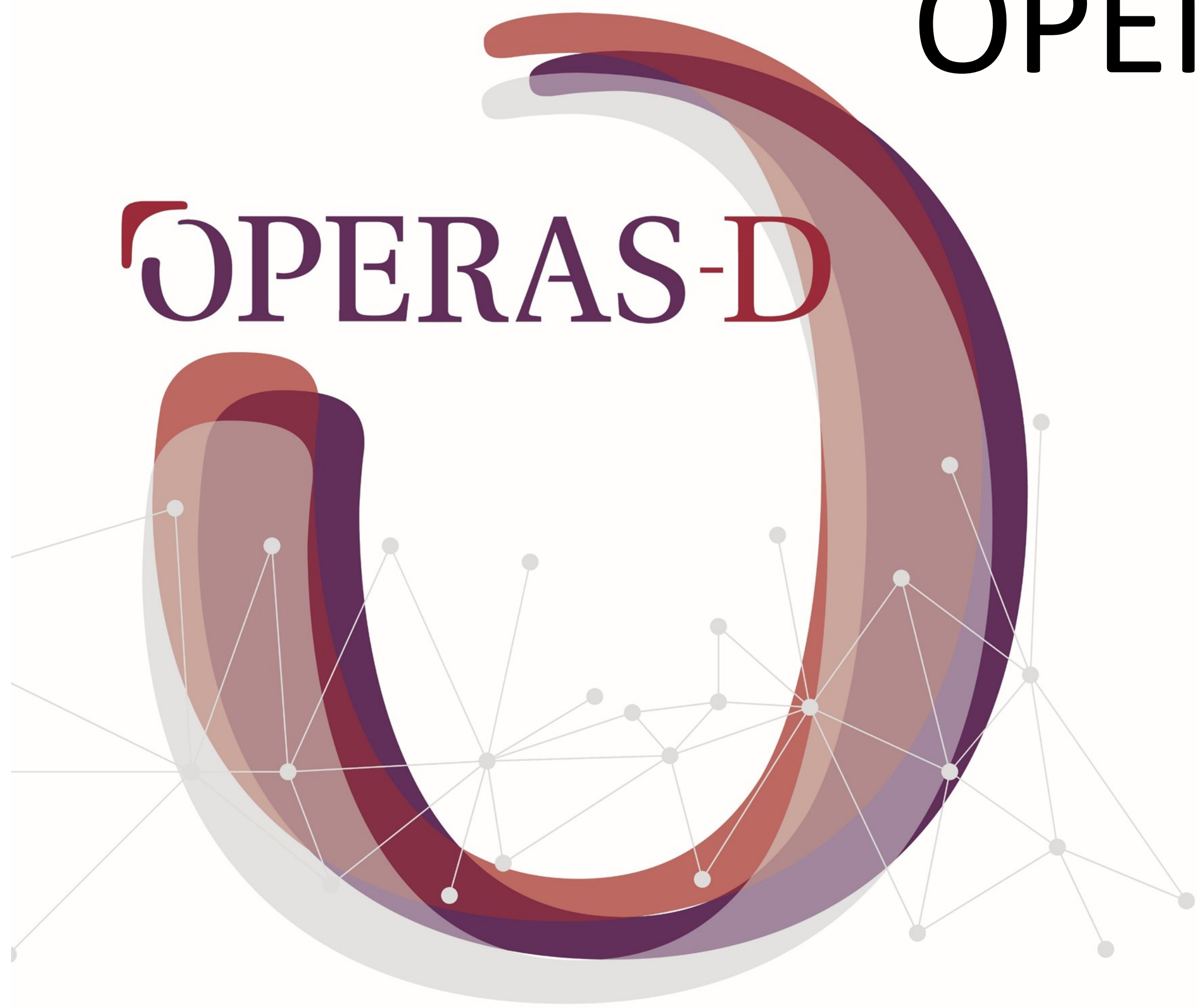


# OPEN ACCESS BUSINESS MODELS

## Books and Journals in SSH

### OPERAS Business Models Working Group

- UCL Press • OLH (Open Library of the Humanities)
- Knowledge Unlatched • EKT (National Documentation Centre, Greece)
- Open Edition • Göttingen University Press
- IBL PAN (Institute of Literary Research of the Polish Academy of Science)



### Introduction

Business models for publishing open access monographs and journals in the social sciences and humanities are very varied and it is widely acknowledged that there can be no single model that will work for all types of publishing. The members of the Business Models working group include publishers and OA service providers. This poster also includes examples of models from outside the working group. It is common for publishers to operate more than one model in order to cover their costs.



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|--|---|---|--|--|
| <b>APC/BPC</b><br><br>Article processing charges or book processing charges are made to the author (or their funder or institution) to cover the publishing costs. Different publishers seek to cover different costs, therefore APCs/BPCs vary greatly from publisher to publisher.             | <b>REVENUE: SALES</b><br><br>Many publishers sell print copies, or other formats, while operating a fully OA press.   | <b>REVENUE: SERVICES</b><br><br>Some publishers offer publishing services to other presses or institutions, alongside publishing books and journals in their own imprint. | <b>INSTITUTIONAL</b><br><br>Many university presses in Europe, and newer OA publishers in the UK, receive funding from their institution to cover varying degrees of their publishing costs. | <b>LIBRARY FUNDING</b><br><br>Some publishers and publishing services companies such as Knowledge Unlatched, operate library funding schemes, to secure library contributions to make books and journals available OA at the point of use. |
| <b>ENDOWMENT</b><br><br>Many university presses receive a regular endowment to fund part of their operations, for both OA and for traditional publishing. This is particularly prevalent in the USA where subsidising traditional university presses to a certain degree has always been common. | <b>GRANT</b><br><br>Grants to launch open access ventures, or to fund open access publishing projects, are one of the ways publishers fund their OA activities. | <b>COMMUNITY</b><br><br>OA publishing is also undertaken by some academic-led presses, who operate on a community/voluntary basis.  | <b>COLLABORATION/COALITION</b><br><br>By joining forces, institutions or organisations can bring different skills and funding sources together to boost OA publishing.                       | <b>FREEMIUM</b><br><br>Publishers make one online version free, and charge for other formats and additional functionalities, e.g. PDF, enhanced HTML or for e-readers.   |

### Conclusions

While the APC model has come to dominate in OA journal publishing, OA monograph publishing in SSH is demonstrating a greater range of business models, creating a patchwork landscape. Although the given variety offers opportunities for smaller stakeholders or specific fields, it poses challenges for standardisation and interoperability. Unless there is significant intervention at the policy level, it seems that stakeholders in the monograph publishing landscape will continue to operate with mixed models.

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