

OAPEN Foundation, Annual Report 2013

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Introduction

The OAPEN Foundation is dedicated to Open Access publishing of academic books. OAPEN works with publishers to build a quality controlled collection of Open Access books, mainly in the area of Humanities and Social Sciences, and provides services for publishers, libraries and research funders in the areas of dissemination, quality assurance and digital preservation.

OAPEN (Open Access Publishing in European Networks) was developed as a 30 month targeted project co-funded by the EU in its eContentplus-program. The goal of the project was to achieve a sustainable publication model for academic books in Humanities and Social Sciences and to improve the visibility and usability of high quality academic research in Europe.

OAPEN Foundation

OAPEN Foundation was founded by the University of Amsterdam (UvA), the University of Leiden (UL), the University library of Utrecht University (UU), the Netherlands Academy of Sciences (KNAW), the National Library of the Netherlands (KB) and Amsterdam University Press (AUP). These institutes act as Participants in the foundation and are committed to provide financial support. The Participants form a Council that meets once every year. The Council elects the members of the OAPEN Board from its circle. The OAPEN Board can appoint one person from outside the Council in the board. In addition, the Board can establish an Advisory Board.

Board and Participants

On December 31 the Board consisted of the following members:

- Bas Savenije (president) – KB
- Henk Wals (treasurer) – KNAW
- Jan-Peter Wissink – AUP
- Kurt de Belder – UL
- Margo Bargheer – University Library of Göttingen University

The remaining Participants are represented by Anja Smit (UU) and Frank Huysmans (UvA).

Advisory Board

OAPEN's Advisory board consists of members of the former OAPEN consortium and representatives from stakeholders in scholarly communication, such as publishers, libraries, research councils and scholars. The Advisory board is chaired by Caroline Sutton, director of Co-Action Publishing and current president of the Open Access Scholarly Publishers Association (OASPA).

Funding

OAPEN Foundation is funded by the Participants and by NWO. NWO provides a yearly subsidy to match the financial support from the Participants through the University Library of the UvA, which acts as official recipient of the subsidy from NWO. The total funding from the Participants and NOW amounts to 240.000 euro yearly, for a period of three years, from April 1, 2011 until March 31, 2014.

Objectives

The objectives of OAPEN Foundation as stated in the bylaws are:

- To stimulate Open Access publishing of academic books
- To further develop OAPEN as a platform for Open Access books
- To develop a sustainable business model for OAPEN

Activities in 2013

OAPEN Library

Publishers

At the start of 2014 there are 55 publishers contributing 2075 publications to the OAPEN Library. Eight new publishers were added in 2013. The total number of publications increased with 1013 new titles, a growth of 95%. This spectacular increase is greatly helped by the Australian publisher ANU E Press which made its entire collection of 307 books available in the OAPEN Library and the WRR, which placed all its older reports – 409 – in the Library.

ANU E Press

ANU E Press – based in Canberra, Australia – was established in 2003 and aims to make available the intellectual output of the academic community of Australian National University. ANU E Press produces fully peer-reviewed research publications, available in digital formats and as printed books. Starting in November 2013, the cooperation between ANU E Press and OAPEN resulted in the growth of 307 new titles. Forty-five of those titles were published in 2013.

Austrian Science Fund (FWF)

The Austrian Science Fund (FWF) is Austria's central funding organization for basic research. The FWF-E-Book-Library is an open access repository for all stand-alone publications funded by the FWF. FWF has agreed to deposit all Open Access books funded by FWF in the OAPEN Library. In the winter of 2012, OAPEN and FWF have started the process to harvest the FWF titles into the OAPEN Library. At this moment, the FWF collection contains 138 titles from fifteen publishers.

Usage

In 2012 much attention was given to usage statistics. In 2011 only the usage of the website itself could be measured, which only accounts for 15% of the total usage: the rest of the visitors find the books in the OAPEN Library through other channels. Usage is now measured at the level of each separate title, which allows OAPEN to report to each participating publisher.

2012 saw an enormous increase in usage of the OAPEN Library. The total number of book downloads was 610,000, more than three times the amount of downloads in 2011. The total number of visits in this period was 431,000, coming from 311,000 unique visitors.

This trend continued in 2013. Up until November, over 1,100,00 were downloaded; in 11 months, almost twice as many books were downloaded compared to the year before. The first 11 months of 2013 also saw an increase in visits and visitors: 632,000 visits by 425,000 unique visitors. In other words, the number of visitors increased 122% and the number of visits 147%.

Global impact

Taking into account the country of origin – where it could be established – enables us to measure the global impact of the OAPEN Library. The table below lists the 10 most active countries. OAPEN books were downloaded in 150 countries.

Country	Number of books downloaded	Percentage
Netherlands	95,568	15%
USA	91,857	14%
France	91,076	14%
Great Britain	64,091	10%
Germany	58,385	9%
Australia	43,047	7%
Hungary	21,127	3%
Israel	17,616	3%
Canada	16,272	3%
Belgium	14,591	2%
Rest of the world	134,423	21%
Total	648,053	100%

Library integration

Several academic libraries have chosen to incorporate a large part or the complete OAPEN collection of OA books into their own collections. Below is a list of libraries that did so in 2013.

Library	Country	Number of titles
University of Bradford	Great Britain	1,714
François-Rabelais de Tours University	France	1,087
Simon Fraser University	Canada	1,052
OHIONET (academic, public, school and special libraries in Ohio, West Virginia, and western Pennsylvania)	USA	968

Library	Country	Number of titles
Ghent University	Belgium	921
University of Newcastle	Australia	838
Wayne State University	USA	831
Victoria University	Australia	830
University of Liverpool	Great Britain	820
University of Szeged	Hungary	819

Open Access dissemination

Digital dissemination is a central part of OAPEN's services, based on metadata conversion and data exports for aggregators, intermediaries and libraries. OAPEN maintains daily data feeds in five formats to enable integration of the OAPEN collection into Library catalogues. In December 2012, the exchange of metadata with Europeana was set up. This resulted in the integration of the OAPEN titles into Europeana within the first months of 2013¹.

Official launch of the Directory of Open Access Books

The Directory of Open Access Books (DOAB) is a discovery service for peer reviewed books published under an Open Access license. DOAB provides a searchable index to the information about these books, with links to the full texts of the publications at the publisher's website or repository. The service was launched in a Beta version to enable feedback from users and to further develop the service. To find out about user needs and expectations DOAB organized in 2012 a survey and hosted an online discussion on Open Access books and DOAB services with publishers, academics, librarians, and participants from the wider Open Access and publishing community.

In November 2012 DOAB won the award for "Best New Product" from The Charleston Advisor. According to the journal, DOAB 'shows that the Open Access movement is as alive and well for books as it is for journals'². In the summer of 2013, DOAB was selected as one of the MARS Best Free Reference Web Sites for 2013, voted for by member librarians from around the United States. 'MARS: Emerging Technologies in Reference' is a section of the Reference and User Services Association of the American Library Association (ALA)³.

The Directory of Open Access books was officially launched on 1 July 2013 at the Open Access Monographs in the Humanities and Social Sciences Conference, The British Library, London. At the launch, Bas Savenije, Director General of the Dutch National Library and Chairman of the Board of OAPEN Foundation, introduced OAPEN and the reasons to develop the Directory of Open Access Books. Also, the new sponsors of DOAB were introduced: Brill and SpringerOpen.

¹ http://www.europeana.eu/portal/search.html?qf=DATA_PROVIDER:%22OAPEN+Foundation%22

² <http://dx.doi.org/10.5260/chara.14.2.3>

³ <http://www.ala.org/rusa/sections/mars/marspubs/marsbestfreewebsites/marsbestref2013>

At the launch in April 2012, it contained just over 20 publishers and about 750 books. By the end of 2012, DOAB listed 35 publishers with information about more than 1250 books. At the time of writing, it holds 1637 academic peer-reviewed books from 54 publishers.

The Directory is proving to be a successful aid to enhance the usage of the books in the OAPEN Library. Since April 2012, DOAB was the top referral site for the OAPEN Library. In other words, leaving aside search engines, DOAB has been the source of the most searches in the OAPEN Library every month. This effect can also be measured by looking at the average downloads. The books that have been listed in DOAB are downloaded 84 times per month on average, compared to 34 times per month for books which are not listed; books in DOAB are almost 2.5 times more downloaded.

OAPEN-NL

OAPEN-NL was set up as a research project to gain experience with Open Access publication of monographs in the Netherlands. OAPEN-NL was supported by NWO, the Netherlands Organisation for Scientific Research, and the Ministry of OCW via the National PRIMA-subsidy program. The project was conducted by OAPEN Foundation, in collaboration with NWO, SURF and nine academic publishers.

Between June 2011 and November 2012, 50 Open Access monographs in various subject areas were published in Open Access by 9 participating publishers. While the pilot monitored 50 books, OAPEN-NL received 66 applications. For every Open Access title, the publishers provided a similar title that was published in the conventional way. The general model and protocols developed within the OAPEN EU funded project were used in OAPEN-NL in order to gain knowledge and experience of both the publication and funding of Open Access books in the Dutch context. Data were collected about usage, sales and costs, to study the effect of Open Access on monographs. OAPEN-NL consisted of a quantitative and a qualitative research component, measuring the effects of Open Access publishing and the perceptions and expectations of publishers and authors.

The results were published in the report 'OAPEN-NL - A project exploring Open Access monograph publishing in the Netherlands - Final Report'⁴. The report was presented during OAPEN's final seminar 'Open Access for academic books in the Netherlands' on October 22, during Open Access Week 2013.

Perceptions of authors and publishers

OAPEN-NL examined user needs and perceptions about OAPEN's publishing model for Open Access monographs. On average, publishers found the calculation model for Open Access monographs to be accurate. The participating publishers were unanimous in their opinion that the peer review criteria were sufficient and necessary. With respect to the business model there was some ambivalence and insecurity about its sustainability, especially in an international framework.

Sales, use and impact of Open Access books

Research showed that publishing in Open Access had no effect whatever on the sale of books. The publisher's fear that book sales would decline if publications would be available in Open Access, was unfounded. However, online usage of books in Open Access increased considerably as did online discovery of these books.

⁴ <http://www.oapen.org/download?type=export&export=oapen-nl-final-report>

Costs of Open Access books

OAPEN-NL examined the costs of monograph publishing in the Netherlands. Based on the budgets of 50 books – published by nine different publishers – a model was created of the costs involved. On average, the total costs for creating a monograph in the Netherlands is slightly over € 12,000; approximately half of that amount is spent on creating a first digital copy. Printing and binding paper copies are responsible for about one-third of the total costs.

OAPEN-NL developed four models for cost recovery: two models based on the common practise of dual edition or hybrid publishing, in which publishers produce an Open Access edition and a printed edition, and two models based on the principle that publishers would only publish an Open Access version. In each of these cases (hybrid and Open Access only) one model took into account the varying volume of the books, introducing a cost per page.

Open Access publishing model

It has become increasingly difficult for researchers in the humanities and social sciences to publish monographs. Libraries worldwide struggle with diminishing budgets for acquiring monographs, which has led to a steady decline of book sales. In the Open Access publishing model publishers receive a refund for making an Open Access version freely available online. In addition the book can still be sold in other editions. In the OAPEN-NL project NWO paid for the costs of the Open Access edition. By paying for Open Access publication charges research funders can improve the dissemination of research results.

OAPEN-UK

In 2013 Oxford University Press joined the OAPEN-UK pilot, which resulted in making 18 books available in the OAPEN Library. In 2011, 29 books were added to the Library through the OAPEN-UK pilot. Adding up the new books by Oxford University Press sets the total number to 47.

Taking into account the country of origin – where it could be established – enables us to measure the global impact of the OAPEN-UK pilot. The table below lists the 10 most active countries. The books were downloaded in 129 countries.

Country	Number of books downloaded	Percentage
USA	8,394	23%
Great Britain	4,861	13%
Australia	2,704	7%
India	1,875	5%
Indonesia	1,672	4%
France	1,488	4%
Germany	1,359	4%
Norway	986	3%
Canada	878	2%
Netherlands	697	2%
Rest of the world	12,382	33%
Total	37,296	100%

New projects

Implementing CrossMark within the OAPEN Library

As part of the on-going pilot projects, OAPEN and JISC Collections have agreed to use the on-going OAPEN pilots (OAPEN-NL and OAPEN-UK) to explore the use of CrossMark for OA books. CrossMark is introduced by CrossRef as an 'identification service', to provide users current information about the status and origin of academic publications. The goal is to work with publishers to collect and provide the information that helps ensure the integrity of OA publications and to improve transparency and quality assurance of publications in the OAPEN Library. The project started in December 2012 and will result in the first implementation of CrossMark for monographs and Open Access content.

Europeana Cloud

In 2012, OAPEN became a partner in the successful application for a new Europeana project, Europeana Cloud. Europeana Cloud is designed to establish a cloud-based system for Europeana and its aggregators and will provide a new infrastructure and a new platform - Europeana Research. The official start of the project will be in March 2013.

DILOH (Digital Library for Open Humanities)

OAPEN became a partner in DILOH, which is run by CLÉO (Centre for Open Electronic Publishing) and is a project to digitize 15.000 books over a 7 year period and make these books available in Open Access through OpenEdition, the publication platform for HSS publications based in France.

In November OAPEN and OpenEdition reached an agreement to collaborate to support each other's activities in the area of Open Access Book publishing. OpenEdition will support OAPEN's system of quality assurance and introduce it to OpenEdition publishers. OAPEN will promote the OpenEdition platform and introduce the DILOH project to OAPEN publishers.

Going for Gold

OAPEN participated in the development of a new project proposal for Open Access monograph publishing, which was initiated by UCL Library with a number of LERU members.

Going for Gold is a 3-year research infrastructure development project which is designed to create shared Gold Open Access publishing infrastructures for research universities in Europe. The product of the publishing infrastructure will be Gold Open Access monographs in HSS.

Going for Gold is a collaboration of 15 universities and a number of publishers from 8 European countries. OAPEN is a key partner to provide the central infrastructure and services. The proposal will be submitted for funding in 2013.

Promoting OAPEN and raising awareness for Open Access Monographs

An important part of OAPEN's activities has to do with promoting Open Access as a publishing model for Monographs and promoting OAPEN as a dedicated platform for OA books. This was mainly done through flyers, regular newsletters, taking part in Book Fairs and talking at conferences. This year more attention was given to social media.

In 2013 the promotion included the official launch of DOAB at the 'Open Access Monographs in the Humanities and Social Sciences' conference.

Book Fairs

OAPEN was present at the London International Book Fair (April) and the Frankfurt Book Fair (October). OAPEN represented both OAPEN and DOAB.

Articles

Eelco Ferwerda and Caren Milloy wrote an article on business models for monographs and the role of OAPEN:

- Europe needs a unified approach to open-access books
Research Europe, September 2013
<http://www.researchresearch.com/index.php?articleId=1338074>

Ronald Snijder wrote 3 articles based on OAPEN research data that were published in 2013:

- A higher impact for open access monographs: disseminating through OAPEN and DOAB at AUP Insights: the UKSG journal, Volume 26, Number 1 / March 2013
DOI: <http://dx.doi.org/10.1629/2048-7754.26.1.55>
- Measuring monographs: A quantitative method to assess scientific impact and societal relevance
First Monday, Volume 18, Number 5 - 6 May 2013
DOI: <http://dx.doi.org/10.5210%2Ffm.v18i5.4250>
- Do developing countries profit from free books? Discovery and online usage in developed and developing countries compared
Journal of Electronic Publishing, Volume 16, Issue 1, Summer 2013
DOI: <http://dx.doi.org/10.3998/3336451.0016.103>

The article "Modes of access: the influence of dissemination channels on Open Access monographs usage" by Ronald Snijder was accepted for publication in *Information Research*.

Conferences

OAPEN was invited to give talks and presentations at several conferences. A selection is given below:

- Academic Publishing in Europe (January, Berlin): Ferwerda took part in the session "Open Books" and presented: "OA Models for Monographs gaining Momentum".
- The 5th Conference on Open Access Scholarly Publishing – COASP (September, Riga): Ferwerda gave a presentation titled "OA in the Humanities and Social Sciences".

- The European Library Annual Meeting (September, Amsterdam): Snijder gave a presentation about the OAPEN Library and DOAB, titled “Making monographs available”.
- 8th Munin Conference on Scholarly Publishing (November, Tromsø): Ferwerda was invited as keynote speaker, the presentation was titled: “Open Access in Humanities and Social Sciences”.

OAPEN conference 2013 in collaborations with JISC Collections

OAPEN and JISC Collections decided to join forces to organize a major conference titled ‘Open Access Monographs in the Humanities and Social Sciences’. The conference aimed to raise awareness of open access, to increase understanding of key challenges and to identify where international common policies and frameworks could support the adoption of open access monograph publishing in the humanities and social sciences. The conference was held on 1 and 2 July 2013. Hosted at the British Library and sponsored by Jisc, AHRC, ESRC, FWF and NWO, the conference was attended by over 250 delegates from across the world and from all areas of scholarly communications.

The conference was held over two days. The first day started with a keynote by Jean-Claude Guedon and was followed by presentations on copyright and Creative Commons, peer review and quality, promising business models and a panel session called HSS after Finch. On the second day, showcases were discussed from a number of innovative initiatives that are really experimenting with new models and methods of publishing in open access. The second day also contained three strands: one for researchers, one for librarians and publishers and one for research funders. The conference ended with a keynote by Cameron Neylon, who discussed the tension between the desire for the fixed nature of the traditional printed monograph, and the conversations that will arise from it.