Establishing Trust in New Business Models

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Founder Knowledge Unlatched
CEO Manchester University Press

What is Knowledge Unlatched?

➢ Collaborate initiative – libraries and publishers working together

➢ A road to OA
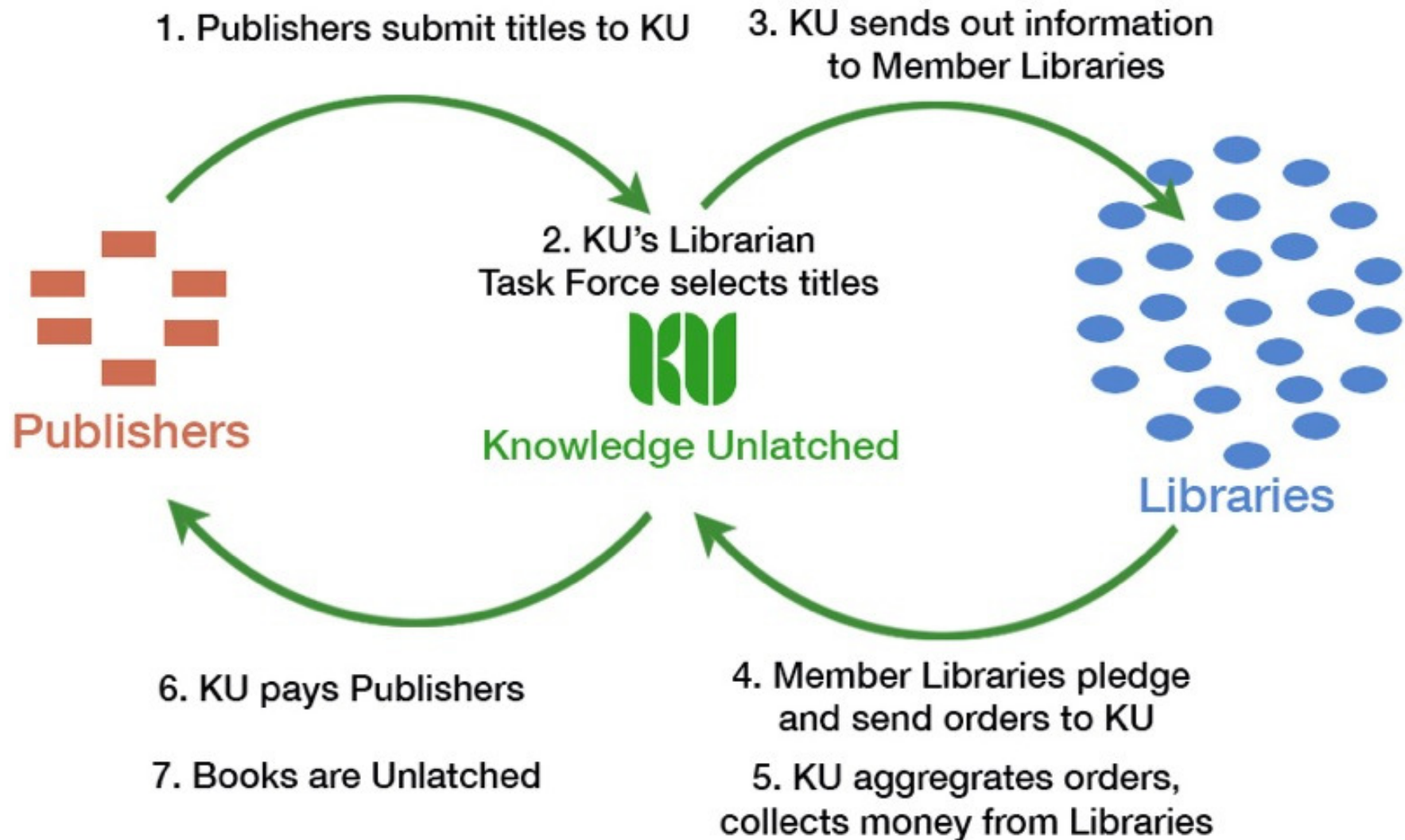
➢ A space to learn together

➢ KU Research

How to Achieve KU's Vision

➢ Spread costs of OA across many institutions globally

➢ Help libraries to maximize the positive impact of spending on books

➢ Feed back research results

The KU Model

1. Publishers submit titles to KU

3. KU sends out information to Member Libraries

2. KU's Librarian Task Force selects titles

Knowledge Unlatched

Publishers

Libraries

6. KU pays Publishers

7. Books are Unlatched

4. Member Libraries pledge and send orders to KU

5. KU aggregrates orders, collects money from Libraries

TRUST

The obligation or responsibility imposed on a person or thing in whom confidence is placed

Stage One

Librarians

Publishers

Stage Two

Librarians

Publishers

Stage Three

Establishing Trust

The Crossick Report

➢ The direction of travel is clear – OA

➢ How we get there needs working on

➢ Books are more complicated than journal articles, so we need a variety of models and funding sources

➢ Go forth and experiment

➢ KU is one model amongst a number

What Does KU want to Achieve?

➤ Reduce waste in the supply chain

➤ Make the purchasing process easier

➤ Ensure that origination costs are covered

➤ Achieve universal Open Access

➤ Understand more about how OA content
  is used

What we've done so far

Two Rounds of Frontlist Books

Pilot – 28 books from 13 publishers
Downloads in 18 months –
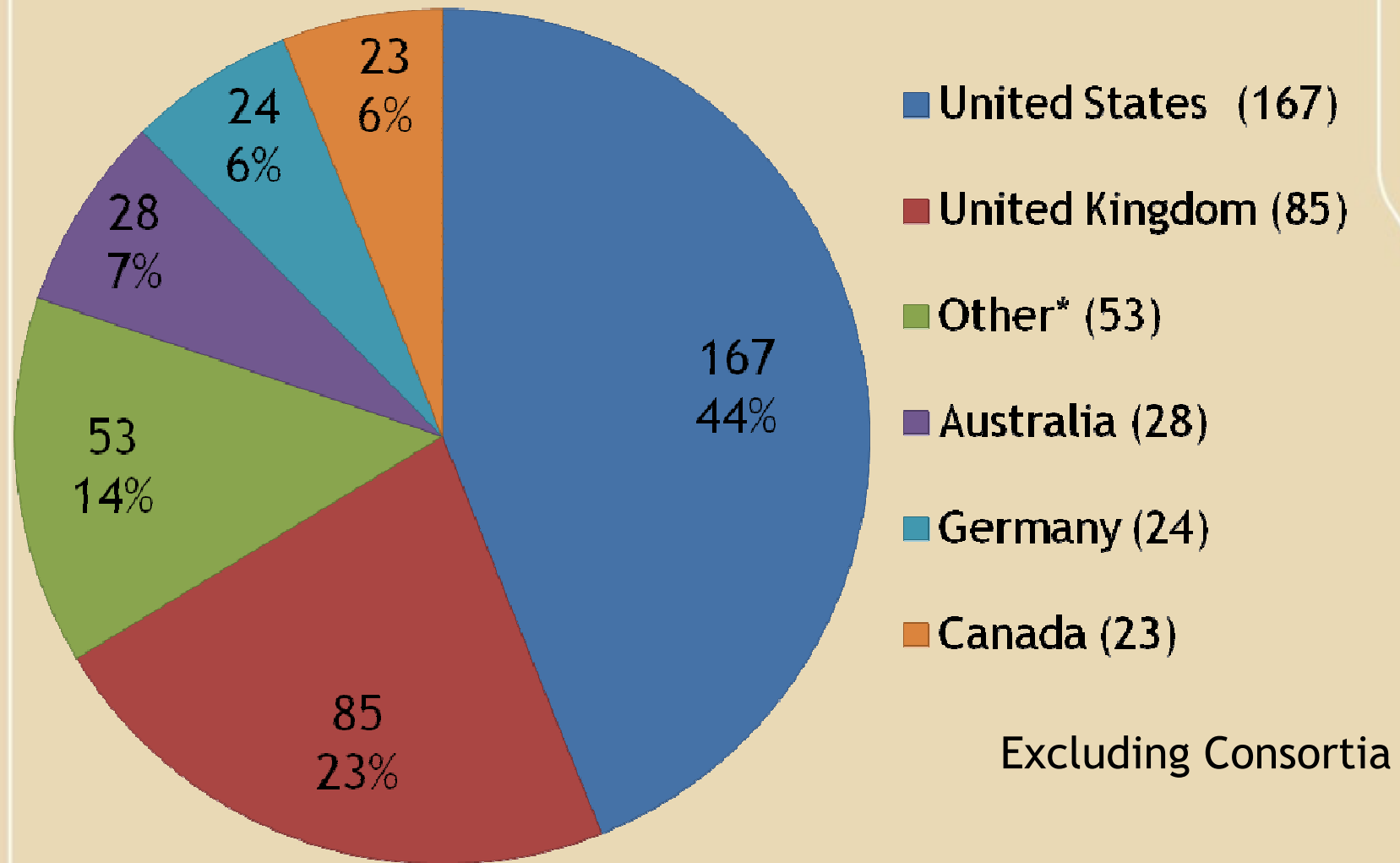70,000 in 175 countries

Round 2 – 78 books from 26 publishers
Unlatching April 2016

Libraries Participating in KU

- United States (167)
- United Kingdom (85)
- Other* (53)
- Australia (28)
- Germany (24)
- Canada (23)

167 44%
85 23%
53 14%
28 7%
24 6%
23 6%

Excluding Consortia

Round 2

Five Subjects

- History (2 packages)
- Literature
- Politics
- Media & Communications
- Anthropology

Key Features of Round 2

- 78 books in 8 packages

- Minimum for 6 packages - $2,643

- Maximum for all eight packages - $3,891

- Capped amount – avge under $50 per book

Pilot Publishers (all also in Round 2)

Amsterdam UP

Bloomsbury Academic

Brill

Cambridge UP

De Gruyter

Duke UP

Edinburgh UP

Liverpool UP

Manchester UP

Purdue UP

Rutgers UP

Temple UP

Michigan UP

Round 2 – additional publishers

Yale UP

Routledge

Pluto

Toronto UP

Brandeis UP

Dartmouth UP

Leiden UP

Monash UP

Colorado UP

Ubiquity

Penn State UP

Berghahn

Fordham UP

What we have learnt

- Moving from collecting to connecting is hard

- Fast changing crowded closed environment – PDA, DDA, EBA

- Answering to our masters on all sides is hard

- Serving the customer is increasingly demanding

Take aways – the last 3 years

OA has to be justifiable to all constituents

Reasons for going **OA** vary

Trust needed to execute experiments

Going Forward

Proof of Concept*

  Pilot and Round 2

Proof of Process (Scale up over 2016/17)

  New platform, backlist books & journals)

Proof of Sustainability (2018+)

  Self-funding through mark-up

*Three Stages of Proof – Rick Anderson, Scholarly Kitchen

Going Forward

Expanding Frontlist

Exploring Backlist

Flipping Journals

KU South

KU Textbooks?

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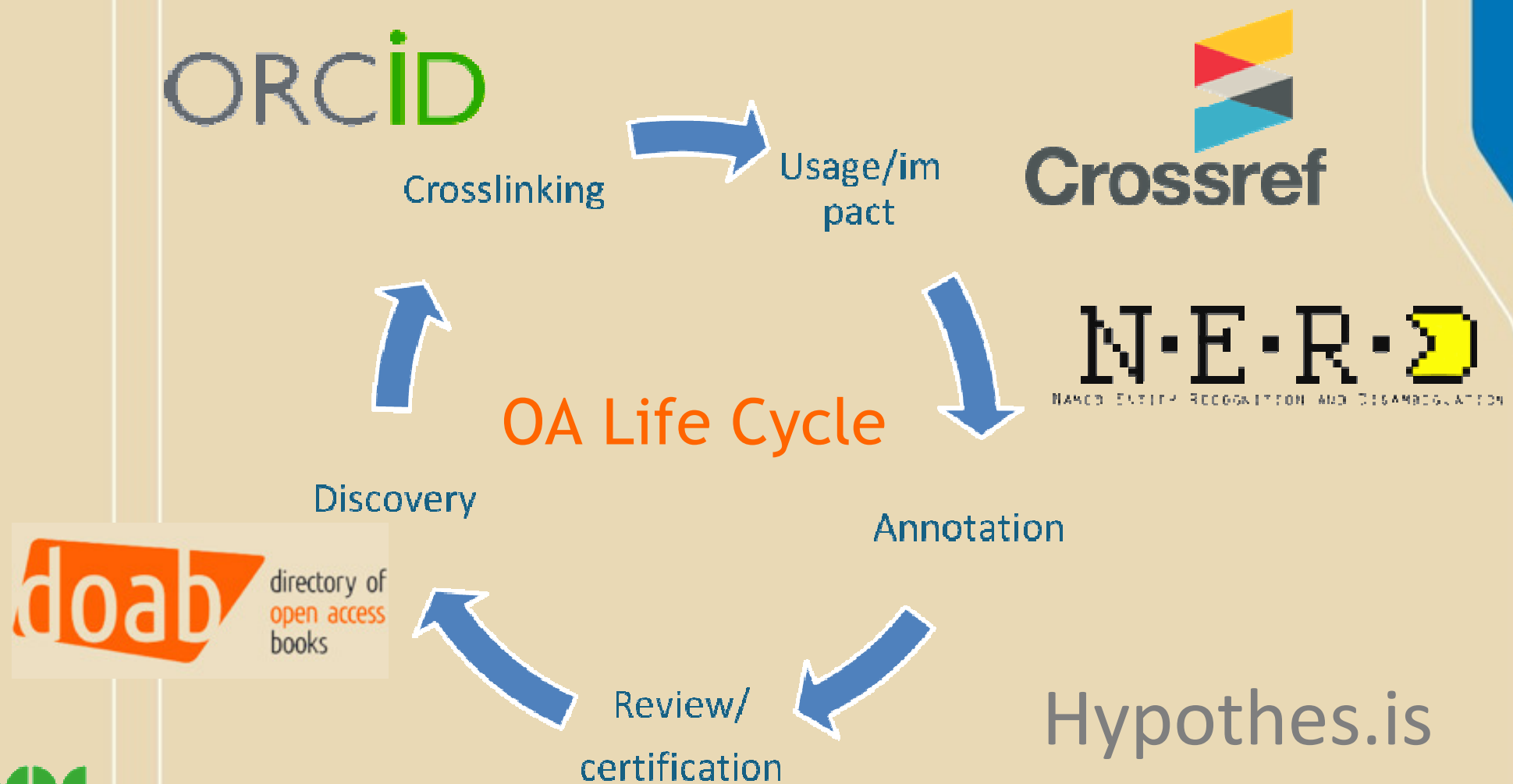
KU – London

KU – Berlin

KU – USA

KU Research – Perth

Usage and Impact

Working with others to broaden access and discoverability of monographs

KU books indexed by Google Scholar

Monograph Metadata - OAPEN

ORCID

Crosslinking →

Usage/impact

Crossref

N·E·R·D
NAMED ENTITY RECOGNITION AND DISAMBIGUATION

OA Life Cycle

Discovery

Annotation

doab
directory of
open access
books

Review/
certification

Hypothes.is

Engagement with Start-ups

PAPER HIVE

Letting high-quality literature stand out

Launching on May 1!

info@paperhive.org
@paperhive

- cross-publisher **in-document public** discussions among researchers

- contextual **private** collaboration in published documents or drafts

PAPER HIVE

KUDOS

A web-based service that helps increase the **impact** of research and build academic **reputations**

researchers • universities • publishers •

KU Research

- Developing an international network of researchers, librarians, publishers and digital intermediaries

- Focussed on understanding processes of innovation and change in research communication ecologies

- Utilizing data and networks arising from KU

- Exploring the distribution and uses of OA books

- Methodologies for sharing data with stakeholder communities

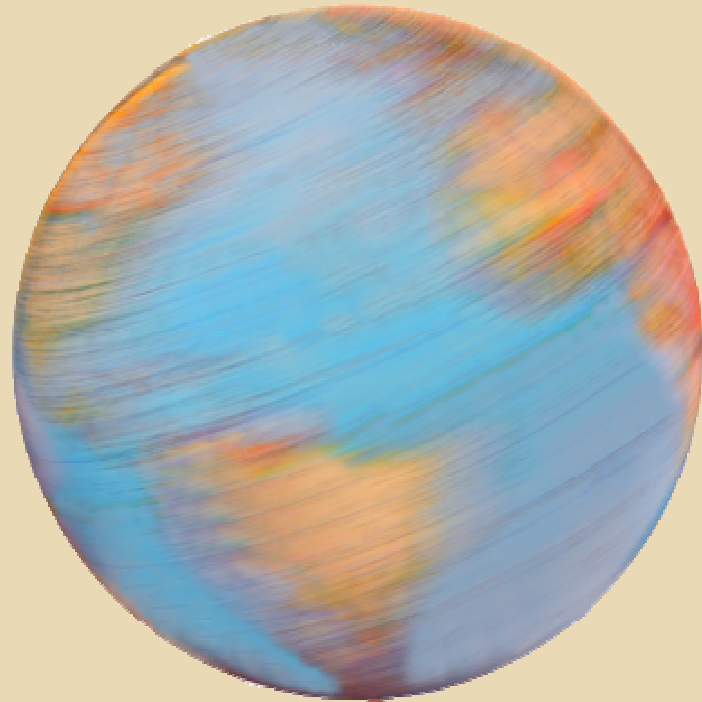# One Publisher's Experience

MUP's Experience with OA Books

99 Books

OA between 1-5 years

684,800 downloads

Nearly 7000 per title

The Prize

MUP books in
205 countries!

Knowledge Unlatched

Thank You