

OA at MUP

Simon Ross

Chief Executive

Manchester University Press

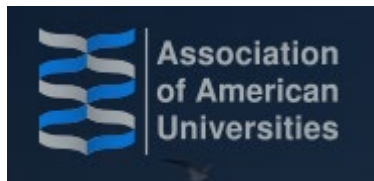
Manchester University Press

University Press since 1904

- A 'Department' of UK's largest research intensive university
- Peer-reviewed books and journals in the Humanities and Social Sciences
- Global author and customer base – 10% UoM author base, over 50% non-UK authors
 - 200+ books per year
 - c. 25-30 OA books a year
 - 6 Journals



History of Open Access books



Open Access - Gold

- Primarily monographs (some academic-trade crossover)
- PDF and HTML full-text online, now ePub, hardback print (paperback for trade)
- Mostly CC-BY-NC-ND licence, preferred in HSS over CC-BY
- BPC = £9,850 + VAT (up to 120,000 words + 20 illustrations)
- Full-service - Rigorous peer review, editorial, production and marketing support

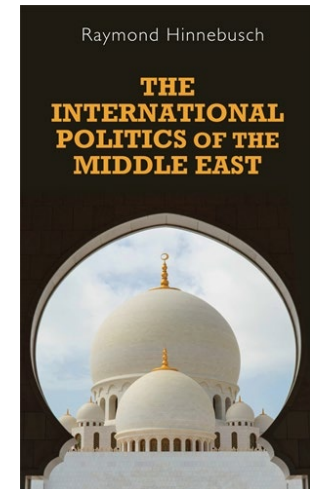
Open Access Statistics



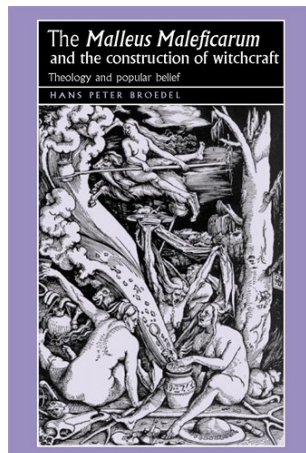
165 books

In 2018:

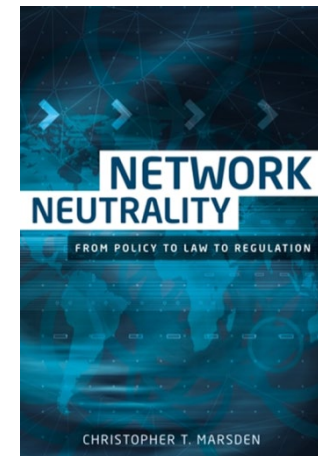
24 new OA editions



260,520 full-text downloads

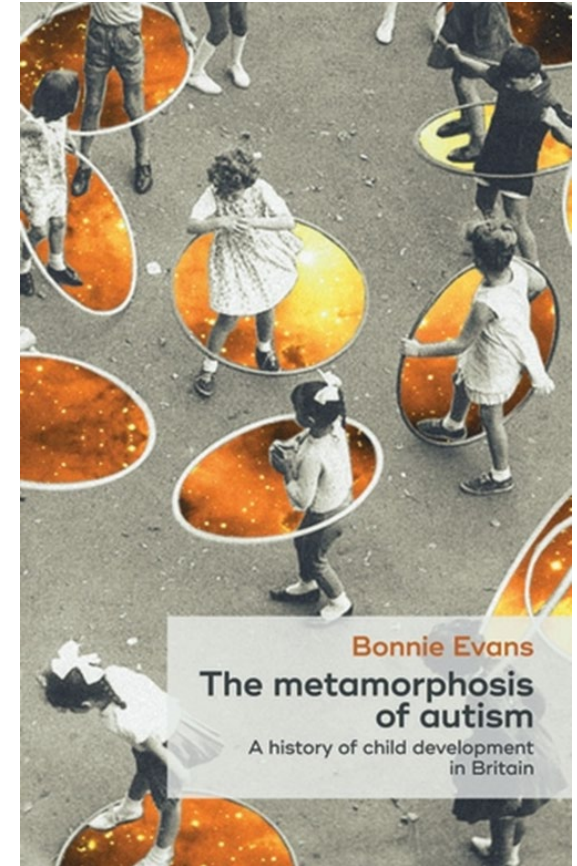


199 countries



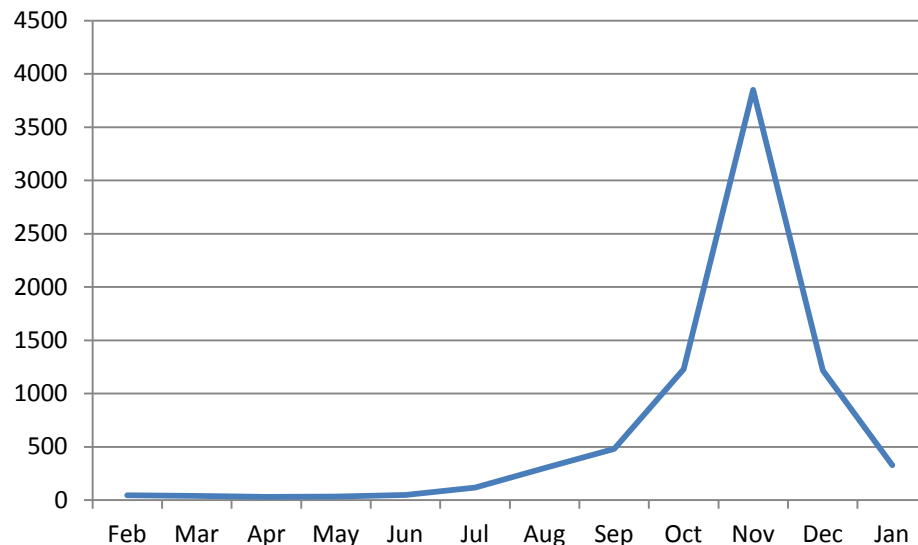
Example 2: *The metamorphosis of Autism*

- Medical history monograph
- c. 2,000 downloads since February 2017
- Usage continues to increase
- C. 160 downloads per month
- Hardback sold £25




Example 3: *Go Home?*

- Trade book on immigration policy
- 8,424 downloads since March 2017
- Spike in Autumn 2018, link to the Yellow Vest movement?



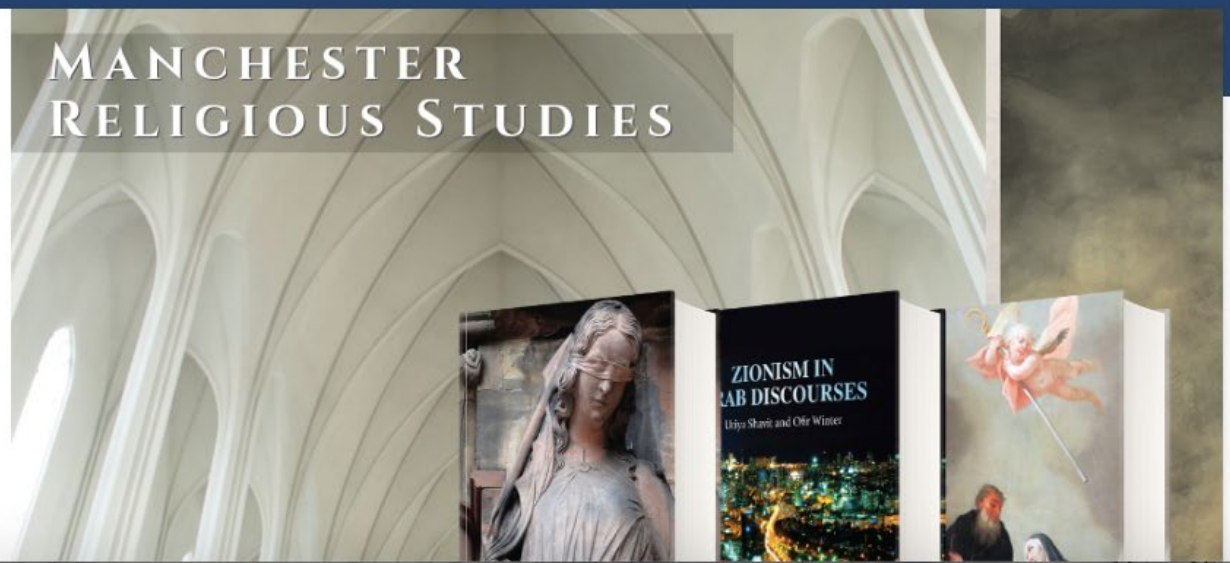


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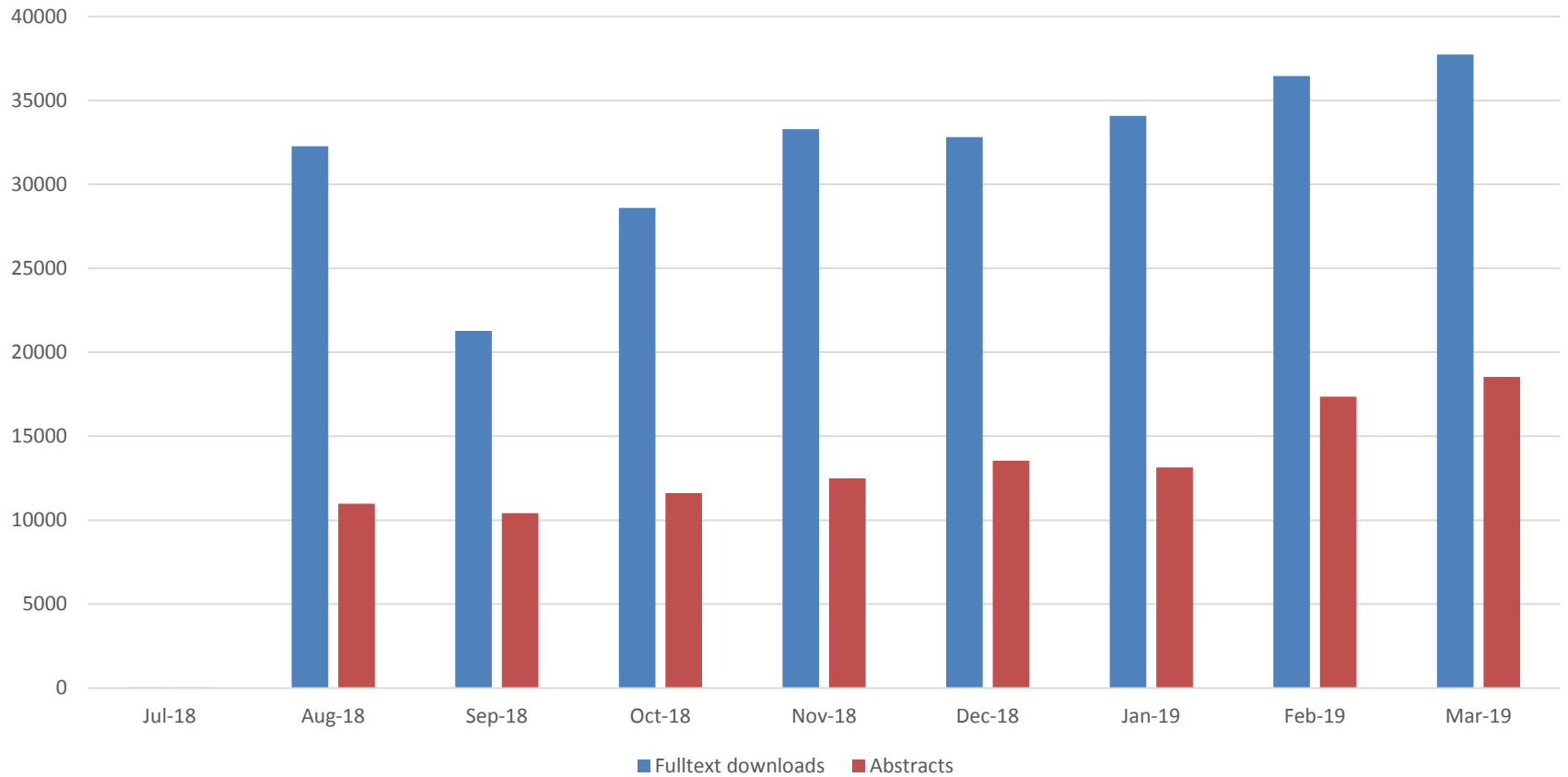
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Downloads since launch

Open access title downloads per month



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- Increasing usage – outside OAPEN
- Driving cross-site traffic
- Institutional offers and promotion
- Individual offers and promotion

- Full book, ebook collection, journal functionality
- Attracting requests to publish and host other OA output

Where next?

- Certainty in the direction of travel
- Uncertainty in the policies, sources of funding, timing and breadth of application, implementation details...
- Unintended consequences – ‘Collateral damage’
- Joined-up approach by the UoM, Library, Research office, MUP – *outreach work*
- Extend the existing collaboration with UoM Library
- Significant changes *likely* on the horizon for the future of the institutional library subscription for journals