What drives innovation or entrepreneurship in publishing?

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CEU PRESS

Who leads change today?

Fast forward

You can now search for information online, author text through an AI, translate it, and have it read back to you.

Today, technology is developing, and the world of publishing is only responding.

Publishing

publier

to "make public, spread abroad, communicate"

- What if publishing shifted from being a passive responder to technology to leading change?

- How can we affect technological, cultural and political change?

- More than a service industry

- Broadening our understanding of the horizon of publishing's impact

Publishing as being responsible for public's response to the written word

Considering our relationship to words and the impact of the democratization of these tools

Expanding the horizons of what comes next

- Not a passive responder, but a determining factor

- Open access is a part of that thinking

- More entrepreneurship in OA books

New OA Publishing Models for Books

Delayed OA

Cambridge UP - Flip to Open

JSTOR – Path to Open

New OA Publishing Models for Books

Immediate OA

Bloomsbury Academic – Open Collections

MIT – Direct to Open

Michigan - Fund to Mission

CEU Press & LUP - *Opening the Future*

Opening the Future in a nutshell

**Library subscribes to backlist package of *non*-OA books offered by publisher at special discounted price**

Publisher makes backlist package of *non*-OA books available to library patrons

Publisher uses subscription money to publish new OA books

Icons by Flaticon.com

Perpetual access granted after three years membership

Books in the subscription package remain non-OA
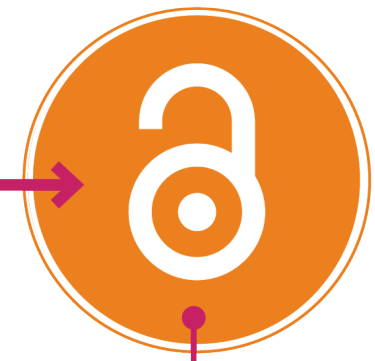
Frontlist books are published OA, as soon as money accrues, from first in the pipeline

As we accrue enough funds from subscriptions we can publish the next OA book, a rolling process
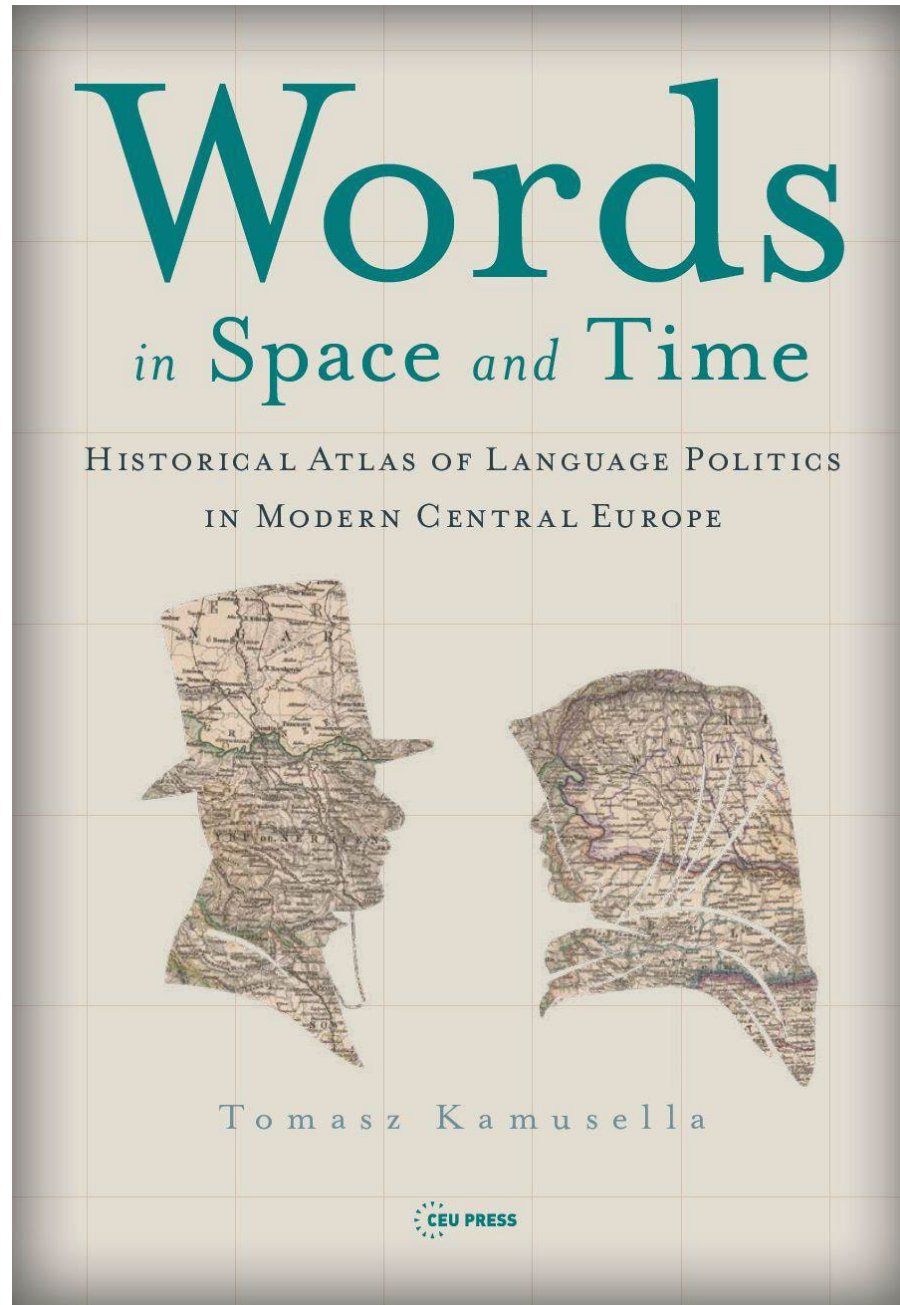
Library members
As more members join the programme, the pot for funding OA books gradually grows.

Rolling publishing process
Books are made open as we go. As soon as we accrue enough money we can publish.

Ten members
Once approx 10 members have signed up we will have accrued enough money to publish our first OA book.

Twenty members
With around 20 libraries signed up, we can afford to publish another OA book.

And so on
The more members join the scheme, the more money we can put towards funding OA.

Icons by Flaticon.com

Note: the OA modelling here is based on a membership of medium-size band pricing. Appraising the cost per book/per library is only possible once we've had time to accrue members. This is a pilot project.

Supporting frontlist Open Access books

New books funded from
membership subscriptions
to backlist packages

OPENING THE FUTURE

CEU PRESS

Membership growth

2
NEW BOOKS
PUBLISHED

10
NEW BOOKS
PUBLISHED

20
TARGET
NEW BOOKS

25+
TARGET
NEW BOOKS

LIBRARY

15 BACKLIST PACKAGES
SUBSCRIBED

75 BACKLIST PACKAGES
SUBSCRIBED

150 BACKLIST PACKAGE
TARGET

180+ BACKLIST PACKAGE
TARGET

2021   **2022**   **2023**   **2024**
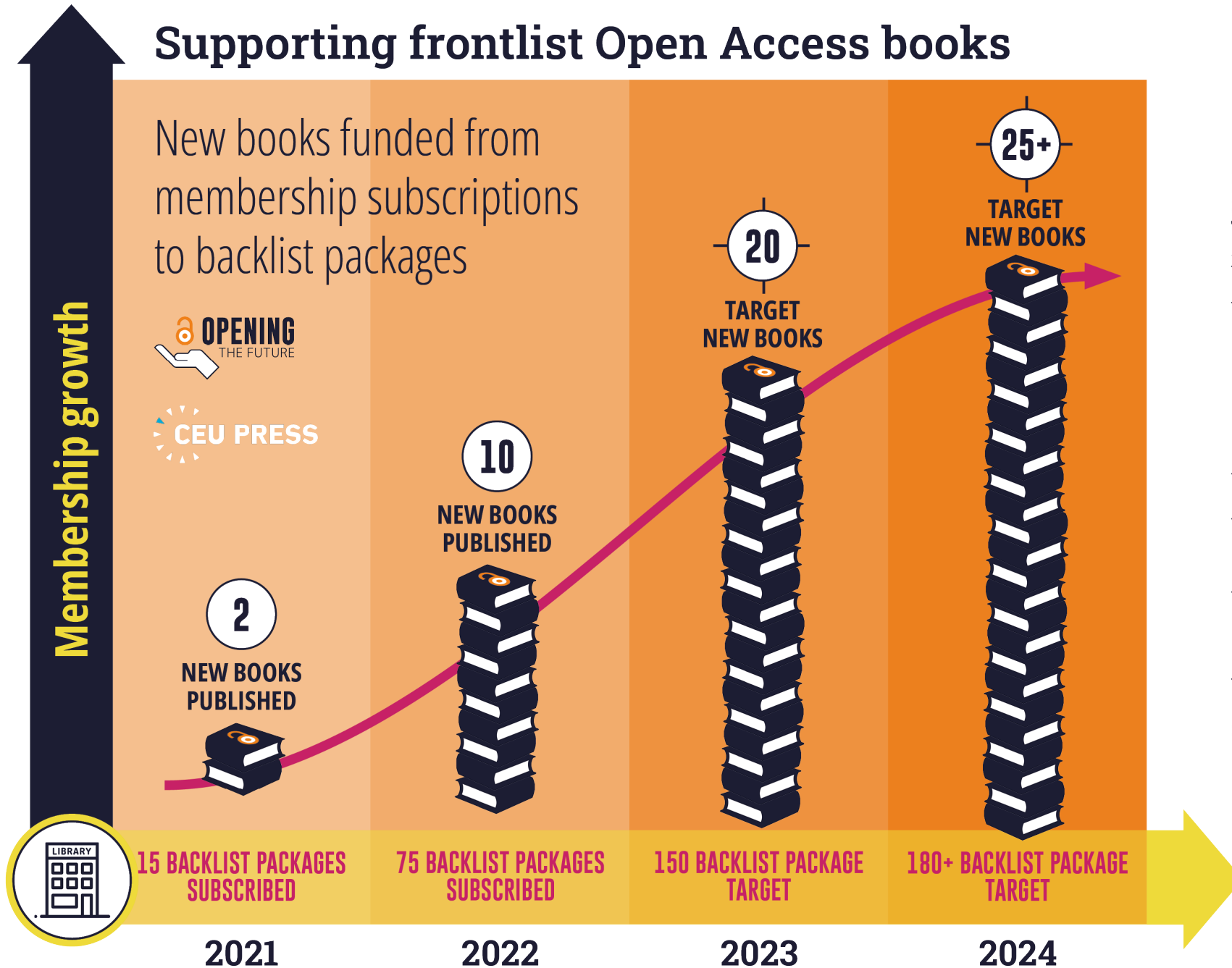
Note: the targets here are based on an average membership of €1100 per year. The 'books published' and 'book target' figures are per year, not cumulative. Growth in membership is cumulative however, reflecting the three-year commitments from libraries. Icons by Flaticon.com.

Words

in Space *and* Time

Historical Atlas of Language Politics in Modern Central Europe

Tomasz Kamusella

CEU PRESS

14,230 downloads across 125 institutions in first 12 months of publication on MUSE platform

Impact of open access for books

Total downloads per OA book on Project MUSE
December 2021 to December 2022
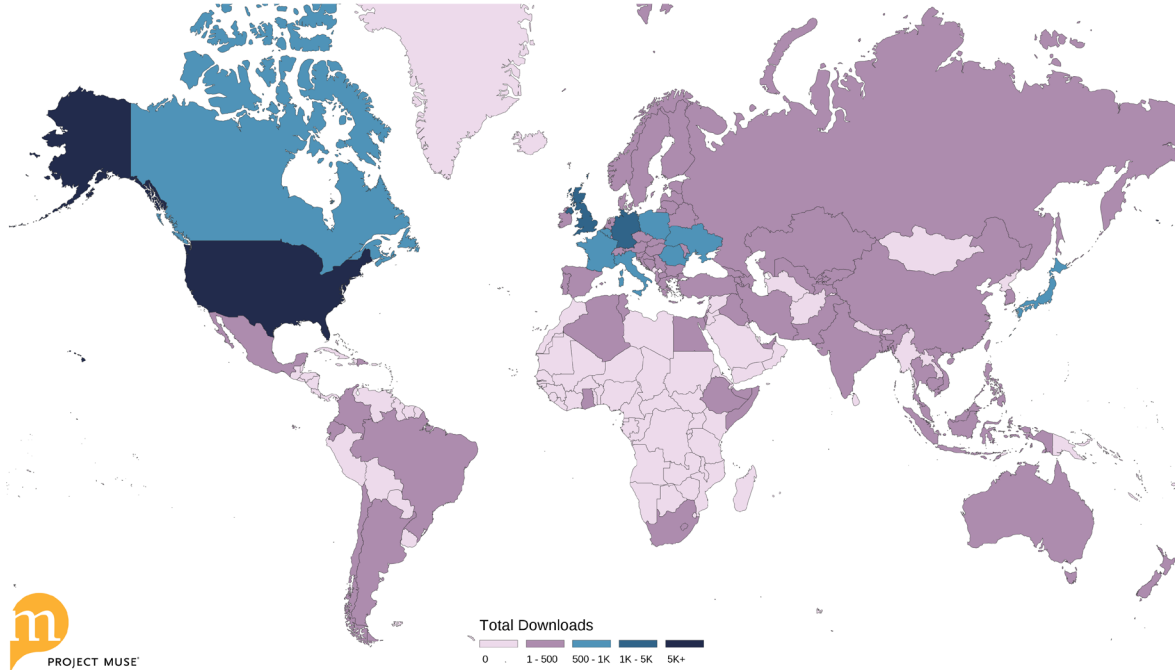
Total downloads per non-OA book on Project MUSE
December 2021 to December 2022

Total Downloads

0 · 1 - 500 · 500 - 1K · 1K - 5K · 5K+

Total Downloads

0 · 1 - 500 · 500 - 1K · 1K - 5K

PROJECT MUSE
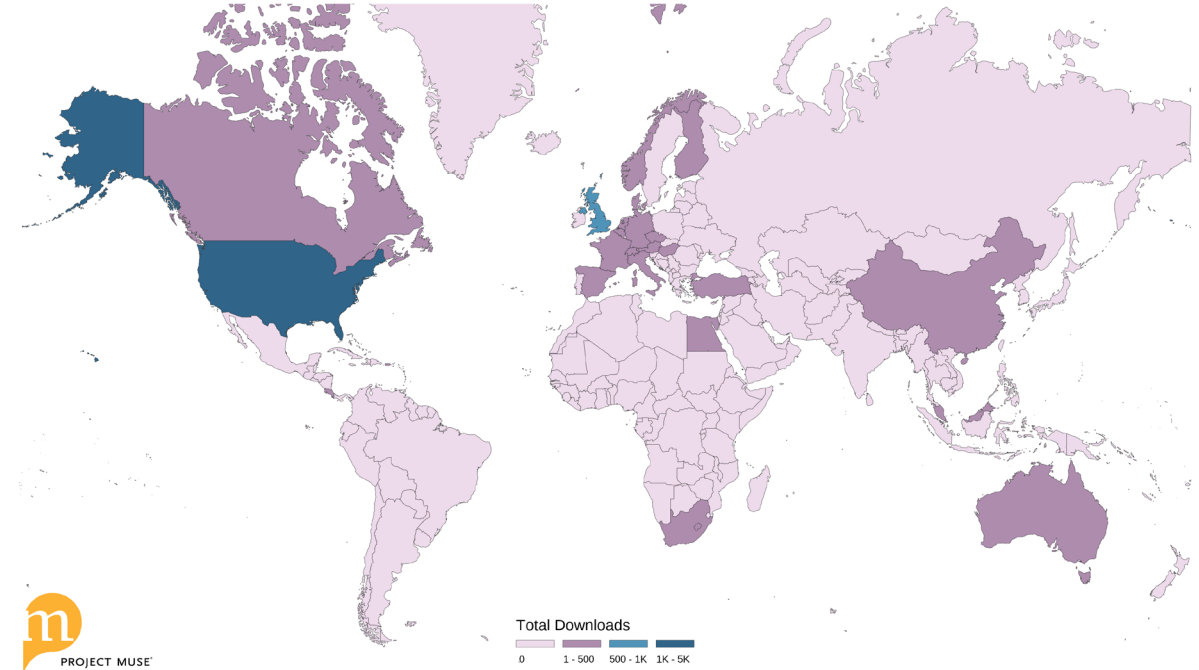
Conclusion

- We need to think more not less of the role of publishing

- Expand our horizon of understanding its impact

- OA is one way to participate in strengthening publishing's impact

Thank you