



Knowledge Unlatched: A Model for Cooperative Financing of Scholarly Books in Open Access

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(by courtesy of Frances Pinter & Lucy Montgomery)

This Presentation

- Open Access Challenges for Books
- What is Knowledge Unlatched?
- KU's Goals
- How does it work?
- Pilot Collection and Next Steps



Context: A Troubled Market

- Sales of academic monographs have declined by 90% over 20 years
- Prices have increased beyond inflation
- Publishers are struggling to cover their costs
- Libraries struggling to afford books
- Academics are struggling to get published
- Readers have limited access to the books they want



Why Are Books In trouble?

- A very small market (libraries)
- Library budgets under pressure
- The number of monograph **titles** has increased
- Print runs for each title have decreased
- Publishers must spread the costs of publishing each title over a smaller number of copies
- **Journals** have become (much) more expensive



Open Access for Books?

- Digital technology is providing opportunities to widen access and increase impact
- Research funders are beginning to require Open Access
- Many authors would like Open Access options



But...

- The cost of publishing a 70,000 – 100,000 word monograph *higher* than the cost of publishing a 5,000 – 10,000 word journal article
 - HSS research budgets are small
 - Some authors aren't attached to a research budget at all
 - Author-side payment approaches being taken up by journals won't work
- ...creative approaches required: need to find ways to use limited budgets more effectively





Knowledge Unlatched

What is Knowledge Unlatched?

- Not-for-profit initiative helping libraries to share the costs of making books Open Access
- Libraries from around the world collaborate to *share* the costs of making books open access
- CC-BY-NC or CC-BY-NC-ND license
- Front-list titles (new books)
- Immediate upon publication (no embargo)



Partners

Jisc Collections

New York Public Library

LYRISIS

Max Planck Society

OAPEN

Key Supporters

Big Innovation Center

British Library Trust

Open Society Foundation

Founding Libraries

Queensland University of
Technology

The University of Melbourne

The University of Western
Australia



Knowledge Unlatched Goals

- A sustainable route to OA for Humanities and Social Science (HSS) books (long-form publications)
- Spread costs of OA across many institutions globally
- Ensuring that HSS long-form publications are as accessible as OA science journals
- Help libraries to maximize the positive impact of spending on books



How Does it Work?

- Knowledge Unlatched is helping libraries from around the world to coordinate their monograph purchases
- Libraries can *jointly* offer a **Title Fee** payment to publishers
- In return, publishers make titles selected by the community available on Open Access



What it Looks Like

- Publishers offer forthcoming books to libraries via Knowledge Unlatched
- Libraries pledge a capped amount to ‘unlatch’ the books
- If enough libraries pledge, the libraries share the payment of a **Title Fee** for each book
- Publishers make a PDF version of titles available on an OA license via OAPEN upon publication
- Books are preserved and discoverable. MARC records available for all titles



What is a Title Fee?

- The **Title Fee** represents the basic cost of publishing a book
- Payment of the **Title Fee** allows publishers to feel confident that they will break even on each title
- Because the Title Fee is a **fixed amount** as the number of libraries pledging increases, the **cost per library decreases**



Title Fee Examples

Title fee	Participating Libraries	Cost per Library
\$10,000	250	\$40.00
	500	\$20.00
	750	\$13.33
\$15,000	250	\$60.00
	500	\$30.00
	750	\$20.00



The Pilot Collection

- Proof of concept for Knowledge Unlatched
- 28 new books from 13 publishers
- Literature; History; Politics; Media & Communications
- At least 200 libraries from around the world need to sign up so that the collection can be made OA
- Maximum cost per library: \$1680. This is an average of \$60 per title
- If more libraries pledge, the cost for each library will be less



Pilot Collection Publishers

Amsterdam University Press

Bloomsbury Academic

Brill

Cambridge University Press

De Gruyter

Duke University Press

Edinburgh University Press

Liverpool University Press

Manchester University Press

Purdue University Press

Rutgers University Press

Temple University Press

University of Michigan Press





Pilot Timeline

KU Collection Pledging Period	October 2013 – 31 January 2014
Decision on Unlatching	Early February 2014
If decision is yes, calculate final unlatching fee for libraries	Early February 2014
Advise libraries and publishers of pledging result	Mid February 2014
Invoices issued to libraries	Mid February 2014
Titles become available via OAPEN	Immediate upon publication
Publishers paid by KU	After books have been unlatched and libraries have paid



Next Steps: 2014

- Review results
- Develop library role in governance: Library Steering Committee and Collection Committee
- Repeat the cycle again with more books, more publishers (signing up now!) single subject packages and individual title options
- Continue recruiting more libraries to lower costs further
- KU South: an exploration of ways in which KU might work with publishers in developing country markets
- Help foster diversity in the monograph landscape



Making Knowledge Unlatched Sustainable

Set-up and Pilot

Grants and library partnerships cover set-up and running costs

From 2014

Increase the number of publishers and books

KU will take up to 5% of Title Fees to cover costs, reducing as volume goes up



Who Benefits?

- **Readers**
- **Libraries**
- **Authors**
- **Independent Researchers**
- **Publishers**
- **Everyone else too**



Sign Up for the Pilot Collection!

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