
Open Access Monographs and OAPEN-UK

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Wednesday 18th June 2014



OUP as Publisher of Scholarly Books



- World's largest university press
- Support excellence in research, scholarship and education
- 2012/2013 published over 3,800 academic titles.
- Publish approx. 400-500 scholarly monographs every year.
- More than half our sales are now from digital materials.
- Responsive to changing publishing landscape, current debates and needs of the academic community.

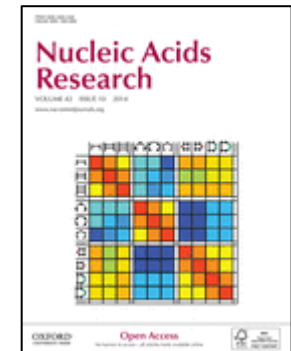
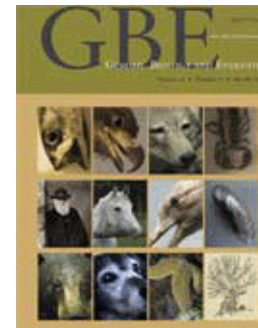
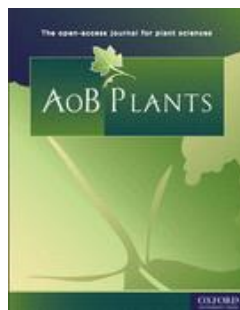
OUP's OA Strategy

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- Support **sustainable** and **high-quality** OA publishing
 - Willingness to **experiment** with different business models and **share** evidence
 - **Engagement** with the author, society, reader, funder, and industry **communities**
 - **Fair** and **sustainable** OA charges and subscription pricing
 - **Efficient** administration and **user-friendly** interface

Fully OA Journals

19 journals

OXFORD
UNIVERSITY PRESS



Open Access Monographs- Where are we?

OA is increasingly becoming a requirement of all scholarly publishing

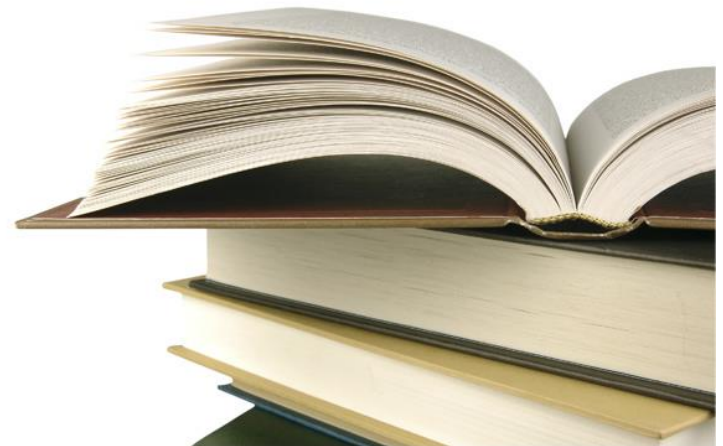
How can OUP enhance our offer to academic community?

Enhanced dissemination?

Investigating business models- involvement in **pilot schemes** such as OAPEN-UK.

Responding to author need in light of **funder requirements**.

Demand needs to come from **authors**



Open Access Monographs Pilot Study

OUP participating from **September 2013- 2014.**

Contributed **18 pairs** of matched titles from Academic and Law, frontlist and backlist.

Matched on publication date, market, print run, and price point.

Authors paid participation fee for open publications.

Measuring downloads, user behaviour and impact on print and e-book sales.

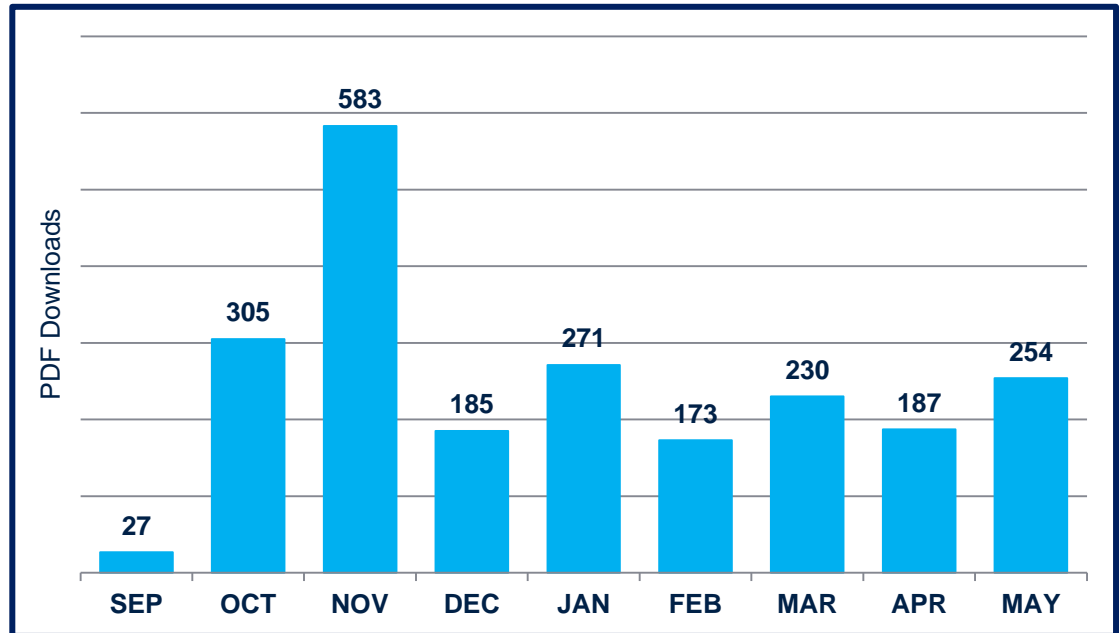


Usage Data- Number of Open Access PDF Downloads Sep 2013- May 2014

18 OA PDFs have been downloaded a total of **2,215** times from the OUP UK catalogue.

The highest download number by title is **471** and the lowest **39**.

Download rates **higher** where authors have promoted OA publication on social media and personal web pages.



Usage Data- Location of Downloads

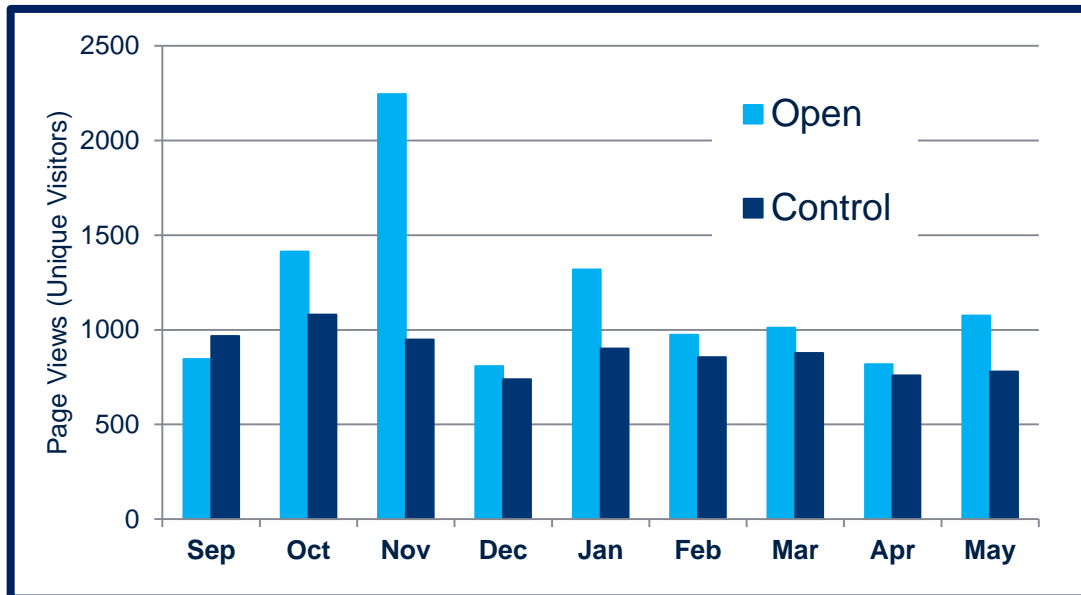


Downloads of OA books recorded in **76** different countries worldwide.

Majority of downloads in the **UK** and **US**.

Germany, the Netherlands, Switzerland and Australia also significant.

Usage Data- Number of Page Views on the OUP UK Catalogue

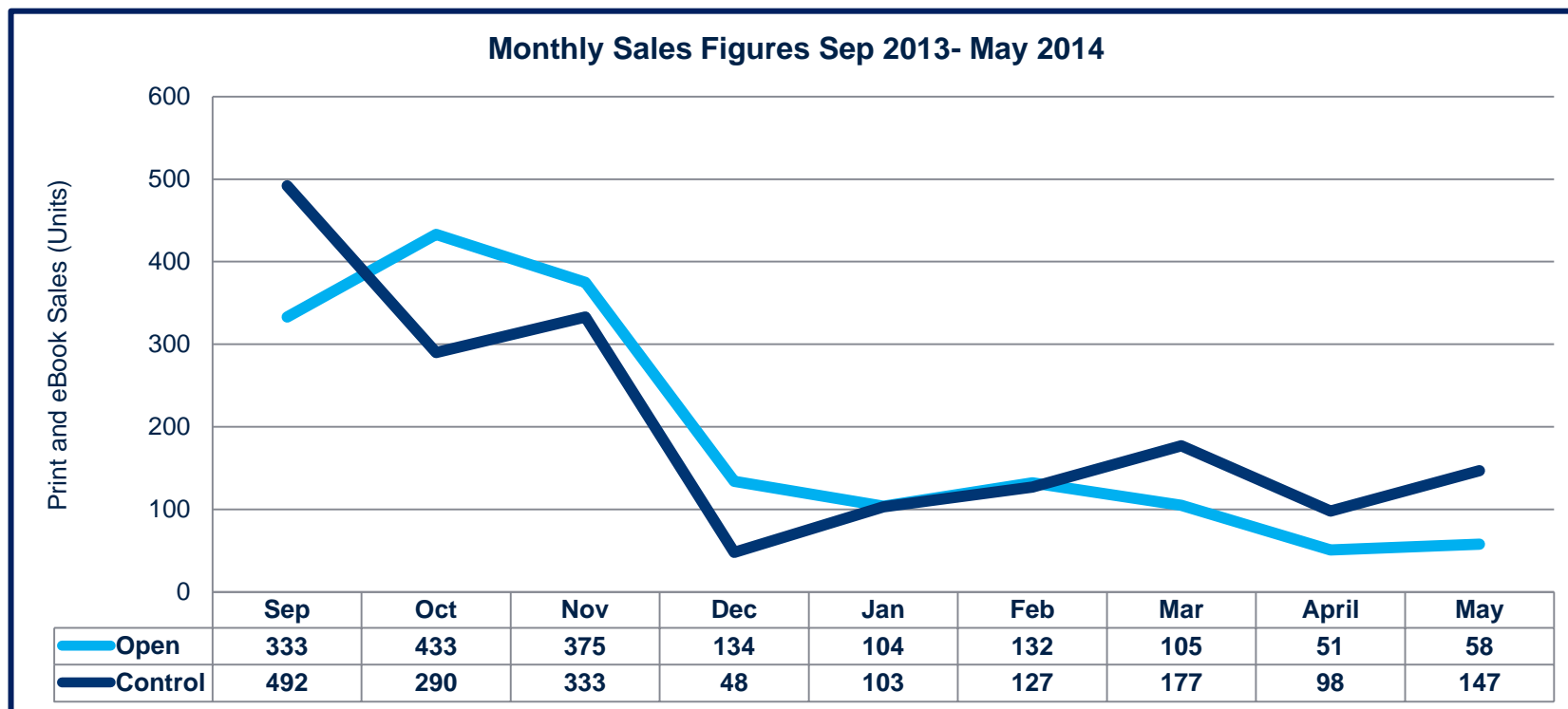


Open Access titles were viewed a total of **10,513** times on our website over 9 months, compared with **7,908** views for the control titles.

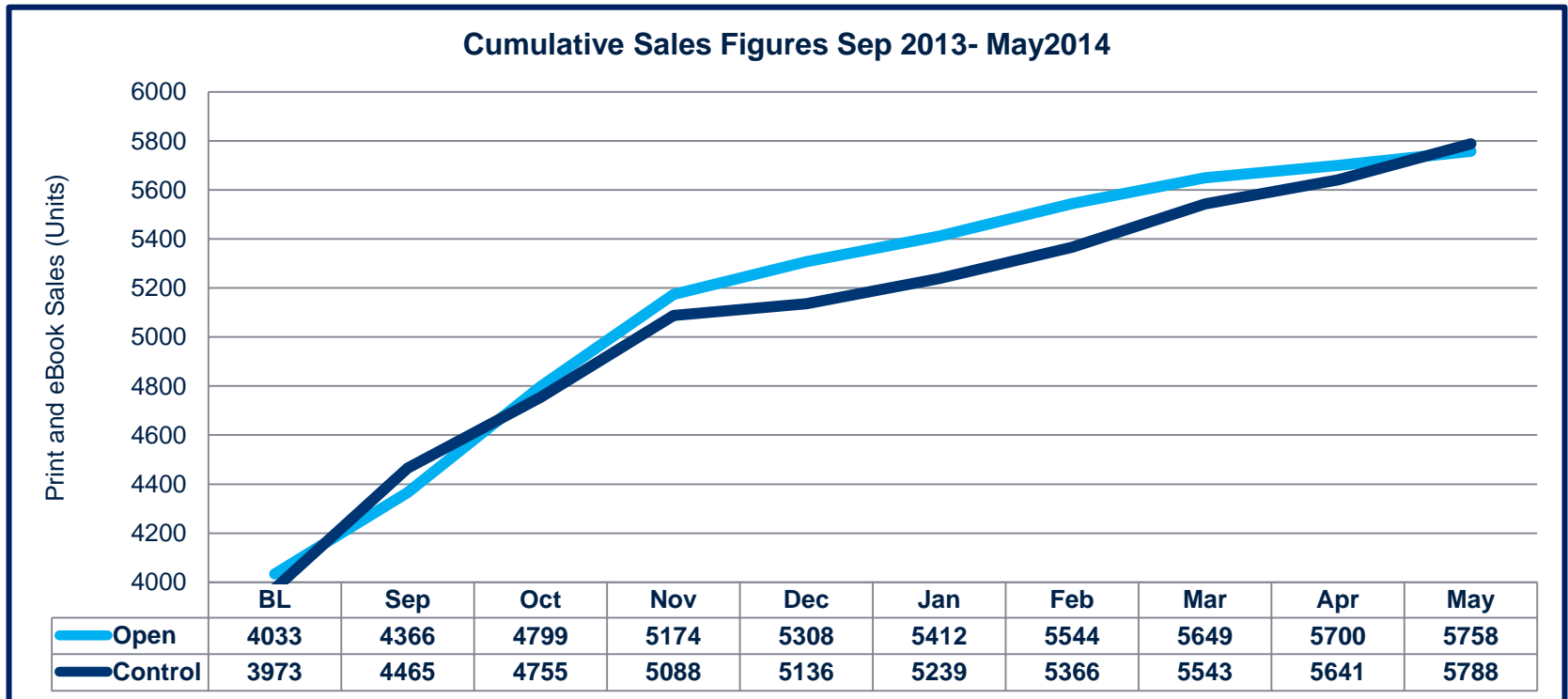
On average, the number of page views are **25%** higher for open titles.

Oxford Scholarship Online, OAPEN library, and Google Data to be collated before the end of the project.

Sales Data- Print and eBook



Sales Data- Print and eBook



OAPEN-UK Pilot- Lessons Learnt

- Results themselves very valuable in guiding publishers on open access.
- Useful exercise in testing our websites and internal systems- how they cope with hosting open content. Generally good but some improvement required!
- Lack of awareness across functions sometimes meant links to the OA PDFs disappeared – importance of communicating internally!



- Guiding online readers clearly to the OA version- providing information, links, thinking about online navigation and the user pathway.
- Some issues feeding marketing text out to external sites- Amazon etc.
- Problems with Google usage stats -experienced by other publishers.

Main lesson: importance of communication and raising awareness on OA Books...

OUP Open Access Monographs

What next?

Overall environment – HEFCE Expert Reference Group

Internal discussion ongoing.

Liaising with academic community - what service do they need from publishers?
Looking at market research opportunities.

Looking at developing our own plans **in response to author demand.**



OPEN
ACCESS