Open Access as Collective Action
The Model of Knowledge Unlatched

Berlin, Jan. 19, 2017
Dr. Sven Fund

Agenda

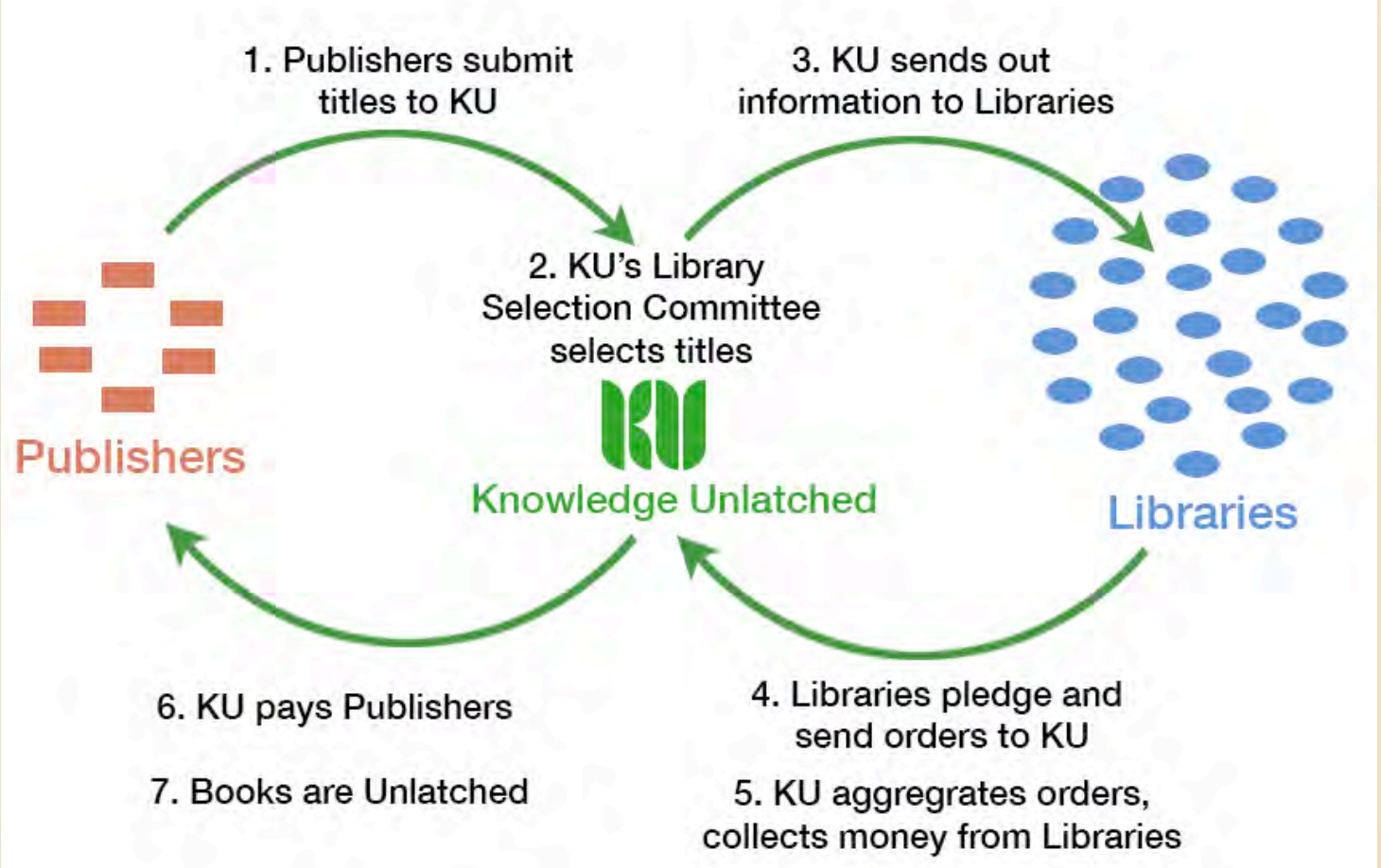
- **How it All Began**
- Where We Stand Today
- What's Next?

Knowledge Unlatched: The Idea

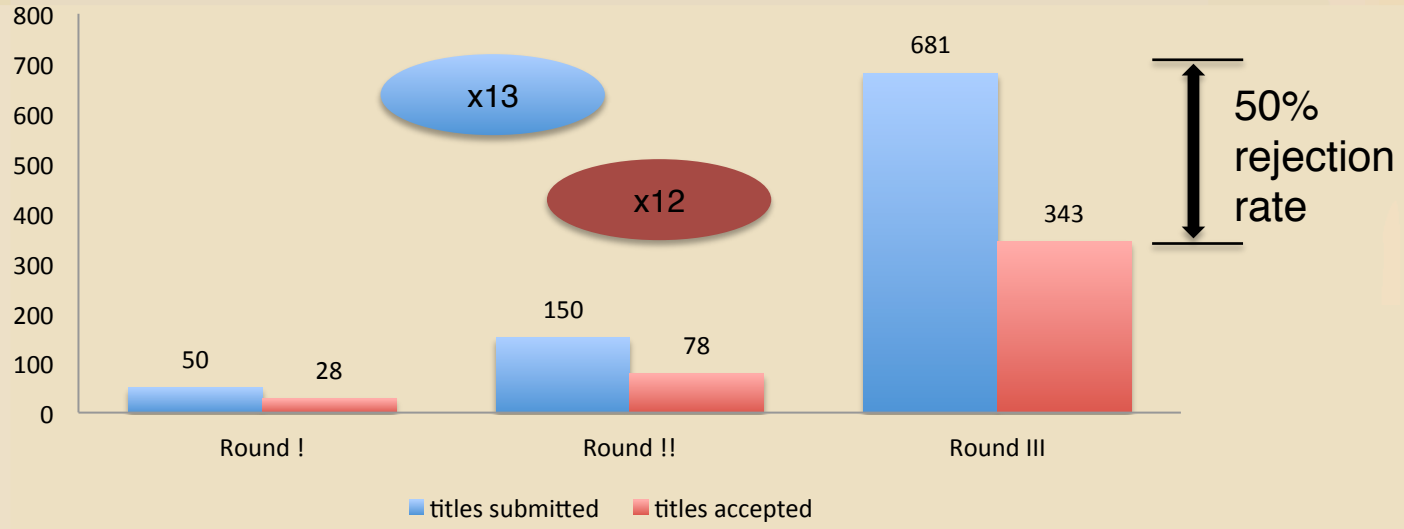
- Founded by Frances Pinter in London in 2012
- Positioned as an intermediary between libraries and publishers
- Goal: Finding a solution to issues around financing and organization in the transition to Open Access
- Focus: Monographs in the Humanities and Social Sciences
- Only front list, only English language titles
- Collaboration with established publishers, they themselves determine licensing
- Cost sharing: libraries and publishers fund KU at equal cost
- Pilot 2014, Round 2 2016

Knowledge Unlatched addresses and solves a central issue of Open Access – collaborative action

The KU Model


1. Publishers submit titles to KU
3. KU sends out information to Libraries
2. KU's Library Selection Committee selects titles
Publishers
Knowledge Unlatched
Libraries
6. KU pays Publishers
7. Books are Unlatched
4. Libraries pledge and send orders to KU
5. KU aggregrates orders, collects money from Libraries

Knowledge Unlatched: Gaining Critical Mass



- All titles go through peer review within the publishing houses participating in KU
- 50% of all titles submitted were selected for KU by its Title Selection Committee

Knowledge Unlatched secures the quality of titles to make selection of packages easier for librarians

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Scaling the Core: KU Select 2016

Content

- 147 new books to be published Nov 2016 – April 2017
- 196 backlist books published 2005 – 2015
- To be published Nov 2016 – April 2016

Last days of pledging!

Structure

- 14 packages: Anthropology, Archaeology, Classics, Economics & Management, History, Information Science, Languages & Linguistics, Literature, Media & Communications, Music, Philosophy, Political Science, Sociology, Theology & Religion

Financials

- $55 / €50 / £40 per front list book
- $13.75 / €12.50 / £10 per backlist book
- Unlatching fee: $ 10.780 / € 9.800 / £ 7.840 for complete collection

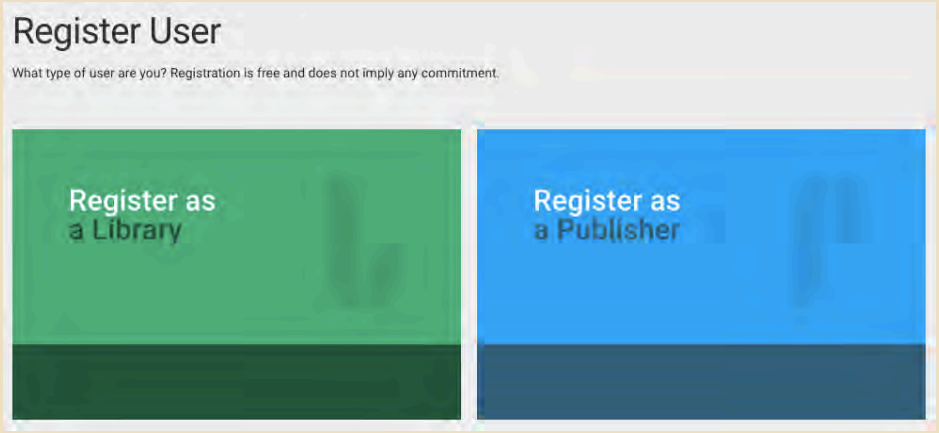
- 54 publishers from 5 continents

Adding backlist: Creating Collections Instead of Erratic Support of OA

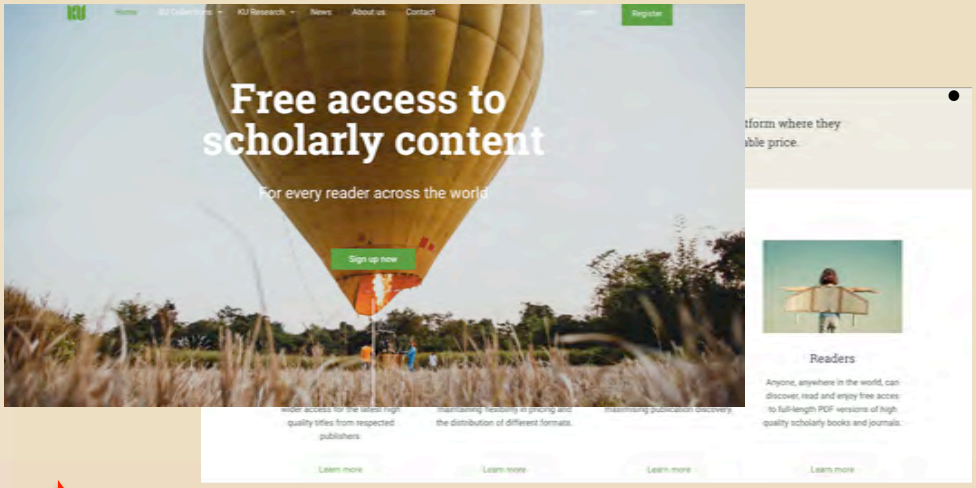
- Title selection:
  - Titles published 2005-2015 — English language titles only
- Topical packages, not mixed with front list
- Title fee to publishers: approx. €2,300/title
- Hosting with publisher platforms and OAPEN
- Publishers continue selling printed versions
- Recognition of participation if buying a second format (discount 35%)
- Title Selection Committee will start working mid June
- Pledging period: August 2016 – January 2017

So far, more than 75% of all libraries that pledged for KU Select 2016 have chosen the complete package

Preconditions for Scaling: Technology



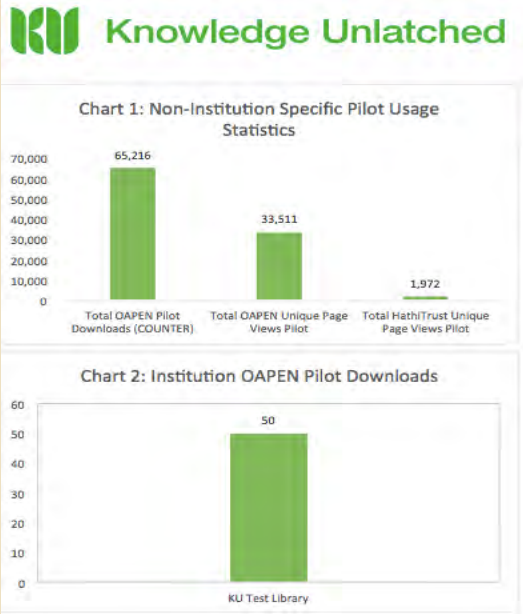
- Submission through publishers and library pledging automated

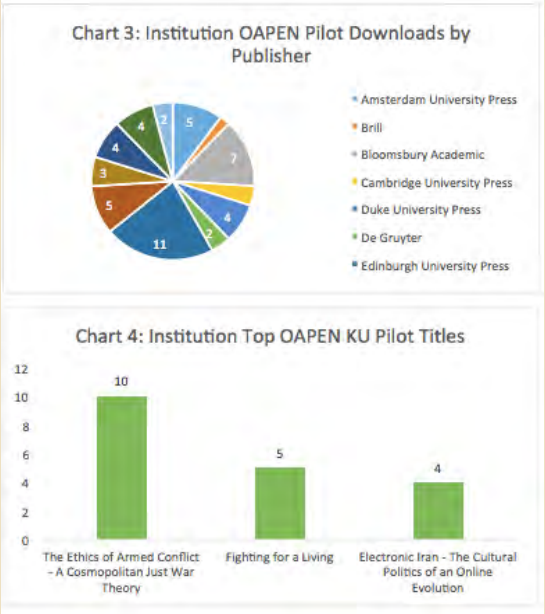


- New marketing Website for focused information

In its third round, Knowledge Unlatched aims for improved professionalization

New Horizons: Institution-specific Usage Statistics





Challenges for version 2.0 (Q1/2017):

- Capturing usage for Open Access material in general
  - distributed hosting of content
  - 50% of users not logged in with library
- Prevalence of traditional patterns to measure success and impact in library spending

Version 1.1 of institution-specific stats are available and were sent out this week

Overview of KU‘s Development: More Than Enough Remains to be Done

2014	2015	2016	2017
• 28 front list titles • 13 publishers • 1,680 USD participation fee • 23k+ OAPEN downloads	• 78 front list titles • 26 publishers • 3,891 USD max. price • Topical packages • 50k+ OAPEN downloads	• 343 titles (front list and backlist) • 54 publishers • 10,780 USD max. price • Trade integration • Pick & choose • Institution-specific usage stats • Fundref • ORCID • 67k+ OAPEN downloads	• 350 titles (front list and backlist) • 60 publishers • 30 HSS journals • Services (LangSciPress, OAPEN Repository)

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knowledgeunlatched.org Kunlatched KnowledgeUnlatched

Adding Journals to KU

- Approx. 40% of all research in the humanities and social sciences is published in journals
- Funders are looking for ways to “flip” journals from subscriptions based or hybrid to OA
- Publishers feel the pressure to live up to funders’ and libraries’ expectations
- Particularly small publishers don’t have their own solution for open access and are being pushed out of the market
- First conversations with both stakeholder groups show strong interest in adding journals to the model

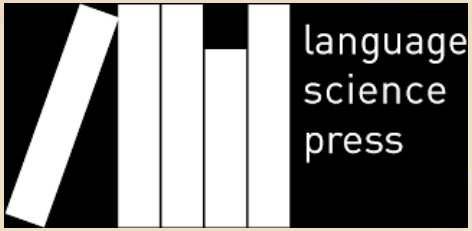
Knowledge Unlatched is ideally suited to help unlatch journals

Journals: The Plan for 2018

- Test with 30 journals from well-respected publishing houses, minimum 20 articles per annum
- Participating journals have to be at least ten years old
- Start with copyright year 2018, pledging in parallel to journal renewals in Q3/2017
- Commitment from libraries for three years required (2018-2020)
- Participation: 300-350 libraries in year one
- Target prices: €80 per journal/per library, €4 per article
- Pricing based on publishers' APCs (if available), otherwise industry averages
- Title submission open now
- Publishers that have submitted titles include Brill, Cambridge, De Gruyter, MIT Press, Sage

KU Journals – As easy as KU Books!

Expansion of the Model: Helping Language Science Press to Become Sustainable



- Language Science Press publishes high-quality research titles in Linguistics
- Founded by Stefan Müller und Martin Haspelmath, professors in Berlin and at Max Planck
- Seed financing provided by German Research Foundation (DFG)
- Funding required 2018ff: 100.000€ p.a. (for approx. 30 titles annually)
- Request to KU: Can you support the funding of Language Science Press in the future by providing infrastructure?
- KU will approach institutes of Linguistics as well as libraries worldwide
- Pledging amount per institution: 1.000€ p.a., three years commitment

Hypothesis: KU can also serve new services around Open Access to get distributed globally

Thank you!

Sven Fund
sven@knowledgeunlatched.org

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