Establishing Trust in New Business Models

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Founder Knowledge Unlatched
CEO Manchester University Press
What is Knowledge Unlatched?

- Collaborate initiative - libraries and publishers working together
- A road to OA
- A space to learn together
- KU Research
How to Achieve KU’s Vision

- Spread costs of OA across many institutions globally
- Help libraries to maximize the positive impact of spending on books
- Feed back research results
The KU Model

1. Publishers submit titles to KU
3. KU sends out information to Member Libraries

2. KU's Librarian Task Force selects titles
4. Member Libraries pledge and send orders to KU

Knowledge Unlatched

Publishers

5. KU aggregates orders, collects money from Libraries

Libraries

6. KU pays Publishers
7. Books are Unlatched
The obligation or responsibility imposed on a person or thing in whom confidence is placed.
Stage One

Librarians

Publishers
Stage Two

Librarians

Publishers
Three Years Later……

Stage Three

Establishing Trust
The Crossick Report

- The direction of travel is clear - OA
- How we get there needs working on
- Books are more complicated than journal articles, so we need a variety of models and funding sources
- Go forth and experiment
- KU is one model amongst a number
What Does KU want to Achieve?

- Reduce waste in the supply chain
- Make the purchasing process easier
- Ensure that origination costs are covered
- Achieve universal Open Access
- Understand more about how OA content is used
What we’ve done so far

Two Rounds of Frontlist Books

**Pilot** - 28 books from 13 publishers
Downloads in 18 months -
70,000 in 175 countries

**Round 2** - 78 books from 26 publishers
Unlatching April 2016
Libraries Participating in KU

- United States (167)
- United Kingdom (85)
- Other* (53)
- Australia (28)
- Germany (24)
- Canada (23)

Excluding Consortia
Round 2

Five Subjects

- History (2 packages)
- Literature
- Politics
- Media & Communications
- Anthropology
Key Features of Round 2

• 78 books in 8 packages
• Minimum for 6 packages - $2,643
• Maximum for all eight packages - $3,891
• Capped amount - avge under $50 per book
### Pilot Publishers (all also in Round 2)

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<th>Amsterdam UP</th>
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<td>Fordham UP</td>
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<td>What we have learnt</td>
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<tr>
<td>• Moving from collecting to connecting is hard</td>
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<td>• Fast changing crowded closed environment - PDA, DDA, EBA</td>
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<td>• Answering to our masters on all sides is hard</td>
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<td>• Serving the customer is increasingly demanding</td>
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Take aways - the last 3 years

OA has to be justifiable to all constituents

Reasons for going OA vary

Trust needed to execute experiments
Going Forward

**Proof of Concept**
- Pilot and Round 2

**Proof of Process** *(Scale up over 2016/17)*
- New platform, backlist books & journals

**Proof of Sustainability** *(2018+)*
- Self-funding through mark-up

*Three Stages of Proof - Rick Anderson, Scholarly Kitchen*
Going Forward

Expanding Frontlist
Exploring Backlist
Flipping Journals

KU South

KU Textbooks?
Knowledge Unlatched

KU - London
KU - Berlin
KU - USA

KU Research - Perth
Usage and Impact

Working with others to broaden access and discoverability of monographs

KU books indexed by Google Scholar
Engagement with Start-ups

Letting high-quality literature stand out

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KU Research

- Developing an international network of researchers, librarians, publishers and digital intermediaries
- Focussed on understanding processes of innovation and change in research communication ecologies
- Utilizing data and networks arising from KU
- Exploring the distribution and uses of OA books
- Methodologies for sharing data with stakeholder communities
MUP’s Experience with OA Books

99 Books
OA between 1-5 years
684,800 downloads
Nearly 7000 per title
The Prize

MUP books in 205 countries!
Knowledge Unlatched

Thank You

**Winner:** IFLA/Brill Award for Open Access 2014

**Winner:** Curtin University Award for Best Innovation in Education 2015

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