



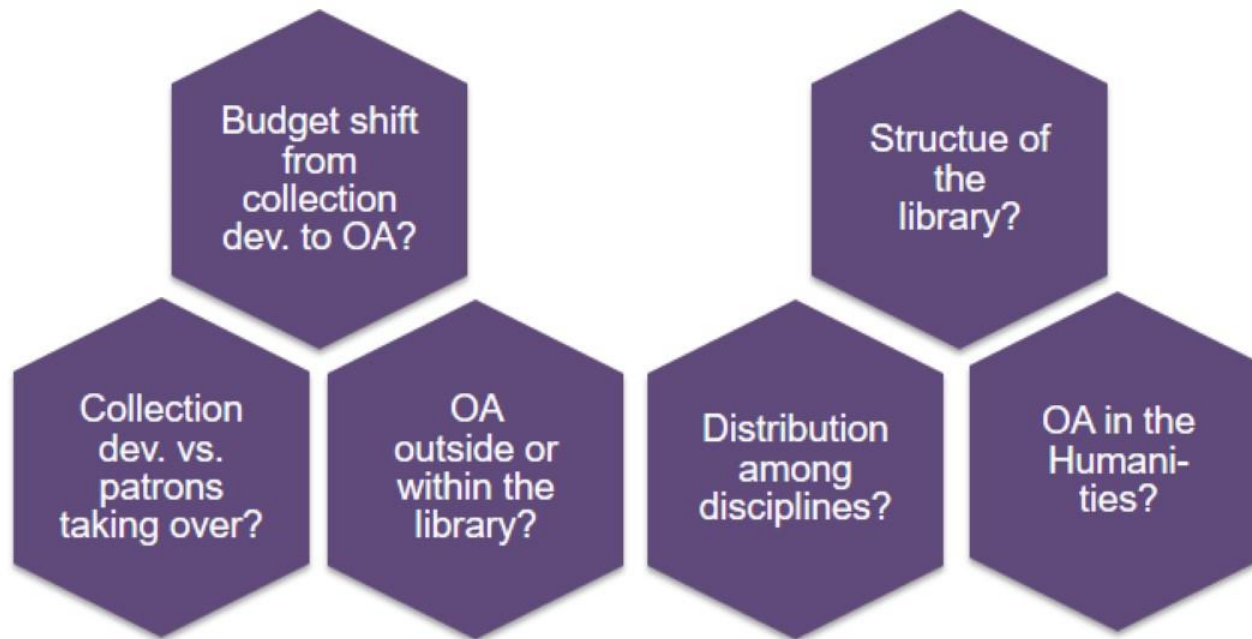
# Making the Transition to Open Access Work: A Bigger Task Than Just Funding

London, December 5, 2017  
Dr. Sven Fund



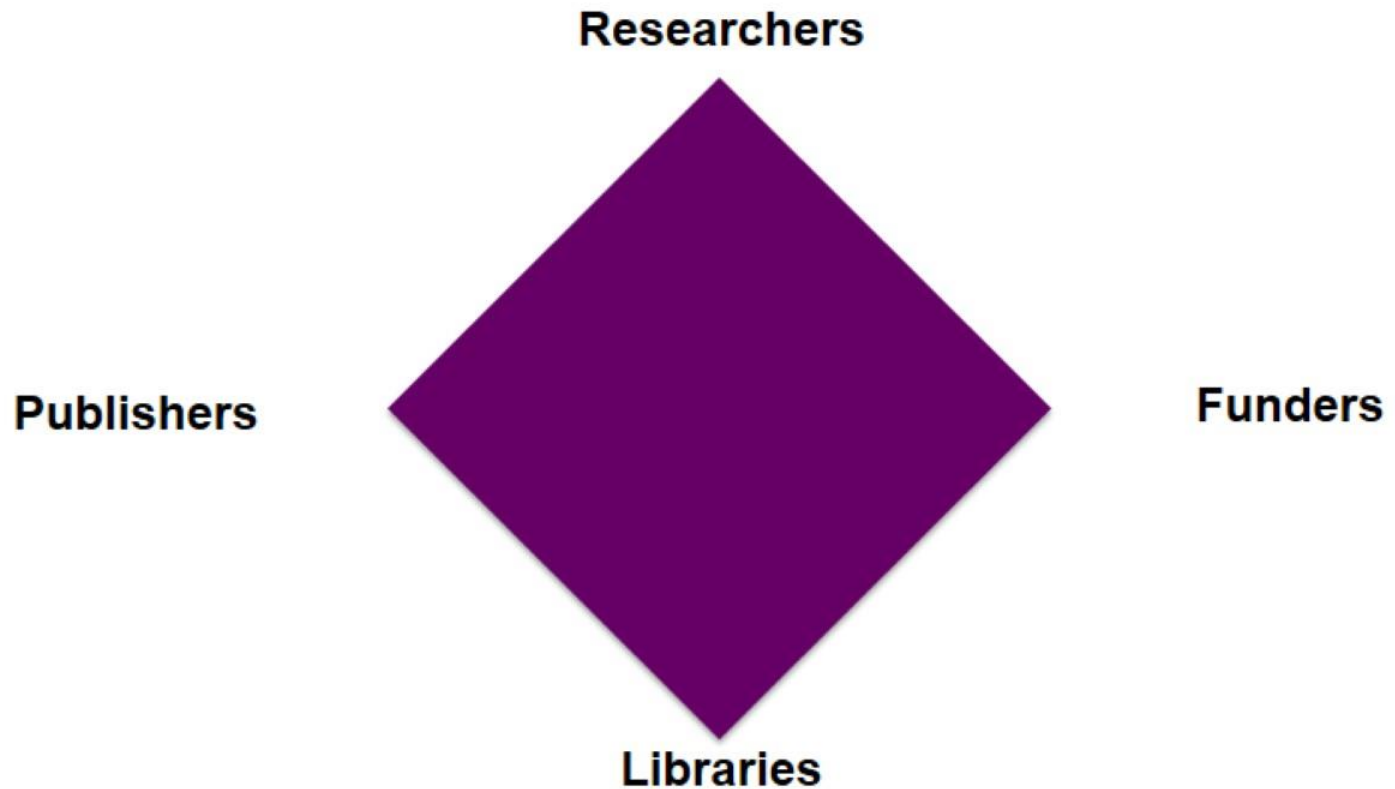


# Open Access: An Organizational Challenge



Structures and processes are needed to bring make Open Access fit with the ways libraries work

# The Problem: The Stakeholder Diamond



Stakeholders find it difficult to coordinate

# The Essence of the Issue

- 1 Shift from traditional acquisition to support for OA by libraries
- 2 Acceptance of a new set of metrics for OA by funders and library administrators
- 3 Support by publishers and vendors to actively avoid double dipping
- 4 Better coordination within the OA sector

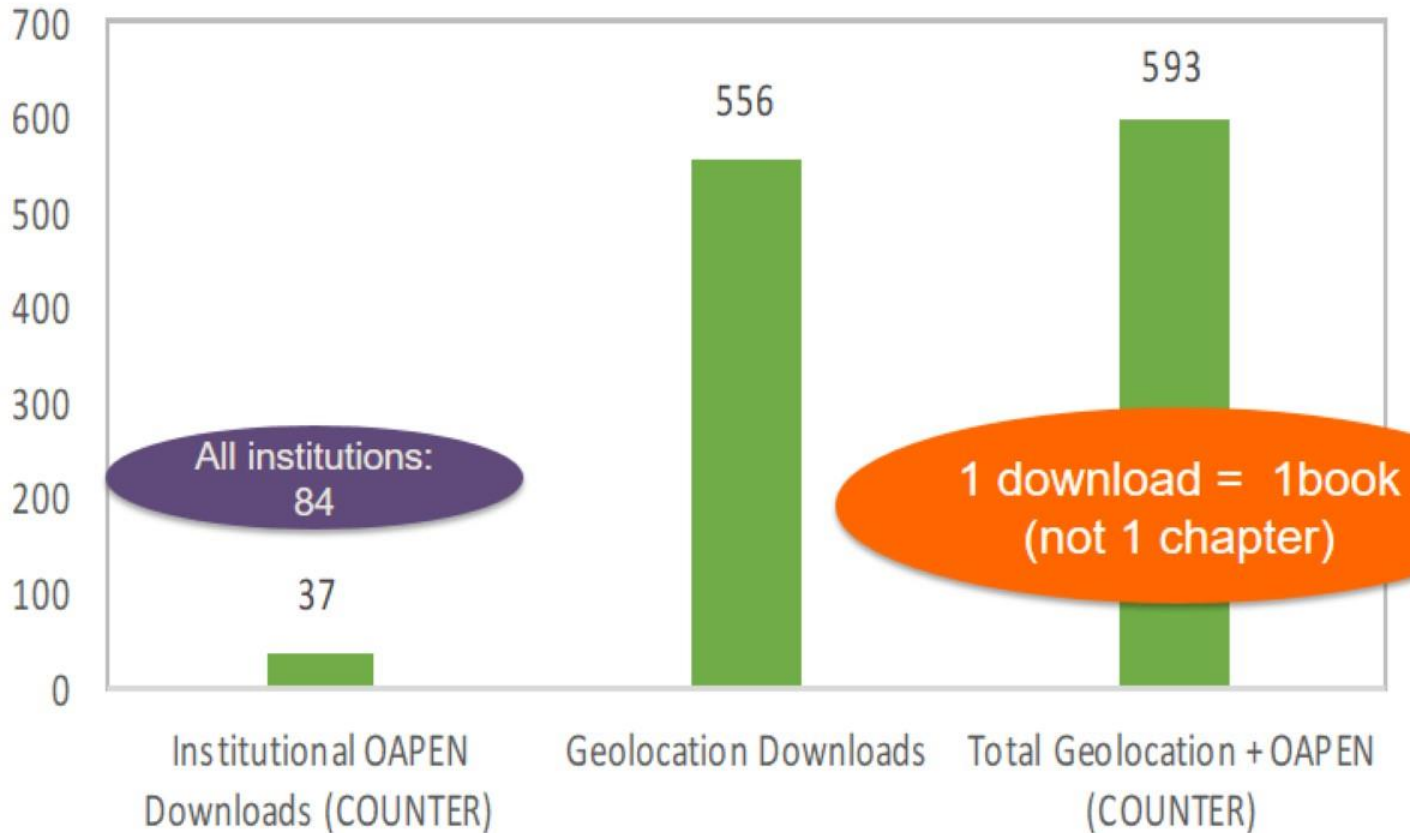
# 1 Show Me The Money!

- OA articles make up for approx. 20% of the annual volume
- Budget allocated to OA is only 4-9%
- Most libraries don't have a clear migration path from traditional acquisitions to supporting OA
- Administrative processes are not well established, except by closed shop-systems of a few major publishers
- Besides barriers established by business models, e.g. the big deal, there is human inertia



Libraries support OA politically, but their financial support is still underproportional to the volume of content

## 2 Developing New Metrics: Usage Data Beyond The IP Range



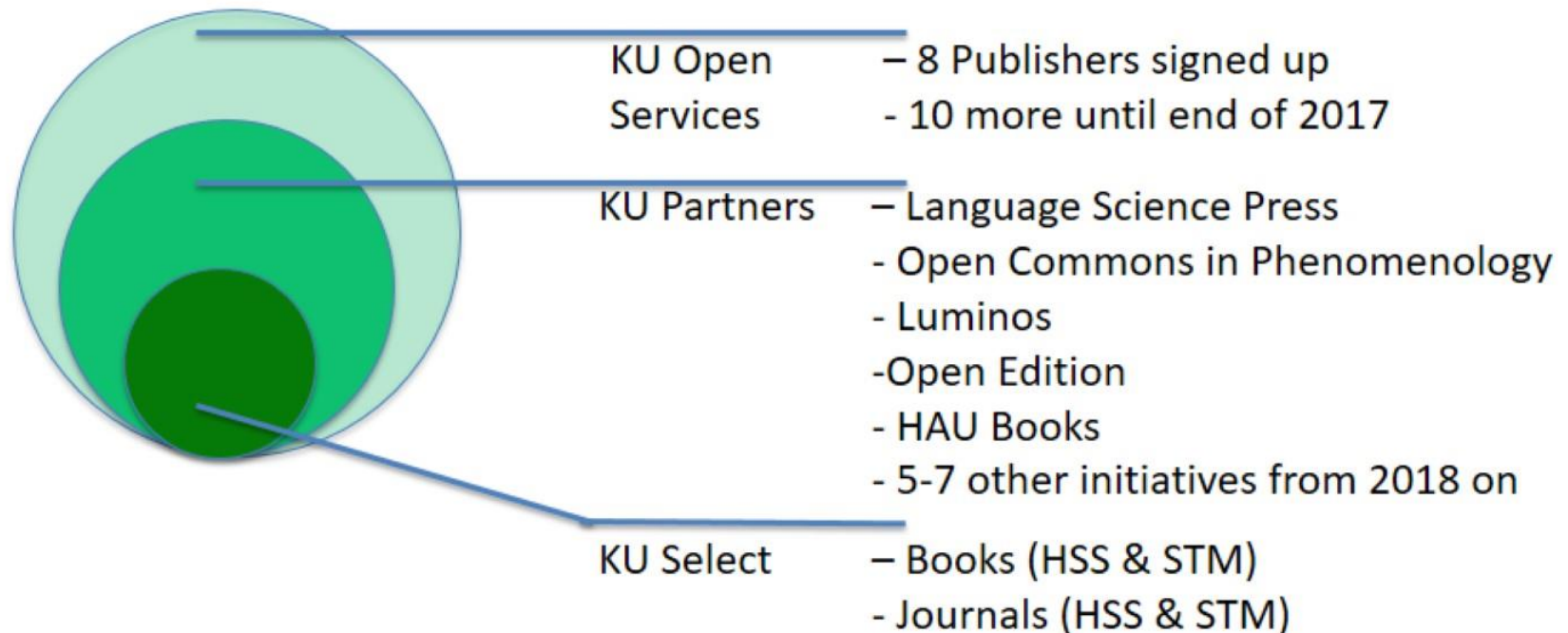
▶ Only 3.9-13.5% of all usage in the Cambridge/Boston area are recorded in COUNTER!



### 3 Double Dipping: Avoiding Inefficiencies

- Challenge: Academic publishing as a multi channel business, publishers have only limited influence over prices and discounts
- Analysis of the Big 10 libraries in the United States: “Double dipping“ for KU book titles 50-70%!
- Goal: Moving OA from special into regular acquisition budget as soon as possible seems within reach
- Many libraries already use ways to avoid double dipping (or do so for a reason, of course)
- Different players offer complete title lists as well as skeleton MARC records to block acquisition of titles in other channels
- Vendors’ systems (ProQuest, EBSCO) can block unintended ebook acquisition in systems like through suppress lists

## 4 From Single Product to Platform



▶ Knowledge Unlatch is developing in order to help to fund and organize independent of a specific organization

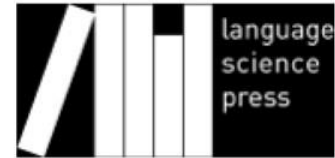


# KU Partners: Connecting Funding And Content/Service

- OA as a fragmented space, both on the publisher and the library/funder side
- One platform for outreach and pledging and one sales team globally can help structure the field
- Partners share cost and increase efficiency
- KU Partners is always open for other initiatives and publishers to join



By working together, OA initiatives and publisher programs can overcome disadvantages in scale







**Thank You for Your Attention**

Sven Fund

[Sven@knowledgeunlatched.org](mailto:Sven@knowledgeunlatched.org)

