Full disclosure: Open Business Data and the Publisher’s Cookbook

Sebastian Nordhoff & Felix Kopecky
2018-06-23
ElPub 2018, Toronto
Gold [Au]
- APC-based financing

Platinum [Pt]
- no charges for authors (APCs, submission charges or any other)
- funded through a consortial scheme or equivalent

Palladium [Pd]
- purely not-for-profit public enterprise
- none of the activities generate any profit
- all financial statements are publicly disclosed

https://jscaux.org/blog/post/2017/09/20/noble-metals-noble-cause/
OA metallurgy according to JS Caux

10-karat generosity to READERS: open access
14-karat generosity to AUTHORS: no copyright transfer, no embargo
18-karat generosity to USERS: reuse, remix, crawl, citations
22-karat generosity to REVIEWERS: open reports
24-karat generosity to COMMUNITY: academic control
Language Science Press

- 24kt Palladium OA publisher for books in linguistics
- DFG grant 2014-2016
- 20 series from phonetics to African linguistics to computational linguistics
- 70 books published as of today
- today financed by 101 institutions worldwide (1000 EUR/yr) via Knowledge Unlatched
- langsci-press.org
Palladium [Pd]

... all financial statements are publicly disclosed

OpenAire project “Full disclosure: replicable strategies for book publications supplemented with empirical data”

1. business data
2. spreadsheet
3. business model
4. cookbook

github.com/langsci/opendata
## Business data: Download figures

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### Basic assumptions

**Publishing**
- Pages per book: 400
- Tables per book: 30
- Figures per book: 10
- DOIs per book: 5
- ISBNs per book: 2
- Own copies per book: 5
- Cost price per page: 0.01 €
- Cost price pod setup: 10,00 €
- Percentage community proofreading: 95%
- Percentage outsourced proofreading: 1%
- Percentage inhouse proofreading: 4%
- Percentage community typesetting: 5%
- Percentage outsourced typesetting: 10%
- Percentage inhouse typesetting: 85%
- Percentage outsourced indexing: 10%
- Percentage inhouse indexing: 90%
- Downloads per book: 1000

**Labour**
- Annual wages professor: 80,000.00 €
- Annual wages postdoc: 70,000.00 €
- Annual wages secretary: 60,000.00 €
- Annual wages student assistant: 18,000.00 €
- Yearly increase in wages: 3.00%
- Actual working days per year: 200
- Working hours per work day: 7.9
- # staff in need of workplace: 3

**Service providers**
- Outsourcing percentage institutional members: 95.00%

### Series

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### Books
- Books per series and year: 1.5
Business model

〉 70 page document
〉 original 2015 business model translated into English
〉 for each section:
   › background
   › LangSci solution
   › evaluation
   › alternative solutions

〉 5 revenue streams: BPCs, print margins, institutional members, individual members, donations

〉 take home message: go for consortial models!
### Why consortial models?

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<th>Revenue stream</th>
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Context: books

48  
26
Cookbook

› 60 page document
› insights and lessons learned from the past 4 years
› prestige, community building, acquisition, workflow, print-on-demand, distribution, finance, legal
Check it out

Cookbook for Open Access books
Sebastian Nordhoff
Language Science Press

Language Science Press Guidelines

github.com/langsci/opendata, release on 2018-06-30