

FANTASIA OF COLOR IN EARLY CINEMA

Foreword by Martin Scorsese

AMSTERDAM UNIVERSITY PRESS

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Amsterdam University Press:

- Specializes in leading works of non-fiction for academics and generally interested readers
- Has long been a wholehearted supporter of the idea of Open Access
- Releases many academic books and journals for Open Access directly after publication
- 467 monographs available in Open Access
- >1800 book titles in print: academic titles nearly 100% in English, trade titles almost all in Dutch
- 12 journals
- Established in 1992, owned by the University of Amsterdam



Topics for today

- Business model of Amsterdam University Press: some challenges in a changing environment
- How open access for academic books (monographs) compares to the traditional model
- How open access for books differs from open access for academic journals
- The market for academic book publishing: an international perspective
- Open Access: some factors to take into account
- How publisher and author interact in the publishing process (e.g. peer review, editorial help and advice, compliance with academic standards, funding for open access)
- An argument for a pragmatic approach to publishing: first focus, quality, scale and reach, business model secondary
- Future strategy of Amsterdam University Press



AUP Business Model Monographs

Simultaneous use of:

- Traditional Model
- Delayed Open Access
- Open Access upon Publication

Challenges:

- Steady decline in average sales per title
- Growing number of titles
- Library budgets under pressure
- Budgets for monographs even more under pressure



Costs of Monographs

The Costs of Publishing Monographs

“This study of 382 titles across 20 university presses from four category types yielded a wide range of costs per title, from a low of \$15,140 to a high of \$129,909 and the range of costs is wide both within and across groups.”

Table 1. Full cost of a High-Quality Digital Monograph

Group	Group Average	Highest Cost Title	Lowest Cost Title
1	\$30,091	\$65,921	\$16,401
2	\$44,906	\$129,909	\$19,516
3	\$34,098	\$76,537	\$15,140
4	\$49,155	\$99,144	\$24,234

Source: Maron, N. L., Mulhern, C., Rossman, D., & Schmelzinger, K. (2016, February 5). *The Costs of Publishing Monographs: Toward a Transparent Methodology*. Retrieved from <http://sr.ithaka.org?p=276785>.



Business Model Monograph

- Investments have to be recovered through sales and/or contributions by funders and stakeholders
- Both authors and publishers wish to reach as many readers as possible
- Many presses choose to have a printed as well as a digital version
- Open Access is a possible solution if common sense criteria are met
- Two examples: 467 OA titles at Amsterdam University Press and the Knowledge Unlatched model



What is important for an academic publisher?

- Academic values
- Service to the scholarly community
- Quality validation
- Production and dissemination
- Digital preservation
- Long term sustainability
- Healthy finances



Number of Downloads of Open Access AUP-Monographs

- 554.042 digital books downloaded in 2014 and 2015, 467 titles: 593 downloads on average per year
- # printed books sold for these 467 titles (life time sales): 193.548; on average 414 printed books sold per title
- Revenue generated by sales of these titles: €3.700.943, on average €7.925 ~ €19,14 net income for each book sold
- If a title costs on average \$30.091 ~ €26.615 the average OA-contribution should be €18.690 to recover all costs



Amsterdam OA monograph policy

<http://en.aup.nl/en/books/open-access.html>

Amsterdam University Press charges fee

- from only €4.500 for OA upon publication
- from only €2.250 for delayed OA



Why publish in Open Access with AUP

- **Innovative approaches:** AUP works with a number of different models for Open Access publishing, such as Gold, Delayed and Green Open Access, and actively collaborates with partners such as [Knowledge Unlatched](#) to find new and effective approaches to Open Access Publishing.
- **Competitive charges:** AUP offers highly competitive rates for Open Access publishing. AUP offers immediate publication of a monograph or edited volume in Open Access from €4500 and delayed Open Access publication (min. 12 months after publication) from €2250.
- **Increased visibility and impact:** All AUP Open Access titles are included in the international Open Access library for academic titles in the Humanities and Social Sciences [OAPEN \(Open Access Publishing in European Networks\)](#). This provides permanent, free-of-charge access to all readers, increasing the visibility and impact of your work.
- **Advice for authors:** AUP may give authors advice on publishing in Open Access in order to comply with funding mandates and/or institutional policies.
- **High quality publication standards:** All AUP publications are rigorously peer-reviewed by experts to ensure the highest quality of the work and compliance with academic standards.
- **Editorial support:** AUP provides extensive editorial support to authors throughout the entirety of the publication process, which we strive to make as efficient, thorough, and rapid as possible.
- **Worldwide print distribution:** All AUP Open Access publications are also published in print and distributed worldwide. Our books are available in the US and Canada through the University of Chicago Press, and in Europe and the rest of the world through NBN International.
- **International sales and marketing:** Our experienced and dedicated international sales and marketing team will promote your book to a wide range of relevant academic and public institutions, publications, and libraries around the world to ensure the greatest possible exposure.
- **Fees**
AUP charges the following fees for publishing a monograph or edited volume in open access:
 - Immediate open access from: € 4500,- (VAT included)
 - Delayed (minimum of 12 months after publication date) from: € 2250,- (VAT included)

Some new AUP-titles now available in OA through Knowledge Unlatched

- <http://en.aup.nl/nieuws/283-new-aup-titles-now-available-on-knowledge-unlatched.html>



New AUP titles now available through KU

We are excited to announce that the following Spring 2016 titles are now available in Open Access thanks to Knowledge Unlatched!



[Humour and Irony in Dutch Post-war Fiction Film](#)

By Peter Verstraten

Part of the Framing Film series

[Download via OAPEN](#)



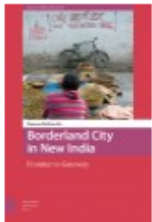
[The Conscience of Cinema](#)

The works of Joris Ivens 1926-1989

By Thomas Waugh

Part of the [Framing Film](#) series

[Download via OAPEN](#)



[Borderland City in New India](#)

Frontier to Gateway

By Duncan McDuie-Ra

Part of the [Asian Borderlands](#) series

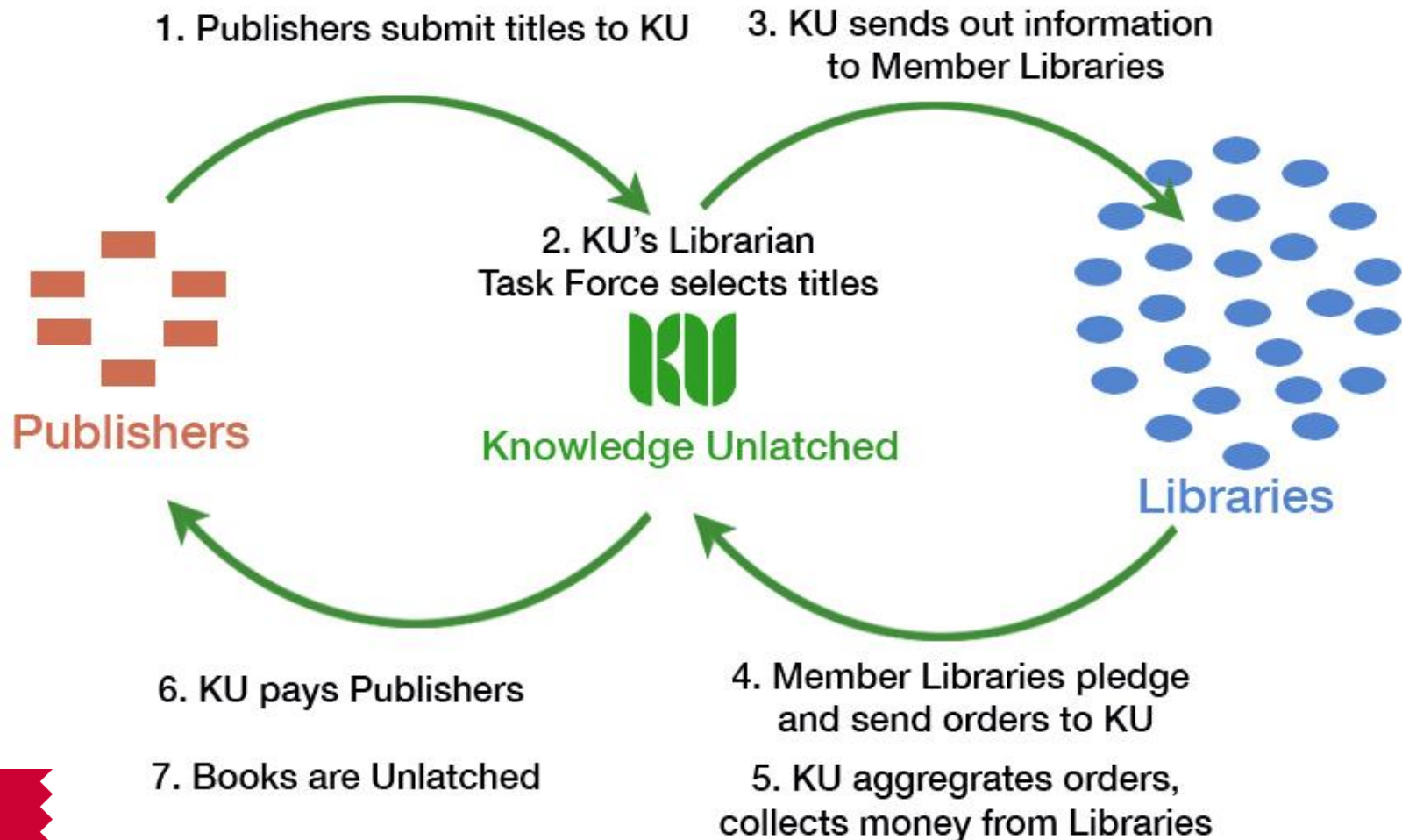
[Download via OAPEN](#)

Knowledge Unlatched is a project to make academic monographs in the Humanities and Social Sciences available in Open Access. It demonstrates the successful application of an innovative shared-cost publishing model: Almost 300 libraries from around the world have joined in financing the publishing in Open Access of 78 academic monographs from 26 renowned university and academic publishing houses.

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The KU Model



Areas AUP publishes in

- Media & Communication
- European History
- Asian Studies
- Social & Political Sciences
- Linguistics & Language Studies
- In the Future: Mathematics, Computer Science, Physics

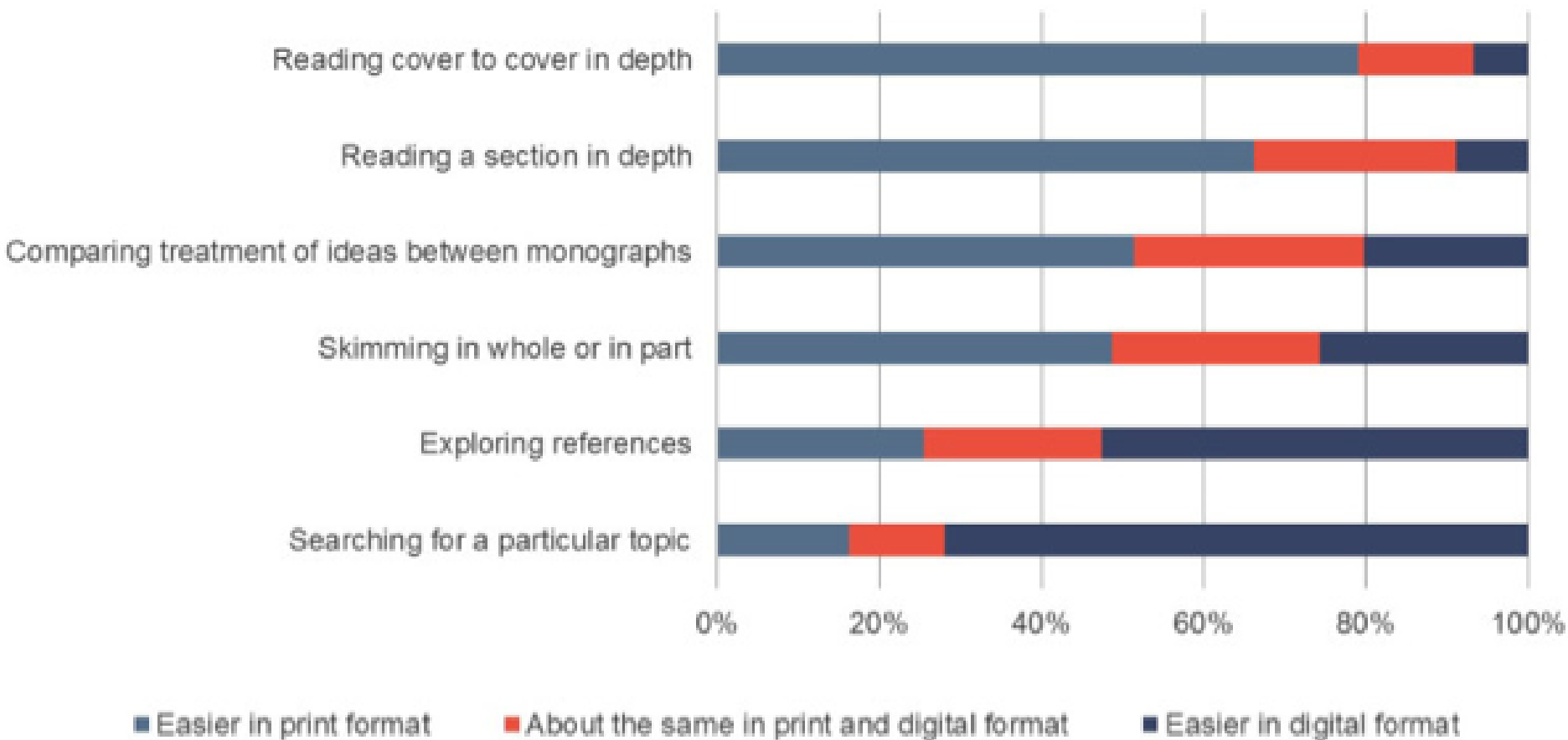


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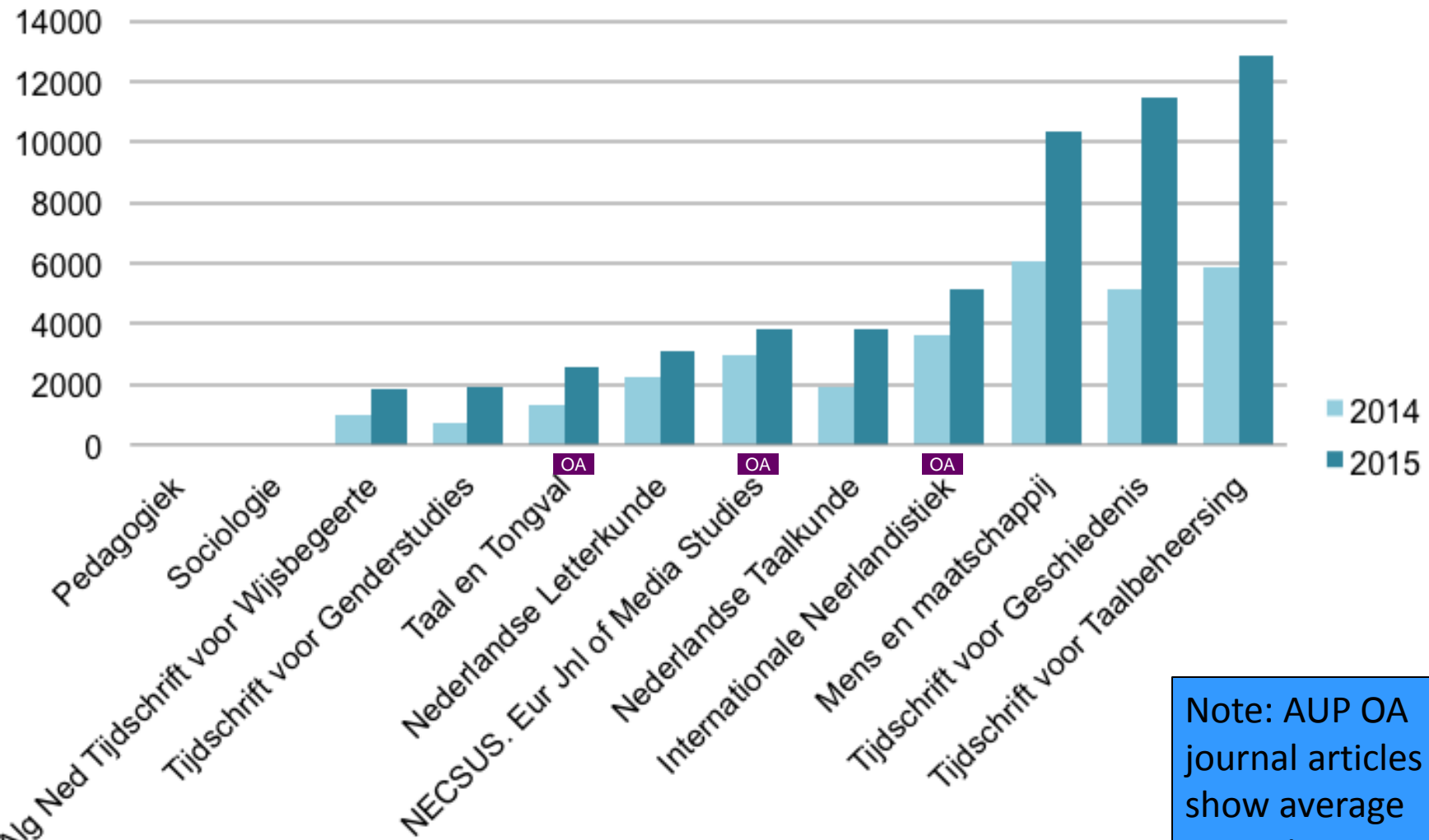


How much easier or harder is it to perform each activity in print or digital format? - 2015



Source: *Will the Monograph Experience a Transition to E-Only? Latest Findings.*
Posted by Roger C. Schonfeld on *The Scholarly Kitchen* · Apr 4, 2016

AUP-Journals: number of downloaded articles

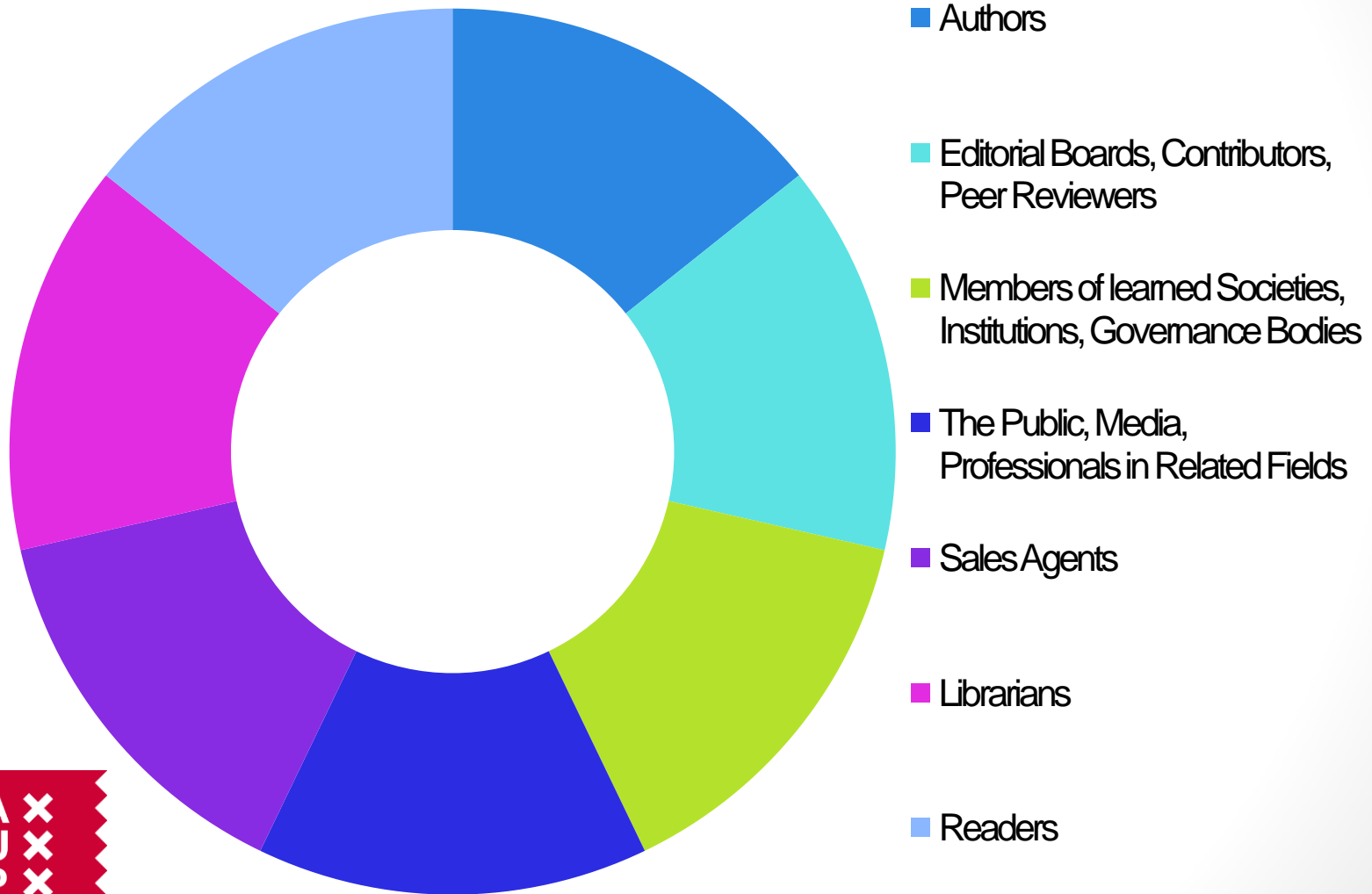


Note: AUP OA journal articles show average usage in terms of volume of downloads

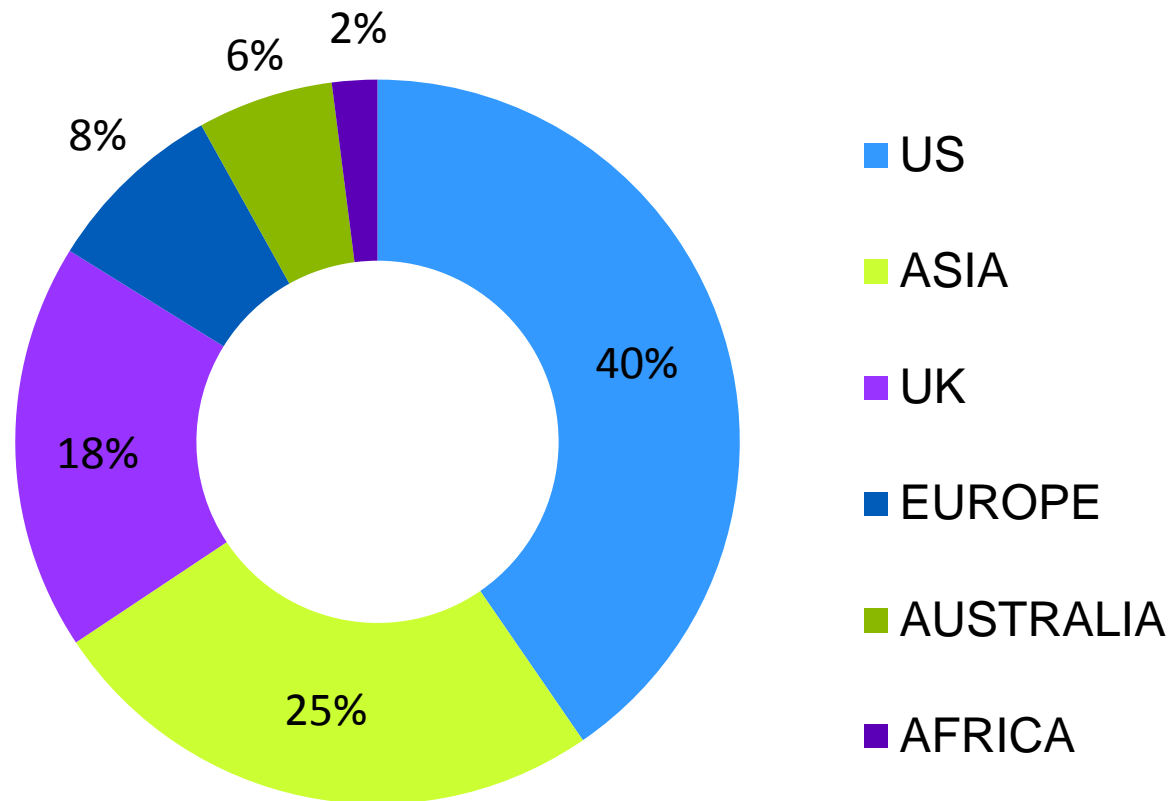


Publishing Cycle

Authors = Readers



Global market share for academic books



Source: presentation Ken Rhodes NBN, 16 March 2016

Sales Amsterdam University Press

Main market → Scholars/academics/specialists
North America & Canada (50%), Europe (35%), Asia (15%)

Reached through → 'Metadata' and 'Sales Agents'

Metadata 'Data about Data':

- Discoverability through repositories, research databases, discovery service and ebook platforms, such as EBSCO, JSTOR, Proquest/Ebrary/EBL and others.

Sales Agents & Distribution:

- North America & Canada: University of Chicago Press
- Europe, Asia: NBN
- Asia: China, Japan and India



AUP intensifies marketing

- Sending direct mail campaigns (newsletters)
- Including title information in relevant catalogues
- Listing titles on our website
- Usage of Social Media
- Promoting at relevant academic conferences

➡ This includes the marketing efforts of our partners and representatives in the US and Asia.



Some thoughts of a publisher

- The value of academic research and learning is most important, a publisher has added value for both
- Research costs money, teaching costs money and publishing costs money as well
- Paradox: some (or even many?) OA publishing projects end up having no access at all. Some examples
- A readers' crisis?: scholars complain about the ever increasing amount of information and the decrease in time available for reading
- The available budget will be a limiting factor in the traditional world as well in the OA world. Politics may have a stronger grip on research in an OA world.
- Pragmatic approach to publishing: first focus, quality, scale and reach, business model secondary

Future strategy Amsterdam University Press

- Choice for being of value to the academic community in the first place
- Good quality, excellent service, non biased, relevant, high reputation, international, financially healthy
- All talk about business models is overrated: there are more important things in life
- Being a publisher is more important for example, because essential for research and learning
- We have a growth strategy and are planning to develop many new projects, also many new Open Access projects
- Amsterdam University Press aims to be a publisher with passion and professionalism and maybe also a little bit of...



Fantasia

Fantasia of Color in Early Cinema

Giovanna Fossati, Tom Gunning,
Joshua Yumibe, Jonathon Rosen



'I could gaze at the images in this book for hours. They are as fascinating as illuminated manuscripts or magic lantern slides.'

- Martin Scorsese

Thank you!

And... you are welcome to visit us in Amsterdam

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