



# Full disclosure: Open Business Data and the Publisher's Cookbook

Sebastian Nordhoff & Felix Kopecky

2018-06-23

EIPub 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/>

- › **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

- › 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](http://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](https://github.com/langsci/opendata)

# Business data: Download figures

	A	B	C	D	E	F	G	H	I	J	K
1		16	17	18	19	20	22	25	27	46	48
31	2017_01	23	36	18	39	53	152	779	0	594	49
32	2017_02	9	60	42	22	61	172	460	0	565	122
33	2017_03	33	69	50	38	53	278	434	0	585	226
34	2017_04	23	44	51	24	36	171	276	0	472	134
35	2017_05	16	49	42	53	65	142	673	0	506	119
36	2017_06	13	36	20	84	52	170	524	14	407	114
37	2017_07	13	38	39	73	64	76	713	5	297	83
38	2017_08	20	60	44	61	50	99	684	0	231	161
39	2017_09	11	46	14	18	45	181	224	0	297	55
40	2017_10	31	43	30	39	38	91	272	0	439	99
41	2017_11	22	84	37	28	91	122	304	0	486	158
42	2017_12	17	199	45	63	55	118	246	48	327	90

Title Code	Units	Royalty <u>USD</u>	Royalty <u>GBP</u>	Royalty EUR
B	5	15.92	9.14	22.42
D	1	0	9.4	0
E	9	63.85	6	9.33
F	15	57.47	10.68	15.22
G	5	18.38	11.08	25.88
I	1	5.79	0	0
J	3	27.45	0	0
O	41	50.55	0	0
P	67	0.06	7.44	188.49



# Business data: BPCs

	A	B	C	D	E	F	
1	book	fee (EUR)					
2	A	1560					
3	B	1000					
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							

## Basic assumptions

### Publishing

Pages per book	400
Tables per book	30
Figures per book	10
DOI's per book	5
ISBNs per book	2
own copies per book	5
cost price pod setup	10,00 €
cost price page	0,01 €
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

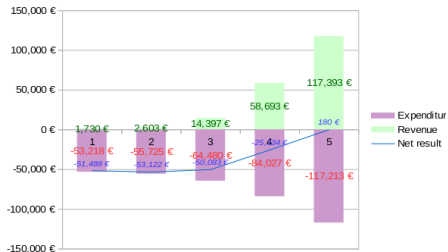
Outsourcing percentage institutional members	95.00%
--	--------

### Series

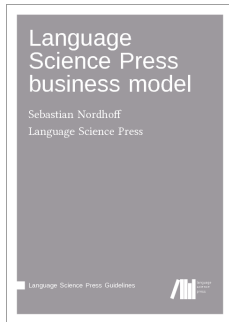
	Y1	Y2	Y3	Y4	Y5
Series year	5	6	8	12	20

### Books

Books per series and year	1.5
---------------------------	-----

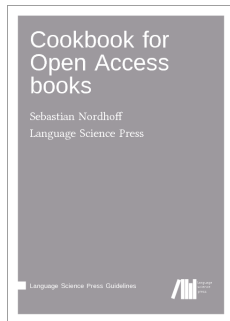


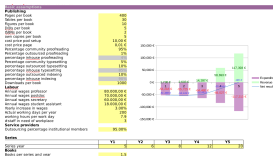
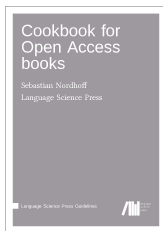
- › 70 page document
- › original 2015 business model translated into English
- › for each section:
  - › background
  - › LangSci solution
  - › evaluation
  - › alternative solutions
- › 5 revenue streams: BPCs, print margins, institutional members, individual members, donations
- › take home message: go for consortial models!



Revenue stream	Projected	Realised
Print margin	24.000€	5977€
Author fees	48.000€	2.500€
Institutional memberships	56.000€	(85.000€)
donations	9.600€	2.500€
Individual memberhships	13.200€	120€
Context: books	48	26

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





	16	17	18	19	20	22	25	27	46	48	49	50
2017_01	23	36	18	39	53	152	779	0	594	49	62	24
2017_02	9	60	42	22	61	172	460	0	565	122	83	27
2017_03	33	69	50	38	53	278	434	0	585	226	102	65
2017_04	23	44	51	24	36	171	276	0	472	134	46	45
2017_05	16	49	42	53	65	142	673	0	506	119	45	31
2017_06	13	36	20	84	52	170	524	14	407	114	347	15
2017_07	13	38	39	73	64	76	713	5	297	83	36	14
2017_08	20	60	44	61	50	99	684	0	231	161	63	47
2017_09	11	46	14	18	45	181	224	0	297	55	42	26
2017_10	31	43	30	39	38	91	272	0	439	99	34	48
2017_11	22	84	37	28	91	122	304	0	486	158	80	33
2017_12	17	199	45	63	55	118	246	48	327	90	75	39

