



# Language Science Press business model

[bit.ly/3fJ1AF7](https://bit.ly/3fJ1AF7)

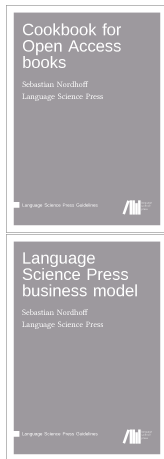
Sebastian Nordhoff

April 7, 2021

- > founded 2014
- > Diamond OA
- > only books, only linguistics, only CC-BY
- > 150 books published (1 000+ authors)
  - > 1 187 932 downloads as of January 2021
  - > top books at 60k downloads



- › discipline-specific
- › international
- › values: **excellence, transparency, collaboration**
- › initial grant had a position for an economist
- › read the *Cookbook for Open Access books* and our annotated business model
- › available on <https://langsci-press.org/opendata>

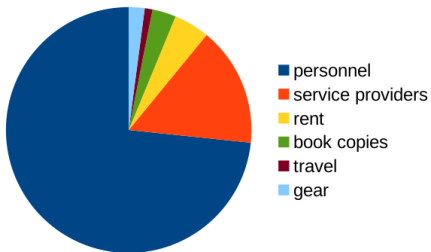


- › 113k€ revenue
  - › 105k€ **consortial funding** via Knowledge Unlatched
  - › 8k€ varia
    - › print margin, donations, BPCs
- › funding 2018-2020: 105 institutions (1 000€/year)
- › funding 2021-2023: 115 institutions (1 000€/year)
- › the revenue streams of **private donations, private memberships, BPCs, print margins** have all been investigated, but they do not yield sufficient amounts of money
- › for more details, see the annotated business model

> 120k€

- > 90k€ salaries
- > 6k€ rent
- > 20k€ service providers

> no warehousing, no marketing,  
no paywall maintenance,  
no royalties, no legal  
department, no invoicing



- › different legal forms have different advantages with regard to flexibility and not-for-profit branding

		<b>commercial</b>	
		+	–
<b>flexible</b>	–		Uni  Verein (≈association)
	+	GmbH (≈Ltd.)  UG (≈micro-Ltd)	<b>gUG (≈charitable micro-Ltd)</b>

- › This varies greatly between jurisdictions. The above holds true for Germany only!

- › we have registered our trademark/logo
- › secure your brand!
- › don't sell your brand!

- › community based
  - › 29 autonomous series (peer review)
  - › 400+ community proofreaders
- › streamlined and automated workflow
  - › standard templates (docx and tex)
  - › no XML
  - › docx→tex conversion pipeline
  - ›  $\text{\LaTeX}$ → pdf
  - › collaborative production on Overleaf
  - › print-on-demand via BoD



We automate most processes as far as we can

- › doc2tex conversion
- › checking of adherence to guidelines
- › upload to Zenodo
- › upload to print-on-demand
- › report generation

We are lucky to have sufficient programming expertise in-house

- › Digital versions are available via
  - › langsci-press.org, Zenodo, DOAB, OAPEN, GitHub, Paperhive, GoogleBooks, EBSCO, Scopus
- › printed books are available via
  - › VLB, your local book store, Amazon
- › books are announced on Twitter, Facebook, LinguistList, discipline-specific mailinglists.
- › we sell about 700 books a year and have about 500k pdf downloads a year (excluding robots)

- › project at the Technische Informationsbibliothek (TIB),  
Hannover
- › Koala = **K**onsortiale **OA** Lösungen **a**ufbauen
  - › = establishing consortial OA solutions
- › goal: **provide a blueprint for consortial funding for scholar-led presses**
- › looking for: **presses interested in becoming a pilot project**
- › <https://projects.tib.eu/koala>
- › [sebastian.nordhoff@tib.eu](mailto:sebastian.nordhoff@tib.eu)

The logo consists of the word "KOALA" in a bold, black, sans-serif font. The letter "K" is stylized with a small, white, upward-pointing arrow integrated into its top left corner.

Konsortiale Open-Access-Lösungen aufbauen