

# *Quo vadis* Publisher?

## Open Access Publishing: a PKP User Group Workshop

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**4 December 2008**

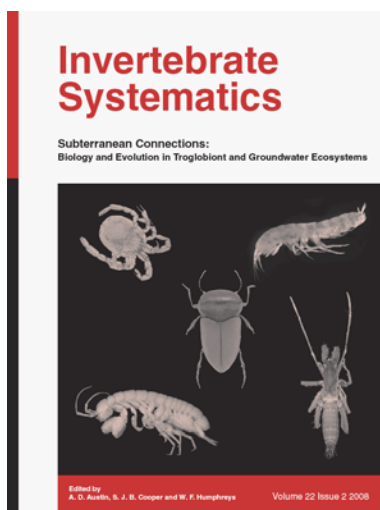
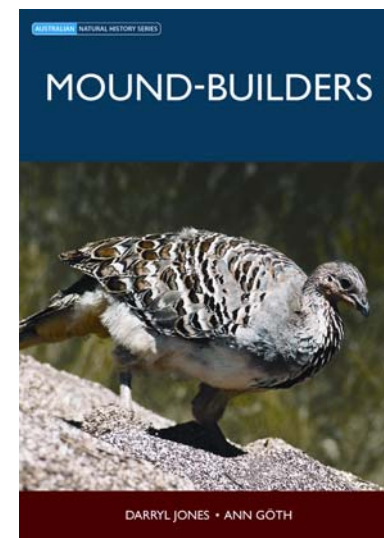
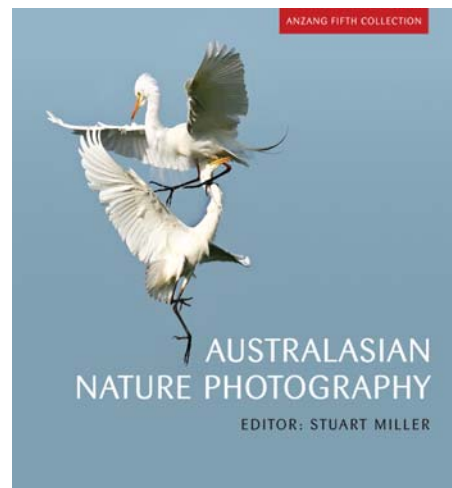
# The next half hour

- *Domine Quo vadis?*
- Background on your speaker
- Overview of scholarly publishing scene
- What publishers do
- Thoughts on Open Access
- *Quo vadis* Publisher?



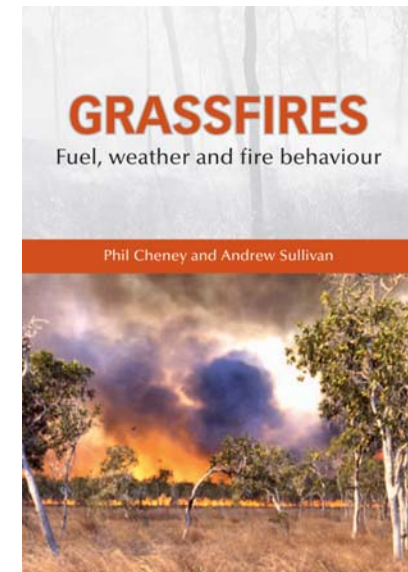
# Your speaker arrives here from...

- Since 1989 Harcourt Brace Jovanovich, McGraw-Hill, Chapman & Hall, Nelson ITP
- Sales rep, Commissioning Editor, Marketing Manager, Publisher
- **CSIRO PUBLISHING**



# CSIRO PUBLISHING Charter

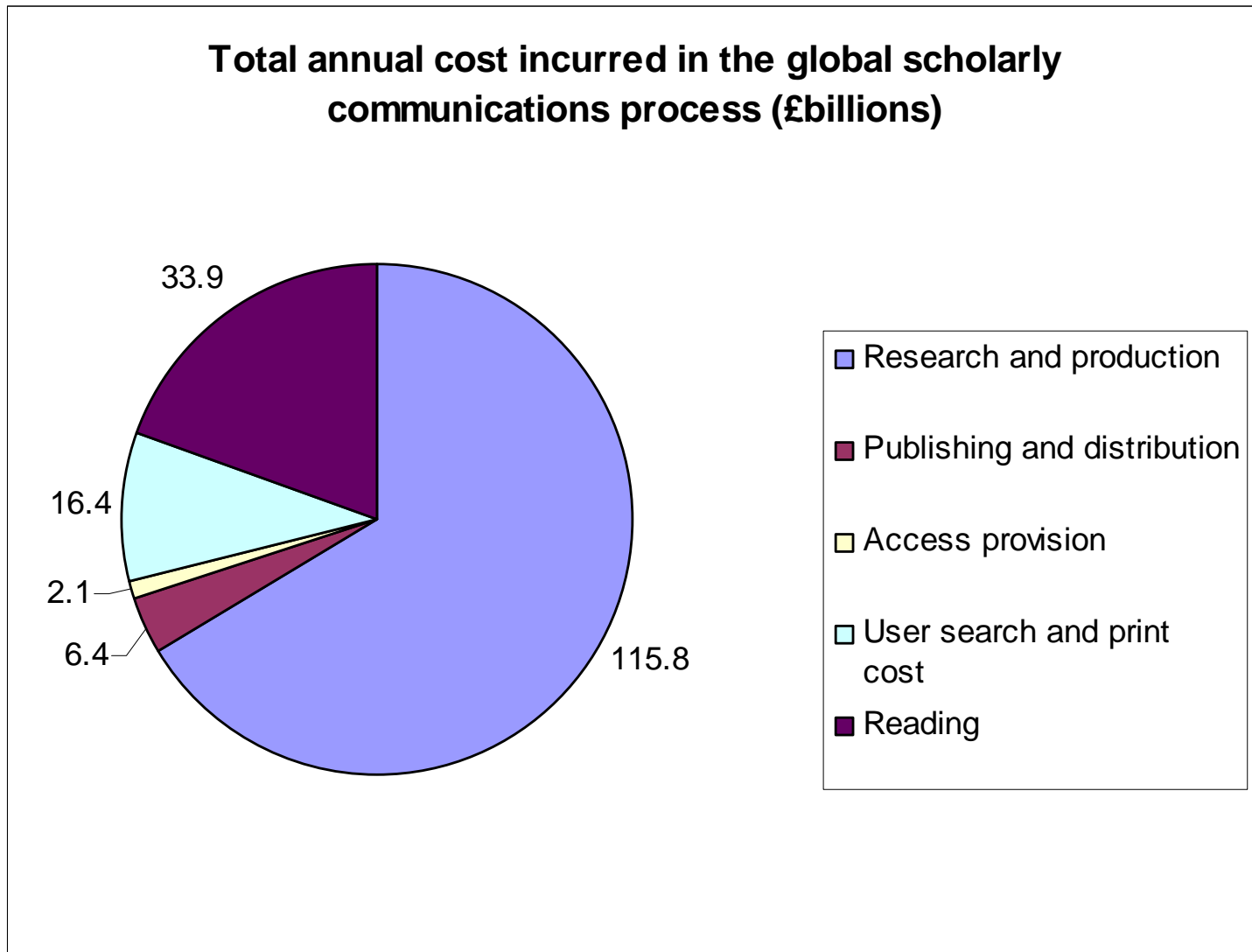
- Operate within CSIRO on a commercial basis with its viability entirely dependent on the capacity to generate revenue and sufficient return on investment.
- Carry a national-interest publishing obligation on behalf of CSIRO within this commercial role, underwritten by agreements between CSIRO and Australian Academy of Science.



# International journals publishing

- **~23 000 scholarly journals publishing 1.4 million articles p.a.**
  - Ware (2006) Scientific Publishing in Transition
- **2000 STM publishers worldwide. Top six account for 37% of journals and 44% of articles published**
  - <http://www.publications.parliament.uk/pa/cm200304/cmselect/cmstech/399/399we96.htm>
- **STM publishers employ 110,000 – 120,000 people worldwide**
  - Ware (2006)
- **Global cost of publishing and distributing GBP6.4bn**
  - Research Information Network (2008)

### Total annual cost incurred in the global scholarly communications process (£billions)



# Association of American University Presses

- **Number of AAUP members: 125 (estimated 2500 societies)**
- **AAUP member press size, by annual sales: US\$250,000 to more than US\$50 million**
- **Average number of employees per press: 30**
- **Number of books published by AAUP members in 2005: 10,159**
- **Total number of books published in the U.S. in 2005, all publishers: 172,000**
- **Total AAUP member 2005 book sales: US\$267 million**
- **Total number of journals published by AAUP members in 2005: 882**
  - <http://www.aaupnet.org/>

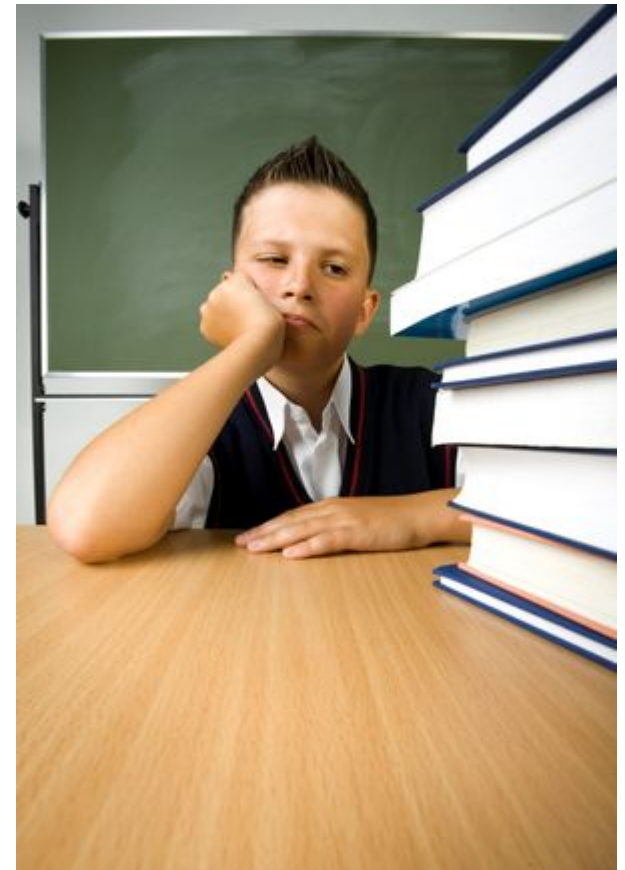
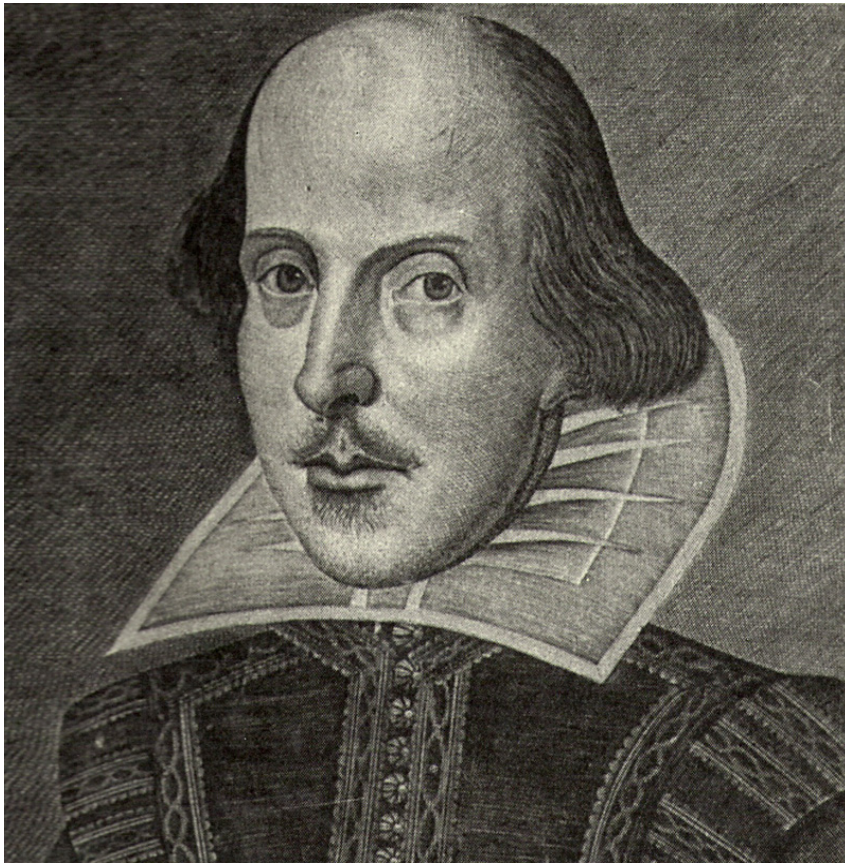


# Australian publishing

- **Australia publishes 14000 books per year, 8000 non-fiction, 1200 fiction, 1700 childrens books, 3000 educational academic and school books.**
- **Australian Publishers Association figures indicate 25 large publishers, 30 medium and 130 small**
- **Australians buy 130 million books each year, 60% are Australian originated**
- **Australian publishing employs ~5000 people**
- **Export sales of Australian books is ~AU\$190million plus AU\$5million in rights sales**

# What publishers do

**Publishers connect authors with readers**

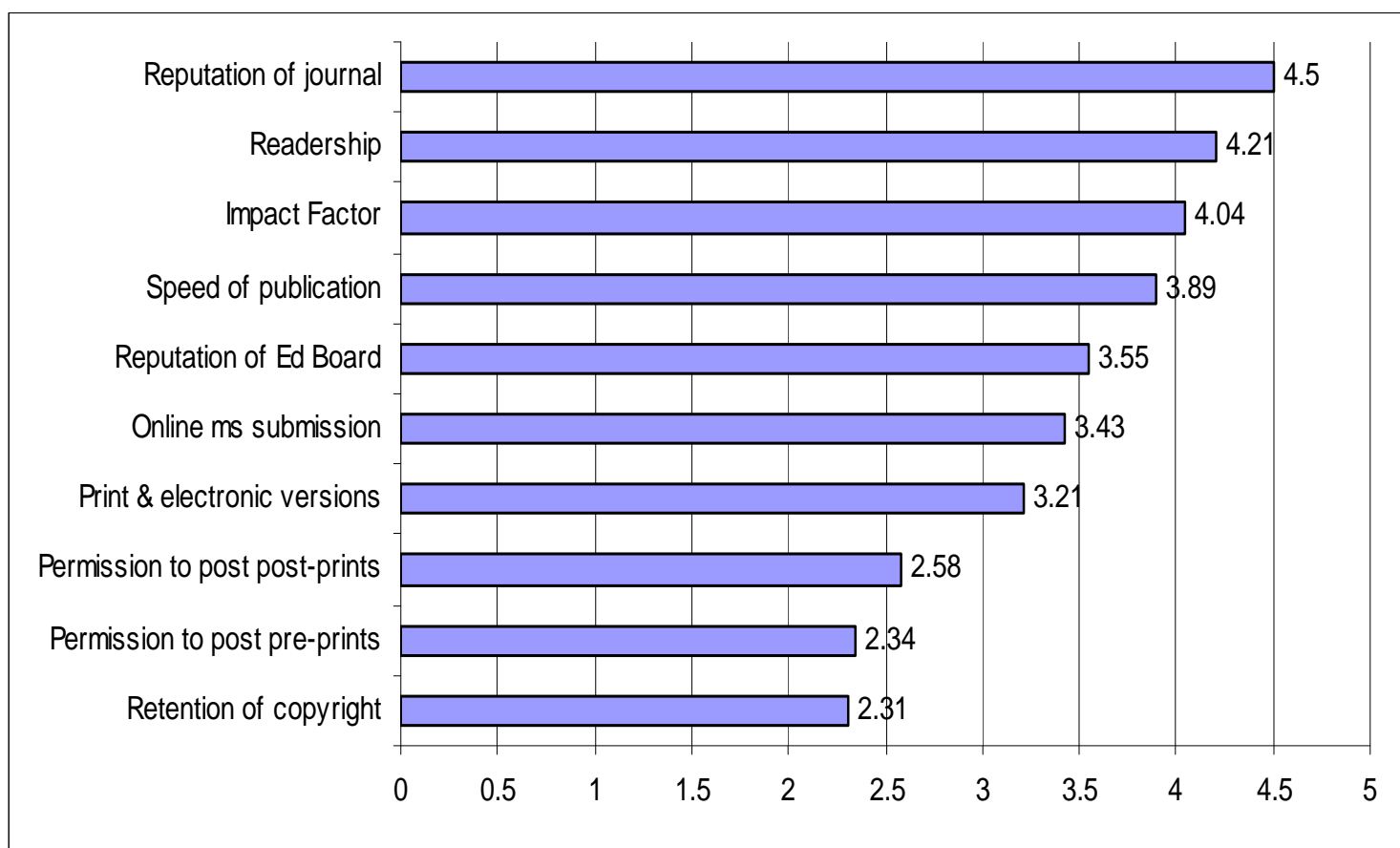


# How publishers do it

- **Acquire content**
- **Review and develop content (includes peer review)**
- **Prepare content for dissemination**
- **Disseminate content**
- **Promote content and authors**
- **Sometimes publishers archive content**

# What authors want

**Rowlands I, Nicholas D (2006) The changing scholarly landscape  
*Learned Publishing* 19, 31-55.**



# Why publishers do it

- **For money**
- **For the good of scholarship**
- **For the good of the nation or other institution**

# What it costs – an example

## **JOURNAL ~1200pp in 12 issues**

<b>In-house peer review management</b>	<b>\$20,290</b>
<b>Editorial travel</b>	<b>\$11,663</b>
<b>Editorial honoraria</b>	<b>\$26,620</b>
<b>Other</b>	<b>\$ 4,668</b>
<b>Printing</b>	<b>\$43,166</b>
<b>Postage</b>	<b>\$13,315</b>
<b>Copy editing</b>	<b>\$11,240</b>
<b>Typesetting</b>	<b>\$13,655</b>
<b>Production Management</b>	<b>\$99,585</b>
<b>DIRECT COSTS</b>	<b>\$244,202</b>
<b>Overheads (Marketing, Warehouse, Site, Customer Services, IT)</b>	<b>\$202,316</b>

# What it costs – a print book example

## **BOOK 1000 print run (includes co-publication), 704 pp**

<b>Royalties</b>	<b>\$5026</b>
<b>Publisher</b>	<b>\$3314</b>
<b>Editor (freelance)</b>	<b>\$5250</b>
<b>Proof reader</b>	<b>\$3798</b>
<b>Production management</b>	<b>\$2913</b>
<b>Art work / cover design</b>	<b>\$1275</b>
<b>Typesetting</b>	<b>\$4928</b>
<b>Indexing</b>	<b>\$2400</b>
<b>Print and bind</b>	<b>\$21113</b>
<b>DIRECT COSTS</b>	<b>\$50017</b>
<b>Overheads (Marketing, Warehouse, Site, Customer Services, IT)</b>	<b>\$41908</b>

# Thoughts on Open Access

- **Access to scholarly literature is better now than it has ever been due to**
  - internet
  - investment by publishers in electronic delivery
- **Access could be further improved if subscription barriers were removed leading to greater ability to exploit information**
- **OA is therefore a good thing**



# But...

- **OA is not a business model**
- **By definition readers cannot be customers**
- **Publishing process requires work and is not free**
- **So who is going to pay?**
  - Authors?
  - Universities?
  - Philanthropists?

# So , quo vadis publisher?

## **This publisher is...**

- **Striving for quality in content**
- **Striving for quality in delivery**
- **Promoting what we do**
- **Nurturing the relationships**
- **Offering OA options**
- **Lobbying**
- **Engaging in the dialogue**

# Things to ponder on the road to Calvary

- **Think about the *long* term and how your enterprise will survive**
  - Who are your customers? Do you sell products or services?
  - What does your owner want? Will they (continue to) pay?
  - What do your authors want?
- **How will you ensure quality?**
  - Peer review
  - Will a mandate truly help?
  - It's more than just putting it on the web
- **How will you promote what you do and to whom?**
- **Know what it all costs**
- **Think like a publisher**
  - Or partner with one!

**CSIRO PUBLISHING**

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