

# Distribution channels for Open Access books

Rupert Gatti



<http://www.openbookpublishers.com/>



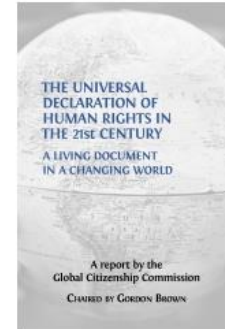
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## The Universal Declaration of Human Rights in the 21st Century

Author: Gordon Brown (ed.)

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- Copyright
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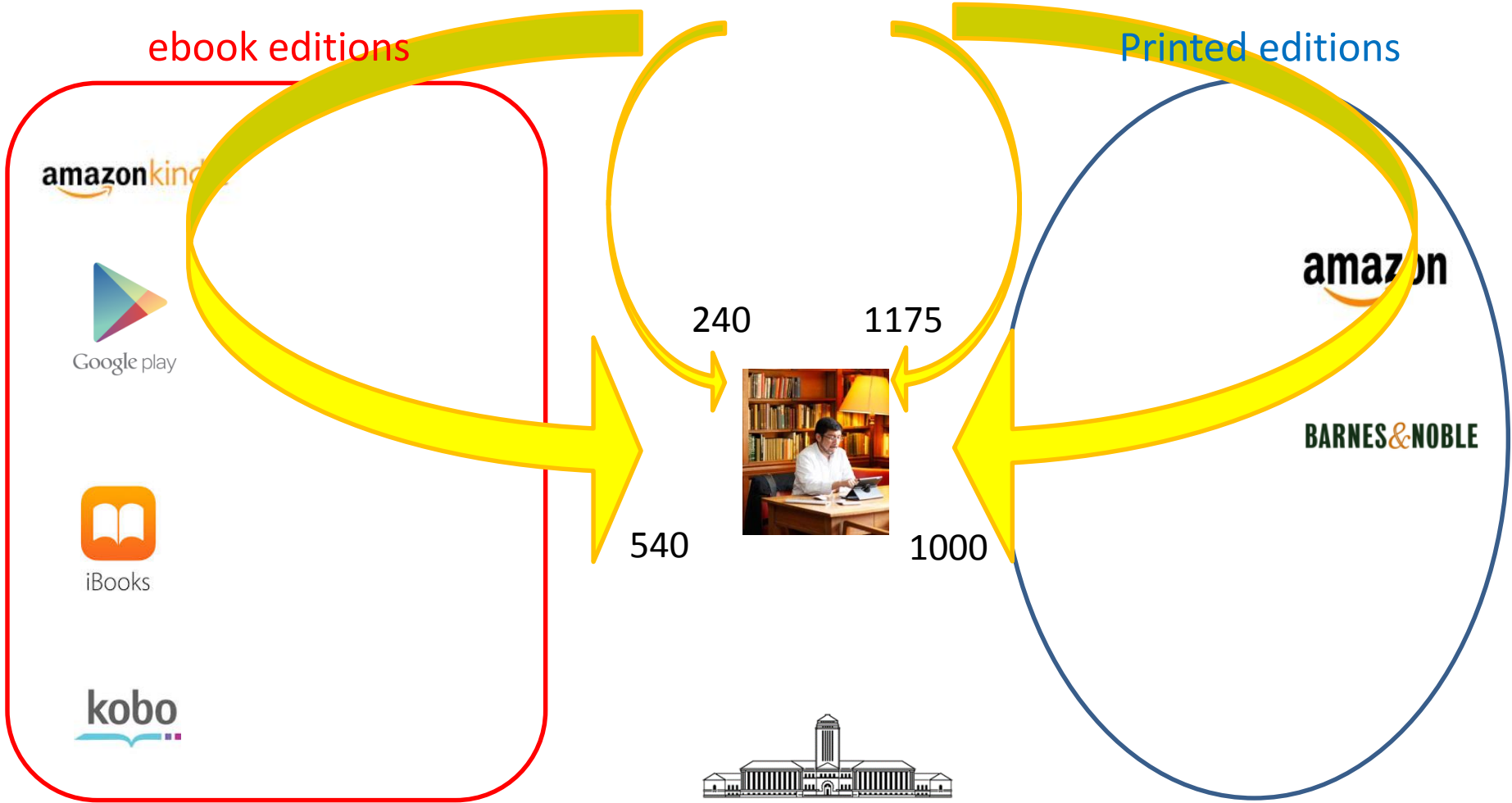
The Global Citizenship Commission at the United Nations with Secretary-General Ban Ki-moon (Courtesy UN Photos)

# Distribution Channels: Retail



ebook editions

Printed editions



# Distribution Channels: Library

Rental & DRM  
Model

OpenBook  
Publishers 

Ownership  
Model

ebook editions

Printed editions

amazonkindle

OverDrive



Google play



iBooks



EBSCO

kobo

ProQuest



Discovery & access

520



680

INGRAM

amazon

Gardners

GOBI  
Library Solutions from EBSCO

BARNES&NOBLE

COURTTS

nielsen

# Legacy Channels: Problems

- Expensive
  - 40-50% of sales revenue (approx. \$15,000 per legacy title?)
- Cumbersome
  - Restrictive formats (pdfs, epub)
  - Conceived for proprietary pdfs – rental model for ebooks
  - Metadata (MARC, ISBN)
  - Difficulties with zero price
  - Difficulties with reuse licences
  - Difficulties with multiple editions/publishers/distribution channels
- Protective
  - Managed content / barriers to entry for new publisher
  - Content defined by the distributor - not the customer
  - DRM

# Distribution Channels: Free editions

Free: Legacy  
300: 1

OpenBook  
Publishers 

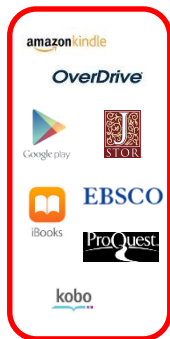
310,000  
book visits



Printed editions



ebook editions



1060 ebook sales



# 2016 free edition visits



- OBP Downloads
- OBP HTML Edn
- OBP PDF Reader
- GoogleBooks
- Wikimedia
- Internet Archive
- OpenEdition
- Classics Library
- Unglue.it
- WorldReader

# Why worry about Legacy distribution channels at all?

Good question for everybody to consider

Conceptually separate print and digital channels

- Print sales important revenue source for OBP
  - How do customers purchase titles?
- Do legacy ebook channels reach readers free distribution fails to reach?
  - Kindle
  - Library catalogues? Digital learning environments?



# Thank you

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# Legacy vs OA supply: Some issues

- Data:
  - Sales vs Book visits
  - Aggregating usage data is difficult
- Formats: pdf/epub vs multiplicity
- Readers: who/where/why?
- DRM vs Re-use/sharing
- Discovery: Library catalogue vs Google et al.
- Meta-data:
  - MARC records (multiple originators)
  - Static vs Dynamic editions
  - Multi-media editions
- Ownership model: Direct ownership vs rental model
  - Archiving

Mapping  
Study