Freemium: a sustainable economic model for scholarly publishing

Pierre Mounier (EHESS)
OPENEDITION: public infrastructure for HSS open access scholarly communication since 1999
Disseminating humanities and social sciences research...

TACITUS, ANNALS, 15.20-23, 33-45

Latin Text, Study Aids with Vocabulary, and Commentary

Mathew Owen and Ingo Gildenhard (dir.)

Classics Textbooks

The emperor Nero is etched into the Western imagination as one of ancient Rome’s most infamous villains, and Tacitus’ Annals have played a central role in shaping the mainstream historiographical understanding of this flamboyant autocrat.

This section of the text plunges us straight into the moral cesspool that Rome had apparently become in the later years of Nero’s reign, chronicling the emperor’s fledgling stage career including his plans for a grand tour of Greece; his participation...
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Electronic publishing
Asking the Right Questions

It is said that Biddle described the human condition as being much like that of a man who has been shot with an arrow. That is, the situation is both painful and urgent. But let's imagine that instead of asking for immediate medical treatment, he was predisposed, the man asked details about the bow that shot the arrow. He asked about the construction of the bow. He wondered about the background of the people who made the bow and arrow, how they arrived at the color scheme, what kind of string they used, and so on.

We often ask questions about the immediate problems. But there are a bit like this. We often do not see the reality right in front of us. They exist, because we choose not to see them. We choose not to see the world around us. We choose not to see the world as it really is. We choose not to see the world as it truly is. We choose not to see the world as it is.

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  - "What is the meaning of existence?"
  - "What is the meaning of the universe?"
  - "What is the meaning of the existence of the universe?"
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Freemium: a business model to address 3 challenges

• To increase **sustainability** for Open Access publications

• To set up a business model adapted to specific needs of **humanities and social sciences** scholarly communication

• To increase **impact** of Open Access publications in libraries
Freemium

• « Freemium is a business model by which a product or service is provided free of charge, but money (premium) is charged for advanced features, functionality, or virtual goods. The word "freemium" is a portmanteau neologism combining the two aspects of the business model: "free" and "premium” »
Freemium: a common business model in the digital world
Economic analysis of business models for open-access monographs

Supplementary report to the HEFCE Monographs and Open Access Project

Traditional publisher
New university press OA
Mission-oriented OA
Freemium OA
Aggregator/distributor
Author payment model

Although in some cases we give examples, the six models are not intended to fully characterise particular organisations currently active in OA publishing of monographs. Rather, what we call a business model represents an abstraction, highlighting typical features and economic incentives present in the setup described. The focus here is strictly on Anglophone monograph publishing and the evidence comes predominantly from our interviews with individuals active in the field.

2.1 Traditional publisher

2.1.1 Overview

This model is discussed briefly in order to provide a baseline. The ‘traditional model’ is perceived to have been in crisis for many years and arguably has lost its normative status for the industry as a consequence of what are felt to be dwindling revenues from traditional channels and a slow response to the possibilities of electronic publishing. Certain voices within the academic community harbour concerns that the publishing market currently is characterised by a cartel-like arrangement that impedes change, thereby exacerbating the crisis in monograph publishing. Traditional publishers, especially the most prestigious university presses, are felt by some to have an undue influence on academic life that is not warranted by the value they add through the publishing process.

However, diversity is characteristic of this model and the most famous names (Oxford, Cambridge and Harvard university presses) are arguably in a league of their own. It is also important to note that what we call ‘traditional’ is unusual on an international scale, in particular because English language UK and American publishers have reached a scale (and in some cases profitability) that is exceptional when looking at the industry from a global perspective.

In addition, the current situation demonstrates a precarious balance. Publishers’ book publishing divisions are reportedly only marginally profitable at best, and many continue to engage in monograph publishing either because it is part of their remit (university presses) or for idealistic reasons (however, note that increasing access through OA is a legitimate objective even if monograph publishing were a highly profitable activity for commercial publishers). Traditional publishers are perfectly adapted to this world and manage to produce high quality work on very limited budgets.
Freemium: from libraries for publishers

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- Pdf and epub download and other services licensed to libraries – *premium* –
- 66% of income for books and journals publishers
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   • ePub
   • PDF
   • Reader

3. Dashboard
   • Counter statistics (daily)
   • Logs statistics (daily)
   • Coverage lists (daily)

4. Data services
   • Full text via OAI-PMH
   • Search results in XML
   • MARC21 – UNIMARC
   • ONIX
   • Calenda Webservice
   • ISBN resolver
   • Dublin Core by URL resolution

5. Discovery services
   • Inclusion in major discovery tools with Kbart
   • Unlimited alerts
   • Bookserver for mobile users
   • Crosslinking via DOI (textmining)

6. Permanent access
   • Permanent access for Books and Journals
   • CLOCKSS
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DIVINE PRESENCE IN SPAIN AND WESTERN EUROPE 1500-1960
Visions, Religious Images and Photographs

William A. Christian
2012

This study addresses the relation of people to divine beings in contemporary and historical communities, as exemplified in three strands. One is a long tradition of visions of mysterious wayfarers in rural Spain who bring otherworldly news and help, including recent examples. Another treats th...

Lire la suite
Chapter 1. Toribia del Val and the Mysterious Wayfarer of Casas de Benítez

For several years the medievalist Lisa Bitel and the photographer Matt Gainer attended the monthly visions of María Paula Acuña, a mother of six in her fifties, in the Mojave Desert of California. I went twice, taking students. Typically, hundreds of Latino–American pilgrims would be waiting when María Paula and her female acolytes arrived in a van. A procession on foot would pause when María Paula had her vision of Our Lady of the Rocks and people took pictures of the sky. Then later at the cult site the seer would report the Virgin’s message and deliver a more general homily, take questions and bless the pilgrims individually. This had been going on for almost twenty years, with intermittent mentions in the press and on television. But when, in 2008, Bitel called the Diocese of Fresno, a spokesman dismissed the visions as “a non-event.”¹ A great many such vision “non-events,” episodes unregistered, unrecognized, inconclusive and soon forgotten, do not enter history.

In the summer of 2009, a search in online historical newspapers turned up an account of a religious vision published in República, a Center–Left weekly in the conservative Spanish provincial capital of Cuenca. It is dated October 26, 1931, six months after Spain became a Republic and days after parliament voted for the separation of Church and State. For at least thirty years Spain had been deeply divided between believers and disbelievers more militant than ever. In those first months the press, some with wonder, others with scorn, had carried reports of apparitions of the Virgin Mary in Ezquiro in the Basque country and a number of other places.² In August, for instance, República had referred to “the mental retards who still believe in ‘apparitions’ and await a miracle... the flock that follows the scheming clergy... [as a result of] so many centuries of superstition and servitude.”³ Three months later, the editor was bemused to learn of an apparition earlier in the year in a far corner of his own province.⁴


² In Cuenca Too?
Yes gentlemen, it’s true. Cuenca too has had apparitions. In a small village of La Mancha, Casas de Benítez, when she was gathering broad
RESULTS AFTER 3 YEARS OF PRODUCTION
The OpenEdition Freemium programme

OpenEdition Freemium is a programme for the development of open access academic publishing in the humanities and social sciences. This partnership, on offer exclusively to institutions (libraries, campuses, research institutes) aims to create an innovative and sustainable economic model. All income generated by the programme is reinvested in the development of open access academic publishing.

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CARTE MONDIALE DES ABONNÉS ET POINT D’ACCÈS À OPENEDITION (2014)

233 points d’accès dont 150 en France, 14 en Belgique, 7 au Canada, 4 en Suisse et 58 autre points dans 46 autres pays (diversité géographique due aux abonnements souscrits par l’AUF et l’IRD).

Voir liste placée en annexe 3.

Carte en ligne : http://goo.gl/maps/TY9Si
Revenus

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<td>Total des revenus OpenEdition depuis 2012</td>
<td>339 499,49 €</td>
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Répartition des chiffres d'affaires Freemium

- CA OpenEdition Freemium for Journals
- CA Librairie
- CA OpenEdition Freemium for Books*
- CA Total

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<th>CA Librairie</th>
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« It is a numbers game, so bust out your Excel spreadsheet. It’s all about finding things in the margins — lots of little things rather than one key thing. »

D. Houston, Dropbox in « Case Studies in Freemium: Pandora, Dropbox, Evernote, Automattic and MailChimp », Gigaom, mars 2010
Diversification: the keyword for sustainable business models
Thanks!

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