



The University of Sydney



Sydney University Press

A model for combining Open Access with Sales

Susan Murray-Smith



- Role of the publisher, publishing
- Digital production and flexible uses of content
- Exposure, expertise and reputation vs sales revenue



Why do I need to publish?

Build
reputation

internal

Research
development,
dialogue with
colleagues



Promotion,
career
progression

external

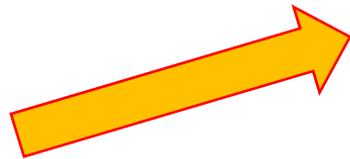
HERDC



Can OA fulfil these needs?



OA repository -
cite, promote,
archive



Google, Google Scholar



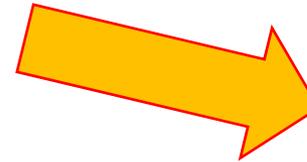
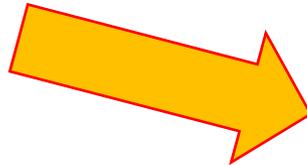
Discipline networks



Personal website



What can a publisher offer?





But are OA and publishing mutually exclusive?

The role of the University – public funding implies giving back to society



Research insights and results



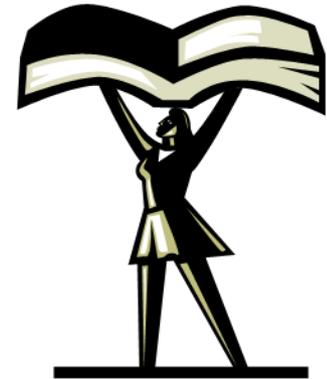
Contribute to public debate



Shaping social policy

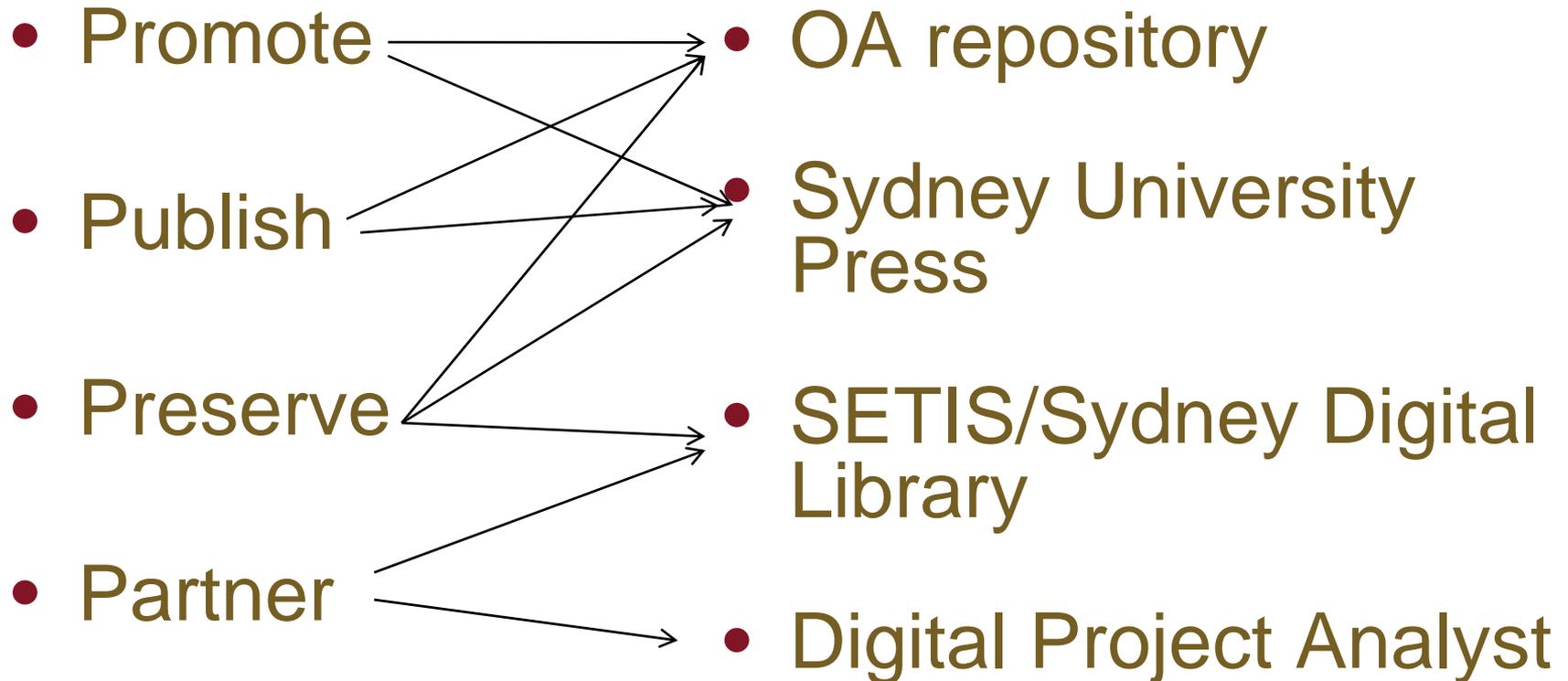


Role of the press in the university





Sydney eScholarship





Business model – who pays?

- Roger Clarke’s “who pays, for what, to whom and why?”
- Our choices have allowed us the flexibility to straddle OA and sales



Where a publisher adds value

- Content acquisition
- Financial investment and risk
- Content development
- Quality control
- Management and coordination
- Sales and marketing

Thompson, 2005

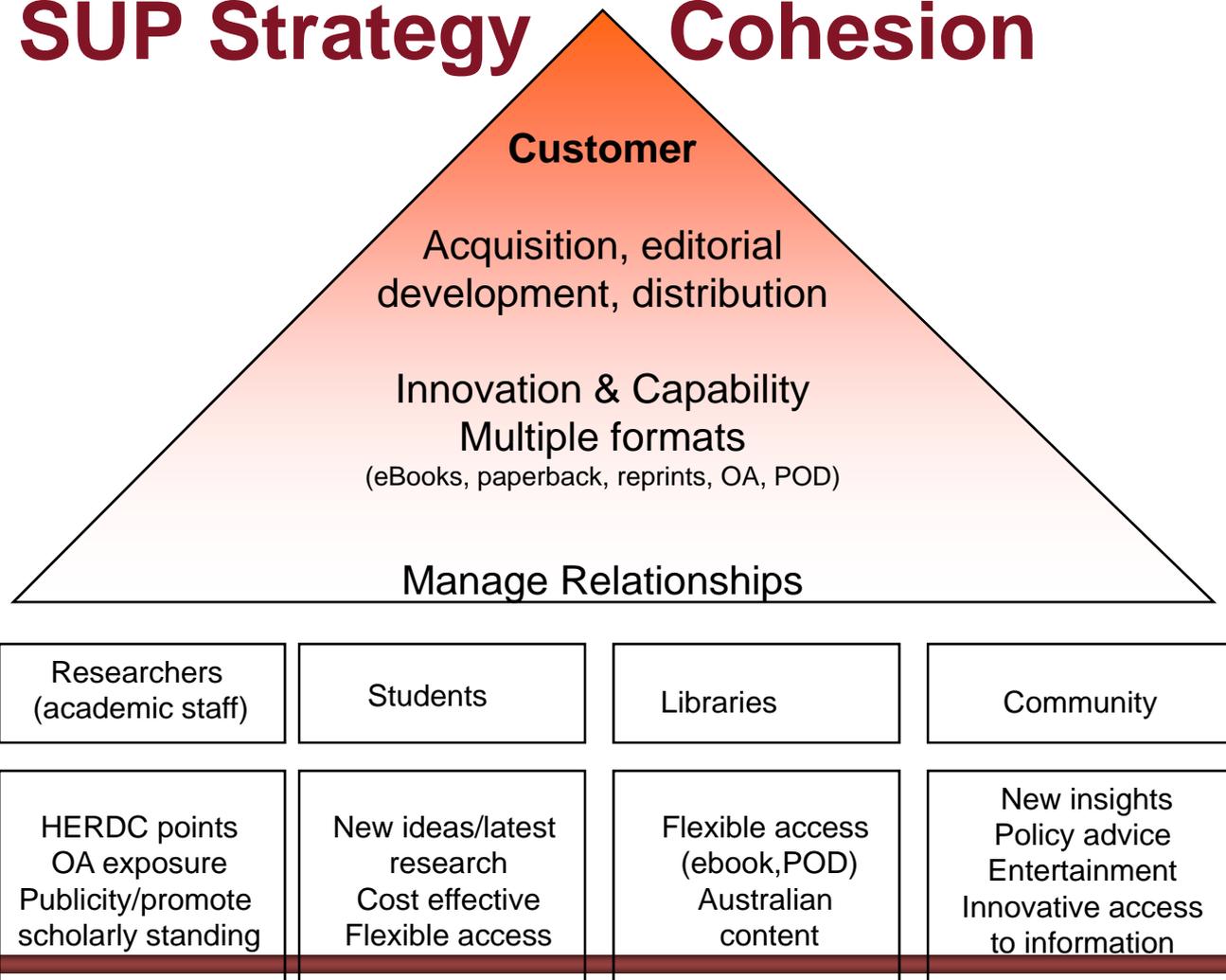


SUP Strategy Cohesion

What

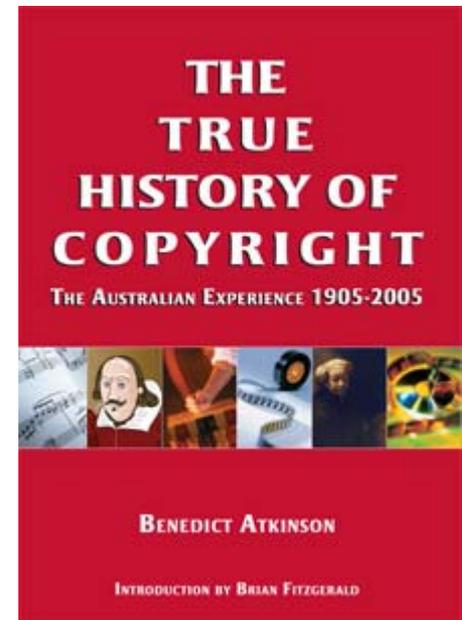
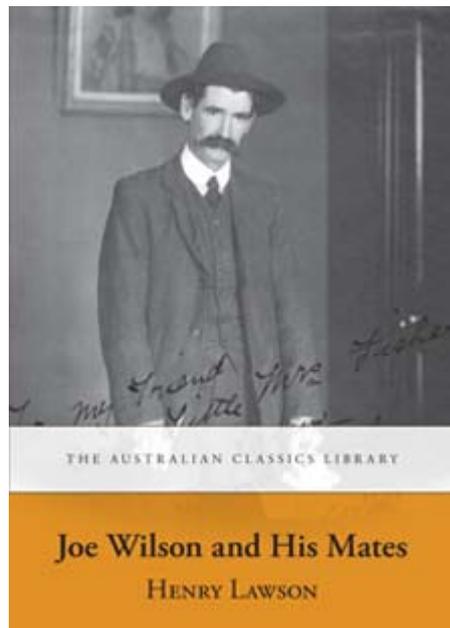
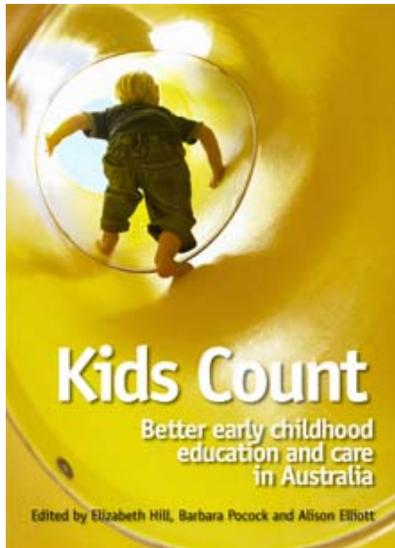
How

Who





Content and OA





Financial investment and risk



ICT
Printing services
SUP Staff



Publication subsidy
Print on demand
Direct distribution
HERDC and royalties



Sales and marketing

- Alignment with content
- Direct to target audience
 - Email
 - Facebook, blog
 - Bookshops
 - Library suppliers
 - Previous customers





Benefits

- Uncovering new writers, early career academics
- Greater exposure in online sphere
- Enhance the university brand
- Flexibility of format, delivery; future uses



Challenges

- Balancing investment and return
- Need to attract higher profile academics and/or 'big' books?
- Next technological challenges – Kindles, iPhones
- Next society challenges – article vs book

