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
- Promotion, career progression
  - external
- Research development, dialogue with colleagues
  - HERDC
Can OA fulfil these needs?

- Google, Google Scholar
- Discipline networks
- Personal website

OA repository - cite, promote, archive
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

- Promote
- Publish
- Preserve
- Partner

- OA repository
- Sydney University Press
- SETIS/Sydney Digital Library
- Digital Project Analyst

Sydney eScholarship, a digital initiative of the Library
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

Acquisition, editorial development, distribution

How

Innovation & Capability
Multiple formats
(eBooks, paperback, reprints, OA, POD)

Manage Relationships

Who

Researchers (academic staff)

HERDC points
OA exposure
Publicity/promote scholarly standing

Students

New ideas/latest research
Cost effective
Flexible access

Libraries

Flexible access (ebook, POD)
Australian content

Community

New insights
Policy advice
Entertainment
Innovative access to information
Financial investment and risk

ICT
Printing services
SUP Staff

Publication subsidy
Print on demand
Direct distribution
HERDC and royalties

Sydney eScholarship, a digital initiative of the Library
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