

## FAQ - Open Access

- I. I do think people would appreciate more transparency with the business model. Can you explain how you developed your business model to cover the costs of the services you will provide for the open access ebook.?

### **BUSINESS MODEL**

We understand that this business model does not exist at present, and that is the reason why it is difficult to be understood. Historically our company has a mostly commercial model, where we sell a product that gives us profit. What is new about this project is that there is no product (book or serial) but a service. This service is provided through a collaborative project where a group of libraries supply money allowing to give access and to preserve for the society the available OA material.

It is based in the approval plan that at present every library uses, where from a profile and an assigned budget we check the production of OA material, and while we progressively select it we would be uploading it to HathiTrust.

Being a collaborative project, the price of the service will be \$300 for each OA Ebook, which would be paid by the libraries that we could be able to integrate to the project.

Our wish is that they will be no less than 20 institutions but no more than 30, so each one of them could have all the OA books, with a RDA record in the Library OPA automatically, for only \$10/\$15. If they were more than 30 libraries that want to get the RDA MARC we would charge an additional for the supplementary work that it would imply their management.

We accept that this material would be used by other libraries that do not pay for it and we agree with this, so they would need to retrieve the record from HathiTrust and add it to their OPACs.

As OA material, we dismiss it to be hosted by an institution with "ebrary" commercial characteristics; so we believe that HathiTrust is a proper hosting. Being hosted and preserved in an open access hosting the management for getting the corresponding authorizations would be simplified and the methodology will be easier.

We must work as HathiTrust representatives in Argentina & Brazil, and the licenses signed by the authors/editors will be addressed to HathiTrust.

Both points detailed above, hosting and authorization, we believe are essentials for the success of this project.

## WORKFLOW.

- A) **Identification** of the available **OA material**. It may be born digital or digital and imprint.
- B) **Selection** of it within a profile to be determined by the interested libraries.
- C) Contact with the editor/author to **sign the agreement**.
- D) **Standardization of formats** according to stablished rules (PDF normalization, bookmarks, and hyperlinks).
- E) **RDA cataloging** of the material.
- F) **Hosting** of the PDF in **HathiTrust**.
- G) Forwarding documents about the **authorizations to HathiTrust**.
- H) Send the RDA MARC with the link to HathiTrust in the OPAC of every participating library.
- I) We would inform monthly to the libraries or to the Chairman of the Executive Board (if she/he exists) a detail of the selected ebooks, according to the wished profile. These listings would enable them to exclude material that may consider out-of-scope, controlling the selection quality of our service. They will get the URL address of the books so it will allow them to visualize the material.
- J) Delivery of invoices, which could be unified for a designated institution or distributed among the participant members.

## COSTS ANALYSIS

It is very difficult to elaborate a costs analysis without previously having the operative flow defined for a process that we have not done before. Our proposal of \$300 is an estimation of what we consider will be necessary to make this profitable; it might be more or less but we would know by sure finishing the test year.

That is the reason why we propose to generate a pilot experience of 1000 OA ebooks during a year with a fix price of \$300. After spending that budget and period, you will be able to analyze whether our work was satisfactory for you, and we will be able to decide whether it fulfills our economic expectations.

As we have already told you in different occasions, we see the OA as a part of a whole, complementing with commercial ebooks, imprints, OA journals, commercial eJournals, serials, streaming videos, collaborative projects, etc.

Obviously our present business model (and the one of the libraries with us) would change radically, and better that doing costs analysis we should do a model analysis and that is what we trust.

## CONCLUSION

Our bookstore has more than 60 years working for libraries all around the world with approval plans, direct orders, subscriptions and standing orders.

We may have some flaws (who do not have?) but there is something that is very clear in our functioning; we always accomplish the proposed goals. We believe that we are able to carry out this new system; we just need you to trust in us.

We do not ask for a grant or a blank check; you will pay for a monthly service that you would be able to visualize and control. As we have said before, this is a pilot test that after a year will allow you to analyze it and decide if the project fulfills your expectations.

It is yours the decision to be made whether you want to test our capacity to carry out this novel and interesting project.

- II. There were questions associated with the ebrary platform. Is it the best platform? Do we use it but only until we are ready for HathiTrust?

We think that this OA Project must work only in HathiTrust due to the reason previously detailed. We do not think to use the ebrary platform for the OA, this will be used only for commercial ebooks, that are out of the proposed agreement.

- III. Are publishers giving you permissions to do this work. Are you trying to secure a Creative Commons License. What is the response of the publishers?

There are commercial publishers, for example Planeta, Seix Barral, Siglo XXI, this kind of publishers have no interest in becoming OA; in some cases they just sell ebooks as another product. For them, we would commercialize their production through ebrary to for the interested libraries, paying the licenses to the publishers and selling them to the libraries.

There are non-commercial publishers, whose major aim is the diffusion of the material, as Instituto Gino Germani, Universidad de Buenos Aires, CLACSO, Instituto Nacional del Teatro, etc. These are very enthusiastic about participation in this project, because their primary

objective is the diffusion of their works and the cultural exchange that they offer. These are the ones that we will try to integrate to the project. Creative commons is not generally used but there are several of them that do use it. We believe that as soon as we contact them and comment them this option, they would agree with Creative Commons.

IV. How will the librarians at the participating libraries contribute to the selection of publishers to target for services associated with the open access e-book?

As we have previously detailed, librarians will determinate the profile of the OA approval plan.

Besides, they will receive monthly a detail of the added books that will enable them to control the selection and reject those books that they would consider out-of-scope, keeping the control that they dispose at present for imprint approval plans.

Finally, it could happen that you notice that some publishers are within your interest and were not considered by us; but just with your notification we will contact them specially, as it is done with imprint approval plans.

We hope that the replies that we have given will be useful to clarify the doubts that libraries still have.

This business model of OA emerges from your vision about ebooks in American libraries. We try to understand it and see how it can we adapt our old structures to this reality, that is why we need you to coordinate and we would supply the local work. We believe that we do not have relevance in the decision making and you are the right person to lead the project.