



VERSION
FEBRUARY
2019



Knowledge Unlatched

Making Open Access Work

Publisher Brochure





„Opening access to scholarly literature fosters knowledge in all academic fields, from the sciences to the humanities. It helps readers find relevant work and accelerate their research, and helps authors find readers and amplify their impact. Knowledge Unlatched is a leader in finding economically sustainable ways to open or unlatch this literature, both in journals and in books.“

Prof. Peter Suber, Harvard University

KU Marketplace

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KU Marketplace

Knowledge Unlatched (KU) makes scholarly content freely available to everyone and contributes to the further development of the Open Access (OA) infrastructure. Our online marketplace provides libraries and institutions worldwide with a central place to support OA collections and models from leading publishing houses and new OA initiatives. With their support we transition monographs and journals in a wide variety of disciplines from paywalled to Open Access content. Additionally, KU offers various tools and services for stakeholders in the OA community. Including services that let publishers properly distribute and disseminate their Open Access titles and track their Open Access usage data.

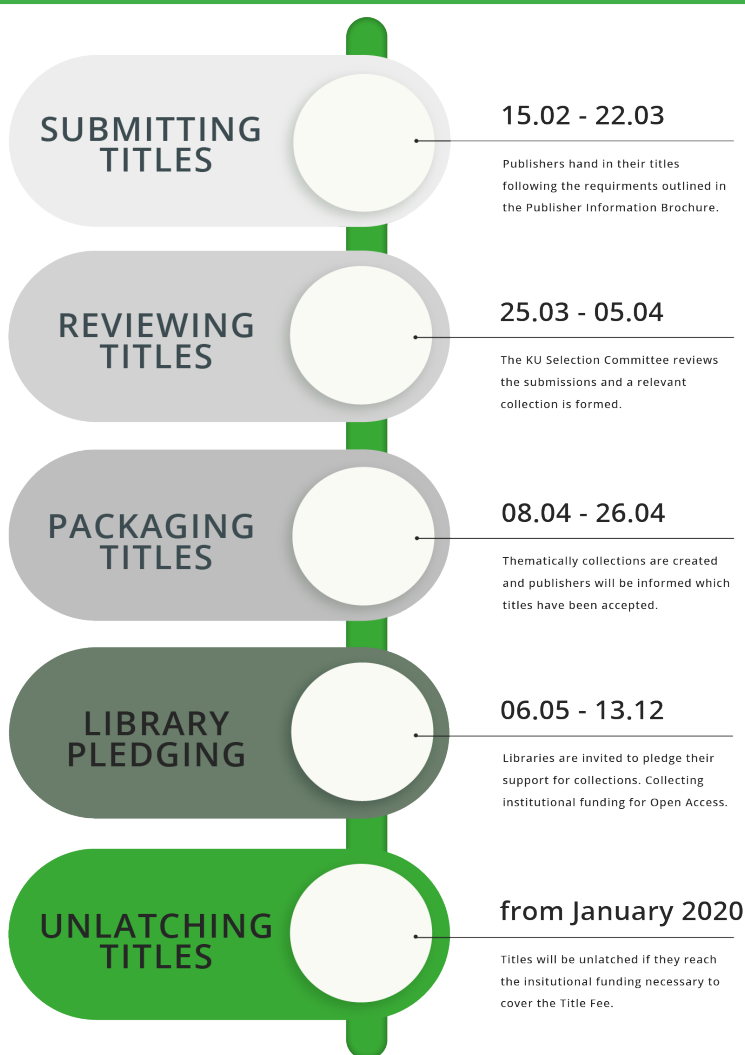
Our goal is simple: We want to make Open Access work!



Publish Open Access and Be Part of a Positive Change

Knowledge Unlatched (KU) helps publishers to acquire funding for their Open Access (OA) titles. Publishers can hand in titles that they would like to convert from paywalled to OA (backlist) or titles that they would like to publish OA in the future (frontlist). The KU Selection Committee, consisting of more than 150 librarians, form a collection containing the titles they deem most interesting for libraries and readers world-wide. KU finds funding for the collection. This institutional funding enables publishers to publish Open Access and be part of a positive change!

Timeline



Find Out More

Register for a non-binding free account at app.knowledgeunlatched.org to submit your HSS & STEM titles for KU Select Books 2019.

To read more about KU Select and learn about the submission criteria, visit: knowledgeunlatched.org/publishers/

KU Open Funding is a marketplace system, bringing institutions, researchers and Open Access publishers together. Publishers have their OA offers in one central place, increasing access and visibility for researchers. The platform is designed to give researchers the option to filter through a list of predefined publishing offers, which have been approved by his/her library or institution for funding. It allows researchers to find the right publication offer for their publication needs, enabling a smooth OA publishing experience. Additionally, BPC payment through KU Open Funding is hassle-free and a streamlined process for all involved. We would say that KU Open Funding benefits all stakeholders involved in Open Access publishing.

How it Works

1. Publishers insert their offers and publication specifications into the KU portal
2. Institutions can deposit an amount for Book Processing Charge funding with KU
3. The researcher selects her/his most suitable offer by filtering the criteria on the Open Funding platform
4. The publisher is notified and peer reviews the manuscript to evaluate the content
5. Once the publisher confirms the manuscript, KU and the author will be notified
6. The publisher and the author start producing the monograph
7. Once the book is finished, the publisher is paid by KU from the deposited funds

Benefits for Publishers

KU Open Funding is designed to promote Open Access book programs. Publishers have their Open Access offers in one central place, increasing access and visibility for researchers. By specifying publication details publishers enable researchers to find and compare the publication offer that suits their future publication best. Publishers are able to specify their publication details via a structured format, while also being able to distinguish themselves with excellent Open Access services and policies and the option to write free texts. When a publisher and researcher agree on their publication, Knowledge Unlatched handles the BPC payment through secured institutional funding. A hassle-free BPC payment structure is the cornerstone of KU Open Funding. Additionally, KU Open Funding includes free Distribution, Indexing, and Archiving of the published Open Access books, making sure anyone in the world has access to the book that you published.

Find Out More

Register for a non-binding free account at app.knowledgeunlatched.org to get in contact and explore the KU Open Funding platform for yourself.

To read more about KU Open Funding, visit: knowledgeunlatched.org/ku-open-funding/

Maximising the Discoverability of Your Open Access Content

KU Open Services caters to publishers that have Open Access content or would like to publish Open Access titles, but are not in the position or do not have the experience to distribute their OA titles. Furthermore, it's for publishers who wish to have streamlined and hassle-free OA distribution workflow and who want to increase the impact of their OA titles by discoverability. With KU Open Services you get your OA content hosted on the leading OA platforms, archived to preserve important information, indexed to ensure it can be discovered in library catalogues and other discover systems worldwide, discovered to increase the impact of your Open Access content. The impact is made visible with provided usage data reports from KU.

How it Works

1. Publisher submits metadata from the title into the KU Portal
2. Knowledge Unlatched screens and approves the metadata input
3. Publisher approves final metadata input
4. KU distributes the title and it becomes visible on OAPEN the next day
5. High quality MARC records will be provided and will be pushed to the global KU library community
6. The title is further disseminated through implementation in leading Discovery Systems
7. Publisher receives quarterly usage data reports on the impact of their Open Access title

Benefits for Publishers

The publisher benefits from streamlined and hassle-free Open Access distribution that increases the impact of their title. Titles are present in discovery systems such as DOAB, Google Scholar, ProQuest Serial Solutions, ExLibris (Primo Central), EBSCO Discovery Service, Knowledge Base, Worldcat and more. Titles are hosted at OAPEN, JSTOR, MUSEOpen (for non-profit publishers) and more. They are archived with Portico and CLOCK-KS. Libraries are provided with MARC records, while publishers receive quarterly usage reports of the titles.

Pricing Structure

KU Open Services for books

150 € EUR / 175 \$ USD / 135 £ GBP

Hosting platforms can ask for additional hosting fees that are not included in the price above

KU Open Services for journals

on request

Find Out More

If you would like to know more about KU Open Services, don't hesitate to contact us!
To read more about KU Open Services, visit: knowledgeunlatched.org/ku-open-services/

Improving the Insights of Your Usage Data

KU Open Analytics is an easily accessible usage data reporting tool that lets you take control over your own Open Access usage data. Developed in collaboration with, amongst others, Cornell University Press, University of Michigan Press, and Liverpool University Press, KU Open Analytics takes into account almost all that publishers wish to have in a usage data tool. Aggregate usage data from all Open Access e-books you have (including non-KU) and integrate any hosting platform you work with. In addition, KU Open Analytics gives you the possibility to create visual PDF-reports from the usage data of an e-book. This enables publishers to report back to, for example, authors and show them what impact making their book OA had.

How it Works

After receiving approval from the publisher, Knowledge Unlatched will collect usage data from the different Open Access hosting platforms the publisher works with. The usage data is structured and integrated into KU Open Analytics. The publisher logs onto the portal and is able to download usage data reports from all its Open Access e-books. Reports include usage by country, by platform, by institution and even by a region the publisher can specify for itself. In addition, publishers are able to download visual PDF-reports that give a clear overview of the usage from a certain e-book. Publishers can share these reports with funders and authors, showing them the increased impact of Open Access publications.

Benefits for Publishers

Have one single Usage Data Reporting Tool for all your Open Access e-books. Aggregate usage data from all hosting platforms you work with. Create visual PDF-reports to inform your authors on the impact of their book. Create reports whenever you want, wherever you want, and as many as you like. Create a comprehensive usage data report that shows usage by country, by platform, by institution, and even a manually selected region. Adjust date range, publication year, and even subject for reports. You have the data in your own hands.

Pricing Structure

0 - 50 titles

1500 euros

50 - 100 titles

3000 euros

100 - 150 titles

5000 euros

150+ titles

on request

Adding a new hosting platform has a one time set-up fee of 500 euros.

Find Out More

Contact us for a **free trial account** and more information.

To read more about KU Open Analytics, visit: knowledgeunlatched.org/ku-open-analytics/

2016-01

Usage by Time

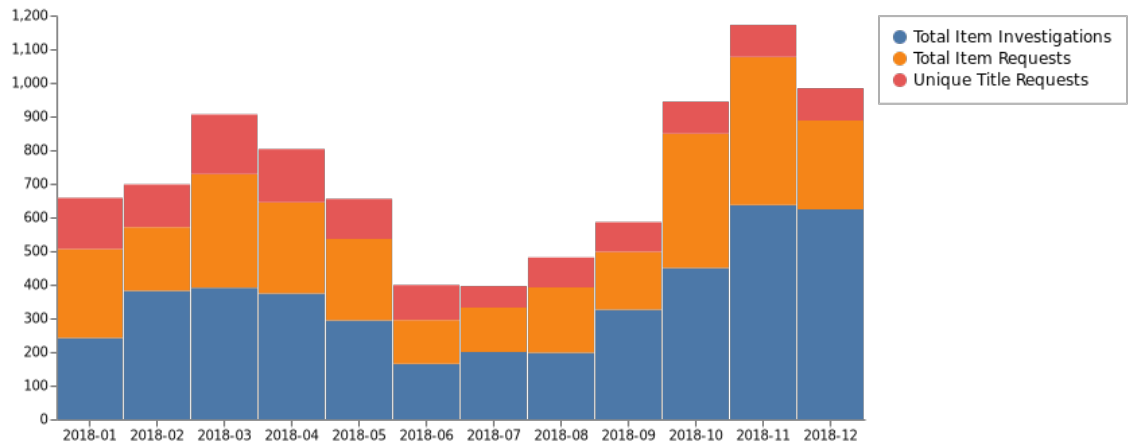
First OA Usage
Month

13923

All Time Usages

6659

All Time
Investigations



Usage by Country

7264

All Time
Requests

102

of Unique
Countries All
Time

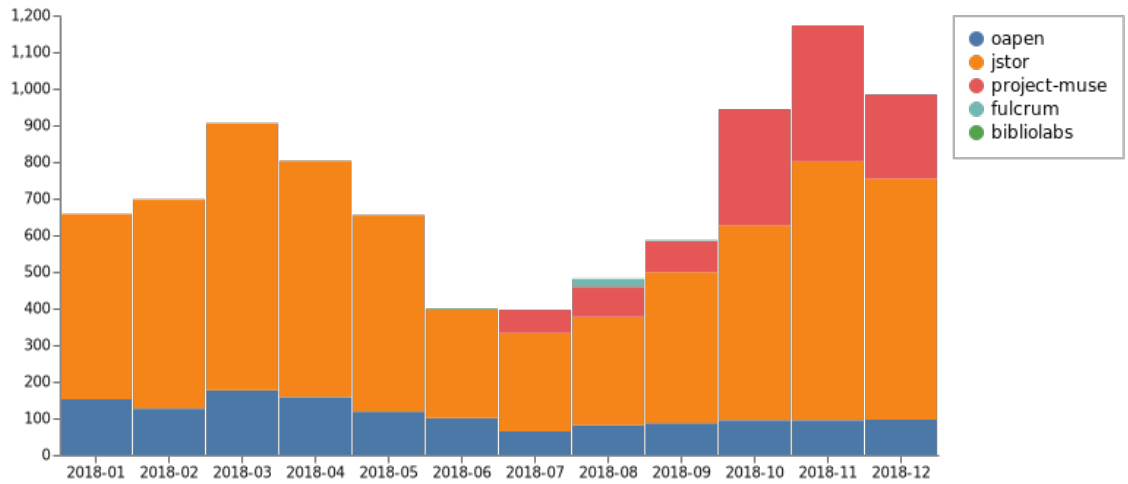
Europe	North America	South America	Asia
United Kingdom 537	United States 1997	Colombia 55	China 730
Germany 329	Canada 266	Brazil 26	Hong Kong 146
France 103	Mexico 35	Argentina 20	Malaysia 96
Oceania	Africa		
Australia 160	South Africa 18		
New Zealand 49	Nigeria 15		
	Ethiopia 14		

China and the West: Music, Representation, and Reception

University of Michigan Press

Title usage data report from 2018-01 until 2018-12

Usage by Platform



Usage by Metric / Platform

Total Item Investigations		Total Item Requests		Unique Title Requests	
jstor	3815	jstor	2340	oopen	1352
project-muse	468	project-muse	680	fulcrum	9
		fulcrum	15	bibliolabs	3

This report was created using KU Open Analytics, a product provided by Knowledge Unlatched. For more information about the metric definitions please contact your publisher or click [here](#).

Glossary of Terms

Unique Item Requests	The number of unique content items (e.g. chapters) downloaded or viewed by a user.
Unique Title Requests	The number of unique titles (e.g. books) investigated by a user.
First OA Usage Month	The first month the Book was downloaded on any given platform.
Total Item Investigations	The total number of times a content item or information related to a content item was accessed.
Unique Item Investigations	The number of unique content items (e.g. chapters) investigated by a user.
Unique Title Investigations	The number of unique titles (e.g. books) investigated by a user.
Total Item Requests	The total number of times the full text of a content item was downloaded or viewed.

**We are happy that you are
looking into Open Access!**

**We invite you to use
our services to make
Open Access a success!**

**If you would like to know more about our
Open Access publisher services, don't hesitate
to contact us at:**

info@knowledgeunlatched.org

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www.knowledgeunlatched.org, Managing Director: Dr. Sven Fund**

