

Open Access Monographs in the UK: A data analysis



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Imprint



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Key Observations

The evidence and analysis presented in this report draws upon the REF 2014 dataset, information on publisher sales, and library acquisition data from UK higher education institutions (HEIs). It also draws extensively on stakeholder interviews and surveys carried out in the autumn of 2018. Our observations below are based on the evidence made available, and should be used as indicative trends rather than definitive conclusions.

Our key observations are as follows:

1. **The international aspect is a key component of monograph publishing.**

Researchers do not want to be limited in their choice of publisher; indeed, there is a need for commercial, scholar-led and more specialist presses to co-exist in any form of publishing landscape. Academics will publish according to disciplinary norms and depending on where their output is most suited.

Publishers also rely on international sales to ensure sustainability of their business model. Although the number of sales and the location of where sales are made differ across types of publisher (for example, American university presses make the majority of sales in North America; medium-sized publishers (those publishing fewer than 1,000 titles a year) make the majority of sales in the United Kingdom).

2. **Around 9 per cent of all titles submitted to the REF2014 Panel C and D were trade titles priced at 20 GBP or below.**

Most trade titles are published in Arts and Humanities (Panel D), with the top three disciplines being Art and Design: History, Practice and Theory (UOA 34), English Language and Literature (UOA 29), and History (UOA 30).

3. **Knowledge of open access (OA) varies across the sector**, and more can be done to address knowledge gaps. For example, 83 per cent of researchers who responded to a survey (autumn 2018) were unsure what license they should publish under.

4. **Just under 650 titles directly linked to an AHRC or ESRC-funded project were submitted to the REF2014 Panels C and D.** The titles account for around 5 per cent of all long-form submissions returned to Panels C and D. These titles are predominantly published by presses based in the UK (78 per cent), with 14 per cent published with a US press.

5. **There are numerous differences across disciplines aligned with the Arts, Humanities and Social Sciences (AHSS).** For example, there are a high number of smaller presses publishing in Art and Design: History, Practice and Theory (UOA 34), Modern Languages and Linguistics (UOA 28) and Area Studies (UOA 27). The diverse landscape possibly holds implications when it comes to speed of adopting OA publishing.

On aggregate, around 35 per cent of the titles submitted to Panels C and D are published by university presses. For Philosophy (UOA 32, 64 per cent of submissions published by university presses), Classics (UOA 31, 62 per cent of submissions

published by university presses), and History (UOA 30, 50 per cent of submissions published by university presses), this share is significantly higher.

6. **Around 70 per cent of print unit sales occur in the first two years after publication.** So, sales for academic monographs tend to be highest in the first year of publication, followed by a long tail of print unit sales in the following years.
7. **Around 36 per cent of an HEI's library acquisition budget is spent on purchasing books published during the previous 12 months.** Around 50 per cent of the budget is spent on front-list titles (titles published since 2016). A further 35 per cent is spent on recent backlist titles (published within the past ten years), with the remaining 15 per cent of the budget deep-backlist titles (published more than ten years ago). Acquisition of backlist titles may indicate a route where funding for OA activities (for example, resourcing staff, or OA charges) may be sourced.
8. **On average, around 5 per cent of an HEI's individual order library acquisition budget is estimated to be spent on REF2014 titles.** Flipping REF2014 titles into OA is expected to have significant impact on the monograph budget of UK, which may be isolated to redirect funding.

1. Introduction

Over the past few years the UK has seen a move towards open access policies for academic monographs. In 2013, the Wellcome Trust introduced an open access (OA) policy for scholarly monographs and book chapters authored (or co-authored) by grant holders as part of their grant-funded research.² Three years later, in December 2016, the four UK higher education (HE) funding bodies³ signalled their intent to move towards an OA requirement for long-form outputs submitted to the Research Excellence Framework (REF) following REF2021.

Although the seven Research Councils currently do not require long-form publications to comply with an open access policy, monographs *are* in scope of the UK Research and Innovation (UKRI) OA review, which is expected to report in the first part of 2020. Significantly, monographs are also in scope of Plan S (led by a coalition of European research funders), which aims for full and immediate open access to publications funded from publicly funded research (the latest guidance issued at the end of May suggests that guidance on books will be issued before the end of 2021). Countries such as France, Switzerland, Austria, the Netherlands and the Nordics already have or are exploring similar policies for books (UUK, 2018; Ferwerda et al., 2017).

Open access for journals has taken place incrementally, with policy makers and funders taking careful consideration over appropriate policy exceptions to ensure that high quality research continues to be published. Developing policy for OA monographs will likewise require careful consideration to understand what is in scope and what is out of scope for future requirements of open access monographs.

In 2018, fullstopp GmbH was commissioned to carry out an analysis of open access books. Specifically, we were asked to capture the specific challenges and barriers (perceived and real) from a range of stakeholders including (but not limited to): learned societies and subject associations, Pro-Vice-Chancellors (Research), research librarians, publishers (commercial, new university presses and academic-led presses) and funding organisations. In response to these concerns, we were also asked to (where possible) address these challenges by conducting a quantitative analysis of data available from publishers, funding organisations and HEIs (including libraries).

This report is fullstopp's response to the commission. It considers the definition of the monograph, licensing, the inclusion of third-party rights in academic books and disciplinary differences across the arts, humanities and social sciences. It provides fresh analysis of outputs submitted to the REF 2014, building on Simon Tanner's analysis carried out in 2016. Finally, it provides new information on publisher sales and library acquisition budgets, which may be used to inform policies for future activities in this area.

² <https://wellcome.ac.uk/funding/guidance/complying-our-open-access-policy>

³ The four funding bodies are Research England (RE), the Higher Education Funding Council for Wales (HEFCW), the Scottish Funding Council (SFC), the Department for the Economy (DfE) and Northern Ireland. Here is the summary of the responses: <https://www.ref.ac.uk/publications/consultation-on-the-second-research-excellence-framework-summary-of-responses-ref-201702/>

2. Methodology

The UUK Open Access Monographs Working Group was formed in late 2016 to monitor and evaluate progress towards OA book publishing. The group is chaired by Professor Roger Kain (Professor of Humanities, School of Advanced Study and Vice-President Research and HE Policy, British Academy)⁴ and includes representation from a range of organisations including Jisc, the Wellcome Trust, Research England, the British Academy, librarians and publishers (including commercial, university, and scholar-led presses).

The OA monographs group identified a need to carry out a quantitative analysis of the current landscape of long-form outputs in the HE sector. A project was commissioned to collect and analyse data on open access and monographs, specifically pertaining to the Arts, Humanities and Social Sciences (Panels C and D in the Research Excellence Framework (REF)). This work builds upon a previous study carried out by Simon Tanner (2015), which focused on monographic outputs submitted to Panel D in the REF 2014.⁵ The project chose to focus on AHSS academic outputs, given the significance of the monograph in these disciplines (OAPEN, 2016).

The project was jointly funded by Research England, Jisc, the Arts and Humanities Research Council (AHRC) and the British Academy (BA). A steering group made up of sector representatives and independent experts was established to provide guidance and feedback on this work. Members of the steering group are listed at Annex A. The steering group also provided a list of research questions that it was interested in answering as part of this work. A full list of these questions (issued as part of the original tender document) is also located at Annex A.

The approach for this study divided into three phases:

1. In-depth interviews
2. An online survey with all relevant stakeholder groups
3. A quantitative analysis of stakeholder data

For the interviews and surveys phases, the following stakeholder groups were identified as relevant participants:

- Learned societies and subject associations (often represented by academic researchers)
- Academic researchers
- Publishers
- Pro Vice-Chancellors of Research
- Funders

These stakeholders were clustered in accordance with two central issues of this study: REF exposure and the level of OA books engagement. REF exposure can be defined as the degree to which an organisation will be affected by changes to the REF policy. Given the diverse

⁴ The UUK OA group was chaired by Professor Shearer West from its inception in December 2016 until October 2017.

⁵ See Tanner, Simon (2016) An analysis of the Arts and Humanities submitted research outputs to the REF2014 with a focus on academic books: An Academic Book of the Future Report, King's College London, November 2016, <http://doi.org/doi:10.18742/RDM01-76>. The ABOTF was jointly funded by the British Library and the AHRC.

nature of the HE sector, this was further revised to include an appropriate representation from different kinds of HEIs, such as research-intensive, teaching-intensive and specialist HEIs.

The second dimension is the level of OA engagement, which focused on the number of OA books available on the Directory of Open Access Books (DOAB), an OA platform for books. This dimension also considered the experiences and learnings of existing stakeholders who are already active in OA. Similar to the REF exposure, corrections had to be made to reflect disciplinary differences as there might be high OA engagement, despite little OA monograph output (for example, economics or library studies where the research output is predominantly scholarly articles). For institutions, the degree of OA engagement was analysed based on their support of OA programmes: Open Book Publishers (OPB), Open Library of Humanities (OLH) and Knowledge Unlatched Select.⁶

2.1. Phase I: Stakeholder Interviews

The objective of the stakeholder interviews was to provide a detailed, comprehensive perspective based on the main challenges identified in the desk research and the questions suggested by the steering group.

A total of 31 interviews were carried out. Each took about 60 minutes and was either conducted in person or (in the majority of cases) via telephone or Skype. In addition written responses were provided by OPB and punctum books. OPB's response is available to view [here](#). The interviews built on the central questions and challenges identified. However, they were open-ended and conversational in style to obtain details of stakeholders' contexts and therefore provide a more comprehensive view. Table 2.1 below shows the interview respondents by stakeholder group.

Table 2.1: Number of interview respondents by stakeholder group

Interviewees	Number of invitations	Number of interviews that took place
Pro-Vice-Chancellor ⁷ (Research or equivalent)	33	16
Learned society	8	5
Publisher	25	15
Funder	3	2
Total	69	38

⁶ Although OLH is not an OA book programme, the support was taken into account as it includes significant OA activity in the UK.

⁷ A total of five library directors were interviewed as part of the 16 PVCr mentioned above.

2.2. Phase II: Online Survey

In addition to the interviews, the online survey contained a more thoroughly defined set of questions, which also built on the findings of the desk research and the suggestions of the UUK OA monograph working group (for the survey questions, see Annex C).

The online survey complemented the interview sessions by providing more structured feedback and consolidating the perspectives of a larger group of stakeholders. This is particularly important due to the diverse and international nature of book publishing. It also ensured that the perspectives of a significant group of stakeholders were included in shaping the analysis.

Surveys were issued to the following stakeholder groups

- Researchers
- Publishers and learned societies
- Pro Vice-Chancellors of Research
- Academic libraries
- Funders

Table 2.2.1: Number of survey respondents by stakeholder group

Respondent type	Number of responses to the survey (actual)	Number of valid responses (used in analysis)
Researcher	709	452
Pro-Vice-Chancellor (Research or equivalent)	2	n/a, drawn from Interviews
Academic librarians	90	58
Learned society	24	15
Publisher	108	74
Funder	2	n/a, drawn from Interviews
Total	935	599

We were particularly satisfied with the responses from UK researchers, which were well distributed across career stages to provide a balanced view of the perceived challenges and concerns (see Table 2.2.2 below). However, it can also be seen that many responses were not completed and were therefore not valid. For example, many respondents opened the survey and did not complete it or simply skipped through the questions. Researcher respondents were unable to indicate whether they were employed under a fixed-term contract or had a permanent post. In addition, it should be pointed out that very few PVCrs responded to the survey. As a result, the inclusion of PVCr responses stem from the interviews rather than the survey.

Table 2.2.2: Number of researcher survey respondents by career stage

Doctoral students	4
Junior-level position (lecturer or equivalent)	125
Mid-level position (senior lecturer, research fellow or equivalent)	139
Senior-level position (professor, or equivalent)	173
Emeritus/retired	11

Questions from stakeholder interviews and the online surveys are located at Annex C.

2.3. Phase III: Quantitative Analysis

The study drew on six core datasets that can inform us about book publishing, acquisitions and research outputs in the UK (and further afield). The core datasets are:

2.3.1 REF 2014 Submission Data

REF2014 submission data was enriched through the valuable support of the British Library. The REF data used in this study draws specifically on outputs submitted to Panel C (Social Sciences) and Panel D (Arts and Humanities). All references to units of assessment (UOA) refer to those used for REF2014 (a full list of REF2014 UOAs is located at Annex B). The REF2014 Panels C and D dataset served as the key database since it is the most structured dataset for UK monograph output. We recognise that REF data does not capture all published outputs for authors affiliated with UK institutions; however, information on the total number of *eligible* outputs (as opposed to the total number of submitted outputs) was not available for this study.

2.3.2 Nielsen BookData (2008-2017)

Data from Nielsen BookData and Nielsen BookScan, a UK-based agency that provides metadata services for publishers and libraries, was obtained for all books published in the UK, the United States and the Netherlands. The dataset included over 700,000 records. The data used in this study includes information on ‘audience tags’ (high-level categories assigned by publishers to give a broad indication of audience type).

2.3.3 Publisher (UK and International) Sales Data

Twenty-three publishers shared information on print and eBook sales data. The initial data request presented a large volume of sales data, which was then adjusted to improve the feasibility of this exercise for publishers. The exercise was adjusted by limiting the request to a maximum of 100 books taken from the REF2014 Panel C + D submission list where applicable. Due to commercial sensitivities, the sales analysis focused on the unit sales and list prices, rather than actual sales. Data from 19 of the 23 publishers that submitted data was used for this study. The four publishers not included in the study did not provide the granularity

of data needed for it, specifically in reference to details on format (print or ebook) or the display of annual distribution of unit sales (sales by year rather than aggregations). We note that there are limitations to the analysis of the data: for example, small or specialist publishers may not have had the resources available to participate in this study.

2.3.4 UK HEI Library Book Acquisition Data

University libraries in the UK supported the study through sharing of print and ebook acquisition data. A template compatible with the Alma system (a system used across UK universities to store acquisition analytics) was developed with support from the University of York. Based on our records in autumn 2018, 46 institutions in the UK were using Alma.^{8 9} In the end, out of the 33 institutions, 24 institutions submitted data in a format that could be used for this study to analyse individual order data for the fiscal year 2017/2018. The main reason data could not be used was unstructured reports that did not stem from the Alma system. Out of these 24 institutions, a total of 13 institutions could share detailed individual order data over four years: from FY-2014/2015 to FY-2017/2018.

2.3.5 Directory of Open Access Books (DOAB) 2008–2017

The DOAB was incorporated for titles with a copyright year from 2008 until 2017. As part of this study, ISBNs of titles available on the DOAB were cross-referenced with ISBNs in the REF2014 dataset (for Panels C and D only).

2.3.6 Researchfish (2008–2017)

The Researchfish database was employed to better understand the role of key funders in the Arts, Humanities and Social Sciences in the UK. UK Research and Innovation (UKRI) uses the Researchfish database to collect outputs stemming from research together with funders such as the Arts Humanities Research Council (AHRC) and the Economic and Social Sciences Research Council (ESRC). Wellcome Trust also asks grant holders to use Researchfish to report research outcomes at the end of their award.

2.4. Limitations

There are a number of limitations to the study, and these are discussed throughout the report. Briefly, these limitations include:

2.4.1 REF2014 Panels C and D Submission Data

As noted above, the REF2014 data does not capture all of the books published by academics affiliated with a UK institution (or indeed, the overall output of monographs worldwide). This

⁸ Please see here for a list of systems used: https://www.helibtech.com/he_systems_review

⁹ Alma is an Integrated Library System (ILS). It supports the entire suite of library operations — selection, acquisition, metadata management, digitization, and fulfillment — for the full spectrum of library materials, regardless of format or location. Academic, research, and national libraries benefit from efficient, user-friendly tools and workflow support to meet the increasing requirements of the industry.

may have some bearing on the interpretation of analysis presented in section 3.9 given that research libraries purchase significant numbers of books written and published overseas.

It is also worth noting that submissions to the REF2021 will operate under different criteria to REF2014. Submission guidance now asks for a 100 per cent return from research staff at UK HEIs (although with a lower ratio of outputs per FTE). It is not clear what effect the revised REF submission rules will have on the number of long-form outputs submitted to the next exercise.

2.4.2 Nielsen BookData (2008-2017)

The Nielsen BookData focuses on books published in the UK, the US and the Netherlands. Books published in other regions are not included, which limits the metadata enrichment to the REF2014 dataset in terms of audience types and publisher metadata.

Sales data from Nielsen does not cover sales from libraries, bulk institutional sales, or individual titles within custom packs, all of which, as Jubb (2016) quite rightly notes, are critically important parts of the market for academic books. The data also does not include sales of ebooks.

Finally, Nielsen does not provide a definition of the academic monograph. This may have implications for the interpretation of the data, and this is explored in further detail in section 3.1 'Defining the Monograph'. Publishers may have market-driven reasons for assigning the category 'General/Trade' to a research monograph (or what an author might classify as 'Academic and Professional', but will meet a wider audience).

2.4.3 Publisher (UK and International) Sales Data

Many of the smaller publishers invited to take part in the study found it too resource-intensive to participate. The main reason was that the information requested is not easy to extract from existing systems. Notably, many smaller publishers (for example, MayFly Books, punctum books, Open Library of the Humanities) have experimented with open access and monographs and these presses are largely absent from this analysis.

One other limitation to note is the absence of the role of intermediaries (such as wholesalers, distributors, sale agents, booksellers and library suppliers). A significant portion of print sales revenue accrues to these intermediaries; therefore, readers should not assume that overall print sales revenue represents actual publisher income.

2.4.4 UK HEI Library Book Acquisition Data

Twenty-three libraries shared book acquisition data and we note that this is a relatively small sample to draw definitive conclusions from. However, this data enables us to identify trends across HE research libraries. We note that much of the data was patchy and required a lot of manual cleansing to structure. Most work is around normalisation; for example, differences in fiscal years' formatting and transaction value formatting, as well as disaggregating book formats and excluding journals. Analysis of the data was unable to differentiate between textbooks and academic monographs. Budget estimates for the latter are informed by a

previous study on library budgets (Eve et. al., 2017).¹⁰ Acquisitions data also includes spending on titles that are not aligned with AHSS disciplines. Finally, the lack of robust information about ebook purchases (in particular the DDA and EBA models) limits interpretation of the data.

2.4.5 Directory of Open Access Books (DOAB) 2008–2017

Similarly, the DOAB database is not without limitations. For example, there are instances of duplicate records, missing licensing information, inconsistent funder naming convention and limited subject information. The lack of standardisation posed a challenge and involved substantial manual cleansing, which at the same time raises concerns about the completeness of information regarding some of the metadata. Most cleansing involved the removal of duplicate records and normalising ISBNs.

2.4.6 Researchfish 2008–2017

Researchfish information is entered by academics who received a grant from one of the UK research councils. Due to its noncentral data entry, it is prone to error. It therefore is a lower bound of actual titles funded as some records might be missing, while for those records included, the information provided is very messy.

Taking these limitations into account, this report does not claim to provide precise answers to all of the questions put forward by the steering group and questions identified through stakeholder interviews and surveys. Rather, it sets out a direction of travel, revealing indicative trends that may be used to inform future decisions on open access books. It points out specific areas of interest (particularly discipline differences) that will be of interest to the academic community, providing an evidence base for future conversations to build upon.

¹⁰ Eve et al. estimate an average 80:20 split between textbooks and academic monographs across HE library budgets.

3. Findings

The contents of this report are informed by interviews, surveys, a literature review and discussions at events organised by the UUK OA monograph group, the AHA, and the PA. The report focuses on ten core themes:

1. Defining the monograph
2. Overview of REF2014 Panel C + D data
3. Licensing
4. Languages
5. Illustrations
6. Publications arising from grants
7. Publisher sales
8. Royalties
9. Library acquisitions

Each section presents a short background to the core 'theme'; this is followed by a presentation of survey and interview responses and a data analysis. Supplementary data is available at Annex D.

3.1. Defining the Monograph

3.1.1 Background

The term 'monograph' is used to refer to a broad range of outputs typically published by scholars in the Arts, Humanities and Social Sciences.

Long-form publications in these disciplines may include (but are not limited to):

- The academic monograph
- Edited collections of essays
- Commentaries
- Scholarly editions and translations.

Trade books, or crossover titles (books that have a public appeal and may generate a larger volume of sales than the typical academic research monograph) are also published in disciplines across the AHSS. In Social Sciences, where opportunities for standard monograph publications can be limited, the 'hybrid monograph' is a common mode of publication.¹¹ 'Hybrid' here refers to publications that include primarily research content, but are published for sale to students and lecturers (although they are not regarded as textbooks).

Disciplinary differences across AHSS give rise to the heterogeneity of long-form publications: it is the specific nuances, demands and incentives of these disciplines that encourage researchers to publish as they do.

¹¹ The term 'hybrid monograph' was noted by a survey respondent (Researcher Survey, 2018).

3.1.2 Interviews and Surveys

Representatives from all stakeholder groups noted that there is a difference between the standard academic research monograph and long-form publications that have a broader appeal to both researchers and the general public. Academic researchers from creative disciplines expressed their concern that titles would be incorrectly classified and would need to comply with a new policy on OA books. Both publishers and authors noted that creative outputs have completely different sales and usage patterns than academic research published in other disciplines. The same may hold true for trade publishing.

One survey respondent further noted that edited volumes may contain high quality and long-term influential research chapters, which are returned to the REF as book chapters. Although book chapters are not included in this study due to the volume submitted to the last REF exercise (just under 14,500 across all Panels, with about 4,000 returned to Panel C and over 10,000 to Panel D), we note that this is an important area of work that needs further investigation.

In this section, key characteristics of books are reviewed to identify trends and elements to support our understanding of the 'monograph'. Specifically, the following questions are addressed:

- What are key characteristics of crossover and academic oriented titles?
- Are there any differences in the length of monographs across disciplines?
- Are there any differences in GBP pricing for books across disciplines by format?

3.1.3 Data analysis

What are key characteristics of crossover and academic oriented titles?

Book data from Nielsen is used to define the monograph across three dimensions: audience type, number of pages, and pricing. Although using Nielsen data has a number of limitations (see section 'Methodology'), analysis can provide indicative trends across different types of long-form publication. The Nielsen data comes with the Book Industry Communication (BIC) subject classification system, which have been mapped onto units of assessment used in the REF 2014 exercise (we note that mapping is not perfect in this instance, but may give an indication of key trends across subject areas). The mapping of BIC onto the REF2014 UOA can be found in Annex E.

Although Nielsen does not provide a precise indicator of what is an academic book, the dataset includes closely related information regarding the target audience of a book. The Nielsen dataset includes 'audience tags' for 519,843 unique titles published between 2008 and 2017. This information is provided directly by the publishers Nielsen works with using the ONIX standard for audience type.¹² Where multiple tags existed, the first tag was used for this study and assigned to either one of the three audience types: General/Trade, College and Higher

¹² The ONIX is the international standard for representing and communicating book industry product information in electronic form. ONIX as an XML-based, rich metadata standard most widely used in the book industry globally, is best suited to consolidate multiple datasets.

Education, and Academic and Professional. These tags are submitted by publishers themselves through metadata feeds, which are defined by ONIX as follows:

- General/Trade = For a non-specialist adult audience
- College and Higher Education = For universities and colleges of further and higher education
- Academic and Professional = For an expert adult audience, including professional development and academic research

For the REF2014 Panels C and D titles, we also identified audience types using the Nielsen data. In total, for 10,787 out of 12,701 book submissions to Panels C + D, an audience type could be identified based on matching ISBNs. The results are shown in Table 3.1.1 below:

Table 3.1.1: Distribution of REF2014 Panels C + D titles with audience type information

Audience Tag	Number of unique titles submitted to REF2014 Panels C + D	Percentage of unique titles submitted to REF2014 Panels C + D
General/Trade	2,811	26.1%
College and Higher Education	5,178	48.0%
Academic and Professional	2,798	25.9%
Total	10,787	100%

There is a clear difference in the share of General/Trade titles between the two domains for REF2014 submissions. Only 10.3 per cent of the Social Science REF2014 submissions (431 titles) are tagged as trade, whereas 27.9 per cent of the titles in the Arts and Humanities (2,380 titles).

When trying to capture the accessibility of a title to the broader public, one might also want to take the price of a print title into account. If a cut-off point of 40 GBP for a print edition were to be applied, it appears that only 1,676 General/Trade titles (59.6 per cent) have a print price of less than 40 GBP for the paperback or hardback version (see Table 3.1.2 for other price points). By research domain, this would result into a proportion of General/Trade titles of below 40 GBP of only 5.9 per cent of the Social Sciences REF2014 submissions (220 titles of which

3,725 include an audience tag). In the Arts and Humanities, this equals 17.1 per cent of the titles in the Arts and Humanities (1,456 titles out of which 7,062 include an audience tag).¹³

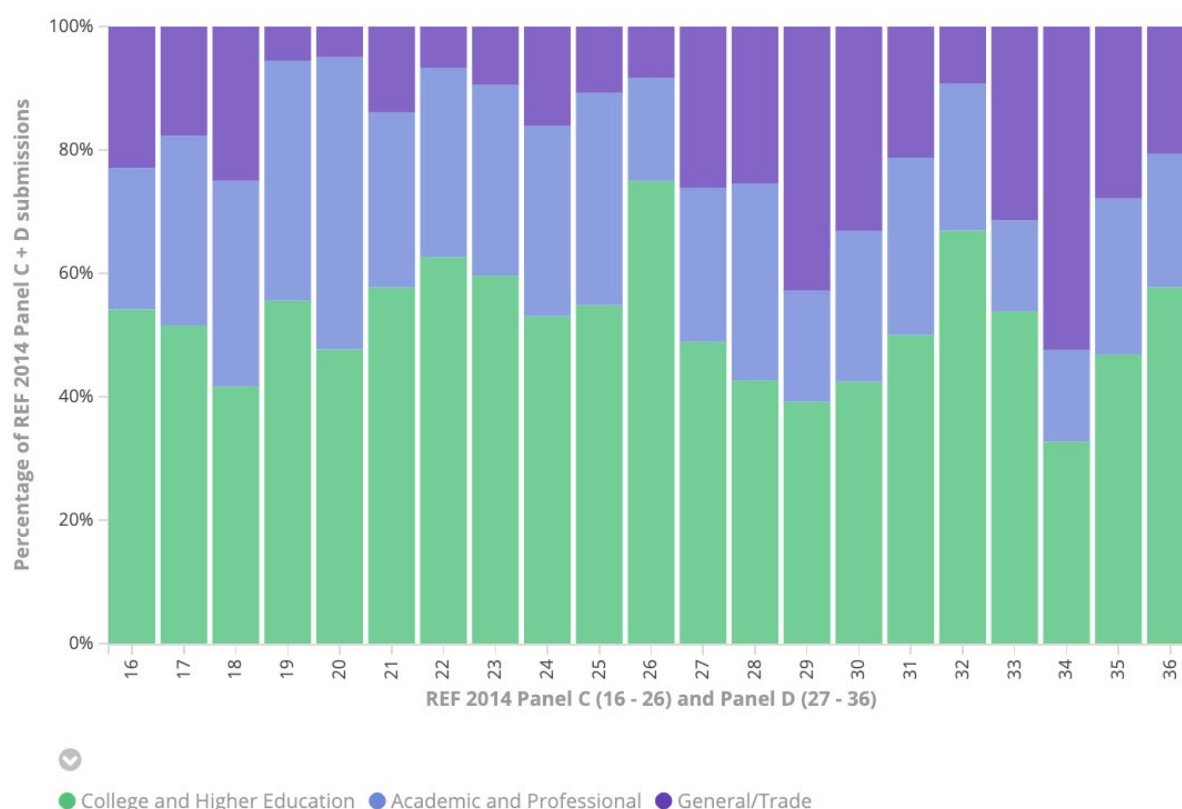
Table 3.1.2: Distribution of General/Trade titles by price in GBP

General/Trade Titles	Number of General/Trade submissions	Percentage of unique titles submitted to REF2014 Panels C + D	Overall percentage of General/Trade submitted to Panel C	Overall percentage of General/Trade submitted to Panel D
Less than 10 GBP	347	3.2%	0.2%	4.8
Less than 20 GBP	1,010	9.4%	2.3%	13.1%
Less than 30 GBP	1,446	13.4%	4.8%	18.0%
Less than 40 GBP	1,676	15.5%	5.9%	20.6%

Focusing on *all* the General/Trade titles (i.e. 2,811 titles without any price cut-off point), clear differences emerge across the proportion of General/Trade titles submitted. Following the UOA of REF2014, Art and Design: History, Practice and Theory (UOA 34), the General/Trade titles represent 52.4 per cent of the total titles submitted to this subject area (see Figure 3.1.1 below). Similarly, for English Language and Literature (UOA 29) this equals 42.8 per cent of the titles submitted and 33.1 per cent for History (UOA 30). When cross-checking based on the entire Nielsen database where the average for General/Trade equals 2.9 per cent, the three subject areas mentioned above include a significantly higher share of General/Trade titles: Art and Design: History, Practice (21.2 per cent), followed by English Language and Literature (10.4 per cent) and History (8.1 per cent).

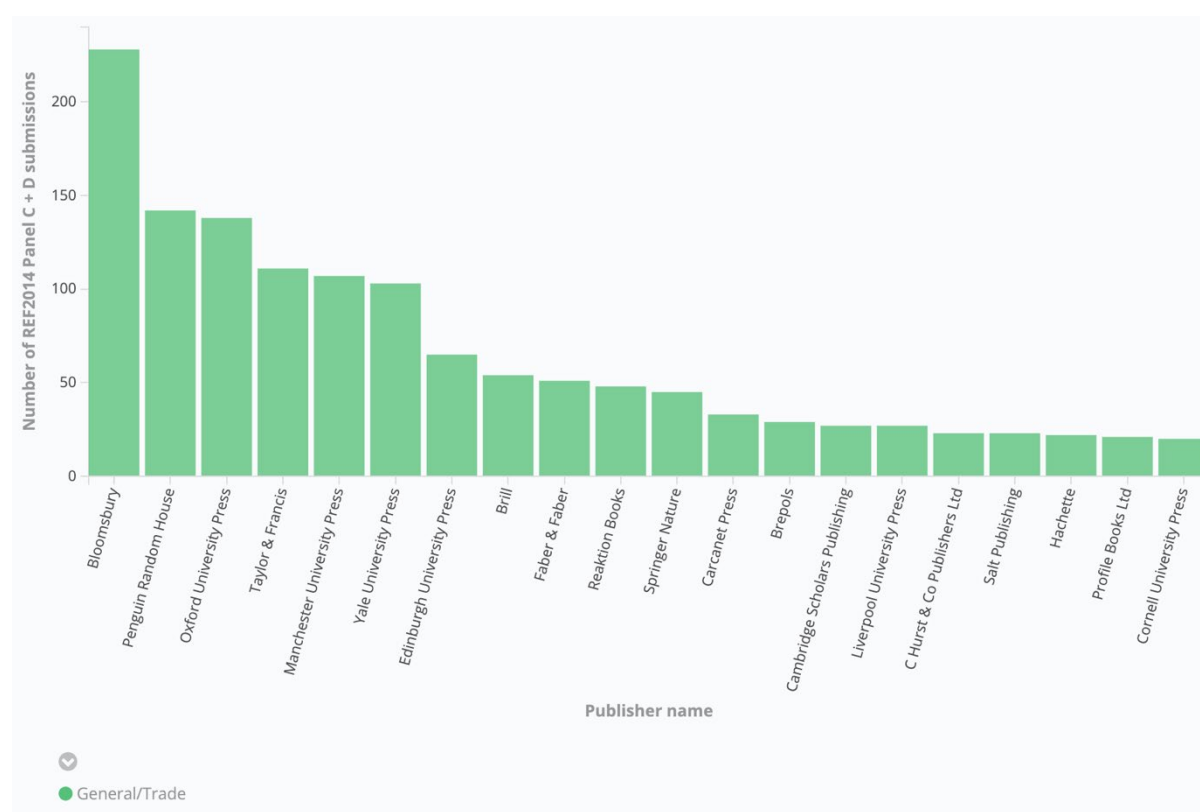
¹³ We note that a low price point might not always mean that a monograph is classified as a trade book or a crossover book. Likewise, a high price point might not correlate with a research monograph, primarily aimed at an academic audience. Publishers may choose to sell academic books at a low price point for libraries, academics and the general public for ideological reasons.

Figure 3.1.1: Percentage of REF2014 submissions by audience type by UOA (n = 10,787)



The top 20 trade publishers are shown in Figure 3.1.2 below. Bloomsbury (228 titles), Penguin Random House (142 titles) and Oxford University Press (138 titles) are publishing most trade titles. However, in relative terms of the total number of submissions this equals 27.2 per cent for Bloomsbury and 12.5 per cent for Oxford University Press. For Penguin Random House, the share of trade titles in terms of the REF2014 Panel C + D submissions is 96.6 per cent. Similarly, for Faber & Faber (51 titles), Carcanet Press (33 titles) and HarperCollins (17 titles) this equals 100 per cent. However, it is not clear whether books are published with these presses because the publishers market themselves to a much wider audience, or because the specific output is targeted at a different audience. As noted at the beginning of this section, these results demonstrate indicative trends across publisher and audience ‘tags’, rather than offer definitive conclusions.

Figure 3.1.2: Top-20 trade publishers in the REF2014 Panels C + D by number of submissions



How long is an academic monograph? Are there any differences in the length of monographs across disciplines?

The Nielsen dataset was filtered for information on a) audience tag *and* b) the number of publication pages, with results returned for 426,127 titles. In average terms, Academic and Professional titles are the longest, with an average of 426 pages (median 272 pages). College and Higher Education titles have an average page count of 345 pages (median 288 pages), with General/Trade books considerably shorter with an average of 294 pages (median 238 pages). It is worth pointing out, however, that in median terms the discrepancy is much less significant across all groups, although General/Trade books remain shortest.

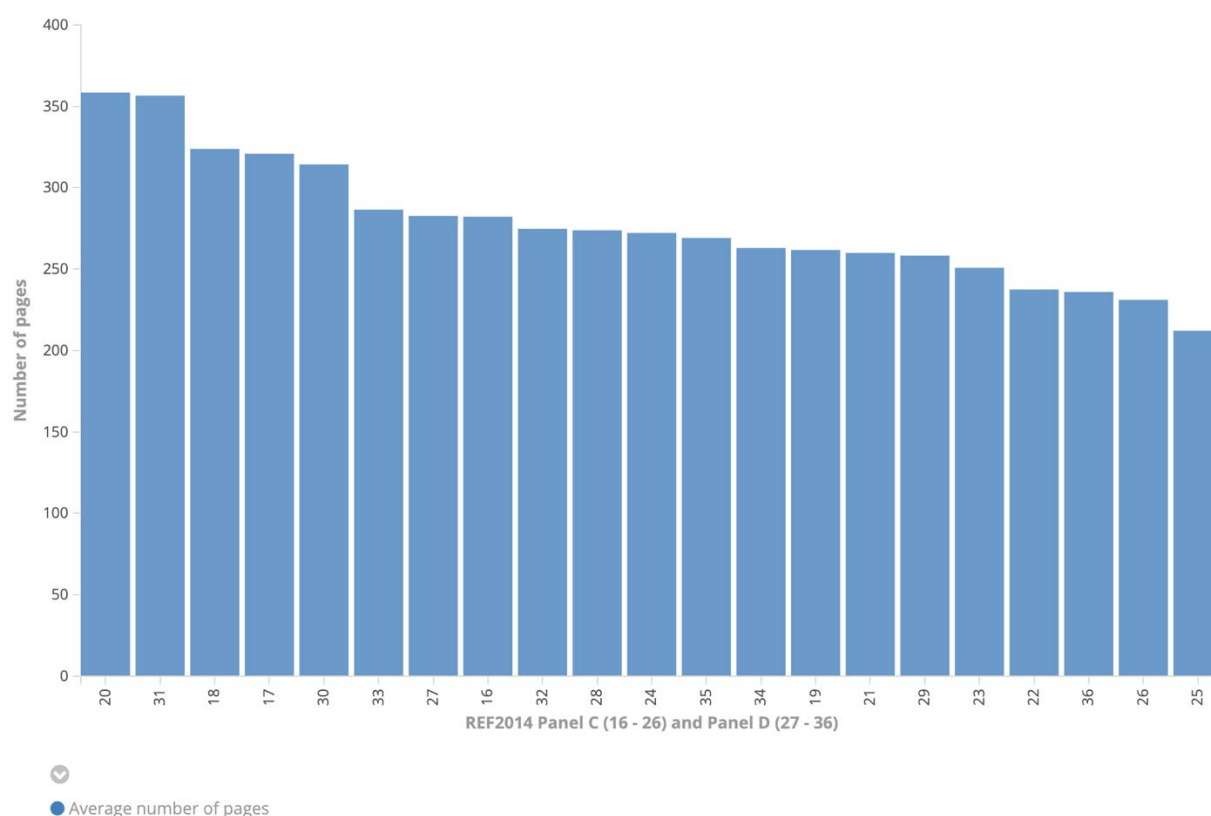
The same analysis was carried out for the REF2014 Panels C + D titles, where 9,625 titles (75,8 per cent) hold information on the a) audience tag *and* b) number of publication pages (see Table 3.1.2 below). Compared to the average number of pages, the median number of pages for REF submissions across all three audience tags varies much less. By audience type, there does not appear to be a strong difference in median number of pages for submitted works to the REF2014.

Table 3.1.3: Average and median number of pages for REF2014 Panel C and D titles by audience type (n = 9,625)

	General/Trade	College and Higher Education	Academic and Professional
Average number of pages	284	270	289
Median number of pages	261	244	258

Disaggregated at Panel level, there is little difference in the length of a monograph across the Social Sciences, and the Arts and Humanities. In Panel D the average number of pages equals 278 (median 255 pages) and in Panel C also 279 pages (median 244 pages). However, when the data is disaggregated at *discipline* level, some disciplinary differences emerge. In the Social Sciences, titles submitted to Economics and Econometrics (UOA 18), Law (UOA 20) and Geography, Environmental Studies and Archaeology (UOA 17) all have longer publications on average. While no strong differences exist between the average and median (e.g. there is little skew), Law (UOA 20) is an exception where there is a difference of 71 pages between the average and the median, highlighting that there is a strong long-tail distribution of long-form works. As for the Arts and Humanities, two subjects stand out – History (UOA 30) and Classics (UOA 31), both of which publish, on average, longer books than other humanities disciplines. Figure 3.1.3 below shows the average number of pages by discipline, ordered from high to low.

Figure 3.1.3: Average number of pages for REF2014 Panels C + D submissions by UOA (n = 9,625)



What is the average price for an academic book? Are there any differences in GBP pricing for books across disciplines by format?

For the REF2014 titles, filtering on a) audience tag *and* b) Panel C or Panel D subject indicator *and* c) number of pages *and* d) pricing information (in GBP), a total number of 6,497 titles are available holding hardback information and 2,891 for paperback. On aggregate, the average hardback price for a REF2014 Panels C + D title equals 79.03 GBP and for the paperback 25.78 GBP. Table 3.1.3 below highlights the pricing by audience type for the REF2014 dataset.

Table 3.1.3 Average and median price in GBP for REF2014 Panel C + D titles

	Average price for hardback (GBP)	Median price for hardback (GBP)	Average price for paperback (GBP)	Median price for paperback (GBP)
General/Trade	56.33	45.00	17.74	14.99
College and Higher Education	88.71	85.10	29.35	28.65

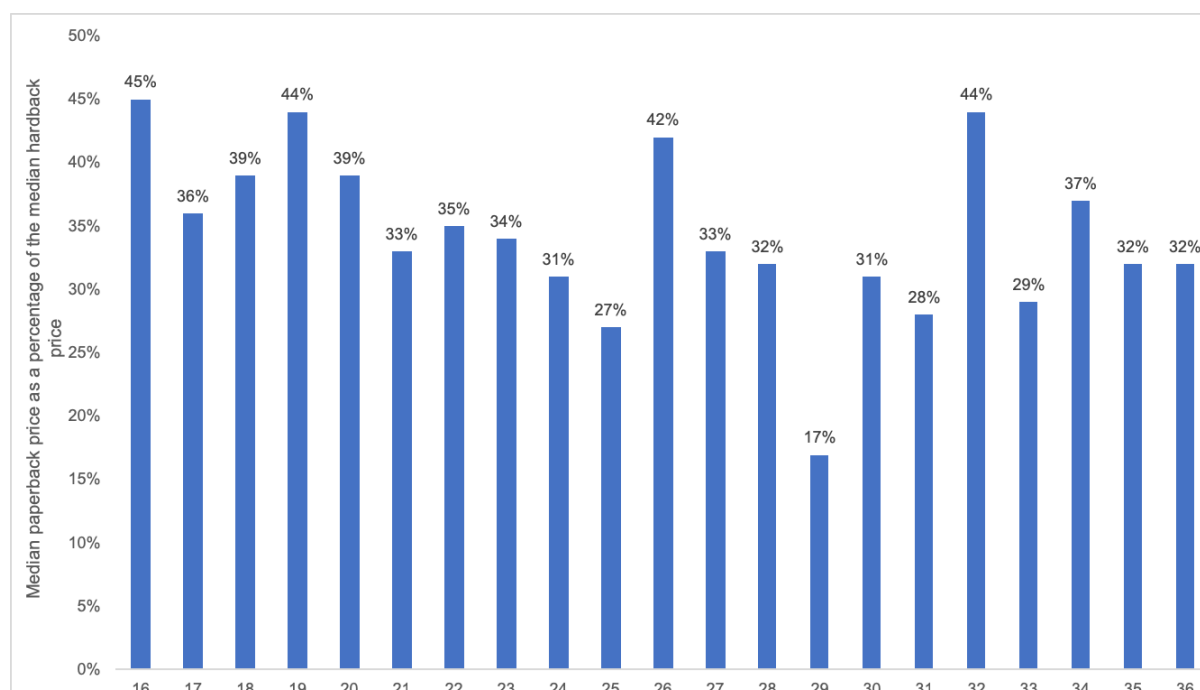
Academic and Professional	77.06	70.00	30.63	26.99
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General/Trade titles are priced significantly lower than College and Higher Education or Academic and Professional equivalents in both hardback and paperback. The difference in price is almost 50 per cent lower in terms of paperback format. In hardback terms, the difference is slightly less, but still clearly highlights a difference across the General/Trade and non-General/Trade submissions. It can therefore be concluded that General/Trade titles are priced significantly lower in both print formats than the other two groups.

Overall, the Social Sciences have a higher average price for both paperback and hardback titles. Hardback versions have an average price of 87.79 GBP in the Social Sciences (median 81.00 GBP), compared to 74.34 GBP in the Arts and Humanities (median 72.64 GBP). Looking at the higher proportion of College and Higher Education books in the Social Sciences, as well as the much lower share of trade titles compared to Arts and Humanities, this might not come as a surprise. For the paperback version, the average price equals 30.78 GBP in Social Sciences (median 29.01 GBP), compared to 22.89 GBP in Arts and Humanities (median 20.78 GBP). All in all, it can be concluded that titles in the Arts and Humanities are priced between 10 per cent (for hardback) and 20 per cent (for paperback) lower than in the Social Sciences, possibly driven by the relatively high share of Arts and Humanities classified as General/Trade titles.

On the discipline level, Law (UOA 20) and Education (UOA 25) publications are priced highest (see Annex B for all median prices). This could well relate to the low proportion of trade titles as could be observed earlier in this section. Furthermore, figure 3.1.4 highlights the percentage of the median paperback price in relation to the hardback equivalent by discipline. Overall, paperback titles are priced at one-third of the hardback edition. However, English Language and Literature (UOA 19) stands out as a discipline where the paperback is priced much lower in proportion (17 per cent of the hardback price), possibly related to the high number of lower priced General/Trade titles. Interestingly, in the discipline with the highest number of General/Trade titles, Art and Design: History, Practice and Theory (UOA 34), the effect is the opposite. This might relate to higher costs as a result of third-party content and thereby limit the pricing flexibility for such titles by format.

Figure 3.1.4: Median paperback price as a percentage of median hardback price for REF2014 Panels C + D titles by UOA (n = 6,497 hardback, and n = 2,891 paperback)



Finally, briefly examining all Nielsen titles, a review was carried out to anticipate the relation between the length of a long-form work and the price. A clear correlation was found between the number of pages and higher prices for both paperback (130,721 titles) and hardback formats (116,693 titles). As such, it can be inferred that there is a strong relationship between the number of pages in a book and the associated price of that title, irrespective of the format. Hence, the longer the book, the more expensive the title.¹⁴

Combining audience type, pages and pricing

Based on the analysis carried out in this section, we attempt to define the monograph based on three dimensions: audience type, number of pages and pricing. The level of General/Trade titles is significant in certain subject areas in the Arts and Humanities. Such titles tend to be lower priced than educational titles. This applies both to the overall Nielsen dataset, as well as the REF2014 titles only. Therefore, using pricing information to inform differences between trade titles and academic monographs could be considered. However, we note that as NUPs enter the market, their low prices could skew this approach.

At a discipline level, there are notable differences in terms of audience, number of pages and pricing. Disciplines with low paperback price points and relatively few pages typically include a higher proportion of non-Academic and Professional titles. These two dimensions might be relevant when defining the monograph and identifying disciplines publishing more General/Trade titles. Since strong differences exist within disciplines in terms of the number

¹⁴ There is another variable that has not been dealt with in the section on pricing. Books that appear in paperback *only* are generally priced higher than a paperback published one or two years after a hardback version (with most fixed costs being recovered from the hardback sales to institutions).

of pages and prices, it is probably most useful to apply these two dimensions specifically at discipline level.

3.2. Overview of REF2014 Panel C + D Submissions

3.2.1 Background

In December 2016, the four UK HE funding bodies signalled their intent to extend the open access requirements of the Research Excellence Framework (REF) to include monographs in the exercise after REF2021.

The funding bodies have noted that there will be legitimate reasons why some academic monographs cannot be made open access. For example:

- There may be a lack of OA publishing options for some monographs
- There may be challenges created by dependence on the inclusion of copyrighted third-party material in the monograph
- There may be a substantial dependence on royalty payments for sustaining an author's research endeavours

3.2.2 Interviews + Survey

From the interviews and surveys, legitimate challenges and concerns were raised on a variety of topics. These different topics will be touched on in the next sections, but a frequently mentioned concern has been the sensitivity of any OA policy regarding the career stage and the availability of funding, especially in the Arts and Humanities:

Any OA policy should be sensitive to researchers' career stage, institution type, and the (realistic) availability of funding – particularly if the policy is tied to REF eligibility. Any OA should be sensitive to the international nature of the publishing market and should not disadvantage UK publishers (Publisher Survey, 2018).

In addition, a recurring theme is the applicability of OA when it comes to trade titles. In the previous section we attempted to identify the proportion of such titles in the REF Panels C + D framework. One survey respondent suggested that:

Trade / crossover titles should be exempt because they function on a significantly different business model. They are priced accessibly for the public which speaks to the impact agenda. There is no OA business model for trade or crossover books. It does not currently exist. However, the state of books as trade or crossover should not exclude them from REF inclusion (Learned Societies Survey, 2018).

Key questions in this section include:

- How many academic books, edited collections and scholarly editions were submitted to Panels C + D in REF2014?
- Where do UK authors submitting to the REF2014 publish?
- How many books are published with a press that is not based in the UK?
- What proportion of monographs and edited collections submitted in REF2014 to Panels C + D are co-authored with non-UK authors?
- What exceptions should be considered in a policy for OA books?
- Where are 'trade books' that are submitted to the REF published?

Further analysis from stakeholder surveys have been integrated into the discussion below.

3.2.3 Analysis

How many academic books, edited collections and scholarly editions were submitted to Panels C + D in REF2014?

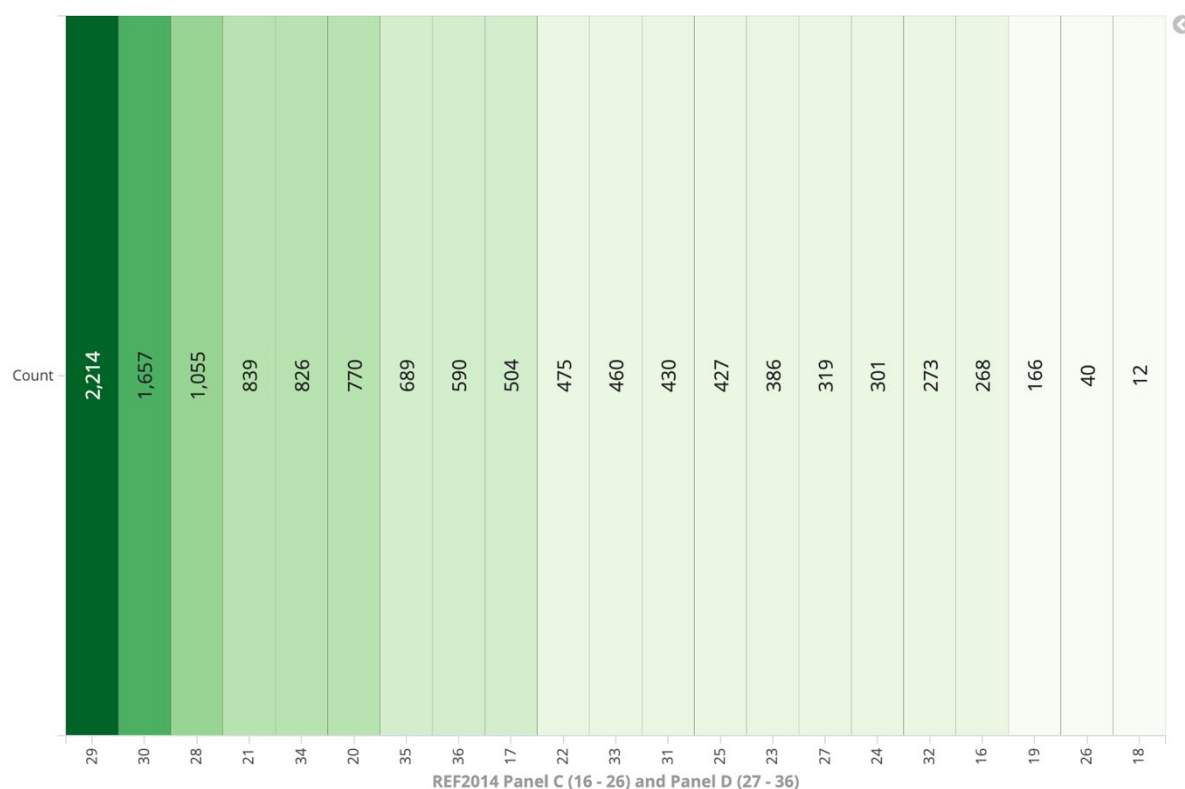
There are three types of long-form outputs that are eligible for the REF exercise. These are:

- Output 'A' – Monograph
- Output 'B' – Edited collection
- Output 'R' – Scholarly edition

Throughout this study, the analysis will focus on the three long-form publication types submitted to Panels C and D mentioned above. It is worth noting that in Panel B, Mathematics (UOA 10) and Computer Sciences and Informatics (UOA 11) both submitted a higher-than average number of long-form publications for their Panel group. Overall, Panel B returned 114 long-form outputs ('A', 'B' and 'R'). Forty-six single-authored books were submitted from UOA 10, with a further 32 from UOA 11 (plus three edited collections). In Panel A, just 47 long-form publications were returned.

Figure 3.2.1 shows that of the 12,701 long-form outputs were submitted to Panels C + D, the top ten disciplines account for 75 per cent of all long-form titles submitted to the REF. Disaggregated by domain, this equals 4,188 submissions (33 per cent) for the Social Sciences and 8,513 submissions (67 per cent) for the Arts and Humanities. The figure below shows the number of submissions across disciplines, as well as disaggregated by output type.

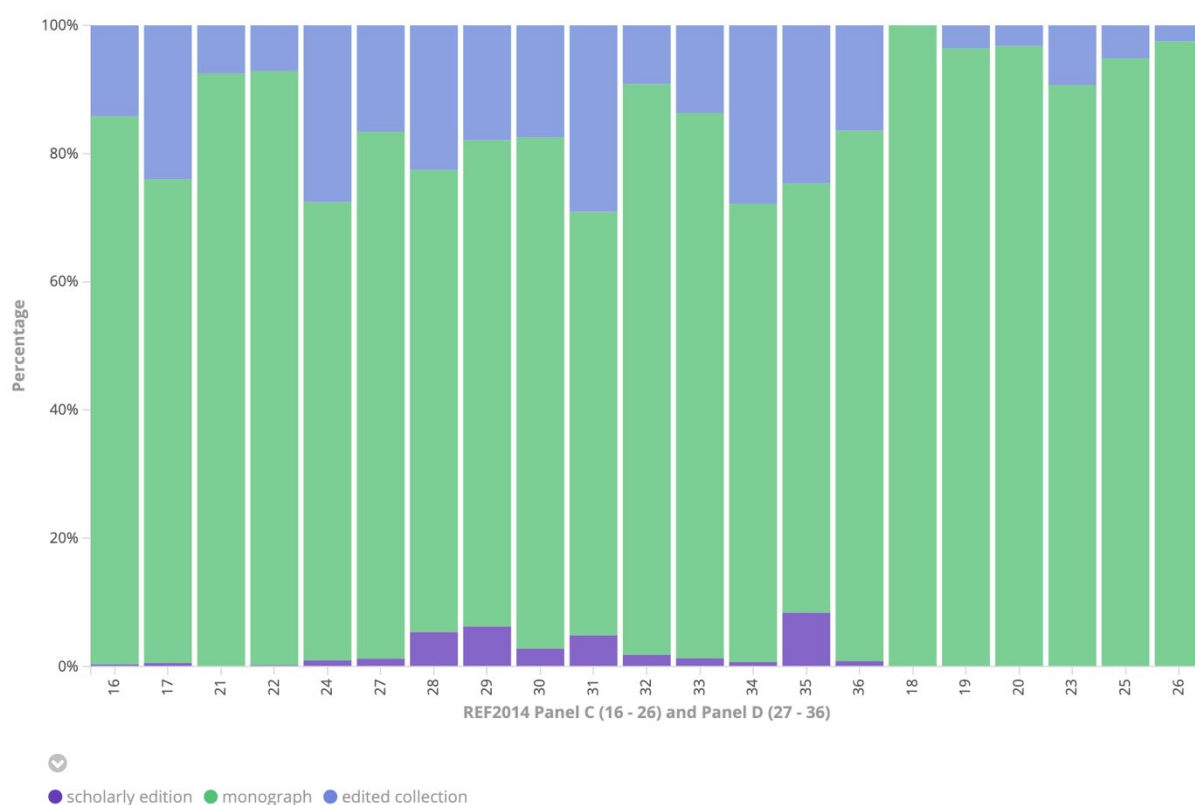
Figure 3.2.1: Submissions across subjects for REF2014 Panels C + D books (n = 12,701)



Notably, there are few long-form publications submitted from Economics and Econometrics (UOA 18), Business and Management Studies (UOA 19), and Sport and Exercise Sciences, Leisure and Tourism (UOA 26). These disciplines should be noted for their low number of monographic outputs submitted to the REF2014 (monographic outputs account less than 2 per cent of all output submissions in these UOAs). Instead, research results stemming from these subject areas typically come in the form of alternative outputs, such as journal articles.

Panels C + D include 10,227 monographs (Output 'A'), 2,117 edited collections (Output 'B') and 357 scholarly editions (Output 'R'). Scholarly editions and edited collections are predominantly from the Arts and Humanities. Most edited collections were submitted from the following disciplines: Modern Languages and Linguistics (UOA 28), English Language and Literature (UOA 29), History (UOA 30), and Art and Design: History, Practice and Theory (UOA 34). English Language and Literature and Music, Drama, Dance and Performing Arts (UOA 35) returned the highest number of scholarly editions.

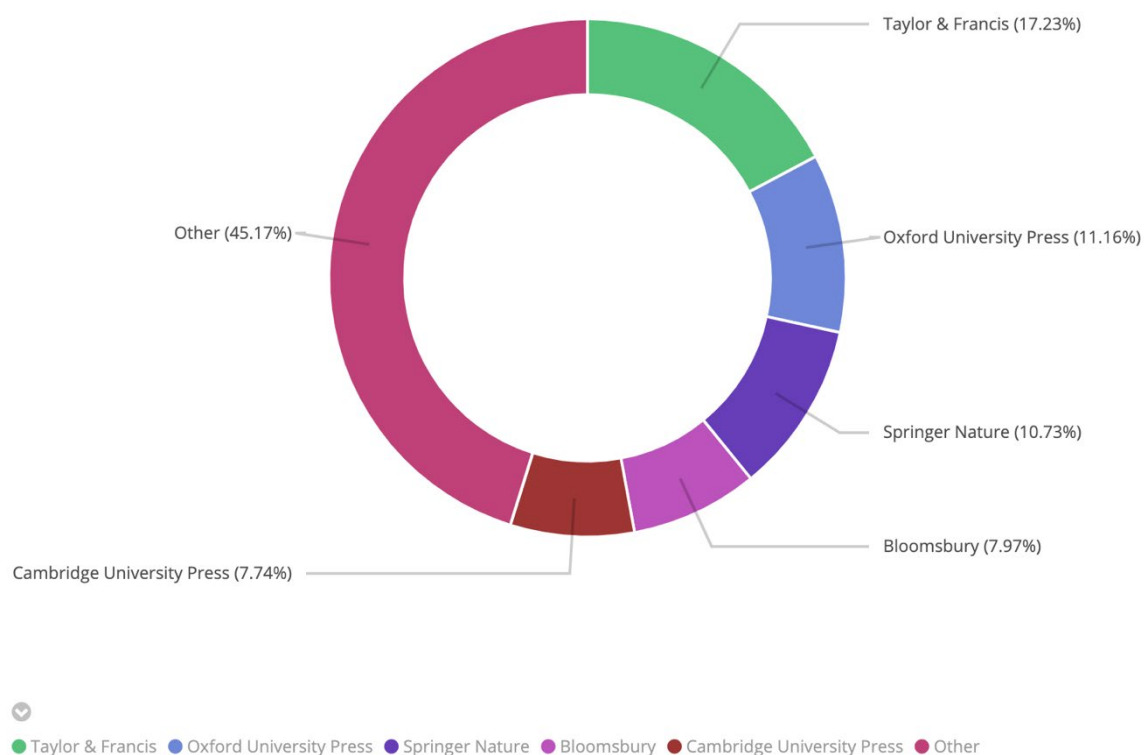
Figure 3.2.2: Distribution of output type by UOA in Panels C + D for REF2014 submissions (n = 12,701)



Where do UK authors submitting to the REF2014 publish?

Of the 12,701 titles submitted to the REF2014 Panels C + D, 11,248 (89 per cent) could be linked directly to a specific publisher. The missing ones are long-tail publishers responsible for two or fewer submissions in the REF2014 Panels C + D (about 1,458 titles, or 12 per cent of total submissions). Of those 11,248 titles identified with a publisher, the top-five publishers are publishing more than 50 per cent, while 75 per cent of the submissions are published by 20 presses. Given that there are more than a 1,000 unique publishers, the remaining 25 per cent of the submissions shows their diverse nature.

Figure 3.2.3: Top-five publishers by number in REF2014 Panels C + D (n = 11,248)



While the top-five publishers in figure 3.2.3 above represent more than 50 per cent in aggregate, there are certain disciplines where the 'long-tail' is much more significant. For example, submissions from Social Science disciplines are more concentrated in the top-20 publishers than are the Arts and Humanities. However, disciplines such as Architecture, Built Environment and Planning (UOA 16) and Geography, Environmental Studies and Archaeology (UOA 17) have a significant portion of long-tail publishers in comparison to other subjects in the Social Sciences.

In the Arts and Humanities, Philosophy (UOA 32) has the lowest proportion of outputs submitted with publishers outside the top 20. There are four UOAs that include a particularly high proportion of non-top-20 publisher submissions. Most striking is Art and Design: History, Practice and Theory (UOA 34) where the majority of submissions (52 per cent) are published by a non-top-20 publisher. Similarly, Modern Languages and Linguistics (UOA 28) includes a relatively low proportion of top-20 publishers in combination with a high proportion of publishers outside this group.

Table 3.2.1: Distribution of publisher by UOA (n = 12,701)

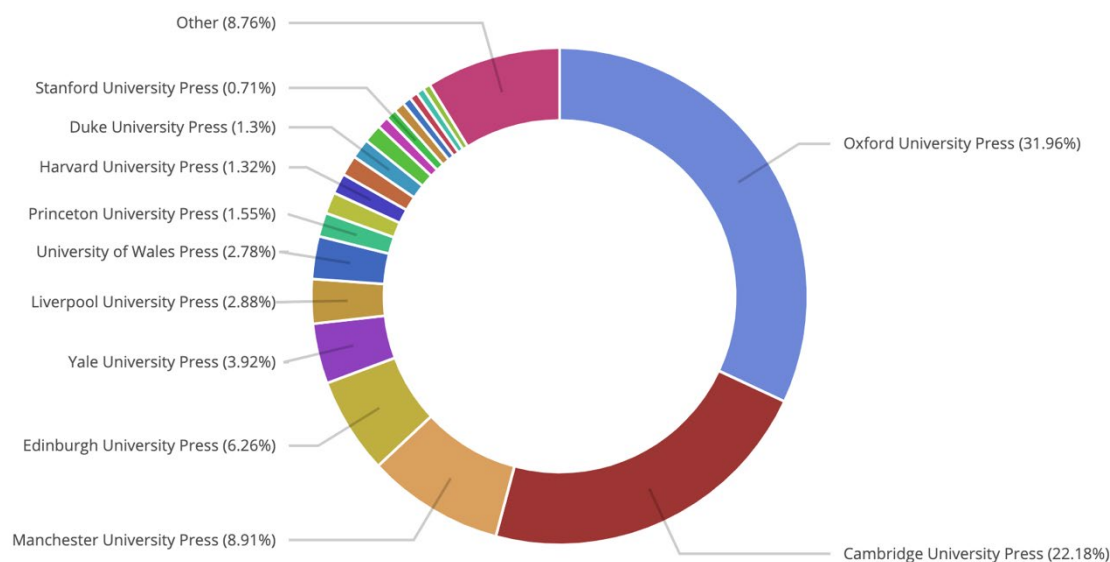
UOA	# of sub-outputs	% of outputs from top-20 publishers	% of outputs from other publishers	% of outputs from unidentified publishers (long-tail)
16	268	77.2%	9.0%	13.8%
17	504	64.7%	21.0%	14.3%
18	12	100.0%	0.0%	0.0%
19	166	86.14%	7.2%	6.6%
20	770	90.1%	3.5%	6.3%
21	839	86.4%	10.9%	2.7%
22	475	87.2%	7.4%	5.5%
23	386	89.1%	8.8%	2.1%
24	301	70.8%	23.6%	5.7%
25	427	88.5%	4.2%	7.3%
26	40	95.0%	0.0%	5.0%
27	319	64.6%	19.1%	16.3%
28	1055	60.9%	18.7%	20.5%
29	2214	69.9%	18.5%	11.7%
30	1657	72.7%	15.8%	11.5%
31	430	79.8%	9.3%	10.9%
32	273	92.7%	2.6%	4.8%
33	460	79.6%	11.3%	9.1%
34	826	48.1%	23.0%	28.9%
35	689	73.6%	13.9%	12.5%
36	590	79.8%	14.4%	5.8%

University presses

The 11,248 submissions where a publisher was identified are furthermore disaggregated by type, distinguishing between university presses (UP) and other publishers (Other). In total, 3,926 (35 per cent) were published by university presses and the remaining 7,322 by non-UP publishers (65 per cent). Oxford University Press and Cambridge University Press are

responsible for 54 per cent of the university press submissions (see Figure 3.2.4 below) and 18.9 per cent of all book submissions to REF2014 Panel C and D.

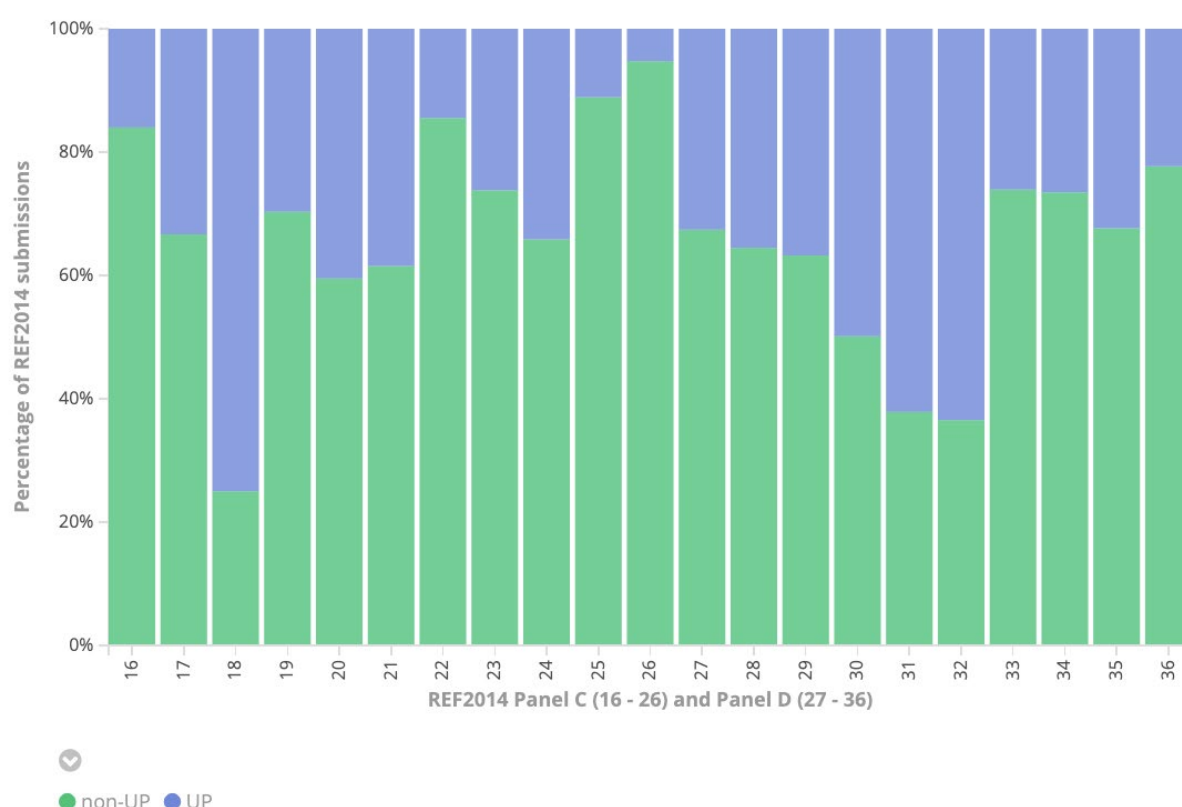
Figure 3.2.4: Distribution of top-20 university presses (n = 3,971)



On aggregate, about 35 per cent of the titles submitted are published by university presses. However, for Philosophy (UOA 32, 64 per cent submissions published by UPs), Classics (UOA 31, 62 per cent submissions by UPs) and History (UOA 30, 50 per cent submissions by UPs), this share is significantly higher.

If Oxford University Press and Cambridge University are excluded from the university press group, this difference disappears. The aggregate of UP is 20 per cent, while Philosophy, Classics and History account for 24 per cent, 16 per cent and 33 per cent respectively. As such, the two large university presses and their specific portfolio structure are strongly skewing the degree of UP submissions within Classics and Philosophy. This is less the case for History, which is touching on a more diverse landscape of university presses (see Annex A for all UOA degree of UPs).

Figure 3.2.5: Proportion of titles by UOA stemming from university presses (n = 11,248)



What share of books per discipline is published with a press that is not based in the UK?

Over 90 per cent of long-form publications returned to Panels C + D were published with presses based in either the UK (78 per cent) or in the US (14 per cent). The most international discipline is Modern Languages and Linguistics (UOA 28), where the proportion of non-UK *and* non-US publishers equals 21 per cent. Anthropology and Development Studies (UOA 24) is the discipline with the strongest representation of US-based publishers, equalling 27 per cent, almost twice the aggregate average. Law (UOA 20) stands out as a discipline where 92 per cent of the submissions are with publishers in the UK – quite logical given the nature of law publications. These different percentages of international publishers suggest diverging attitudes as to where UK authors tend to publish by discipline.

What proportion of monographs and edited collections submitted to Panels C and D are co-authored with non-UK authors?

Based on the number of additional authors derived from the REF2014 dataset, it was found that just over 27 per cent (3,445) titles submitted to the REF2014 could be identified as co-authored works. About 25 per cent of these titles (853) were co-authored with a researcher not based at a UK-HEI (under 7 per cent of all long-form publications submitted across Panels C and D).

Table 3.2.5: Co-authors titles submitted to REF Panel C and D

	Monograph ('A')	Edited Collection ('B')	Scholarly Edition ('R')
Total Panel C + D submission	10,227	2,117	357
Total submissions with identified co-authors	1,275	941	92
Total identified international co-authors	238	228	9

Edited collections (output type 'B') include a comparatively high proportion of international second authors in relation to monographs (output type 'A') and scholarly editions (output type 'R'). The very nature of edited collections, of course, is about the inclusion of multiple contributors. Collaborations with international co-authors is predominant in edited collections, perhaps expected given the breadth and scope that these long-form publications are expected to convey. To illustrate, out of the 941 edited collections where a second contributor could be identified, 228 (24.2 per cent) was an international contributor. In contrast, this only equals 8.7 per cent for monographs and 9.8 per cent for scholarly editions.

The top three countries where identified co-authors stem from are listed below.

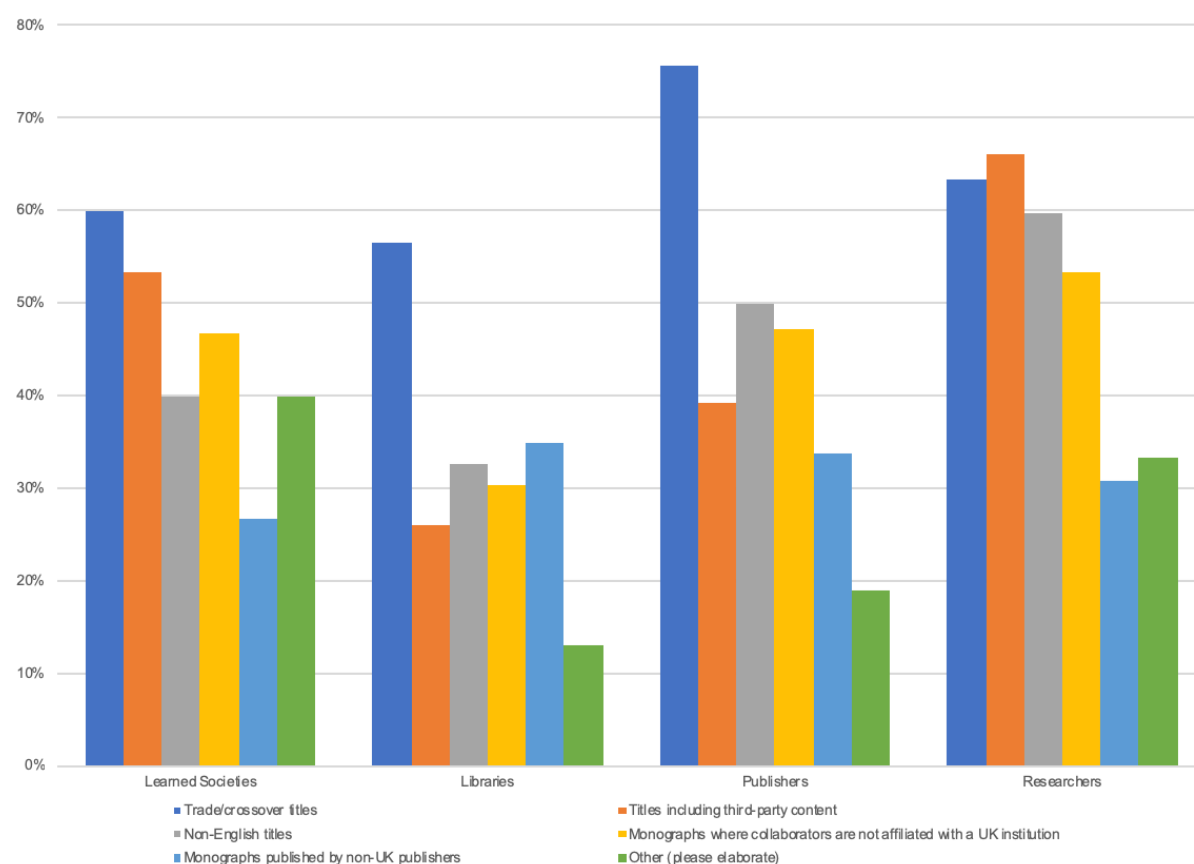
Table 3.2.6: Top three countries of identified co-authors for titles submitted to REF Panel C and D

Country affiliation	Number of second authors in REF2014 Panels C + D
United States	174
Australia	59
Germany	32

What exemptions should be considered in a policy for OA books?

During the survey phase, publishers, libraries, learned societies and researchers were asked what types of outputs should be exempt from an OA policy for books. Sixty-four per cent of respondents across all stakeholder groups were in favour of a policy exemption for trade and crossover books. This exemption was favoured by publishers (56 out of 74 respondents) in particular, with over 75 per cent of responses noting this policy exemption. Academic researchers favoured an exemption for monographs published by non-UK presses (for example, by an American university press), with over 65 per cent of respondents (294 out of 452 respondents) suggesting that these should be exempt from a future OA policy. Likewise, over 50 per cent of learned societies (a total of eight out of 15 respondents) favoured this exemption. In contrast, 39 per cent of publishers and just 26 per cent of libraries (26 out of 46 respondents) thought that books published by a non-UK press should have an exemption.

Figure 3.2.6: Stakeholder responses to OA title exemptions from any OA policy in the UK



The exemption that was ranked lowest (apart from ‘Other’) across all stakeholder groups were titles published in a language other than English. Thirteen per cent of libraries and 19 per cent of publishers thought that this should be an exemption. However, 33 per cent of researchers and 40 per cent of learned societies recommended that non-English titles should be exempt from an OA policy, highlighting the discipline-specific requirements that these stakeholders represent.

Respondents who selected ‘Other’ were asked to provide specific details. All groups agreed that there are specific cases where a policy exemption may need to be considered. Respondents noted that early career researchers may find it more difficult to publish OA (due to lack of funding) than others and should not be put at a disadvantage. Similarly, there may be researchers with no public funding at all. Finally, a frequently mentioned type of title that should be considered in this discussion is textbooks. Although textbooks are out of the scope of the report, hybrid books that have a research content are eligible to be submitted to the REF.

3.3. Licensing

3.3.1 Background

The way in which research is communicated across the Arts, Humanities and Social Sciences differs from the way in which it is communicated in STEM (Science, Technology, Engineering and Medicine) subjects (British Academy, 2018). The British Academy suggests that the form

of words used to express research in STEM is often secondary to the presentation of data and its analysis.

Licence arrangements for funder policies in the UK vary. For example, the REF OA policy for journals and conference proceedings allows the use of CC BY-NC-ND, whereas the RCUK Policy on Open Access (again, for journals) requires the outputs to be deposited under a CC BY licence. Wellcome likewise stipulates the use of CC BY for journal articles; for monographs, CC BY is preferred, but the use of NC and/or ND is also allowed.

3.3.2 Survey and Interviews

Surveys circulated among academic researchers (a total of 452 respondents) asked authors to state their licence preferences. An overwhelming majority (83 per cent) reported that out of the licences listed, they did not know which they preferred. This indicates that a significant proportion of authors do not have sufficient knowledge of licensing to make an informed decision about the type of license they publish under. Additional support from funders and from academic libraries may help bridge this knowledge gap.

Of the 17 per cent of respondents who indicated their preference for a specific license type, half (or, 7 per cent of *all* respondents) selected the most restrictive license. A preference for the most restrictive license might reflect 1) a more cautious approach to licensing arrangements due to lack of author knowledge, and 2) the specific requirements for some humanities disciplines.

Informed by literature (Crossick, 2015; British Academy, 2018, UUK OA Monographs group, March 2019) and survey responses, this section provides an overview of the licence types currently applied to OA books. Using data from the Directory of Open Access Books, this section will seek to answer the following questions:

- What licence types are currently applied to books available on DOAB?
- Are there any differences between disciplines in terms of licensing?

3.3.3 Analysis

What licence types are currently applied to books available on DOAB?

In autumn 2018, DOAB held information on 12,982 titles published between 2008 and 2017. Licensing information is available for 9,182 (71 per cent) of these titles. A quarter of these titles are published under CC BY, with just under half published under CC BY-NC-ND.

Figure 3.3.1: Licence type for books on DOAB with publication year 2008–2017 (n = 9,182)

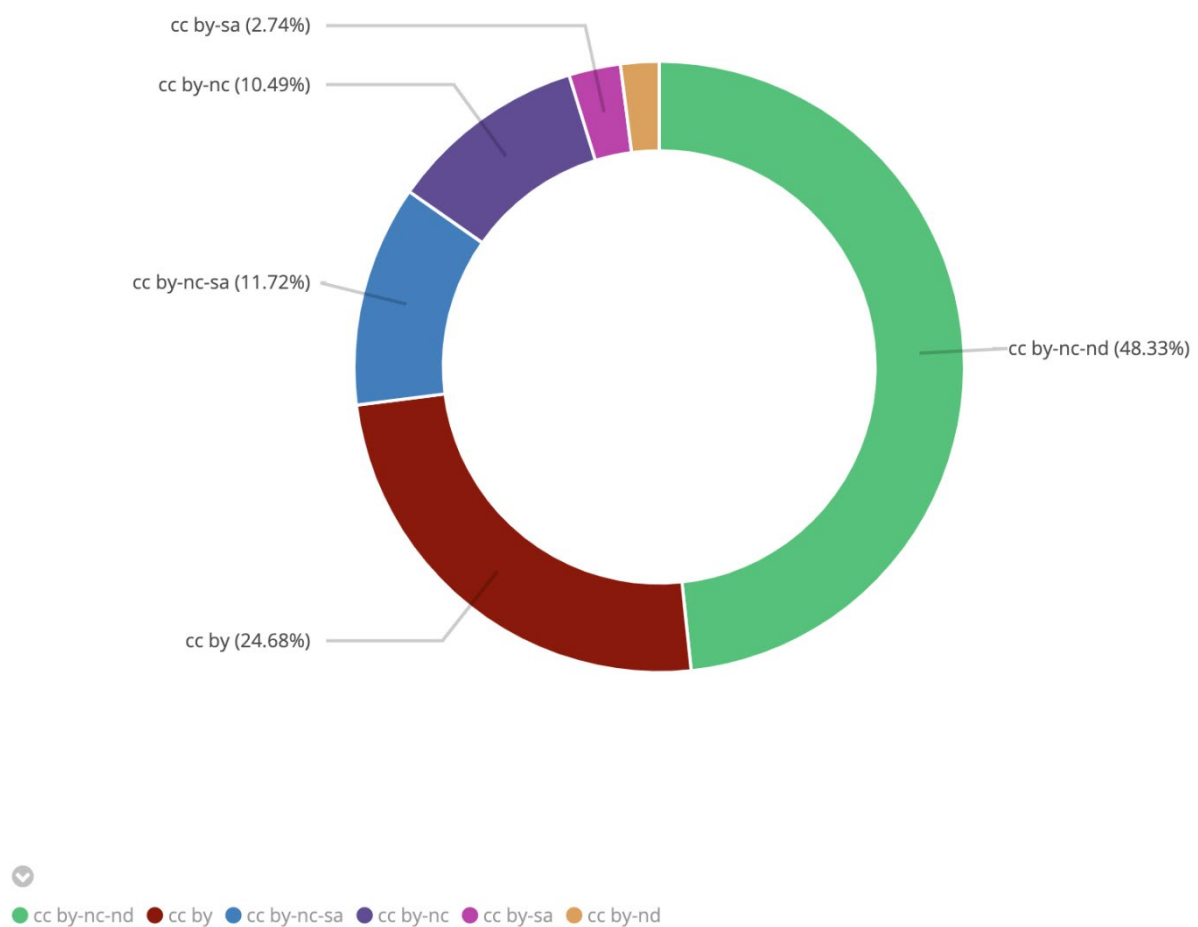
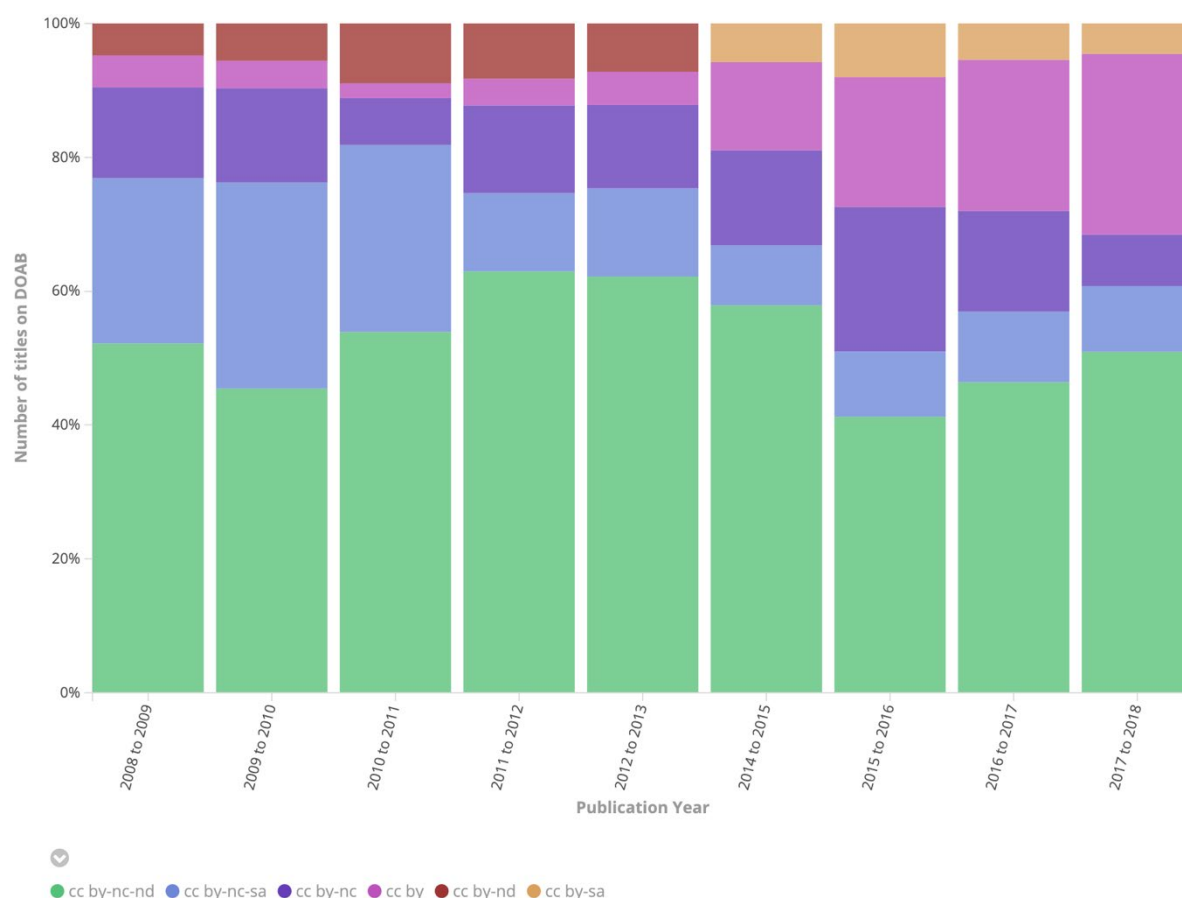


Figure 3.3.2 shows that the most restrictive licence, CC BY-NC-ND, ranges between 60 per cent and 50 per cent, being 51 per cent for titles published in 2017. The most liberal licence, CC BY, has increased over time. In the past few years it has become apparent that there is some polarity in preferences: either the most liberal or the most restrictive version. Notably, the proportion of books published under CC BY-NC has reduced over the past two years. We note that titles published OA retroactively may influence DOAB data on licensing. Third party rights issues mean that it is more difficult to publish retroactive OA titles under a CC BY licence.

Figure 3.3.2: Licence type for books on DOAB all disciplines with publication year 2008 - 2017 (n = 9,182))



At a subject level, 5,418 DOAB titles published between 2008 and 2017 are from a Social Sciences or Arts and Humanities discipline. Across both groups, just over 60 per cent of titles are published under a non-derivative license. There are some marginal differences between the two Panels, with the Social Sciences slightly more likely to adopt the least restrictive license (CC BY), and the Arts and Humanities more likely to publish under a non-commercial (NC) license agreement.

Table 3.3.1: Social Sciences and Arts and Humanities licence use on DOAB (n = 5,418)¹⁵

Licence Type	Panel C (#)	Panel C (%)	Panel D (#)	Panel D (%)
CC BY	414	14.2%	295	11.8%
CC BY-NC	315	10.8%	350	14.0%
CC BY-SA	118	4.0%	95	3.8%
CC BY-ND	89	3.1%	46	1.8%
CC BY-NC-SA	272	9.3%	272	10.9%
CC BY-NC-ND	1,713	58.6%	1,439	57.6%

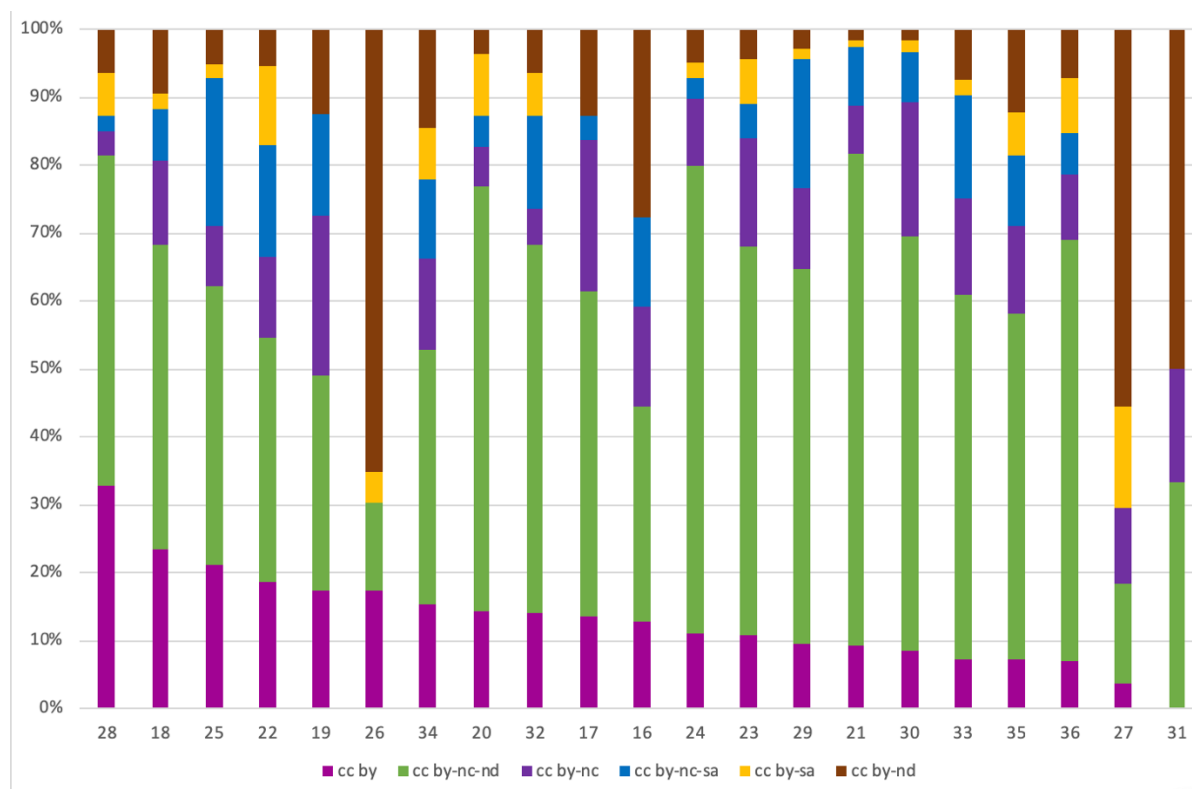
Disaggregated at subject level (for ASS disciplines only):

- On average CC BY-ND and CC BY-NC-ND licenses account for 60 per cent of the licence types across all subjects.
- Non-derivative licences are least common in Business and Management Studies (UOA 19) and Social Work and Social Policy (UOA 22) where around 60 per cent of the titles do not include the ND restriction.
- Art and Design: History, Practice and Theory (UOA 34) has the lowest share of CC BY-NC-ND licenses (42 per cent), while at the same time it holds an above-average proportion of CC BY licenses (17 per cent). This contradicts the supposition that outputs aligned with art and design may pose a challenge for licences.
- In the Arts and Humanities, the CC BY licence is mostly used within Modern Languages and Linguistics (35 per cent), which is more than double the amount within the Arts and Humanities.
- Classics (UOA 31) is the only discipline across the Social Sciences and Arts and Humanities with no titles published under a CC BY licence (0 per cent). However, only 15 titles with license information are available on DOAB for this discipline, limiting any conclusions about trends.¹⁶
- Communication, Cultural and Media Studies, Library and Information Management (UOA 36) have the highest proportion of CC BY-NC-ND license (67 per cent) followed by History (61 per cent).
- The Social Sciences, Politics and International Studies (UOA 21) as well as Anthropology and Development Studies (UOA 24) mostly use the more restrictive CC BY-NC-ND licence (73 per cent and 71 per cent, respectively).

¹⁵ Rounding differences might occur.

¹⁶ Similarly, UOA 26 (nine titles) and UOA 27 (12 titles) have a small sample set. In Annex B an overview is provided, highlighting the number of titles and license type use across all subject areas.

Figure 3.3.4: Licence type by subject for DOAB titles published between 2008 – 2017 (n = 5,418), ordered by CC BY.



3.4. Languages

3.4.1 Background

Authors who choose to publish in their native language other than English may do so because it is ‘the most appropriate way to construct an argument, and the best way to express themselves is specific to their native language’ (Huang and Chang, 2008, p.1824, cited in Crossick, 2015).

At the same time, this might well apply to native English authors who attempt to reach a foreign language speaking audience. As is highlighted later in this section, within Modern Languages and Literature, long-form works are often published in the language studied rather than English. A good example publisher in this context is Language Science Press, which is a scholarly-led open access publisher in linguistics and publishing in, among others, French, German and Spanish. Similarly, the University of Wales Press is a major contributor towards long-form publications in Welsh. The predominant language in the majority of the publications of these publishers is still English, although the special characteristics of these foreign language publications should be taken into account when considering any OA policy.

3.4.2 Interviews and Survey

During the interviews, stakeholders did not note concerns for publications written in a foreign language under an OA model. However, of the survey respondents who commented on OA policy exceptions, 26 per cent recommended that foreign language titles should be excluded

(118 out of 452). Learned societies felt most strongly about this, with 40 per cent recommended an exception (six out of 15 respondents).

However, this does not mean that other stakeholders do not consider OA for outputs written in a non-English language to be a concern. Rather, it is considered to be *less* of a concern than other issues; for example, those including third-party materials, or trade books.

This section will address the following questions:

- What proportion of monographs and edited collections submitted in REF2014 to Panels C + D were published in languages other than English?
- Which are the main publishers of books written in languages other than English submitted to the REF2014 Panels C + D?

3.4.3 Analysis

What proportion of monographs and edited collections submitted in REF2014 to Panels C + D were published in languages other than English?

The dominant language of REF2014 titles is English, accounting for 97 per cent of all books submitted (12,277). A small number of titles were published in German (122), followed by French (109), Italian (67), and Spanish (46). Table 3.4.1 below shows that the proportion of foreign language titles is slightly higher in the Arts and Humanities (Panel D) compared to the Social Sciences (Panel C).

Table 3.4.1: Social Sciences and Arts and Humanities licence for REF2014 Panel C + D (n = 12,678)¹⁷

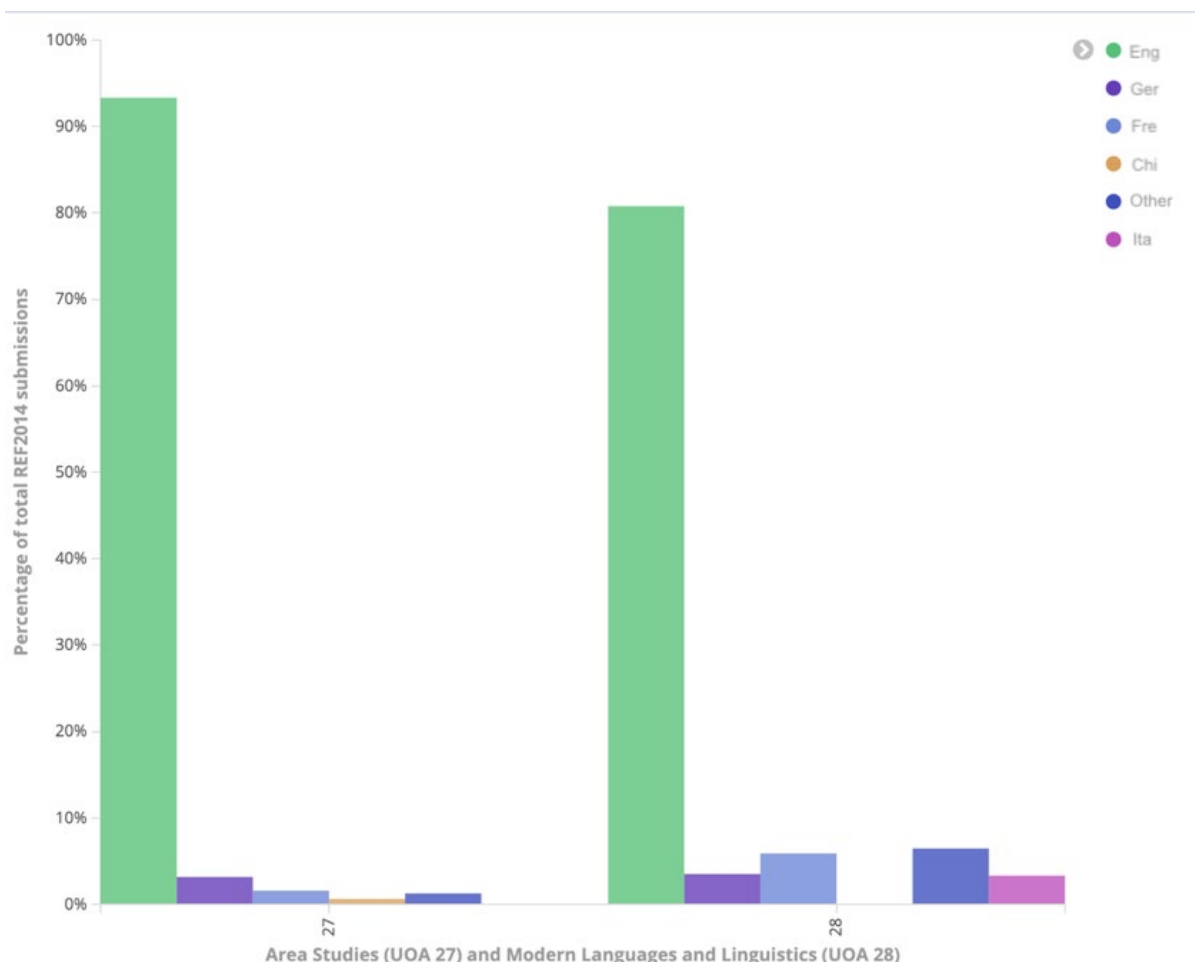
Language	Panel C (#)	Panel C (%)	Panel D (#)	Panel D (%)
English	4,141	99%	8,136	96%
German	12	0%	110	1%
French	19	0%	90	1%
Italian	6	0%	61	1%
Spanish	3	0%	43	1%
Welsh	2	0%	29	0%
Other	2	0%	24	0%

Disaggregated at a discipline level, two UOAs stand out. In Area Studies (UOA 27), 7 per cent of the total submissions within this discipline have a primary language that is non-English, presumably publishing monographs in the local language of the study focus. More significant is the role of foreign language monographs in Modern Languages and Linguistics (UOA 28);

¹⁷ Rounding differences might occur.

20 per cent of the titles submitted are in languages other than English. Figure 3.4.1 below shows the details of these two disciplines and the most frequently published foreign languages.

Figure 3.4.1: Percentage of foreign language submissions to Area Studies (n = 319) and Modern Languages and Linguistics (n = 1,055)



Which are the main publishers of books in languages other than English submitted to the REF2014 Panels C + D?

The University of Wales Press (UWP) returned the highest number (15) of Panel C and D titles written in a language other than English. This accounts for just under 15 per cent (109) of all titles published with UWP that were submitted to REF2014. Sixty-one titles were published with the primarily German publisher De Gruyter, of which 12 titles (20 per cent) were written in a language other than English.

For smaller publishers such as Vandenhoeck & Ruprecht (V&R), the proportion of books written in a language other than English returned to the REF is significantly higher. Eleven out of the 13 books submitted by V&R were written in German. To note, publishers based outside the UK countries may attract a non-UK author base, so their actual publishing output will be higher than those titles returned to the REF. To illustrate, V&R mentions the publication of approximately 700 titles per year, which extrapolates to 4,200 titles over the six-year REF period. The 13 books submitted to the REF2014 Panels C + D represent a very small portion

of the total output and therefore any policy change in the UK is unlikely to carry significant consequences for these publishers (unless Plan S is adopted by funders in the country).

In contrast to the relatively small share of foreign language submissions to REF2014 Panel C and D, the number of OA publications on DOAB is much higher. For the 12,668 titles that hold information about the language, a total of 6,067 are published in a language other than English (47.9 per cent). The strong presence of foreign language publications demonstrates that the actual language of a publication does not appear to pose a challenge to publishing OA.

3.5. Illustrations and the Inclusion of Third-Party Material

3.5.1 Background

The inclusion of illustrations in the form of maps, photographs, musical notation and other images is essential for some scholarly works. Many academics, such as archaeologists, art historians, musicologists, and those working in visual culture need to reproduce illustrations and other materials in their research outputs: the inclusion of these images is an essential part of scholarship in these disciplines.

While there are certainly challenges with including illustrations in academic monographs, acquiring clearance permissions for the reuse of third-party material adds an extra layer of complexity to publication, potentially making it very expensive to make a book open access. So far, no international standard has evolved around granting rights to OA publications, often leaving authors with a burdensome task of negotiating these rights case by case.

As noted by Crossick (2015) the author is 'restricted to reproduction under the 'fair use' or 'fair dealing' limitations of copyright law, which generally limit reproduction to short excerpts of details of the source material. For usage beyond that, the author must seek permission to anyone who owns the rights to the material in order to reproduce it. Where it is granted, it is very common for rights owners, often through intermediary clearance organisations, to charge a fee for this sort of reuse. Fees are commonly charged even where the purpose might be generally accepted to be academic and non-commercial, particularly where the material is being made open to the world digitally.

3.5.2 Interviews and Survey

During the interview and the survey phase, publishers and researchers were asked about the importance of third-party material. The inclusion of third-party content, as noted above, tends to present discipline-specific challenges. For example, one respondent to the publisher survey noted that in Film and Media Studies publications the '*legal status of [film] clips (or stills made from the clips) [...] is unclear and OA is problematic*' (Publisher Survey, 2018).

Infrastructure challenges also exist for the clearance of such third-party content, and these were highlighted in the interviews and by a librarian in the survey:

clearance of 3rd party content may be handled by a dedicated publishing division with sources which cannot yet grant wider permissions. Art History is a particular use case – by definition monographs depend on inclusion of illustrations, often 100-200 individual images, which need individual rights clearance. Images come from a different sector – museums and cultural institutions – which have not moved on a global scale to allow free use and/or wider reuse of their reproductions. Until this changes, Art History would need to maintain current licensing of

the full work in almost all cases. Other disciplines will also have similar issues, but on a lesser scale that can be handled through reasonable exceptions (Library Survey, 2018).

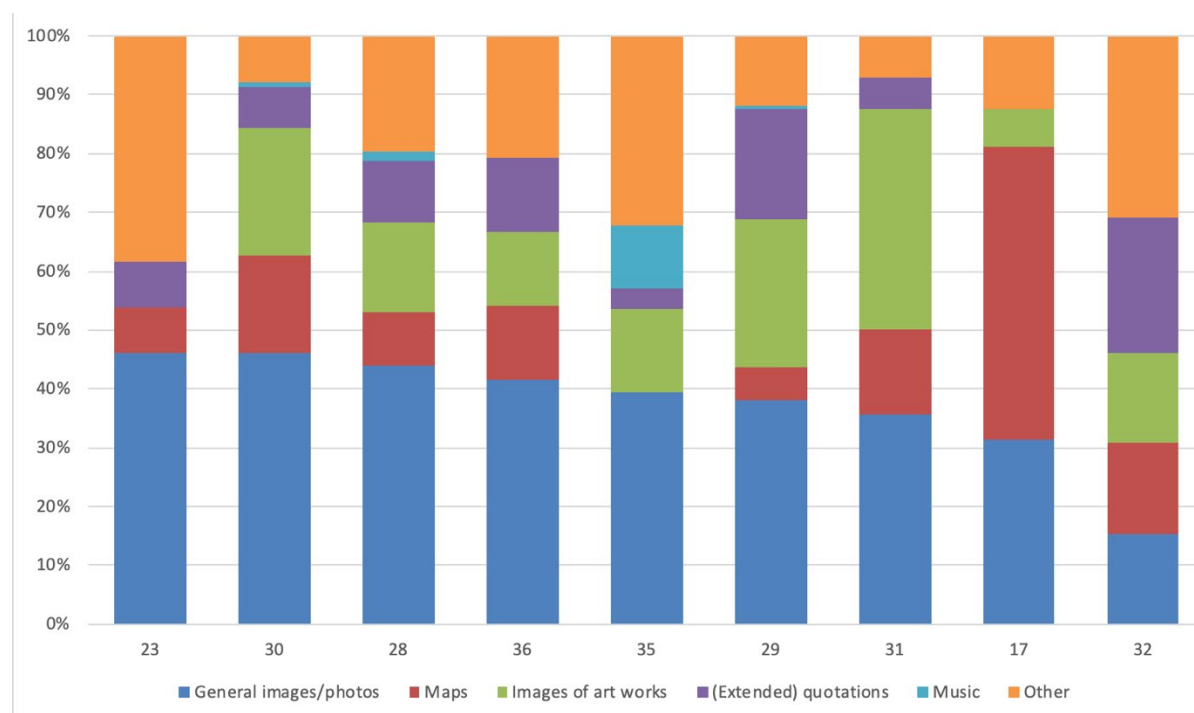
Researchers were asked to indicate the type of third-party material considered most important in their field of study. Figure 3.5.1 shows the distribution of the disciplines including more than ten responses.¹⁸ It is clear that general images/photos are frequently being used, which is a term to describe images taken from online documents, for example media images, images of figures (e.g. graphs), tables (of numbers) taken from other research published in journals or images of manuscript pages. For these, the third-party rights tend to be owned by archives, libraries, or news photo services.

While general images/photos are used in almost all fields, the images of art works and maps predominantly relate to the Arts and Humanities. Rights for the use of, for example, images of art works (sculptures, paintings, video material, and others) may overlap with the rights holders mentioned above, but typically also tend to reside with museums, collections and national libraries.

The 'Other' component mostly included reference to film stills and the 'not-applicable' tag. Film stills are exclusively mentioned in three domains: English Language and Literature (UOA 29), Music, Drama, Dance and Performing Arts (UOA 35) and Communication, Cultural and Media Studies, Library and Information Management (UOA 36). The Not-Applicable tag was mentioned most in the Social Sciences, which hints at more limited use of third-party content for most disciplines.

¹⁸ Disciplines might not be listed due to the low number of survey respondents in that field of study, for example Arts and Design (UOA 34).

Figure 3.5.1: Responses researcher survey, most important type of third-party content typically included in monographs (n = 452)



In this section, the third-party content will be further reviewed to identify types of illustrations and trends across disciplines. Book data from Nielsen is employed to answer the following questions:

- What types of illustrations are typically included in monographs?
- What disciplinary differences are there?

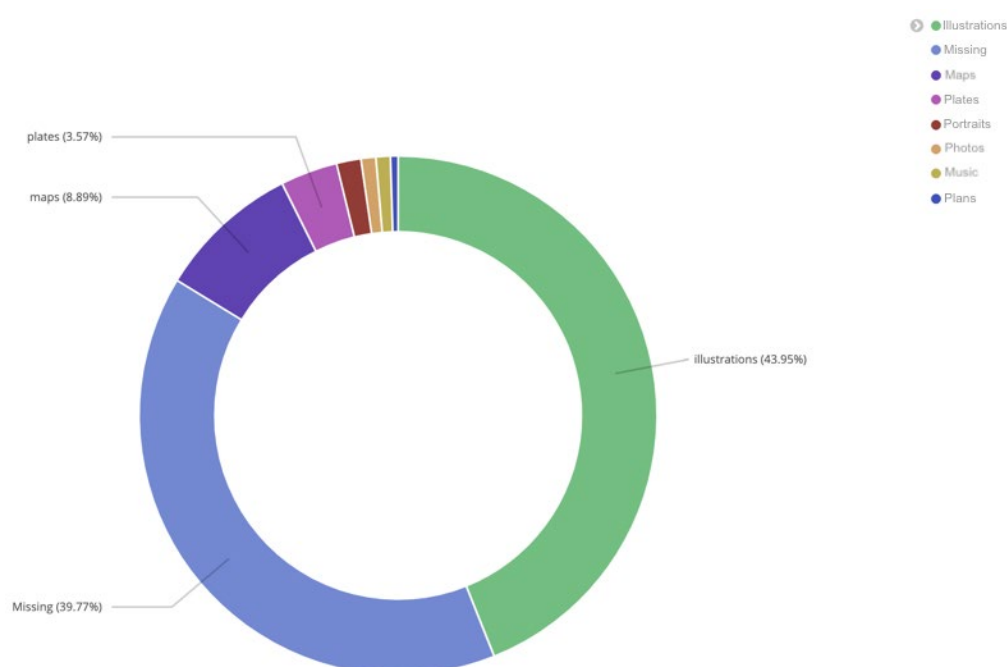
Unfortunately, data is not available to determine the extent to which the inclusion of illustrations depends on acquiring permission from a third party. However, interview and survey responses do highlight the complexities around this topic and the very discipline-specific challenges that should be considered when developing policy.

3.5.3 Analysis

What type of illustrations are typically included in monographs?

Data from REF2014 was analysed to further understand the types of non-written materials used in long-form publications. At least 53 per cent (6,792 titles) of the 12,701 unique submissions returned to the REF include non-written materials. Figure 3.5.2 highlights these results, where the 'missing' category did not define illustration types. Non-written materials include: 'general' illustrations (6,530 references); maps (1,321 references); plates (531 references), portraits (227 references), photographs (137 references), music (134) and plans (70). Clearly, there is overlap within these definitions as, for example, with plates and photographs and maps and plans.

Figure 3.5.2: Distribution of illustration types within REF2014 Panels C + D (n = 12,701)



What are the difference in terms of illustration use across disciplines?

'General' illustrations (6,530 mentions) appear across all long-form outputs submitted to Panels C and D; there is no difference between the Social Sciences and Arts and Humanities. The general notion of illustrations is therefore also not considered to be very helpful for further analysis. However, relevant information is embedded in the 'missing' tag as well as the specific illustrations types. The 'missing' tag means that not a single reference was being made to an illustration type, serving as a proxy regarding the (lack of) illustration use. In contrast, a high proportion of (specific) illustration use signals the opposite.

The three subject areas with lowest degree of 'missing' illustration tags, while at the same time signalling a high-use of specific types of illustrations, are the following:

- Architecture, Built Environment and Planning (UOA 16), 83 per cent of submissions refer to illustrations or related materials
- Geography, Environmental Studies and Archaeology (UOA 17), 87 per cent of submissions refer to illustrations or related materials
- Art and Design: History, Practice and Theory (UOA 34), 77 per cent of submissions refer to illustrations or related materials

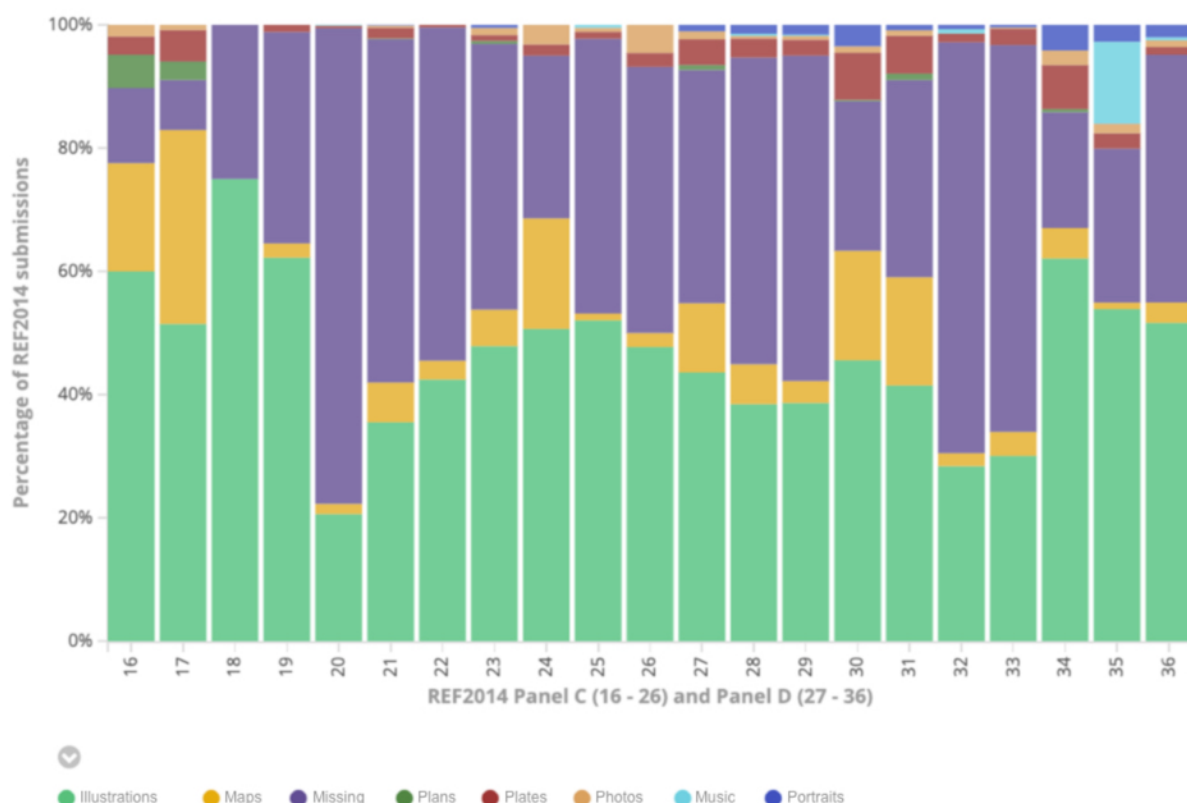
These three subject areas are likely to include an above average level of third-party content within long-form research output.

In the Social Sciences, three out of 11 disciplines clearly stand out in terms of the use of specific illustration types. These are UOA 16 and UOA 17 mentioned above, as well as Anthropology and Development Studies (UOA 24). Similar to the above, these three disciplines are likely to experience challenges when it comes to clearing third-party rights. For the remaining eight disciplines, issues might arise still, but perhaps more on a case-by-case

basis. In the Arts and Humanities, there are five disciplines heavily relying on the use of specific types of illustrations and are listed below:

- Area Studies (UOA 27)
- History (UOA 30)
- Classics (UOA 31)
- Art and Design: History, Practice and Theory (UOA 34)
- Music, Drama, Dance and Performing Arts (UOA 35)

Figure 3.5.3: REF2014 Panels C + D submissions including Illustrations by UOA (n = 12,701)



All types of illustrations tend to be represented in only a few disciplines. About 50 per cent of all references to 'maps' (total 1,321) are attributed to two disciplines: Geography, Environmental Studies and Archaeology (UOA 17) including 260 references (20 per cent) and History (UOA 30) equalling 397 mentions (30 per cent). This is followed by a long-tail of 14 other disciplines which account for the remaining 50 per cent. Architecture, Built Environment and Planning (UOA 16) together with Geography, Environmental Studies and Archaeology (UOA 17) also represent 64 per cent of the references to 'plans', highlighting the focused nature of these materials. Finally, a similar skew is found in Music, Drama, Dance and Performing Arts (UOA 35), where 84 per cent (112 references) of publications with non-written material related to 'music' (e.g. musical scores).

The following disciplines appear to make the most significant use of illustration types that might be sensitive to third-party rights.¹⁹

- Architecture, Built Environment and Planning (UOA 16)
- Geography, Environmental Studies and Archaeology (UOA 17)
- Anthropology and Development Studies (UOA 24)
- Area Studies (UOA 27)
- History (UOA 30)
- Classics (UOA 31)
- Art and Design: History, Practice and Theory (UOA 34)
- Music, Drama, Dance and Performing Arts (UOA 35)

Disciplines with the fewest references to non-general illustration types include:

- Economics and Econometrics (UOA 18)
- Business and Management Studies (UOA 19)
- Law (UOA 20)
- Social Work and Social Policy (UOA 22)
- Education (UOA 25)
- Philosophy (UOA 32)

3.6. Publications Arising from Grants

3.6.1. Background

Academic publications arising from research grants are often required to comply with funder OA policies. There is currently no OA policy for long-form publications and monographs published as a result of research funded by the AHRC and by the ESRC (the main funders in AHSS disciplines). However, AHRC grant applications do allow authors to apply for OA funding (although the AHRC does not have an open access policy for books).

UK Research and Innovation (UKRI) is currently carrying out a review of the open access policies across its nine councils, with the intention of harmonising policy for publications. Monographs are in scope of this review. Long-form publications are also in scope of 'Plan S', of which UKRI is a signatory. Plan S aims for full and immediate open access to scholarly publications arising from publicly funded research. Plan S recognises, however, that the journey for open access monographs is considerably more complex than that for journal articles, and will issue guidance on monographs and book chapters before the end of 2021.

The Wellcome Trust acknowledges that monographs are a 'vitaly important and distinctive vehicle for research communication and must be sustained in any moves to open access'.²⁰ Since 1 October 2013, Wellcome's OA policy has included scholarly monographs and book chapters authored and co-authored by Wellcome grant-holders that arise as part of its grant-funded research. Grant-holders are required to make these research outputs available through PMC Bookshelf or Europe PMC as soon as possible, with a maximum embargo of six months.

¹⁹ See Annex B for further details.

²⁰ <https://wellcome.ac.uk/funding/managing-grant/open-access-policy>

The policy does not apply to textbooks, ‘trade’ books, general reference works or works of fiction, or to collections edited, but not authored, by Wellcome grant-holders.

3.6.2. Interviews and Survey

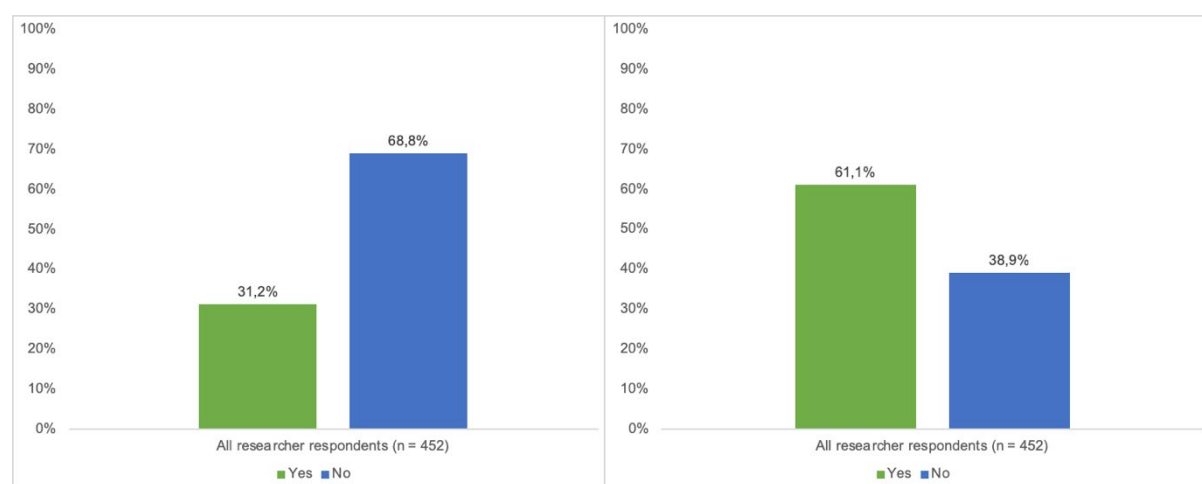
During stakeholder interviews, participants stressed that UK funding bodies such as the AHRC and ESRC are important sources of research funding for academic researchers. Stakeholders also noted that grants are extremely competitive; concerns were raised as to whether a move to OA would reduce the amount of funding available for research projects (thus reducing the number of projects funded).

These concerns were reiterated by researchers who completed the survey, with respondents noting the challenge for non-affiliated scholars and early career researchers. One respondent commented that the need for OA funding:

create[s] further inequalities between those able to cover OA costs (through research council grants or institutions) and those unable to do so (because [of] not holding research council funding or not in [a] secure post).

The issue of funding was also highlighted by respondents when they were asked whether they were willing to publish their next monograph open access. If funding is not available, 31 per cent of the researchers (151 respondents) were willing to publish open access (see Figure 3.6.1 below). A follow-up question attempted to better understand how significant funding was to researchers’ decisions to publish OA. Researchers were asked ‘*If funding was available, would you plan to publish more monographs OA in the future?*’ If funding is available, then these figures shift, with 61 per cent of the (276) researchers willing to publish OA.²¹

Figure 3.6.1: Researcher groups’ willingness to publish next monograph OA (n = 452)



Reasons other than funding for not publishing a next monograph have been addressed earlier in the report (for example, due to costs of obtaining rights to reuse third-party materials). Other

²¹ It is important to point out that, within the above, researchers from one institution (a total of 119 respondents) make the result less in favour of OA.

reasons include perceptions of the impact of OA on career advancement. As noted by one early career researcher:

Rightly or wrongly, particular publishers are used as a mark of quality in my discipline. Especially as a junior scholar who is employed on a fixed-term contract and looking for a permanent post, and so intensely concerned with academic reputation, I worry that if I published an OA book I would struggle to convince a reputable press to put it out, and I would struggle to convince my peers that it was worth reading.

In this section the role of funding will be analysed in the context of long-form publications submitted to the REF2014. The following questions will be addressed:

- How many monographs are directly linked to a research grant funded by one of the seven Research Councils? How many of these monographs were returned to the REF 2014?
- How many monographs submitted to the REF2014 Panels C + D were open access (and funded open access)?

3.6.3 Analysis

How many monographs are directly linked to a research grant funded by one of the seven Research Councils? How many of these monographs were returned to the REF 2014?

The funding data from the Research Councils in the UK was obtained from Researchfish (a platform used by funders, institutions and researchers to record and track projects funded (in part or in whole by the seven Research Councils). Funders were identified by cross-referencing ISBNs provided in Researchfish and ISBNs in the REF2014 Panels C + D. To note, data in Researchfish is ad hoc, and providing up-to-date information on publications has only been a condition of its grant since 2016. The data is, at best, patchy. Analysis drawn from the Researchfish dataset is a conservative estimate and broadly indicative of trends. It should not be taken as definitive.

Researchfish data shows a total of 2,379 long-form titles published from 2008 to 2013 across all seven Research Councils. These are categorised by books (2,082), edited collections (197), monographs (100) and scholarly editions (0).²² Out of these 2,379, a total of 425 records do not hold an ISBN and 40 were removed as these were journal articles, leaving a total of 1,914 records (80 per cent of the total).

As shown in Table 3.6.1, almost 80 per cent of long-form publications were linked to research projects funded by either the AHRC or the ESRC. The 1,914 Researchfish records were in turn cross-referenced with ISBNs from with outputs A, B and R from the REF2014 dataset (Panels C + D only). From this sample, Table 3.6.1 shows that 99.8 per cent of the UKRI funded long-form submissions in Panel C and D stem from either the AHRC or the ESRC.

²² This information is entered by the academic in receipt of the grant. Interpretations of the type of output (for example, monograph or book) is left up to the individual entering the information.

Table 3.6.1: Books, edited Collections and monographs stemming from UK Research Councils published between 2008-2013 found in REF2014 Panels C + D (n = 1,914)

Funder	Total 2008 - 2013	Total 2008 - 2013 (%)	Total matching ISBNs in REF2014 Panel C and D	% of total UK Research Councils
AHRC	846	44.2%	420	64.7%
BBSRC	52	2.7%	0	0.0%
EPSRC	215	11.2%	11	1.7%
ESRC	669	35.0%	217	33.4%
MRC	55	2.9%	0	0.0%
NERC	67	3.5%	1	0.2%
STFC	10	0.5%	0	0.0%
Total²³	1,914	100%	649	100%

Approximately 50 per cent of the titles funded by the AHRC were submitted to the REF2014 Panels C + D (based on ISBN matching). For the ESRC, this equals 32 per cent. On aggregate, the 649 funded titles equal 5 per cent of the total REF2014 Panels C + D long-form submissions, which should be treated as the lower bound for the reasons mentioned above. Interestingly (and perhaps a recognition of the interdisciplinary element of some REF submissions), the Natural Environment Research Council (NERC) and Engineering and Physical Sciences Research Council (EPSRC) also contributed to research that resulted in long-form submissions to the REF2014 across the Arts, Humanities and Social Sciences.

On the publisher level, most REF submitted titles funded by one of the UKRI Research Councils are published by UK publishers. Out of the 420 REF2014 submissions stemming from AHRC funded research projects, a total of 319 (76 per cent) are published in the UK. For the ESRC, 181 titles (83 per cent) are published in the UK.

The UK publishing houses are followed by those from the United States, representing 51 (10 per cent) submissions for the AHRC and 27 from the ESRC (12 per cent). As such, no different trend can be observed for the publishers of UKRI-funded research compared to the publisher of long-form publications returned to REF Panels C + D. Section 3.2 also demonstrated that over 90 per cent of long-form publications returned to Panels C and D were published with presses based in either the UK (78 per cent) or in the US (14 per cent).²⁴

²³ Rounding differences may occur.

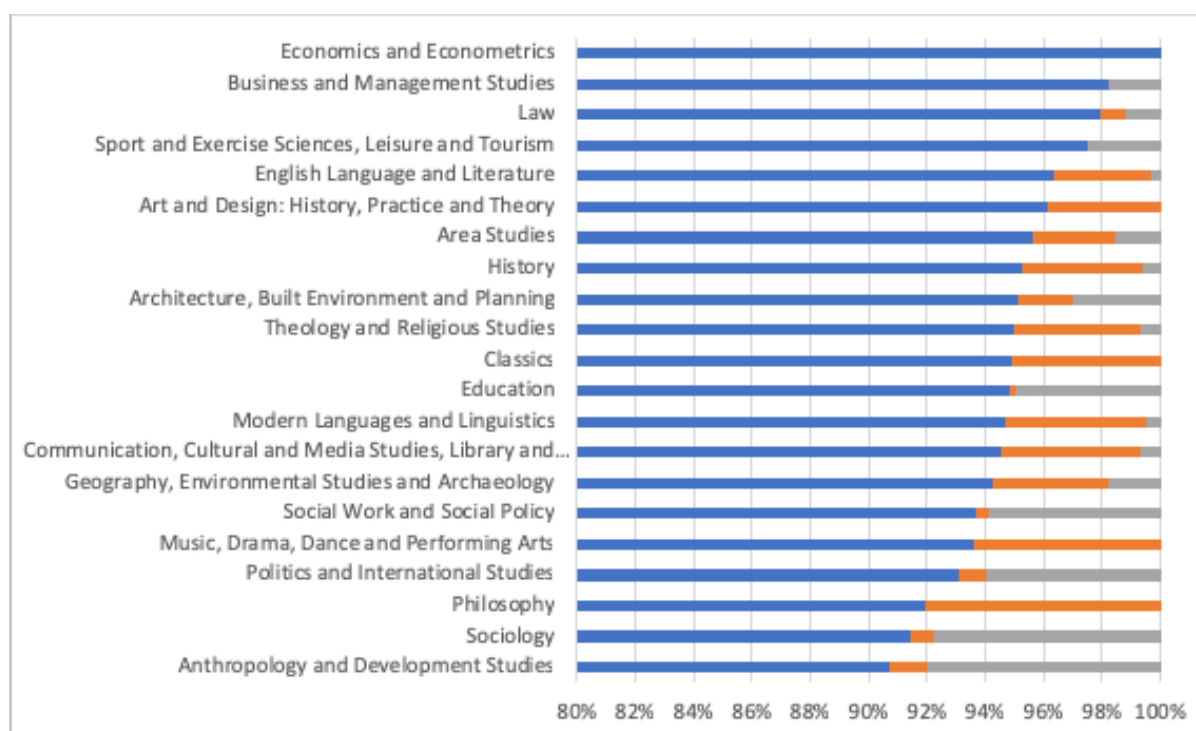
²⁴ In Annex D the list of publishers is shown, which also holds strong parallels with the overall REF2014 Panels C + D submissions.

How many monographs submitted to the REF2014 Panels C + D derived from research funded by a grant, by discipline?

Most publications stemming from a grant from either the AHRC or ESRC are within English Language and Literature (UOA 29) and History (UOA 30). In English Language and Literature, a total of 81 titles were submitted, and for History a total of 77 submissions were recorded. Relative to the total number of submissions within these disciplines, the proportion of AHRC or ESRC funded titles is less strong compared to other disciplines. Instead, the discipline with the highest proportion of funded long-form publications is Anthropology and Development Studies (UOA 24), at almost 10% (in comparison to an average of 5%).

In relative terms, Anthropology and Development Studies is followed by Sociology (UOA 23) and Philosophy (UOA 32), at 9 per cent of the titles. Figure 3.6.2 below shows the absolute distribution by UOA for the UKRI. The funding stemming from Engineering and Physical Sciences Research Council is distributed across the Arts and Humanities, while the one title stemming from a NERC researcher project was returned to Sociology (UOA 23).

Figure 3.6.2: REF2014 submissions resulting from an AHRC and ESRC funding program, by funder and discipline (n = 637)



How many grant-funded monographs submitted to the REF2014 Panels C + D were open access?

Of the long-form publications returned to the REF that were linked to a Research Council grant, just five (two linked to an AHRC grant; three to an ESRC grant) were available open access. A further three long-form publications were linked to a Wellcome Trust grant, and one from the Netherlands Organisation for Scientific Research (NWO). In addition to this, Jisc (as

part of the OAPEN-UK programme) and Knowledge Unlatched (KU)²⁵ also enabled titles submitted to the REF 2014 to be made OA (six from Jisc and 36 from KU).

Five titles that were submitted to the REF 2014 listed two organisations that enabled their books to be available open access (for example AHRC and KU). Overall, just 46 titles submitted to the REF 2014 are available open access. It is not clear, however, whether these titles were made OA immediately upon publication, or retrospectively. At the REF 2014 submission cut-off date this number may have been lower.

3.7. Publisher Monograph Sales

3.7.1 Background

Print sales for academic monographs are falling. This trend (a fall of 11 per cent from 2011 to 2015, Jubb, 2017) has a negative correlation with the increase in actual titles published. The decline of print sales is partially offset through an increase in ebook sales, which have risen 69 per cent in the same period. A study carried out as part of the Academic Book of the Future Project (ABOTF) estimated that around 75 per cent of sales revenue²⁶ comes from print books, with the remaining 25 per cent coming from ebook sales. Although it is not clear whether this estimation still holds true, it does provide an indicative figure as a starting point for additional analysis.

The study by Jubb (2017) analysed the role of retail sales for a sample of REF2014 Panel C + D submissions. To capture the retail sales in the UK, the study leveraged Nielsen BookScan, which solely relates to purchases of physical books transacted through Electronic Points of Sale (EPOS) in the UK (and thus excludes sales of ebooks, overseas sales, and sales to libraries). The study found that between 3 per cent and 16 per cent of titles submitted to the REF included more than 100 retail customer sales. English Literature and Language marked the highest percentage, equalling 16 per cent, while Modern Languages only equalled 3 per cent. In line with the analysis carried out in section 3.1, the top-three tagged General/Trade disciplines found in this study are also the three subject areas selling most retail books. Outside these three subject areas, and notwithstanding data caveats, it can be inferred that the importance of institutional acquisitions of research books is far more important than retail sales.

This section will seek to better understand the economics of a monograph from the publisher perspective. Interviews and surveys provide more context on the perceived challenges towards OA publishing, while data shared by publishers enables some focus on sales patterns. These sales patterns help to inform key questions touching upon the timing of OA (immediate OA or embargoes) and the financial implications this holds for publishers.

²⁵ KU's cooperative model takes the approach of distributing such BPC across many institutions worldwide as well as 'unlatching' a significant number of titles at once. Titles stemming the KU programme can also be made OA under a delayed OA model.

²⁶ As noted in the limitations section under 'Methodology', overall print sales revenue does not represent publisher income. Revenues will accrue to intermediaries, which play a critical role in the bookselling process.

3.7.2 Interviews and Survey

During the interviews and the survey, it became clear that all kinds of publishers are concerned about the impact of OA on their business model. Their two main concerns are funding to offset the potential loss in print sales and to ensure that the same quality of publishing is provided for OA titles as for paywalled versions, be they print or digital. For example, questions might arise that a services business model (BPCs) removes the financial incentives for publishers to promote books and to cultivate authors.

The primary challenge [for OA monograph publishing] will be to secure enough pre-publication funding to offset loss print sales, production costs, and overhead related to these monographs and bring these books up to the level where they are at least break even. This can be especially challenging for books that have production values that are outside of the norm and/or are of great length, have expensive colour imagery, etc (Publisher Survey, 2018).

During interviews, publishers stressed that the decline in print sales might be more significant as OA becomes more mainstream. The main argument is that library acquisition systems might be better equipped to identify which titles are (becoming) OA, and therefore this transparency might support fewer purchases of print copies. It remains challenging to validate this due to the relative 'newness' of OA monograph publishing. On the other hand, conversations with researchers and learned societies stress the importance of the print edition as a gold standard. It therefore remains to be seen how these perceived challenges and concerns play out.

This section addresses the following questions:

- How significant is the long tail of book sales?
- What are the overall sales revenues for UK-authored monographs each year, distinguishing if possible between print and electronic?

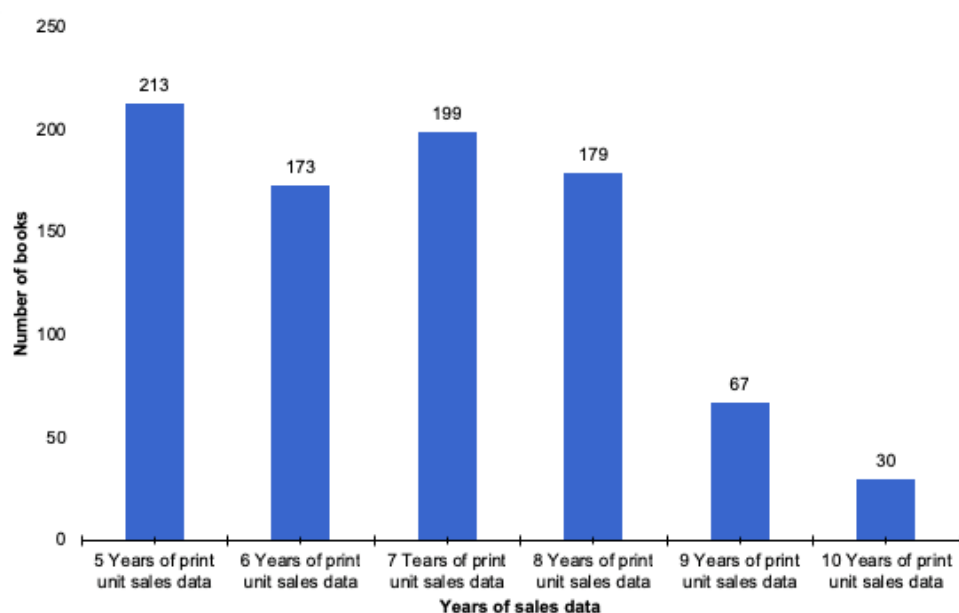
3.7.3 Analysis

Analysis of sales data of monographs submitted to REF2014?

As part of this study, 23 publishers shared unit sales data for titles submitted to Panels C + D in REF2014. Total sales data includes more than 1,000-unit print sales figures. Only titles with five years or more of print unit sales data were analysed in the study. Five years are deemed to be a sensible cut-off point because the majority of sales have been realised (see more below). As a result, the final sample included 861 print unit sales records from 19 separate publishers. These print unit sales include both sales to libraries and retail customers.²⁷ Figure 3.7.1 summarises sales data available for the 19 publishers.

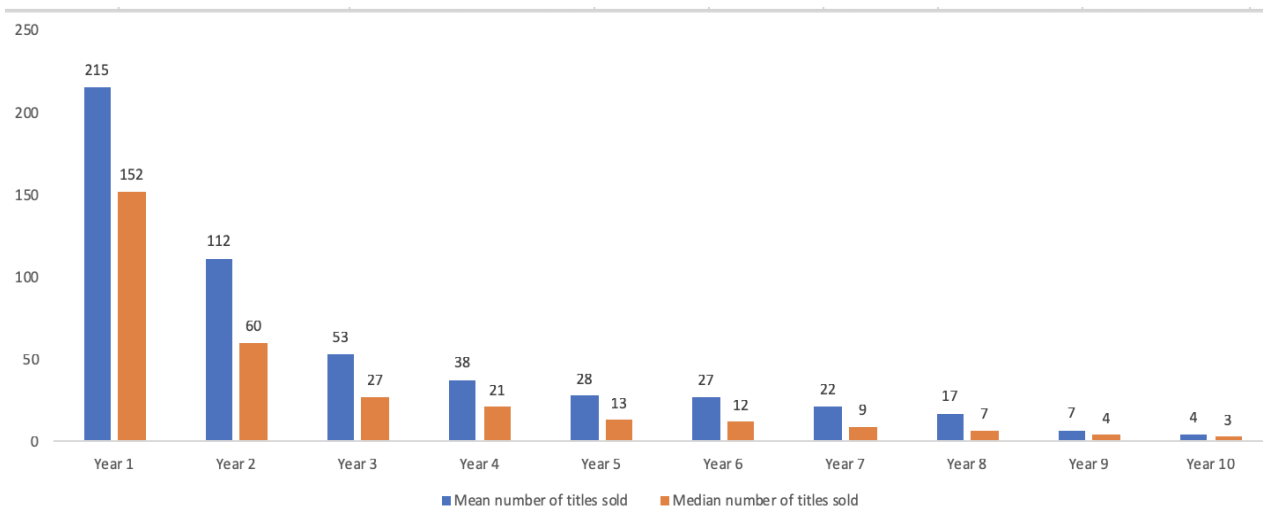
²⁷ The ebook unit sales submitted were considered too fragmentary and not robust enough to draw definitive conclusions for this study. Instead, the lifetime sales of ebooks can be inferred from library acquisition section 3.9, which includes the sales pattern of ebooks over time by publication year.

Figure 3.7.1: Number of titles and years of print unit sales (n = 861)



From the sample of 861 titles, print unit sales averaged 523 units over a ten-year period (see Figure 3.7.2 below). Years of sale (year 1, 2, 3, etc) are defined by publication year. For titles published at the end of a calendar year, this implies the first year of sale includes only a maximum of one month (in cases where the title is published in December). As a result, the approximation for year 1 would likely be a strong underestimation of a 12-month time window since titles holding 13 months of sales data are aggregated into the 24-month period. The figures below should therefore be treated as a conservative figure in terms of average and median title sales.

Figure 3.7.2: Average and median print unit sales over time (n = 861)

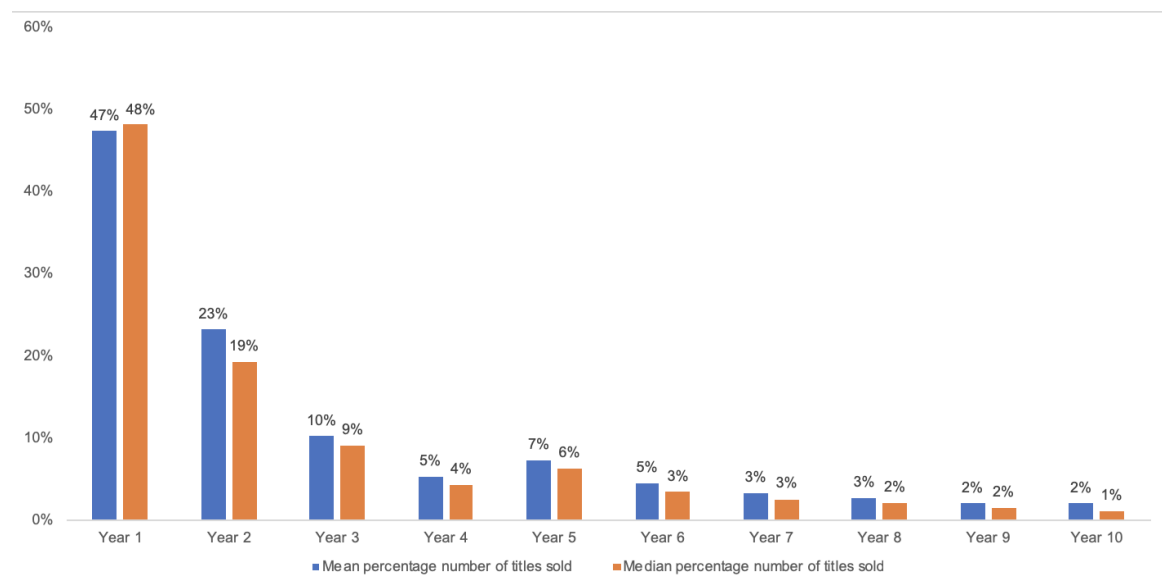


The actual level of print unit sales tends to differ across different stakeholder groups. For example, it is to be expected that larger publishers, on average, have more print unit sales compared to smaller presses (for example, a title is more likely to be part of a strong long-lasting series, global market coverage, etc). To control for differences across publisher types, a distinction was made between medium-sized commercial publishers (publishing fewer than

1,000 titles per annum) and large publishers (publishing more than 1,000 titles per annum).²⁸ While the overall average number of sales of units sold over ten years is 523, the group of large publishers now has an average of 628 print unit titles sold globally over ten years. The ‘small and medium-sized publishers’ group has an average of 378 print unit titles over ten years.

The half-life of a print title occurs on average in the first year of publication, as shown in Figure 3.7.3 below. In fact, around 70 per cent of print unit sales for a title occur in the first two years of publication. This supports the notion that sales for academic monographs tend to be highest in the first year of publication, followed by a long tail of print unit sales in the following years.

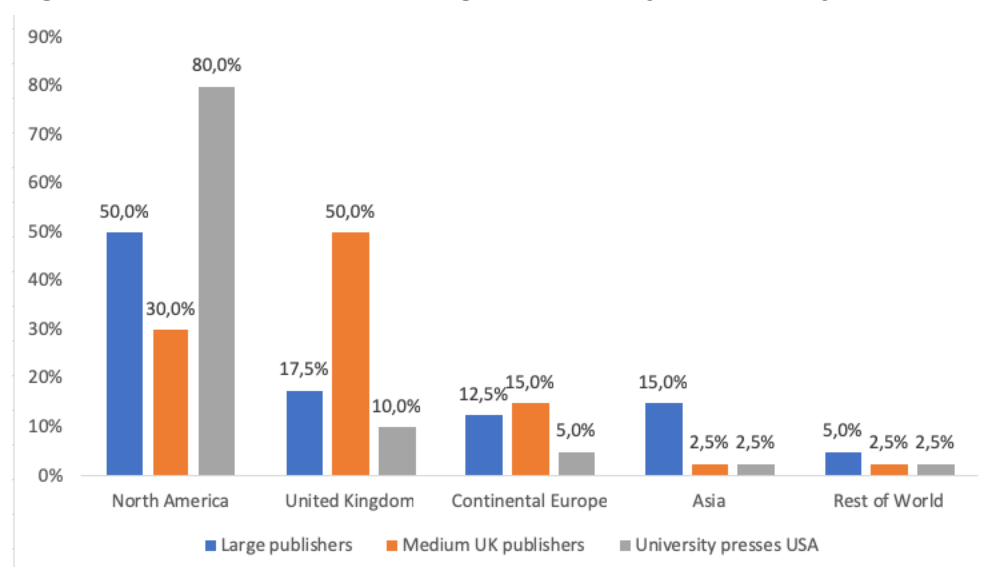
Figure 3.7.3: Percentage of monograph lifecycle (unit print) sales over time (n = 861)



As part of the survey, publishers were asked to provide information on international monograph sales. The number of participants in this particular survey (12) does not allow us to draw strong conclusions from the data. However, some indicative trends emerged from an analysis of the data that was provided: for example, ‘large’ publishers returned similar results, as did ‘smaller and medium-sized UK publishers’. This correlation may indicate that international sales data are broadly similar within different groups of publishers. For example, for small and medium-sized publishers, most sales are generated in the home country.

²⁸ We recognise that these categories do not fully reflect the diversity of publishing in AHSS disciplines. Most university presses and smaller presses will publish fewer than 100 titles a year. Publisher sales data has been aggregated to provide a high-level indication of trends across different types of presses.

Figure 3.7.4: International monograph sales by publisher type (n = 12)



What are the overall sales revenues for UK-authored monographs each year, distinguishing if possible between print and electronic?

From the sample of 861 titles above, the implied sales revenue of a monograph can be approximated, as list prices are also known. We focus the analysis on the first five years of sales as data is available for all the 861 titles considered above. Consequently, the years beyond five are excluded, which accounts for 15 per cent on average (e.g. 15 per cent of the monograph sales occur between year six and year 10).²⁹ In order to analyse the implied sales revenue by format and research domain, the 861 titles are disaggregated by format and main Panel.³⁰

Certain skews may appear when analysing sales data and unit pricing data, for example, certain titles (such as successful trade books) that sell a significantly higher number of units compared to the average. Similarly, some titles are priced significantly higher than others. Given this skewed nature of unit sales and unit pricing, we review median sales as a way to estimate implied monographs revenue for the first five years.³¹ The starting point is the paperback sales, which typically sell at a lower price point and should therefore be treated as the lower bound. Table 3.7.1 below shows the implied paperback revenue by publisher size and research domain.

²⁹ In median terms, this equals 11 per cent between sales year six and sales year 10.

³⁰ See Annex B for the sample. Note that not all titles include paperback and/or hardback pricing and therefore do not add up to 861 books overall.

³¹ The average figures can be found in Annex B.

Table 3.7.1: Implied five-year overall print revenue, using median paperback (n = 861)

Publisher Size	Median Paperback Price (GBP)		5-Y Median Print Units Sold		5-Y Implied Median Paperback Sales (GBP)	
	Panel C	Panel D	Panel C	Panel D	Panel C	Panel D
Small/medium	24	22	318	185	7,632	4,070
Large	26	23	447	377	11,622	8,671

Over a five-year period, the median implied paperback sales is 1.88 times higher in GBP for Panel C than for Panel D for smaller/medium sized publishers. The difference in sales is significant between the publisher segments, where the Panel D sales are 2.13 times higher in GBP for large publishers than for small/medium sized publishers. The figures assume a scenario where all print unit sales were sold as paperback. It should therefore be treated as a minimum estimate in terms of the anticipated print revenues per title³².

Similarly, when focusing on the median hardback revenue scenario for the same time period, the difference is obvious between Panel C and Panel D sales (see table 3.7.3 below). Five-year median sales between Panel C and Panel D are significant for the small/medium segment, equalling 20,034 GBP and 7,955 GBP respectively. For the large publishers, this equals 32,184 GBP for Panel C and 25,259 GBP for Panel D. Since this assumes that all print unit sales were sold based on the hardback list price in GBP, it should be treated as an upper estimate of print sales revenue for this time-period.

Table 3.7.3: Implied five-year overall print revenue median hardback

Publisher Size	Median Hardback Price (GBP)		5-Y Median Print Units Sold		5-Y Implied Hardback Print Sales (GBP)	
	Panel C	Panel D	Panel C	Panel D	Panel C	Panel D
Small/Medium	63	43	318	185	20,034	7,955
Large	72	67	447	377	32,184	25,259

It is important to stress that these print unit sales include caveats:

- Incorporate both retail sales and institutional sales, and therefore the actual target audience of a monograph (trade or academic) could potentially be an important driver affecting the degree of paperback and hardback units sold.
- The pricing assumes that print titles are selling at the list price and thus does not incorporate any discount to customers.³³

³² The same analysis for the average figures is presented in Annex B, which is higher for all the scenarios due to the positive skewness of the distribution.

³³ In addition, these list prices include VAT.

- The above analysis is limited to the first five years of sales, and therefore omits the sales happening in years six and beyond. These sales at the end of a book's sales cycle are estimated to be 15 per cent.

Finally, to estimate the overall revenue of a monograph we refer back to the study by Jubb (2017). Assuming 25 per cent as the average share of ebook revenue, the implied revenue can be extrapolated for both scenarios: 1) *paperback sales only (lower bound)* and 2) *hardback sales only (upper bound)*.

Depending on the Panel, the lower bound revenue is estimated to vary between 5,427 GBP (Panel C) and 10,176 GBP (Panel D) for smaller and medium publishers. For large publishers, this lower bound revenue for print and ebooks combined equals between 15,496 GBP (Panel C) and 11,561 GBP (Panel D). See table 3.7.4 below for the resulting ebook revenue figures in the scenario where all print unit sales are assumed to be sold as paperback:

Table 3.7.4: Estimated five-year monograph revenue if all print units were sold as paperback

Publisher Size	Total Revenue (GBP)		Print Revenue (GPB)		Total Ebook Revenue (GBP)	
	Panel C	Panel D	Panel C	Panel D	Panel C	Panel D
Small/Medium	10,176	5,427	7,632	4,070	2,544	1,357
Large	15,496	11,561	11,622	8,671	3,874	3,890

The other side of the spectrum is to consider the scenario where all print unit sales are sold using hardback list prices. Depending on the Panel, the upper bound (using hardback prices only) is estimated to vary quite significantly between 26,712 GBP (Panel C) and 10,607 GBP (Panel D) for smaller and medium publishers. For large publishers, the spread is the much smaller, ranging between 42,912 GBP (Panel C) and 33,679 GBP (Panel D).

Table 3.7.5: Estimated five-year monograph revenue if all print units were sold as hardback

Publisher Size	5-Y Estimated Print and Ebook Revenue (GBP)		5-Y Estimated Hardback Print Revenue (GBP)		5-Y Estimated Ebook Revenue (25%) (GBP)	
	Panel C	Panel D	Panel C	Panel D	Panel C	Panel D
Small/Medium	26,712	10,607	20,034	7,955	6,678	2,652
Large	42,912	33,679	32,184	25,259	10,728	8,420

It is anticipated that the revenues fall somewhere within the upper bounds and lower bounds listed in Figure 3.7.5 and 3.7.4. By no means does the above analysis attempt to demonstrate the actual sales of a monograph. This is challenging to estimate reliably across the group of publishers due to the many variables and pricing policies applied. Instead, the approach attempts to get a better sense of the sales cycle, as well as to touch upon the different

dimensions of monograph revenue. Key drivers that will considerably affect the actual revenue of a monograph are, for example, the following:

- Product mix: the proportion of paperback to hardback sales of a title as well as the proportion of ebook sales, affecting the price points and revenue.
- Discounts: the actual discount rate on print and ebook versions to arrive at the actual prices paid.
- Sales lifecycle: the above analysis applied a generalised sales pattern. However, this is likely to vary across disciplines, publishers and titles.
- Changes in context: as mentioned in the introduction of this section, the question remains how the above elements play out over time given changes in customer behaviour.

3.8. Royalties

3.8.1 Background

Publishing a research monograph (whether a trade, scholarly edition, or a single-authored academic book) may generate royalties for the author. This financial incentive, however, is rarely a reason to write an academic monograph. Royalty shares are usually in the single percentage digits of a title's net receipts, but typically become more significant the more trade orientated a title is.

3.8.2 Interviews and Surveys

Researchers who responded to the survey noted that they were concerned over a potential reduction of book royalties, particularly in relation to trade books or crossover titles.

There appears to be a misconception whereby some researchers believe that any OA version would imply that no royalties would be received. Responses include statements that there is no space for royalty payments in the context of OA and thus no monetary reward for the extra work required to complete a monograph. At the same time, researchers also point out that they do not fully understand how OA will affect the present system of royalty payments. Yet it is stressed that, no matter how small, royalties or advances are greatly welcome.

Publishers noted that authors still receive royalties for OA titles. For example, publishers pay royalties to authors on OA subventions, thereby treating it like any other form of non-print sale. In addition to print sales, the authors of these OA works are still deriving income from the electronic version of the book.

Publishers were also asked about the significance of royalties in monetary terms; however, the sample size ($n = 8$) is too small to enable substantive conclusions. It is worth noting that all except one publisher confirmed that 90 per cent-plus of monograph authors receive royalties. These tend to be a few hundred pounds, typically less than 500 GBP overall, except for three publishers (Figure 3.8.1).

Figure 3.8.1: What proportion of monographs generate royalties for their authors (n = 8)



To note, the figure above does not include information on trade books or crossover books. We would encourage further analysis in this space to explore the role of royalties in an OA/digital environment from different perspectives.

3.9. Academic Library Book Acquisitions in the UK

3.9.1 Background

A number of publishers (although not all) require a payment from the author (or the author's funder or from the author's institution) to convert a book to OA. This payment, referred to as a book processing charge (BPC) can be upwards of 10,000 GBP. The payment is made at a single transaction point, often when a final manuscript has been accepted for publication. This single payment point has the potential to put financial pressure on library budgets, a source of funding that is already under strain from the rise in article processing charges (APCs) for scholarly articles.

Although Martin Eve et. al (2017) suggested that diverting academic library funding into OA purchasing could *aid* a shift to open access monograph publishing, 'it is not possible for library budgets alone to bear the costs of a transition' (Eve et al., 2017). If library budgets were used to support OA books, they would require 'significant additional funding' (ibid.).

The following section draws on evidence from UK academic libraries to further understand purchasing trends across print and ebooks and to ascertain the degree of funding (if any) there is within institutional library acquisition budgets to support the costs of OA books.

3.9.2 Interviews and Surveys

Interviews and surveys carried out as part of this study sought to understand whether funding OA monographs from existing library budgets was feasible. Survey responses from academic librarians were mixed, with respondents noting the existing pressures on library budgets. Further demands on these budgets would not be sustainable in the long term.

We are in a situation where our internal library budget has decreased for the last two financial years. So far, we have been able to protect our resources budget but this may not be possible in future. Additional resource for Open Access in the journals arena has been discussed a number of times at various committees but not been resolved as yet. The Library has yet to see any kind of shift in journal costs and it's hard to envisage that a shift in monographs would be achieved without a significant additional cost (Library Survey, 2018).

One respondent from a smaller institution noted that in the current climate OA monographs were unaffordable at the institutional level from within the library acquisitions budget. Central funding from the government would be required in order to comply with a policy on OA monographs.

However, some respondents also noted that they are experimenting with restructuring budgets internally and trying to cover OA monograph publication costs.

The Library manages both the OA funds and its book budget, so it would be possible to vire money between them. We are already doing both on a very small scale. The question would be finding the balance between paying for others to publish OA (from which we all benefit) and supporting our own researchers. The transition period could take some time as budget models adjusted (Library survey, 2018).

Librarians also stressed the importance of preserving the library service as an information provider to the research community.

In response to interviews and the library survey, 33 institutions in the UK submitted book acquisition data from exports through the Alma (and a handful from Aleph or Millennium) library management systems. Leveraging such resource management has also been carried out by Daniel et al. (2018) in the US, a study focussing on academic library acquisitions. However, as noted in the methodology, it is important to stress that many smaller sized institutions in the UK do not have access to these analytically rich systems. Moreover, not all the data received could be used in this study due to challenges with the granularity of the data or format issues.

The data was received as three types of reports:

- Individual order data: report on individual print and ebooks acquired basis, either through firm order, Patron Driven Acquisition (PDA) or Evidence Based Acquisition (EBA)³⁴. The target time period FY-2014/2015 to FY-2017/2018.
- Ebook package orders: report on ebook package acquisitions for the same period. These reports are transactions on a package level, rather than individual transactions, and thereby list the package price paid to acquire a set of ebooks.
- Ebook title list: a list of title ISBNs related to the ebook package orders above.

Thirty-three institutions provided data for this study. Twenty-four of the 33 institutions submitted data in a format that could be used to analyse individual order data for fiscal year

³⁴ PDA is an acquisition model where patron usage of an institution is the driver towards the purchasing of content. For example, an ebook is acquired if it has been downloaded three times. EBA is a retrospective purchase where, for example, the HEI acquires ebooks for perpetual access after one year of unrestrictive patron usage.

2017/2018³⁵. Out of these 24 institutions, 13 were able to share the detailed individual order data from FY-2014/2015 to FY-2017/2018. In Annex D, participating institutions are indicated by their corresponding Jisc band to indicate the types of HEI that submitted data. The sample is clearly skewed towards HEIs within Jisc bands 1 to 5. The limitation of the dataset should be considered throughout data analysis.

The ebook package report turned out to be more challenging to obtain, mostly because institutions have different internal settings as to how they define certain parameters (even within the same system). For example, for many institutions it was not possible to isolate ebook acquisitions from journals or alternative content types. As a result, the ebook package reports were only obtained from seven out of 24 institutions in a useable format. The sample size for ebook package data received for this study was deemed to be too small to enable robust conclusions.³⁶

The data presented further in this section will be limited to individual orders (rather than ebook package orders) to understand UK universities' book purchases trends by fiscal year.

Drawing on data provided by institutions, this section will address the following questions:

- How much do UK university libraries spend each year on monographs, distinguishing between print and ebooks?
- How much do UK university libraries spend each year on front-list titles, distinguishing between print and ebooks?
- How many of the REF2014 Panels C + D long-form submissions are being purchased by academic libraries in the UK (and in which fiscal year)?
- How much funding can libraries free up without negatively impacting on their role as a provider to the research community?

3.9.3 Analysis

How much do UK university libraries spend each year on monographs, distinguishing between print and ebooks?

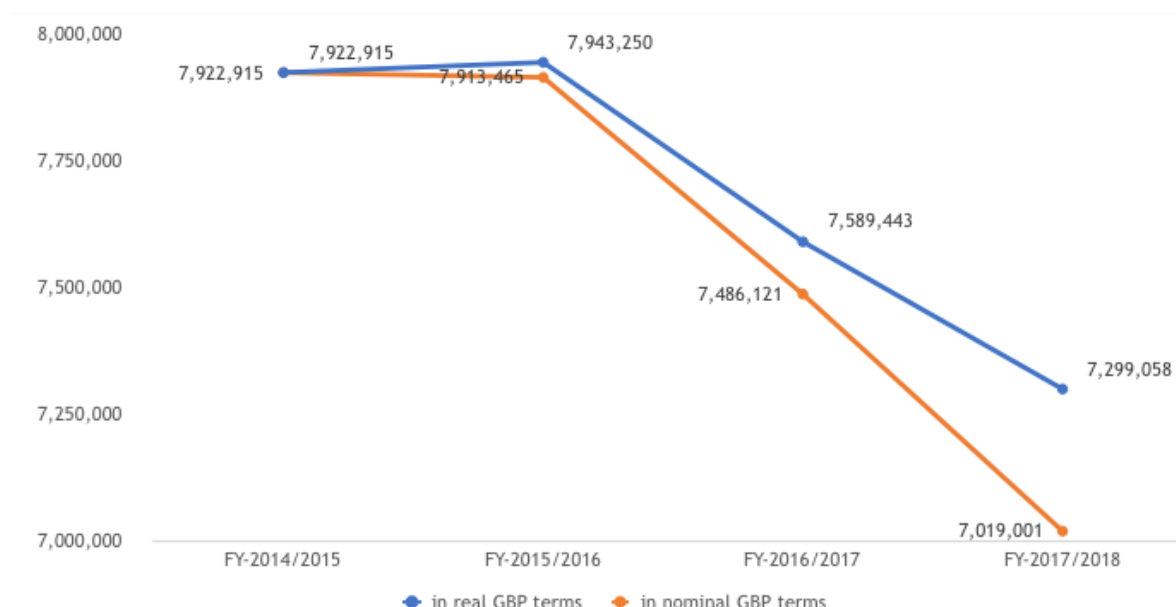
Expenditure on print and ebook individual orders from FY (August–July) 2014-2015 to FY-2017/2018 has decreased year on year, as shown in Figure 9.1 below. On aggregate, in nominal terms the decrease in expenditure over the four-year period is just over 11 per cent; in real terms and corrected for inflation³⁷ this is 8 per cent. In terms of the total number of titles

³⁵ The institutions that were not able to share the data over the four-year period all reported they had recently migrated to a new resource management system. Legacy acquisition data was often not transferred during the migration or was solely available in an unstructured format.

³⁷ The 'CPI-H All Items: 2005 to 2019' inflation figure was used, indexed at 2014 = 100, table 6a: <https://www.ons.gov.uk/file?uri=/economy/inflationandpriceindices/datasets/consumerpriceinflation/current/consumerpriceinflationdetailedreferencetables.xls>

purchased across the same period, the same trend holds true. In FY-2014/2015 libraries purchased on average 121,858 print and ebooks per institution: in FY-2017/2018 this fell to 103,988 books per institution, a reduction of almost 15 per cent.³⁸

Figure 3.9.1: Aggregate library expenditure on single orders over time in real and nominal GBP terms (n = 13)

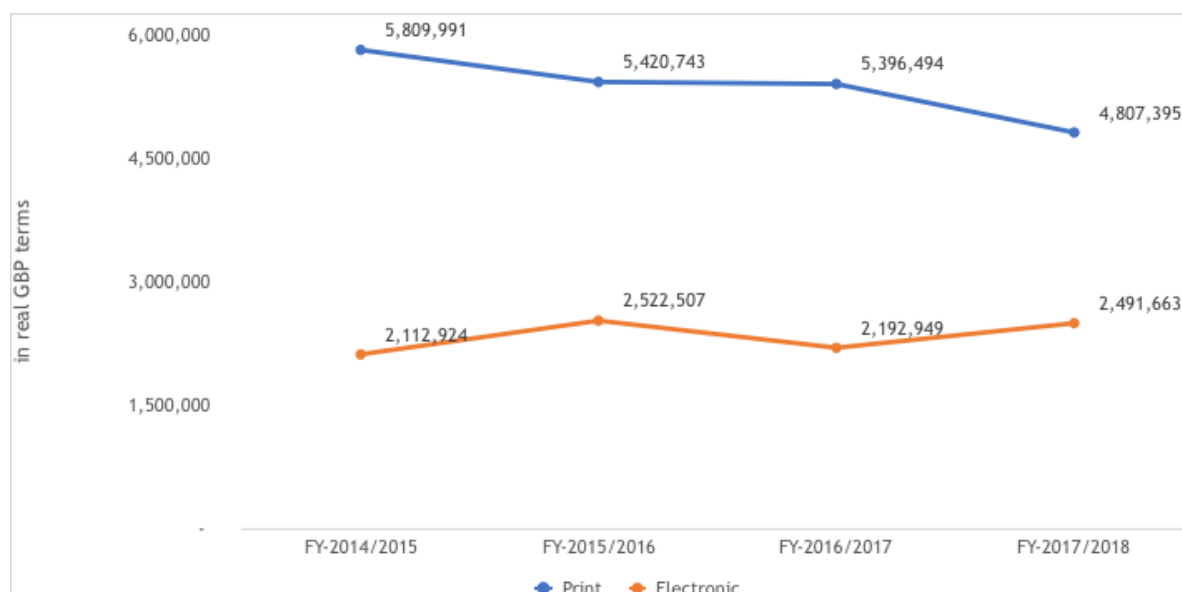


Individual title purchases have been disaggregated to compare print and ebook purchases. The data indicates that while purchases for print books are decreasing, ebook expenditure is on the rise (see Figure 3.9.2 below). Expenditure on print titles decreased by 17 per cent between 2014/15 and 2017/18, while it increased on ebooks by 18 per cent over the same period.

The 13 sample institutions purchased a total of 18,184 ebooks via individual orders in FY 2013-14, rising to 21,124 ebooks in FY 2017-18 (an increase of 16 per cent). In contrast, during the same period print purchases declined from 103,674 titles to 82,864 (a decrease of 20 per cent). As shown in Figure 3.9.2 below, the shift towards an electronic format could reflect an increasing preference for a digital version. The trend also points to a greater pressure on ensuring academic libraries have enough storage and appropriate facilities to house print versions. This analysis is informed by a relatively small sample size, however, and any interpretation should acknowledge this limitation.

³⁸ Across a sample of 16 institutions.

Figure 3.9.2: Library expenditure by format type over time in real GBP terms (n = 13)



Less significant trends can be observed on the average price of a title. Between 2014/15 and 2017/18 print titles slightly increased from 57.28 GBP to 58.02 GBP (an increase of 1.3 per cent). Although ebooks are substantially more expensive than print, over the same four years the average price decreased by 2.6 per cent. The opposite trends for individual orders between print and ebooks, both in quantity of titles and expenditure, are consequently unlikely to be explained by any price changes.

How many of the REF2014 Panels C + D long-form submissions are being purchased by academic libraries in the UK (and in which fiscal year)?

For the same sample of 13 institutions, the individual order acquisitions were mapped against REF2014 Panels C + D submissions. Looking across all the four fiscal years FY-2014/2015 to FY-2017/2018, out of the 12,701 REF2014 submissions, a total of 5,790 (46 per cent) REF titles were acquired by at least one institution. It should be noted that this analysis focuses on FY-2014/2015 until FY-2017/2018 while REF2014 submissions were published as early as 2008. Therefore, it is possible that titles were acquired in earlier fiscal years for which no data is available (it is also possible that some titles were not acquired at all). The actual publication year of a title compared to the acquisition year will be further analysed below.

In FY-2014/2015, these institutions spent on average a total of 2.2 per cent of their individual print and ebook acquisition budget on titles returned the REF2014. Over time, the proportion and number of titles decreases, but still includes an average of 0.9 per cent in FY-2017/2018 for the submissions returned to the last exercise.

However, the individual print and ebook acquisitions budget holds an important caveat because it also includes textbook acquisitions.³⁹ Eve et al (2017) estimated that some 80 per cent of an overall library acquisition budget for books is used for purchasing textbooks, with

³⁹ No specific metadata tag was present that clearly stipulates whether an acquisition was a textbook or not.

the remaining 20 per cent used to purchase monographs. This figure is still problematic (particularly in relation to this study) as:

- Eve et al (2017) estimated the 80:20 split across all types of HEIs. As noted in the methodology section of this report, the library acquisition data for this study was from HEIs skewed towards Jisc bands 1 to 5.
- Monographs could have been acquired for course reading lists and thus purchased as 'textbooks';
- As noted in section one, the monograph can be a difficult term to define, particularly if we consider 'hybrid books' or formats such as the mini-graph.

Table 3.9.1 below shows the approximate REF2014 Panels C + D spending based on individual orders by fiscal year. Roughly 5 per cent of the annual individual order budget is spent on acquiring REF submissions for Panel C and D when omitting the textbook dimension.

Table 3.9.1: Proportion of total individual print and ebook budget spent on REF2014 titles (n = 13)

	FY- 2014/2015	FY- 2015/2016	FY- 2016/2017	FY- 2017/2018
% REF2014 C + D acquisitions of total individual order budget for all publication years	2.2%	1.4%	1.1%	0.9%

The figures above are based on the complete individual order budget for the fiscal years. When limiting the FY-2014/2015 expenditures to publication years 2008 – 2013 (the REF2014 publication years) it appears that 6 per cent was spent on REF2014 titles published between 2008-2013.

Table 3.9.2: Proportion of FY-2014/2015 expenditure on monographs REF2014 (n = 13)

	FY- 2014/2015	FY- 2015/2016	FY- 2016/2017	FY- 2017/2018
% REF2014 C + D acquisitions of individual order budget for publication years 2008 - 2013	6.0%	4.8%	4.3%	4.3%

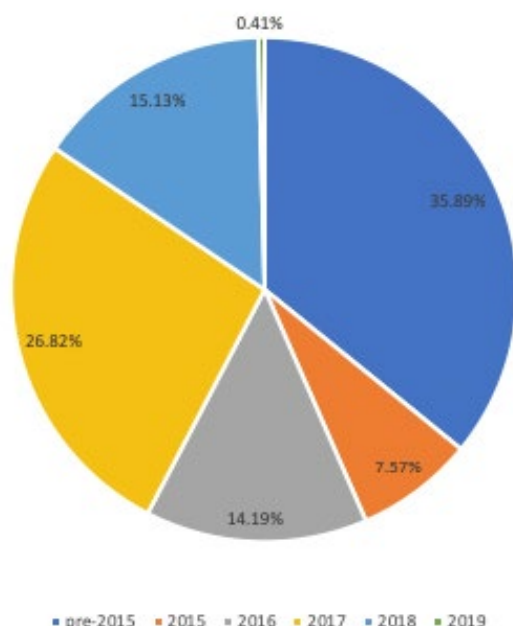
How much funding can libraries free up without negatively impacting on their role as a provider to the research community?

Monograph sales for publishers tend to have a long-tail as noted in section 7 above, estimated to be around 15 per cent of the overall sales. Although the income is relatively low, the importance of the backlist holds significant value to researchers and hence for libraries, particularly those working in AHSS disciplines. While this does not necessarily mean libraries always purchase these titles (they might get borrowed as well), it is important to take into account the acquisition budget that is dedicated to supporting access to the research community.

To address the above, this sub-section will draw upon the 22 UK libraries that were able to share the detailed acquisition data in FY-2017/2018 for individual print and ebook orders. For these individual orders, an analysis of the publication years of print titles acquired during FY-2017/2018 reveals that a significant proportion (more than 44 per cent) of library budget expenditure is spent purchasing titles published before 2016 (see table Figure 9.3 below). The so-called 'deep backlist' (i.e. titles which have been available for more than ten years: pre-2007) accounts for some 15 per cent of the annual budget for individual purchases (not highlighted in Figure 9.3 below).⁴⁰ The importance of backlist acquisitions also holds true when reviewing it over a period of four fiscal years, where the deep-backlist tends to stabilise around 15 per cent. As such, it is assumed that 15 per cent of the annual book budget would continue to be directed to such deep backlist acquisitions to support such information provision to faculty.

By contrast, the recent backlist and the front-list budget appears more flexible. Front-list titles (assuming publication years 2016 and beyond), account for 56.5 per cent of print book purchases and 43.5 per cent for ebooks. As such, approximately 50 per cent of the overall individual order budget is spent on front-list titles. It can be seen that the recent backlist publication year 2015 representing 7.6 per cent of the print budget for individual orders, with much smaller relative difference for the preceding years 2014 (total 5 per cent) and 2013 (4 per cent), rendering 2016 - 2019 a sensible cut-off point for the front-list. As such, 50 per cent of the annual spending can be considered front-list, 15 per cent deep-backlist and the remaining 35 per cent recent backlist (published within the past 10 years).

Figure 3.9.3: Publication year for print acquisitions in FY-2017/2018 (n = 22)



⁴⁰ See Annex B for a breakdown of across fiscal years, for both formats and publication years until 2007.

It is unfortunate that no actual acquisition data is available for earlier fiscal years to capture the expenditure on REF2014 titles from FY-2008/2009 until FY-2013/2014. While 2.2 per cent of the total individual order budget was found to be spent on REF2014 titles in FY2013-2014, this percentage is expected to be significantly higher where fiscal years and publication years overlap. To establish a rule of thumb, a method is to look at the purchasing trend over time (see Annex B). Between FY-2013/2014 and FY-2017/2018, about four years later, the acquisition of publication years 2008–2013 dropped from 60 per cent of the individual order budget to 20 per cent. As such, it is expected that for the overlapping years the proportion of REF2014 acquisitions has at least been double. As a reference point, it is therefore assumed that 5 per cent is spent on average, annually, on REF titles out of the total individual order budget for print and ebooks.⁴¹

The 5 per cent figure isolates the REF titles on an annual basis (or 25 per cent excluding textbooks), but the acquisition behaviour is by no means static over time, neither is the publication of REF titles. In fact, REF2014 titles are still being sold within the next cycle(s). Also, as shown by Tanner (2016), 2013 was a spike in publication years submitted to the REF2014. Interestingly, for FY-2013/2014, the relative print expenditure on 2013 titles was also higher (31 per cent) compared to the other years where the publication year and fiscal year overlap (25 per cent) – see Table 3.9.3 below.

Table 3.9.3: Library acquisition behaviour over time by publication year (n = 13)

	FY- 2013/2014	FY- 2014/2015	FY- 2015/2016	FY- 2016/2017	FY- 2017/2018
2013	31.13%	15.81%	9.17%	6.27%	3.98%
2014	13.11%	24.59%	16.16%	8.48%	5.25%
2015	0.20%	11.14%	25.40%	14.16%	7.57%
2016	0.04%	0.56%	11.85%	24.65%	14.19%
2017	0.00%	0.00%	0.58%	13.57%	26.82%
2018	0.01%	0.00%	0.00%	0.57%	15.13%

This dynamic element needs to be taken into account when considering the available library budget in light of OA models on an annual basis. For example, for immediate OA models to work there needs to be an alignment with available front-list budget.

- Textbooks: The textbooks spending is assumed to equal 80 per cent of the overall book budget based on Eve et. al (2017). This is a critical assumption, and likely to vary across different types of institutions.

⁴¹ Or, referring back to the term in Table 3.9.2, the ‘% REF2014 C + D acquisitions of total individual order budget for all publication years’. Therefore, excluding textbooks, this would equal around 25 per cent of the monograph budget.

- **Print expenditure:** The acquisition data includes print spending, and as a result the potentially available budget in this analysis includes funds currently spent on the acquisition of print versions. However, we note that print acquisitions are likely to continue even after a book has been made OA as we know that most academic researchers favour physical copies over digital ones. The cost of print should reduce to reflect its OA counterpart.
- **STEM book acquisitions:** The book expenditure includes spending on STEM subject areas.

Based on the analysis above, there are two potential sources within the library acquisition budget to support the costs of open access for monographs:

1. REF titles, which account for some 5 per cent of an institution's annual book acquisition budget. Assuming a 56m GBP budget across HEI libraries for FY 2017-18⁴², this frees up 2.8m GBP.

2. Deep backlist titles, which account for some 15 per cent of an institution's annual book acquisition budget. Assuming a 56m GBP budget across HEI libraries for FY 2017-18⁴³, this frees up 8.4m GBP. However, we recognise that this deep backlist is also a source of revenue for book publishers; any redistribution of funds should be careful to consider the feasibility and sustainability of other stakeholders (for example, specialist publishers).

These figures are purely indicative and may be used to consider future funding approaches for OA books. As noted above, there will always be a need for print purchases, and it is not the intention of OA to replace physical copies. Moreover, funding for OA books may also require support from funding organisations (the degree of this support may vary on a case-by-case basis).

⁴² The 2012-13 expenditure report from the Society of College, National and University Libraries (SCONUL) estimated the total annual library acquisition budget to be around 62.2m GBP. In line with a 10 per cent decrease (see figure 3.9.1), the estimated total annual library acquisition budget is now around 56m GBP.

⁴³ The 2012-13 expenditure report from the Society of College, National and University Libraries (SCONUL) estimated the total annual library acquisition budget to be around 62.2m GBP. In line with a 10 per cent decrease (see figure 3.9.1), the estimated total annual library acquisition budget is now around 56m GBP.

4. Conclusion

This report highlighted some of the key challenges of publishing open access books. In terms of the scope of content, as noted in section 2, subjects aligned with the Arts and Humanities and in the Social Sciences often have subject-specific nuances that are discreet to the particular discipline, and are reflective of excellent scholarship. Learned societies, libraries, publishers, and researchers all raised a number of challenges around OA book publishing, suggesting which types of outputs should be exempt from any future UK OA policy. Trade books (those with a broader public appeal) and those published with a non-UK publisher (and presumably less concerned with policy requirements of outputs submitted to a UK-based exercise such as the REF) were just two recommendations preferred by the community.

The timing of *when* to make titles OA plays an important role regarding the implied economics and logistics. Around 70 percent of publisher sales are made in the first two years (see section 8). A retrospective OA mechanism implies an increased overhead caused by, for example, converting the OA status of a title in the supply chain, issuing updated contracts with right holders, etc. However, delayed OA or appropriate embargo periods may be a reasonable approach for monographs published in disciplines where third-party licensing is a challenge (section 5), where there is a large number 'long-tail' publishers (see section 2), or where a book may have a broader public appeal. We note that further work needs to be carried out in this area, and that publishers (and libraries) would need to consider business models and workflows for a delayed OA option.

One of the key challenges of open access book publishing is determining who pays. As pointed out in section 9, and also by Eve et al. (2017), library funding alone would not be sufficient to support a shift to OA books under an immediate OA model; this would bring about undue pressures on library budgets, resulting in sector inequalities (particularly regarding for institutions that do not receive a large amount of QR funding). As could be seen from the sample in section 8, a significant proportion of publisher revenue for UK REF books also comes from non-UK HEIs. In addition, researchers clearly indicated in the survey that they do not want to be limited in their choice of publisher from any country in the world, and publishers are eager to continue to enjoy their entrepreneurial freedom.

Building on the extensive body of current literature, our bottom-up analysis heavily focuses on correlating REF2014 and available publishing, publisher sales and library acquisition data. Based on this large corpus of data and the immensely helpful stakeholder interviews, we have identified a set of results and continuative issues to be considered in further conversations.

- While there are several exceptions and complications around OA monographs in certain disciplines, the principle itself is applicable to a large majority of long-form research output. Certainly, some of the complications can also be overcome via improvements in infrastructure such as licensing, reporting structures and education.
- Researchers, as the primary target group, are aware of OA and its benefits as well as its limitations. Furthermore, it is clear that researchers do not want to be limited in their choice of publisher from any country in the world, and publishers are eager to continue to enjoy their entrepreneurial freedom.
- Related to the above, conversations with funders stressed that important developments such as Plan S and the UKRI OA review attempt to harmonise the at times complex OA policy landscape. Moving forward this should support the

implementation of any OA policy for monographs, including some key lessons from the journal space, and international alignment to foster collaboration.

This report has also generated additional questions we were not able to address given the scope of the study. More work is needed to resolve them, for example:

- Is there a way to support a less rigid use of third-party material licencing, considering the legitimate interests of rights-holders?
- How can funding effectively be switched from traditional, collection-minded acquisitions to supporting alternative publishing models?
- Can the UK benefit from a better-coordinated international group of stakeholders to invite other funders to participate in an OA transformation in the United Kingdom and beyond? Looking at different initiatives and much more active coordination in the global arena concerning phenomena such as Plan S and others, we believe tangible opportunities exist, and the UK community is well positioned to take advantage of them.
- How much are specialist HEIs and smaller clusters of excellence spending on long-form REF submissions? Unfortunately, the majority of these HEIs do not have the resource management systems in place to analyse this directly from a budget perspective. However, holding information from the British Library, for example, could possibly reveal interesting trends on actual spend for these smaller sized HEIs.
- Another important area of research is around textbook acquisitions and overall book expenditure. Currently estimates are based on assumptions from experts in the field, but a more data-driven approach would be welcomed.
- Finally, and possibly also one of the more challenging open questions is how much output is actually published by UK affiliated researchers?

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Glossary of Terms

AHA	Arts and Humanities Association
AHSS	Arts, Humanities and Social Sciences
AHRC	Arts and Humanities Research Council
ALPSP	Association of Learned and Professional Society Publishers
BA	British Academy
Backlist	A list of older books available from a publisher, as opposed to more recently published titles (also known as the frontlist)
BIC	Books Industry Communication
BPC	Book Processing Charge
DFE	Department for the Economy, Northern Ireland
DOAB	Directory of Open Access Books
DOI	Digital Object Identifier
EBA	Evidence Based Acquisition
ECR	Early Career Researcher. Although the definition of an ECR varies across organisations, it is generally understood as someone who is within eight years of the award of their PhD, or an individual who is within six years of their first academic appointment.
ESRC	Economics and Social Research Council
EPSRC	Engineering and Physical Sciences Research Council
'Flip'	To turn a pay-walled title open access.
GBP	Great British Pound
HE	Higher education
HEI	Higher education institution
HEFCE	Higher Education Funding Council for England
ILS	Integrated library system
ISBN	International Standard Book Number
Jisc	A UK higher, further education and skills sectors' not-for-profit organisation for digital services and solutions.
KU	Knowledge Unlatched
Licensing	
CC	Creative Commons. A free public copyright licence that enables the free distribution of an otherwise copyrighted work. A CC license is used when an author wants to give people the right to share, use, and build upon a work that they have created
BY	Attribution. Licensees may copy, distribute, display and perform the work and make derivative works and remixes based on it only if they give the author or licensor the credits (attribution) in the manner specified by these.
NC	Non-commercial. Licensees may copy, distribute, display, and perform the work and make derivative works and remixes based on it only for non-commercial purposes.
ND	Non-derivative. Licensees may copy, distribute, display and perform only verbatim copies of the work, not derivative works and remixes based on it
SA	Share-alike. Works or licences that require copies or adaptations of the work to be released under the same or similar licence as the original.
Nielsen	Leading provider of book-related data services.
NERC	Natural Environment Research Council

NWO	Netherlands Science Foundation
ONIX	The ONIX for Books Product Information Message is the international standard for representing and communicating book industry product information in electronic form.
OA	Open access
PDA	Patron-driven acquisitions
PA	Publishers Association
PVCr	Pro-Vice-Chancellor
RCUK	Research Councils UK
RE	Research England
REF	Research Excellence Framework
Research Fish	Research impact assessment platform used by funders, research institutions and researchers to track funding, awards, and research outcomes.
SFC	Scottish Funding Council
STEM	Science, Technology, Engineering and Medicine
UK	United Kingdom
UKRI	UK Research and Innovation
UP	University press
US	United States
UUK	Universities United Kingdom

Annex A – Original UUK OA Steering Group Questions

In June 2018 a [tender specification](#) was issued via UK Shared Business Services open tender framework. The four project partners and UUK invited consultants to capture information on monograph publishing in the UK, with a specific focus on OA. The objectives of the project are:

- I. Identify a set of key challenges and questions across a range of stakeholder groups.
- II. Review and refine these questions through interviews with a representative sample of relevant stakeholders. Using this information, identify a set of challenges and questions that may be addressed (in whole or in part) through data analysis.
- III. Gather evidence on a pre-defined set of questions that have been established by the project funding partners and the steering group.
- IV. Use the evidence to provide a set of conclusions that clearly articulate the implications for making books open access, and for not going OA.

The main aim of this work is to provide a robust evidence base that will be used to inform future policy development, such as the move towards a requirement for open access monographs in the REF after 2021 proposed by the four UK higher education funding bodies.

Steering Group members:

Professor Roger Kain (Chair)	Vice President Research and HE Policy, British Academy, and Professor of Humanities School for Advanced Study (SAS).	OA Monograph group
Dr Steven Hill	Director of Research Policy	Research England
Dr Caren Milloy	Deputy Director	Jisc
Professor Roey Sweet	Director of Partnerships and Engagement	AHRC
Professor Nigel Vincent	Professor Emeritus at the University of Manchester and former Vice-President for Research and HE Policy (BA)	BA
Peter Berkery	Executive Director	Association of University Presses
Dr Paul Ayris	Pro-Vice-Provost (UCL Library Services)	UCL Press
Dr Frances Pinter	Founder of Knowledge Unlatched and KU Research	Independent consultant
Michael Jubb	Director, Jubb Consulting	Independent consultant
Ros Pyne	Head of Open Research	Springer Nature/ Palgrave Macmillan
David Prosser	Executive Director	RLUK
Richard Parsons	Director of the Library and Learning Centre, University of Dundee	SCONUL
Rupert Gatti	Director and Co-founder of OPB	Open Book

Publishing and purchasing trends

By obtaining evidence from a representative sample of publishers:

- i. How many monographs are being published or contributed to each year by UK academics (disaggregated by type of output such as single-author books, collection of essays and scholarly editions)?
- ii. How many of these books published by UK authors are in other languages?
- iii. How many of these titles are being purchased by academic libraries in the UK (and how many libraries)?
- iv. How many of these titles are being published open access?
- v. What are the overall sales revenues for UK-authored monographs each year, distinguishing if possible between print and ebooks, UK and overseas sales, and library and retail sales?
- vi. What percentage of publishers' books were returned to the REF2014? Results should be disaggregated in order to determine, if possible:
 - vii. What portion of their total published monographs does this represent?
 - viii. What portion of their whole book sales does this represent?
 - ix. What portion of the whole income of the company does this represent?
- x. What analysis can be drawn from understanding the long tail of book sales (including ebook sales)? Specifically, are there any patterns in book sales for monographs submitted to REF2014? Results should be disaggregated across UOA and type of output (monograph, scholarly edition, edited collection).
- xi. What analysis can be drawn from information on price points for long-form outputs, identifying trends across units of assessments (UoA) and type of output (for example, are trade or crossover books priced lower than critical editions purchased by academic libraries)?
- xii. What proportion of monographs generate royalties for their author? Results should distinguish between royalties received, type of output and price point.

The role of academic libraries

By obtaining evidence from a representative sample of libraries:

- xiii. How much do UK university libraries spend each year on monographs, distinguishing if possible between UK-authored and overseas-authored, and print and ebooks?
- xiv. What is the current spend of academic libraries on open access monographs – are there any trends? Can libraries reduce existing spending on monographs to free up funding to support open access without negatively impacting on their role as a provider to the research community?
- xv. Are libraries able provide the required funding to support the UK's cost of a transition to OA monographs using BPCs? What evidence is there to support the report's conclusions?

Embargo periods

By obtaining evidence from representative sample of stakeholders (including publishers, funders and academic libraries):

- xvi. Is there any evidence in favour of a green vs gold distinction in relation to books as opposed to articles? How can the information on book sales be used to inform/ shape potential embargo periods for 'green' open access academic books?

Licensing

Through drawing on the evidence gathered as part of Q1-7 (above):

- xvii. Conduct an analysis of type of Creative Commons licence disaggregated by type of long-form output and by UoA, identifying trends (if any) across the data. Analysis should specifically look at the presence vs the absence of the ND option in relation to open access books.
- xviii. What are stakeholder preferences for licensing arrangements for academic books?

Outputs submitted to the REF

By reference to all academic books, edited collections and scholarly editions submitted to Panels C and D in REF2014:

- xix. What information can be drawn from an analysis of long-form outputs returned to the REF published by non-UK publishers? Results should be disaggregated by type of output, UoA and language.
- xx. What proportion of monographs submitted to REF in Panels C and D were directly connected to a grant from RCUK?
- xxi. What proportion of monographs and edited collections submitted in REF2014 to Main Panels C and D would have been exempt if exceptions were granted in respect of:
 - i. The inclusion of third-party rights;
 - ii. Non-English publications;
 - iii. Publications published by non-UK presses;
 - iv. UK researchers co-authored with international collaborators.

Annex B – Research Excellence Framework 2014

Units of Assessment

Panel C (Social Sciences)

16	Architecture, Built Environment and Planning
17	Geography, Environmental Studies and Archaeology
18	Economics and Econometrics
19	Business and Management Studies
20	Law
21	Politics and International Studies
22	Social Work and Social Policy
23	Sociology
24	Anthropology and Development Studies
25	Education
26	Sport and Exercise Sciences, Leisure and Tourism

Panel D (Arts and Humanities)

27	Area Studies
28	Modern Languages and Linguistics
29	English Language and Literature
30	History
31	Classics
32	Philosophy
33	Theology and Religious Studies
34	Art and Design: History, Practice and Theory
35	Music, Drama, Dance and Performing Arts
36	Communication, Cultural and Media Studies, Library and Information Management

Types of output

A	Authored book
B	Edited book
C	Chapter in a book
R	Scholarly edition

Annex C – Survey Questions

An overview of the interview questions can be found here. However, given the open-ended nature of the questions and specific characteristics of each conversation, these interviews naturally followed their own path. Nevertheless, the URL below provides a good reference:

<https://www.universitiesuk.ac.uk/policy-and-analysis/research-policy/open-science/Documents/questions-qualitative-interviews.pdf>

Survey questions can be found on the UUK OA Monographs Group webpage:

<https://www.universitiesuk.ac.uk/policy-and-analysis/research-policy/open-science/Pages/open-access-monographs.aspx>

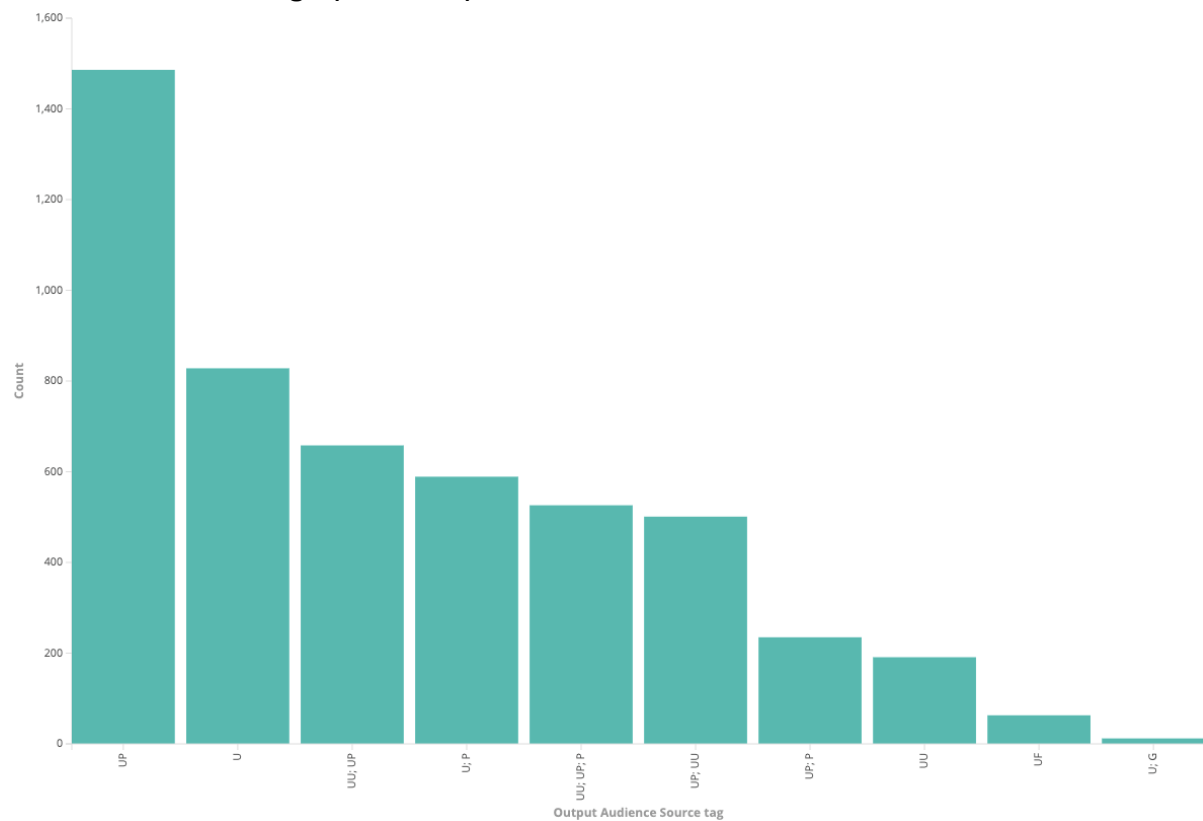
Annex D – Supplementary Data

Section 1. Defining the monograph

Annex C Table 1.1: Audience codes from Nielsen ONIX and Nielson Online BookData

Audience Type Nielsen ONIX	Audience Type Codes from Nielsen Online BookData	
General/Trade	G*	Y*
College and Higher Education	U*	
Academic and Professional	P*	

Annex C Figure 1.1: REF2014 Panels C + D titles, underlying College and Higher Education source tags (n = 5,178)



Annex C Table 1.2: Top-20 publishers by proportion of trade titles in REF2014 Panels C + D

Publisher Name	Total	College and Higher Education	General/Trade	Academic and Professional
Faber & Faber	51	0.0%	100.0%	0.0%
Carcanet Press	33	0.0%	100.0%	0.0%
Profile Books	21	0.0%	100.0%	0.0%
Omniscryptum	17	0.0%	100.0%	0.0%
Mohr Siebeck	17	0.0%	100.0%	0.0%
HarperCollins	17	0.0%	100.0%	0.0%
Thames & Hudson	15	0.0%	100.0%	0.0%
Shearsman Books	16	0.0%	100.0%	0.0%
The History Press	14	0.0%	100.0%	0.0%
Granta Books	14	0.0%	100.0%	0.0%
Harrassowitz	14	0.0%	100.0%	0.0%
Sternberg Press	10	0.0%	100.0%	0.0%
Gallery Press	10	0.0%	100.0%	0.0%
Simon & Schuster	9	0.0%	100.0%	0.0%
Cambria Press	9	0.0%	100.0%	0.0%
Penguin Random House	147	3.4%	96.6%	0.0%
Salt Publishing	24	4.2%	95.8%	0.0%
Seren Books	20	5.0%	95.0%	0.0%
Brepols	32	0.0%	90.6%	9.4%
Laurence King Publishing	9	11.1%	88.9%	0.00%

Annex C Table 1.3: Average and Median number of pages for REF2014 Panels C and D submissions

UOA	REF2014 titles - number of Pages		
	Average	Median	Number of titles
16	282	256	211
17	320	282	374
18	323	315	9
19	262	248	132
20	359	288	608
21	260	241	700
22	238	223	402
23	251	223	320
24	273	235	249
25	212	253	326
26	231	208	32
27	283	257	236
28	274	251	667
29	258	238	1,723
30	314	287	1,268
31	357	337	277
32	275	260	229
33	287	263	337
34	263	242	565
35	269	256	499
36	236	230	461

Annex C Table 1.3: Cost of hardback and paperback titles submitted to REF2014

UOA	REF2014 titles: Hardback in GBP			REF2014 titles: Paperback in GBP		
	Average	Median	# of titles	Average	Median	# of titles
16	86.46	85.00	105	34.76	38.49	104
17	79.75	77.99	25	30.82	27.99	119
18	53.64	46.49	7	17.97	17.97	2
19	85.25	81.00	105	37.24	35.99	28
20	107.86	95.00	473	42.26	37.00	121
21	78.90	76.00	53	26.29	24.99	161
22	86.73	80.00	229	28.61	27.99	174
23	76.51	73.66	229	26.83	25.00	88
24	76.59	80.00	157	26.11	24.99	87
25	102.63	110.00	161	29.73	29.99	165
26	91.00	83.00	2	35.83	34.49	12
27	77.60	76.00	185	27.89	24.99	38
28	76.01	75.00	443	26.22	23.99	195
29	71.45	70.00	1,095	16.68	12.00	601
30	70.85	70.00	1,006	23.92	21.99	212
31	90.20	88.50	22	28.53	25.00	37
32	70.52	64.00	183	29.43	27.99	41
33	83.81	90.00	197	28.04	25.99	104
34	65.53	60.00	323	25.69	22.50	231
35	79.19	74.33	305	25.43	23.99	189
36	81.77	79.00	274	25.80	24.99	182

Section 2. Overview of REF2014 Panel C and D submissions

Annex C Table 2.1: Number of REF2014 submissions to Panels C and D

UO A	UP submissions if excluding OUP and CUP	UP total % after excluding OUP and CUP
16	-1.5%	14.5%
17	-18.3%	15.0%
18	-17.9%	57.1%
19	-21.3%	8.4%
20	-35.4%	5.1%
21	-15.1%	23.4%
22	-5.9%	8.6%
23	-8.3%	17.9%
24	-7.5%	26.7%
25	-4.7%	6.4%
26	0.0%	5.3%
27	-8.2%	24.4%
28	-7.9%	27.6%
29	-15.5%	21.3%
30	-17.0%	32.9%
31	-46.0%	16.2%
32	-39.5%	24.0%
33	-18.0%	8.0%
34	-2.7%	23.8%
35	-13.3%	19.1%
36	-2.8%	19.6%

Annex C Table 2.2: Location of publisher by REF2014 Unit of Assessment

UOA	Total submissions	United Kingdom	United States	Other
	Total	United Kingdom	United States	Other
16	231	70.1%	22.1%	7.8%
17	432	70.8%	26.0%	3.2%
18	12	50.0%	41.7%	8.3%
19	155	80.7%	14.8%	4.5%
20	721	91.8%	2.8%	5.4%
21	816	83.5%	13.7%	2.8%
22	449	82.2%	11.8%	6.0%
23	378	81.8%	16.9%	1.3%
24	284	69.7%	27.1%	3.2%
25	396	83.1%	8.3%	8.6%
26	38	86.8%	10.5%	2.6%
27	267	70.0%	16.9%	13.1%
28	839	69.7%	9.2%	21.1%
29	1.956	80.2%	13.6%	6.2%
30	1.466	73.4%	17.9%	8.7%
31	383	78.1%	9.9%	12.0%
32	260	85.8%	11.2%	3.1%
33	418	70.3%	15.1%	14.6%
34	588	69.4%	18.2%	12.4%
35	603	80.8%	12.4%	6.9%
36	556	81.1%	14.0%	4.9%

Annex C Table 2.3: Country affiliation of second authors for outputs submitted to Panels C + D in REF2014

Country affiliation	Number of second authors in REF2014 Panels C + D
United States	174
Australia	59
Germany	32
Canada	27
Ireland	25
France	18
Norway	14
Spain	14
Netherlands	13
Italy	12
Other	87

Annex C Table 2.4: Co-authorship by output type for REF2014 Panel C + D submissions

	Monograph 'A'		Edited Collection 'B'		Scholarly Edition 'R'	
Number of REF2014 Panel C + D submissions	10,227	100%	2,117	100%	357	100%
Number of REF2014 Panel C + D submissions incl. two authors	1,275	12.47%	941	44.45%	92	25.77%
Number of international co-authors	238	2.23%	228	10.77%	9	2.52%

Section 3. Licensing

Annex C Table 3.1 Number of CC BY type licenses by REF2014 UOA Code

REF2014 UOA code	# of obs.	CC BY	CC BY- NC	CC BY- SA	CC BY- ND	CC BY- NC-SA	CC BY- NC-ND
16	39	7	8	0	0	7	17
17	101	13	26	0	2	4	56
18	147	38	20	4	1	12	72
19	110	21	28	0	5	18	38
20	439	58	23	36	50	19	253
21	883	84	65	9	4	75	646
22	271	52	33	32	8	46	100
23	339	38	56	23	4	18	200
24	295	34	30	7	6	9	209
25	286	62	26	6	8	64	120
26	9	4	0	1	1	0	3
27	12	1	3	4	0	0	4
28	224	78	8	15	1	6	116
29	514	50	61	7	13	99	284
30	913	78	182	16	15	66	556
31	15	0	5	0	0	0	10
32	225	33	12	15	6	32	127
33	196	15	29	5	6	31	110
34	92	16	14	8	3	12	39
35	111	9	17	8	0	13	64
36	197	15	20	17	2	13	130
Total	5,418	706	666	213	135	544	3,154

Section 5. Illustrations

Annex C Table 5.1: Illustration Types relative to total REF2014 Panels C + D submissions per UOA (n = 12,701)

UOA	missing	illustrations	maps	plans	plates	photos	music	portraits
16	17%	83%	24%	7%	4%	3%	0%	0%
17	13%	84%	52%	5%	8%	1%	0%	0%
18	25%	75%	0%	0%	0%	0%	0%	0%
19	36%	64%	2%	0%	1%	0%	0%	0%
20	78%	21%	2%	0%	0%	0%	0%	0%
21	60%	38%	7%	0%	2%	0%	0%	0%
22	56%	44%	3%	0%	0%	0%	0%	0%
23	47%	52%	6%	1%	1%	1%	0%	1%
24	33%	64%	23%	0%	2%	4%	0%	0%
25	46%	54%	1%	0%	1%	1%	0%	0%
26	48%	53%	3%	0%	3%	5%	0%	0%
27	45%	52%	13%	1%	5%	2%	0%	1%
28	55%	43%	7%	0%	3%	0%	0%	2%
29	57%	42%	4%	0%	3%	1%	0%	2%
30	33%	61%	24%	0%	10%	1%	0%	5%
31	42%	55%	23%	1%	8%	1%	0%	1%
32	69%	29%	2%	0%	1%	0%	1%	1%
33	67%	32%	4%	0%	3%	0%	0%	0%
34	23%	76%	6%	1%	9%	3%	0%	5%
35	30%	66%	1%	0%	3%	2%	16%	3%
36	43%	56%	4%	0%	1%	1%	1%	2%

Annex C Table 5.2: Illustration Types relative to total number of Illustration Type by UOA for REF2014 Panels C + D submissions (n = 12,701)

UOA	missing	illustrations	maps	plans	plates	photos	music	portraits
16	1%	3%	5%	29%	2%	5%	0%	0%
17	1%	7%	20%	36%	8%	5%	0%	0%
18	0%	0%	0%	0%	0%	0%	0%	0%
19	1%	2%	0%	0%	0%	0%	0%	0%
20	10%	2%	1%	0%	1%	0%	1%	0%
21	8%	5%	4%	1%	3%	2%	0%	0%
22	4%	3%	1%	0%	0%	0%	0%	0%
23	3%	3%	2%	3%	1%	4%	0%	1%
24	2%	3%	5%	0%	1%	9%	0%	0%
25	3%	4%	0%	0%	1%	2%	1%	0%
26	0%	0%	0%	0%	0%	1%	0%	0%
27	2%	3%	3%	4%	3%	4%	0%	2%
28	10%	7%	6%	1%	7%	4%	3%	7%
29	21%	14%	7%	1%	12%	11%	4%	17%
30	9%	16%	30%	7%	32%	17%	1%	34%
31	3%	4%	8%	9%	7%	4%	0%	2%
32	3%	1%	0%	0%	1%	0%	1%	1%
33	5%	2%	1%	0%	2%	1%	0%	1%
34	3%	10%	4%	7%	14%	18%	2%	19%
35	4%	7%	1%	0%	4%	9%	84%	10%
36	4%	5%	2%	1%	2%	5%	2%	6%

Section 6. Publications arising from grants

Annex C Table 6.1: Publications stemming from AHRC and ESRC submitted to the REF 2014, by Publisher

Arts and Humanities Research Council			Economic and Social Research Council		
Publisher	Count	Percentage	Publisher	Count	Percentage
Oxford University Press	63	15%	Taylor & Francis	52	24%
Taylor & Francis	60	14%	Springer Nature	34	16%
Cambridge University Press	42	10%	Oxford University Press	24	11%
Bloomsbury	31	7%	Cambridge University Press	18	8%
Springer Nature	31	7%	Manchester University Press	11	5%
Manchester University Press	17	4%	Bloomsbury	7	3%
Liverpool University Press	11	3%	Policy Press	6	3%
University of Wales Press	10	2%	Polity Press	5	2%
Yale University Press	10	2%	SAGE Publications	5	2%
Boydell & Brewer	8	2%	Wiley	4	2%
Edinburgh University Press	8	2%	Zed Books	4	2%
Berghahn Books	7	2%	Edward Elgar	3	1%
Polity Press	5	1%	Pluto Press	3	1%
Brepols	4	1%	Berghahn Books	2	1%
Casemate Publishers	4	1%	Duke University Press	2	1%

Intellect Books	4	1%	Edinburgh University Press	2	1%
MIT Press	4	1%	University of California Press	2	1%
ARTicle Press	3	1%	University of Chicago Press	2	1%
Brill	3	1%	Yale University Press	2	1%
Other	65	15%	Other	24	11%
Specialist publishers	30	7%	Specialist publishers	5	2%
Total	420	100%		217	100%

Annex C Table 6.2: Publications stemming from AHRC and ESRC by UOA

UOA	Arts and Humanities Research Council	Economic and Social Research Council	Total REF2014 Panel C + D submissions	% of publication stemming from grants
16	5	8	231	5.63%
17	20	9	432	6.71%
18	0	0	12	0.00%
19	0	3	155	1.94%
20	7	9	721	2.22%
21	8	49	816	6.99%
22	2	28	449	6.68%
23	3	29	378	8.47%
24	4	23	284	9.51%

25	1	21	396	5.56%
26	0	1	38	2.63%
27	9	5	267	5.24%
28	50	5	839	6.56%
29	74	7	1956	4.14%
30	67	10	1466	5.25%
31	22	0	383	5.74%
32	22	0	260	8.46%
33	20	3	418	5.50%
34	32	0	588	5.44%
35	44	0	603	7.30%
36	28	4	556	5.76%

Section 7. Publisher Sales

Annex C Table 7.1: Number of titles (observations) by format price in Panel C+D (n = 861)

Publisher Size	Paperback GBP Price number of titles		Hardback GBP Price number of titles	
	Panel C	Panel D	Panel C	Panel D
Small/medium number of titles	138	95	191	235
Large # of titles	108	192	182	147
Total # of titles	246	287	373	382

Annex C Table 7.2: Implied 5-year print revenue average paperback (n = 861)

Institution	Average Paperback Price in GBP		5-Y Average Print Units Sold		5-Y Implied Average Print Sales in GBP	
	Panel C	Panel D	Panel C	Panel D	Panel C	Panel D
Small/Medium	22.59	21.35	418	283	9.443	6.042
Large	28.24	27.45	584	553	16.492	15.180

Annex C Table 7.3: Implied 5-year print revenue average hardback (n = 861)

Institution	Average GBP Price		5-Y Average Print Units Sold		5-Y Implied Average Print Sales	
	Panel C	Panel D	Panel C	Panel D	Panel C	Panel D
Small/Medium	58.61	47.98	418	283	24.499	13.578
Large	84.54	85.93	584	553	49.371	47.519

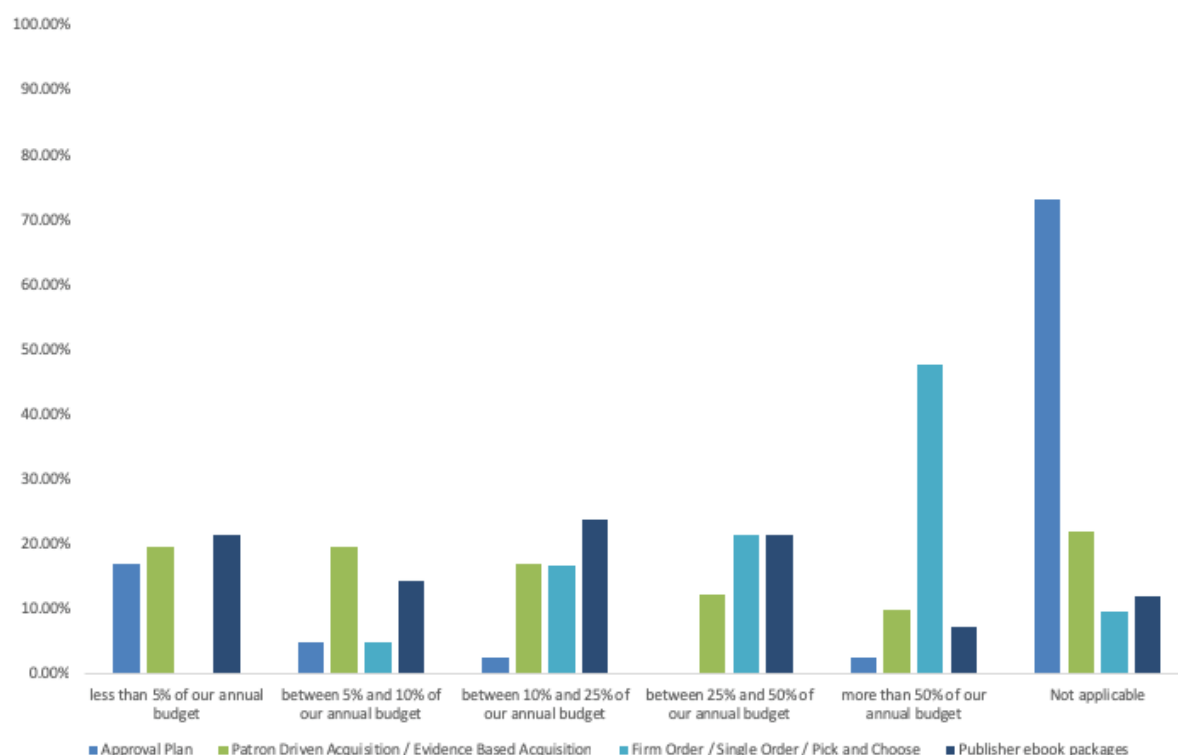
Section 9. Library Acquisitions

Annex C Table 9.1: Library Acquisition data received by Jisc band⁴⁴

	Individual Order FY- 2017/2018	4 Years of Individual Order Data	Ebook Package Orders FY-2017/2018
Band 1	2	2	1
Band 2			
Band 3	2	2	
Band 4	4	3	2
Band 5A	6	4	2
Band 5B	6	3*	2
Band 6	1	1*	
Band 7	1		
Band 8			
Band 9			
Band 10			
Total	22	15 (13)	7
(*) = the two institutions were able to provide 3 years of data until FY-2016/2017			

⁴⁴ <https://www.jisc-collections.ac.uk/Support/Jisc-Banding/HE-bands-by-band1/>

Annex C Figure 9.1: Library survey: budget allocation for ebook acquisitions (n=43)



Annex C Table 9.2: Library survey: Annual budget expenditure for books by acquisition model (n = 43)

	Approval Plan	PDA/EBA	Single Order	Ebook Package
Less than 5% of our annual budget	17.1%	19.5%	0%	21.4%
Between 5% - 10% annual budget of our annual budget	4.9%	19.5%	4.8%	14.3%
Between 10% - 25% annual budget of our annual budget	2.4%	17.1%	16.7%	23.8%
Between 25% - 50% annual budget of our annual budget	0%	12.2%	21.4%	21.4%
More than 50% of our annual budget	2.4%	9.8%	48.0%	7.1%
Not applicable	73.2%	22.0%	9.5%	12.0%

Total	100%	100%	100%	100%
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Annex C Table 9.3: Proportion of individual print book expenditure by publication year acquisitions by fiscal year

	FY- 2013/2014	FY- 2014/2015	FY- 2015/2016	FY- 2016/2017	FY- 2017/2018
Pre- 2007	25.6%	24.2%	18.5%	15.9%	14.7%
2007	2.0%	1.8%	1.5%	1.7%	1.3%
2008	2.1%	2.5%	1.8%	1.9%	1.3%
2009	3.0%	2.5%	2.3%	2.2%	1.7%
2010	4.5%	3.8%	3.3%	2.8%	2.1%
2011	6.6%	5.2%	4.0%	3.5%	2.5%
2012	12.0%	7.9%	5.5%	4.3%	3.0%
2013	31.1%	15.8%	9.2%	6.3%	4.0%
2014	13.1%	24.6%	16.2%	8.5%	5.3%
2015	0.2%	11.1%	25.4%	14.2%	7.6%
2016	0.0%	0.6%	11.9%	24.7%	14.2%
2017	0.0%	0.0%	0.6%	13.6%	26.8%
2018	0.0%	0.0%	0.0%	0.6%	15.1%
2019	0.0%	0.0%	0.0%	0.0%	0.4%
Total	100%	100%	100%	100%	100%

Annex C Table 9.4: Proportion of individual orders budget spent by publication year by format

	Print orders - FY 2017/2018	Ebook orders - FY 2017/2018
Pre-2007	14.7%	15.2%
2007	1.3%	2.3%
2008	1.3%	2.2%
2009	1.7%	2.6%
2010	2.1%	3.4%
2011	2.5%	3.7%
2012	3.0%	4.6%
2013	4.0%	6.0%
2014	5.3%	7.6%
2015	7.6%	8.9%
2016	14.2%	14.5%
2017	26.8%	19.0%
2018	15.1%	9.6%
2019	0.4%	0.1%
	100%	100%

Annex C Table 9.5: Proportion of individual ebook expenditure by publication year acquisitions by fiscal year

	FY- 2013/2014	FY- 2014/2015	FY- 2015/2016	FY- 2016/2017	FY- 2017/2018
Pre 2007	29.4%	27.5%	27.6%	19.7%	15.2%
2007	4.8%	3.1%	2.5%	2.5%	2.3%
2008	4.3%	3.3%	2.1%	2.8%	2.2%
2009	5.4%	4.1%	3.0%	3.6%	2.6%
2010	7.2%	4.9%	4.0%	4.0%	3.4%
2011	8.2%	6.1%	4.5%	4.6%	3.7%
2012	13.0%	10.0%	6.2%	5.4%	4.6%
2013	20.4%	16.2%	11.3%	8.7%	6.0%
2014	7.5%	19.2%	15.9%	10.0%	7.6%
2015	0.0%	5.5%	16.5%	14.3%	9.0%
2016	0.0%	0.1%	6.4%	16.5%	15.0%
2017	0.0%	0.0%	0.1%	8.0%	19.0%
2018	0.0%	0.0%	0.1%	0.1%	9.6%
2019	0.0%	0.0%	0.0%	0.0%	0.1%
	100%	100%	100%	100%	100%

Annex E – UOA to BIC Mapping

Annex E Table 1: UOA to BIC mapping

UOA	BIC codes
16	AM*, RP*
17	HD*, R, RB*, RG*, RN*,
18	K, KC*, KF*
19	KJ*, KN*
20	L, LA*, LB*, LN*, LR
21	JP*, JW*,
22	JK*
23	JFC*, JFD*, JFF*, JFH*, JFM*, JH, JHB*, JK*, JM*
24	J, JFCA, JFCD, JHM, JHMC, JHMP
25	JN*, YQ*
26	V, VF*, VS*, VX*, W, WB*, WC*, WD*, WF*, WG*, WH*, WJ*, WK*, WM*, WN*, WQ*, WS*, WT*
27	HBJ*, JFS*
28	CF*
29	C, CB*, D*, E*, F*
30	H, HB, HBA, HBT, HBW*, HBG, HBL*, HBT*
31	ACG, HRKP, HPCA, HRKP3, HRKP4, HBLA, HBLA1, DB, DSBB, HDDK
32	HP, HPC*, HPD*, HPJ, HPK, HPL, HPM, HPN, HPQ, HPS, HPX
33	HR, HR*
34	A, AB*, AC*, AF*, AG*, AJ*, AK*
35	AN*, AP*, AS*, AV*
36	G, GB*, GL*, GM*, GP*, GT*, KNT*, KNV, KNX*