



OAPEN: Open-Access-Publikationsmodelle für Bücher in den Geistes- und Sozialwissenschaften

OA-Policies Workshop, Berlin 02.02.2009

Dr. Birgit Schmidt

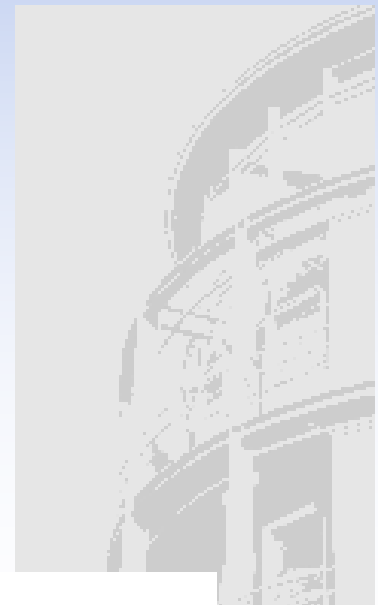
SUB Göttingen

- Elektronisches Publizieren -



Überblick

1. Publishing in a Digital Age
2. eBooks
3. Die Zukunft des Buches: Open Access?
4. Beispiele für OA-eBooks
5. OAPEN - ein Verbundprojekt





Scholarship & Publishing in a Digital Age

- Wie ändern sich die traditionellen Methoden des wissenschaftlichen Arbeitens und Publizierens durch die digitalen Alternativen im Internet? > **Digital Scholarship**
- Welche Vorteile + Nachteile ergeben sich?
- Sollten wissenschaftliche Publikationen frei zugänglich sein oder ist beschränkter Zugang ein „notwendiges Übel“? > **Open Access**
- Wie lässt sich die akademische Glaubwürdigkeit / Anerkennung dieser neuen Wissenschaftsformen und Publikationen steigern? > **Qualität & Impact**

Publizieren in den Geistes- und Sozialwissenschaften (GSW)

Vielfalt der digitalen Publikationstypen

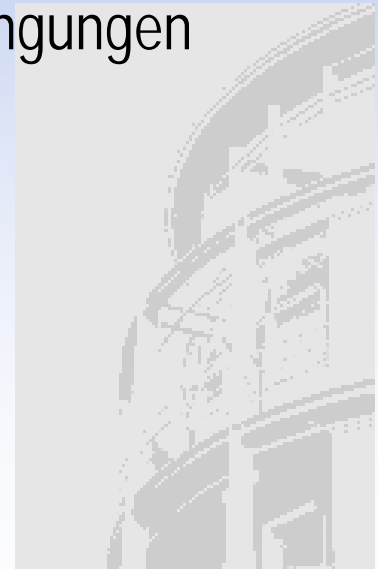
- Monographien, Sammelbände, Proceedings
- Zeitschriften
- Rezensionen
- Preprints, Working Papers
- Enzyklopädien, Wörterbücher, annotierte Inhalte
- Daten
- Diskussionsforen, Blogs
- Fachportale – idR ein Mix von Contenttypen

- ➔ Mit den digitalen Verbreitungswegen wird mehr (informell) kommuniziert und zgl. mehr (formal) publiziert.
- ➔ Fachübergreifende Tendenz zu kleineren Einheiten: Artikel in Sammelbänden & Zeitschriften
- ➔ Digital am wichtigsten: GW: eJs, Enzyklopädien, Diskussionsforen, Blogs, Reviews; SW: Fachportale, eJs, Preprints, Diskussionsforen
- ➔ Und doch: „Long-form texts“ spielen in den GSW weiterhin eine wichtige Rolle...
- ➔ Bei sinkenden Aussichten einen Verleger zu finden!



Warum Bücher oder „long-form texts“?

- Wissenschaftsimmanente Gründe
 - Geschlossene Darstellung eines Gegenstandes
 - produziert werden idR Argumente in Textform, nicht „Bücher“
 - disziplinspezif. Umgang mit Texten, Quellen, Daten
 - Qualitätssicherung
- Wettbewerbssituation – unter disziplinspezifischen Bedingungen
 - Höhere Reputation des Buches im Vgl. zu Artikeln
 - Reputation durch Kontextbildung: Verlage, Reihen
 - Tenure & Promotion – nach dem „ersten Buch“
 - Publikationsaussichten hängen von zwei Reviews ab: wissenschaftlich + ökonomisch
 - Rezeption fraglich – ein Markt ohne Leser?





Books in a Digital Age

- Online sichtbar zu sein, ist einfacher und wichtiger geworden – auch für Bücher (Google Buchsuche).
- Suchen und Lesen finden zunehmend online/elektronisch statt.
- Die Grenzen zwischen Produzenten und Konsumenten verwischen zunehmend („Prosumer“).

Jedoch bei unterschiedlichen Interessenlagen:

Leser – einfacher Zugriff möglichst unabhängig von Ort + Zeit, Arbeit am Text + Diskussion

Autor – Interesse an Rezeption der eigenen Publikation durch die Fachcommunity, Reputationsgewinn durch Vernetzung (Zitate, Vorträge, Diskussion etc.)



E-Books - I

- Große Hoffnungen bzgl. der Marktentwicklung
- Derzeit idR e+p parallel („Online First“?)
- In deutschen Bibliotheken noch nicht die Regel (Vorreiter: Medizinbibliotheken, Fachbibliotheken – insbes. beim Übergang zu e-only)
- Geschäfts- und Lizenzmodelle: starke Analogie zu Zeitschriften (Access vs. Ownership, „Ausleihe“: Einzelexemplar + Befristung, Nutzungsmodalitäten, Preisgestaltung)
- Bündelung – z.T. mit Zeitschriften, Datenbanken
- Aggregatoren bzw. Direktvertrieb
- Current HE Use: primär jüngere Nutzer (<35), Lehrbücher + Nachschlagewerke (UCL Studie)



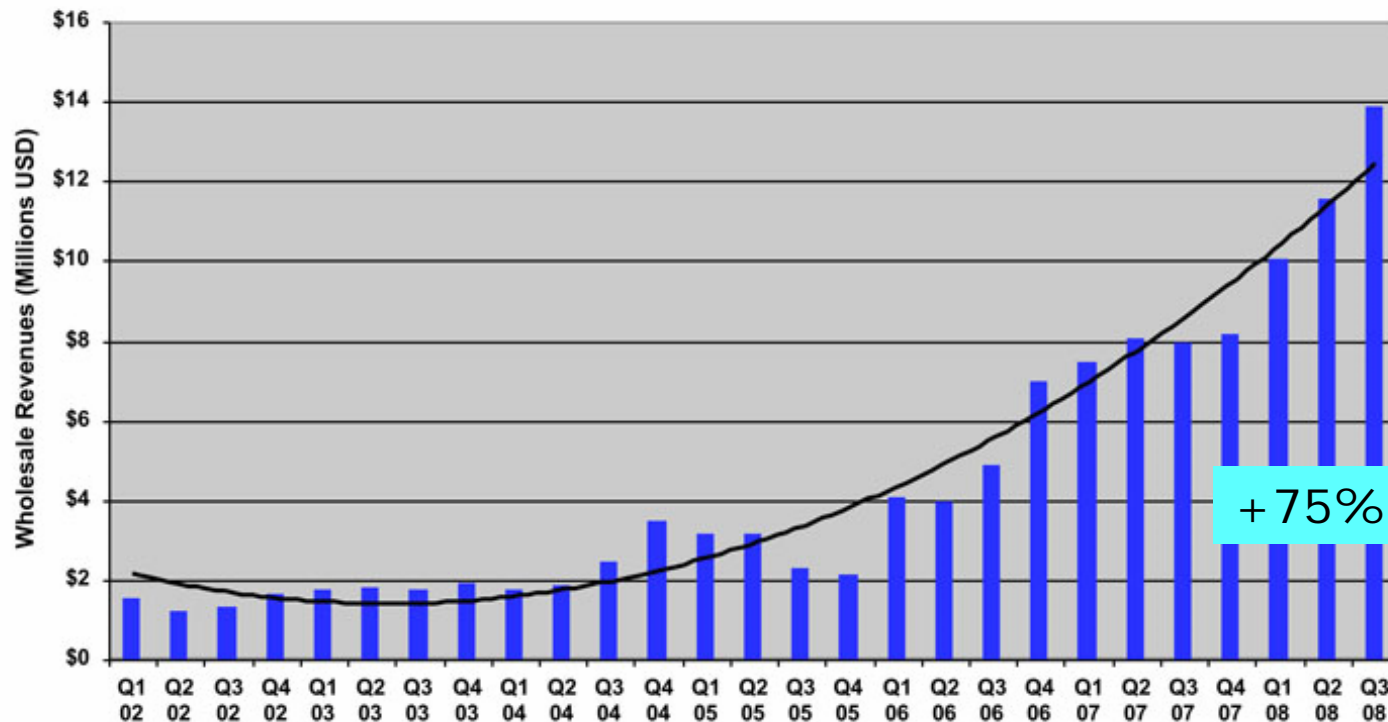
E-Books - II: ein Wachstumsmarkt

Industry Statistics

The International Digital Publishing Forum collects quarterly US trade retail eBook sales in conjunction with the [Association of American Publishers](#) (AAP). For details on the AAP's statistics program, please refer to the [AAP website](#). The IDPF has aggregated quarterly statistics from the AAP's program and earlier IDPF statistics program represented in the graph below. Please also see [important notes](#) below on the data.

The IDPF has collected [additional eBook statistics](#) from various sources below. The IDPF was not involved in collecting these statistics, however, and only includes them as a convenience.

US Trade Wholesale Electronic Book Sales



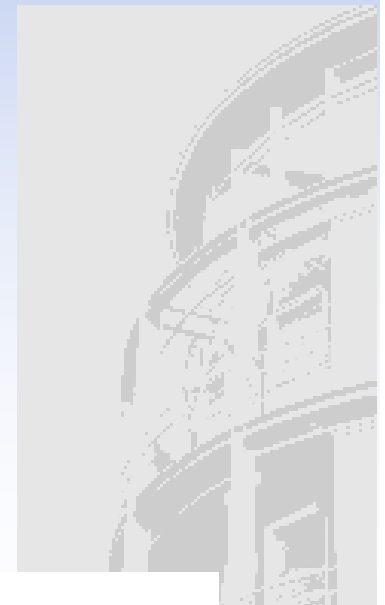
www.openebook.org/doc_library/industrystats.htm



E-Books - III : Umfrage Frankfurter Buchmesse 2008

Selbsteinschätzung von >1.000 Befragten

- Absatz digitaler Inhalte wird in 10 Jahren das Printgeschäft überflügelt haben – 40% stimmen zu
- Die wichtigsten Treiber der Digitalisierung in der Buchbranche
 - Verbraucher 22%
 - Amazon 21%
 - Google 20%
 - Telekommunikationsindustrie 13%
 - Verlage selbst 7%





eBooks & Open Access

- Sichtbarkeit & Zugänglichkeit
- Wissenschaftsfreundliches Rechtemanagement
- Nachnutzung in Lern- und Arbeitsumgebungen, i.e. einsetzbar für innovative Nutzungsformen (Digital Scholarship)
- Vernetzungspotentiale (sozial, semantisch) in webbasierten Umgebungen
- Neue Formen der Qualitätssicherung & der Impact-Messung
- Offene Fragen: Geschäfts-/Fundingmodelle, Parallelität von Print+Online, wie lange noch?
- Beispiele...



OA-eBooks I – Self-Publishing

- Science Dissemination using Open Access, Abdus Salam International Centre for Theoretical Physics (ICTP), Trieste 2008, <http://issuu.com/sdu-ictp/docs/openaccess>

Science Dissemination Unit (sdu.ictp.it)

SDU Mission | Digital Lectures | Publishing | Open Source FOR SCIENCE

Science Dissemination using Open Access

A compendium of selected literature on Open Access

Editors: E. Canessa and M. Zennaro (ICTP-SDU, Italy)

Science Dissemination using Open Access

For more information about this book, visit our website at <http://issuu.com/sdu-ictp/docs/openaccess>

Editors: E. Canessa and M. Zennaro

ISBN: 978-92-9103-083-2

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First Edition, July 2008

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Overview

Open Access means aims to remove restrictions that exist on the access to articles and knowledge to the world-wide scholarly community, in particular to those in developing countries. Scientists in these countries still have difficulty in publishing their work due to the lack of access to the network, to their institutional economic difficulties or to the lack of awareness of available Open Access solutions.

CONTACT

The Abdus Salam International Centre for Theoretical Physics

Science Dissemination Unit (SDU)

e-mail: sdu@ictp.it

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OA-eBooks II – Out-of-Print Materials

- Oft in Zusammenarbeit mit Bibliotheken, Institutionen – Bereitstellung auf dem Repository
- Bsp.: Sally Morris: Getting Started in Electronic Publishing, <http://www.inasp.info/file/179/getting-started-in-electronic-publishing.html>, CC nc-sa-nd

The screenshot shows the INASP website interface. At the top, there is a search bar and the INASP logo with the tagline 'International Network for the Availability of Scientific Publications'. Below the logo is a navigation menu with buttons for 'Partners', 'Publishers', 'Librarians', 'Researchers', 'Editors', and 'ICT Professionals'. A secondary navigation bar contains links for 'Home', 'About INASP', 'Support Areas', 'Our Publications', 'News', 'Projects & Activities', 'Events', and 'Directory'. The main content area is titled 'Getting Started in Electronic Publishing' and is identified as the '5th Edition'. The text discusses the challenges of attracting authors and readers to online journals and the benefits of electronic publishing. A 'Download full text' link is provided for a PDF file (297kb). On the right side, there is a search box for country selection and a link to the INASP Directory of Organisations.

International Network **INASP**
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Homepage > Our Publications > Publications > Getting Started in Electronic Publishing

Getting Started in Electronic Publishing

5th Edition

Many journals around the world struggle to attract authors and readers, and frequently suffer from a lack of resources – both human and financial. In addition, research habits are changing and researchers increasingly expect any information to be found online which means that a journal which cannot be located on the web may be effectively invisible. Online publications can help to address some of these issues. At the same time, many readers still seem to prefer print so it may not be possible to stop producing a print edition as well.

Publishing a journal electronically sounds very attractive. There are a number of good reasons for doing so, but it does have disadvantages too. Before committing to the effort and expense involved in online publication, it is sensible to look carefully at both the advantages and disadvantages. In the end, the decision will depend on what the main objectives are, so it is important to be clear about the reasons for publishing in the first place: what information is being disseminated, and to whom.

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Publication and ordering details

Fifth Edition
28pp, 297x210mm
ISBN-10 1 902928 28 8 (print)
ISBN-13 978 1 902928 28 9 (print)
£10.00
Publication date: 2006
This publication is currently out of print. It can be downloaded free of charge through

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OA-eBooks III – Almost Invisible?

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The Access Principle

The Case for Open Access to Research and Scholarship

John Willinsky

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Introduction ix

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OA-eBooks IV – Author's Stories

- <http://savageminds.org/2009/01/24/two-bits-at-six-months/>
- Last June I **announced** that I had published my book, [Two Bits: The Cultural Significance of Free Software](#). It was released both as a book by Duke University Press and as an open access publication via a website that I created and maintain. [...]
- So what have I learned so far?
 - 1) The Internet is...so saturated with everything and everybody [...] [T]he *ratio of downloads to print sales* has been 3 to 1. Not 1000 to 1 or even 100 to 1, but 3 to 1. [...]
 - 2) I have tenure. Putting my book online did not ruin my career. Having Duke publish it, as opposed to, say, some online vanity press, contributed to my tenure case, but simply having it available for free is not career suicide. Quite the opposite, I would say. I have more requests now for talks, reviews, contributed papers, conferences, interviews and projects than I can accept. [...]
 - 3) I've had a pretty excellent amount of media attention....I have had mentions in The New Yorker Blog, The Times Higher Education Supplement, Technology Review, Inside Higher Ed, and others. [...]

Two Bits
Christopher M. Kelty
The Cultural Significance of Free Software
duke university press 2008

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UPCOMING

Oct 2-3: **Digital Humanities and the Disciplines Symposium** at the Center for Cultural Analysis at Rutgers

<http://twobits.net/read/>

OA-eBooks V - Leserkommentare

- <http://futureoftheinternet.org/>, Yale University Press 2008, Yale Books Unbound
- Gemeinschaftsprojekt mit dem Institute for the Future of the Book
- Leserkommentare in Blogmanier: OS-Software CommentPress (in Komb. mit WordPress), <http://www.futureofthebook.org/commentpress/>

THE FUTURE OF THE INTERNET AND HOW TO STOP IT
JONATHAN L. ZITTRAIN
Total comments on this page: 15

« Previous: Chapter 5: Tethered Appliances, Software as Service, and Perfect Enforcement Next Chapter: Part III: Solutions »

Chapter 6: The Lessons of Wikipedia

¹ The Dutch city of Drachten has undertaken an unusual experiment in traffic management. The roads serving forty-five thousand people are “verkeersbordvrij”: free of nearly all road signs. Drachten is one of several European test sites for a traffic planning approach called “unsafe is safe.”¹ The city has removed its traffic signs, parking meters, and even parking spaces. The only rules are that drivers should yield to those on their right at an intersection, and that parked cars blocking others will be towed.

² The result so far is counterintuitive: a dramatic improvement in vehicular safety. Without signs to obey mechanically (or, as studies have shown, disobey seventy percent of the time²), people are forced to drive more mindfully—operating their cars with more care and attention to the surrounding circumstances. They communicate more with pedestrians, bicyclists, and other

Comments Overview

- WHOLE PAGE (4)
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- PARAGRAPH 2 (0)
- PARAGRAPH 3 (0)
- PARAGRAPH 4 (0)
- PARAGRAPH 5 (0)
- PARAGRAPH 6 (0)
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OA Publishers: Bloomsbury Academic

- Start im September 2008
- Dr. Frances Pinter (vorher z.B. Ltg. OSI, Budapest)
- OA-Programm in den HSS, CC Lizenzierung

The screenshot shows the Bloomsbury Academic website interface. At the top, the logo 'BLOOMSBURY Academic' is displayed. A navigation bar includes links for Home, About Us, Publications, FAQs, Contact Us, and Links. The date 'January 27, 2009 (Tuesday)' is shown in the top right. The main content area features a breadcrumb trail 'you are here > Publications - Remix' and a section titled 'Bloomsbury Academic Publications - our first title'. The featured book is 'Remix' by Lawrence Lessig, with a cover image showing a silhouette of a person jumping. The book's description is 'Making art and commerce thrive in the hybrid economy'. Publication details include: Publication October 2008, Paperback: 352 pages, ISBN: 978-1408113479, and Price: £12.99. A note states 'e-book version available NOW*' and 'please click here to purchase £9.99'. A paragraph below explains that the Creative Commons (CC) version will be available in May 2009, and until then, profits from the e-book will be donated to Creative Commons. A link 'listen now' is provided for an NPR interview with Lawrence Lessig. A sidebar on the right contains the text 'A New Direction in Scholarly Publishing' and a list of links including NEWS Items, Bloomsbury Academic, Humanities & Social Sciences, NEW - Poynder Basement Interviews, Videos on Open Content, Creative Commons licencing, and Home Page.

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January 27, 2009 (Tuesday)

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Making **art** and **commerce** thrive in the hybrid economy

Lawrence Lessig

Publication October 2008
Paperback: 352 pages
ISBN: 978-1408113479
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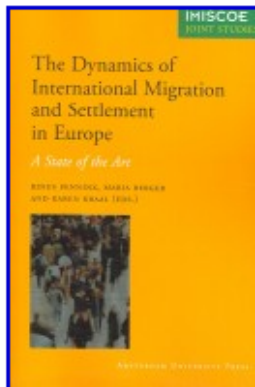
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The Dynamics of International Migration and Settlement in Europe By

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Between 1991 and 2001, the size of Britain's ethnic minority population increased by a full fifty percent. In that same decade, approximately one million immigrants settled in Britain. Similar patterns of migration and settlement are taking place in other European countries, such as Germany and France.

The Dynamics of Migration and Settlement in Europe explores the causes and consequences of such massive changes in demography. Researchers at the IMISCOE-Network of Excellence (Immigration, Integration and Social Cohesion in Europe) bring together a wealth of theoretical and analytical research in this collection of essays addressing the many crucial questions that have arisen in the past two decades. Underlying these essays is a key concern for the healthy management of these new migration processes, as well as the eventual shape of the new societies that are just beginning to emerge.

International migration and the ensuing questions about integration continue to be subjects of intense debate, and this book will be welcomed among those involved in migration studies and international development.

More details

The Dynamics of International Migration and Settlement in Europe: A State of the Art

By Rinus Penninx, Maria Berger, Karen Kraal
Contributor Rinus Penninx, Maria Berger, Karen Kraal
Published by Amsterdam University Press, 2006
ISBN 9053568662, 9789053568668
318 pages

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Zoekopdracht: Full record: "migration settlement europe"

terug naar titellijst < vorige 2 volgende >

Auteurs	Rinus Penninx, Maria Berger, Karen Kraal
Titel	The Dynamics of International Migration and Settlement in Europe
Uitgever	Amsterdam University Press
Plaats	Amsterdam
Imprint	Amsterdam University Press
Serietitel	IMISCOE Joint Studies
Jaar	2006
Pagina's	320
ISBN	9789053568668
Instituut	AUP (Amsterdam University Press)
Samenvatting	A fundamental issue in society today, migration has been undergoing a new dynamic, calling for new policy approaches. This new dynamic is not yet understood clearly, let alone that adequate policy answers for 'the managing' of these new migration processes and the consequences for receiving and sending societies are within. This comprehensive overview of migration research conducted throughout the IMISCOE network of European research analyses the influx of various types of immigrants in Western Europe post World War II, mostly to large cities, as well as the reactions of the native populations and governments to the changes and pressures brought about by immigration.
NUGI/NUR	741^763
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IMISCOE titles		Sales
Title	year	total
Paths of Integration	2006	485
Migration and Citizenship	2006	416
The Dynamics of International Migration and Settlement in Europe	2006	583
The Immigrant Organising Process	2006	49
Globalisation, Migration and Socio-Economic Change in Contemporary Greece	2006	19
Narratives of Place, Culture and Identity	2006	32
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Acquisition and Loss of Nationality Volume 2: Country Analyses	2006	262
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Paradoxes of Social Capital	2008	14
Migrants and Markets	2008	62
The Family in Question	2008	157
International Migration in Europe	2008	114
Practising Citizenship and Heterogeneous Nationhood	2008	25
Modes of Migration Regulation and Control in Europe	2008	17



Quelle: E. Ferwerda, AUP



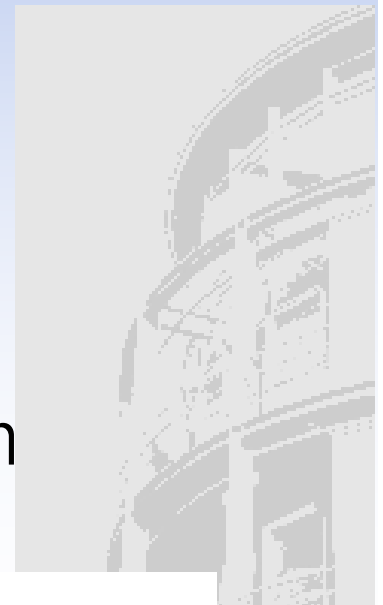
Sales versus Visits

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Title				
Paths of Integration	485	1301	8125	13
Migration and Citizenship	416	900	5231	23
<i>The Dynamics of International Migration and Settlement in Europe</i>	<i>583</i>	<i>1190</i>	<i>8977</i>	<i>33</i>

Quelle: E. Ferwerda, AUP

Zwischenfazit

- Sehr heterogene Landschaft von OA-Büchern
 - Fachlicher Kontext idR nicht vorhanden
 - Bündelung nur bei kommerziell vertriebenen eBooks
 - Verbundprojekte können hier Abhilfe schaffen
 - Gemeinsames Publikationsmodell („Policy“)
 - Ressourcensharing
 - Netzwerkbildung
 - Branding & Marketing
- > EU-Projekt **OAPEN** (Open Access Publishing in European Networks)





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Open Access Publishing in European Networks

OAPEN is a project in Open Access publishing for humanities and social sciences monographs. The Open Access movement has developed rapidly in the sciences and in journal publishing. The consortium of University-based academic publishers who make up OAPEN believe that the time is ripe to fully explore the possibilities of Open Access for the humanities and social sciences.



The OAPEN partners all currently have some involvement in the Open Access movement, and you are encouraged to view their pages on this site and on their own sites.

It is expected that this project will find useful, exciting and beneficial ways of publishing scholarly work in Open Access, enhancing access to important peer reviewed research from across Europe.

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OAPEN

Open Access Publishing in European Networks



- Developing an OA publication model for peer reviewed academic books in Humanities and Social Sciences
- Creating a networked online collection of current books in European languages in various fields of HSS
- Duration: 30 months
- Start: September 1, 2008
- Consortium: 7 University Presses and 2 Universities
- Coordinator: Amsterdam University Press, the Netherlands

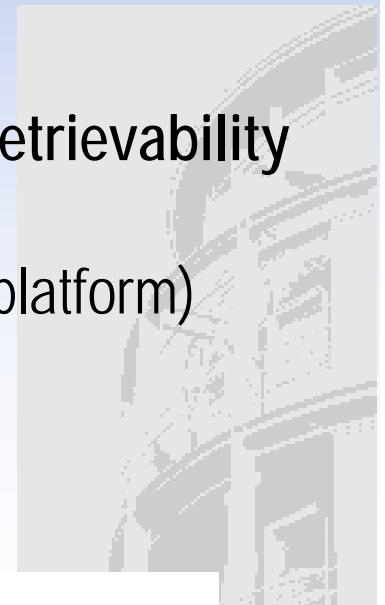
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Key objectives



- To improve the **accessibility and impact** of European research in the HSS through the promotion of Open Access for primary publications
- To create and aggregate freely available peer reviewed HSS publications from across borders within an **OA Online Library**
- To engage **stakeholders** in the publication process
- To develop **common funding models**
- To adopt common standards and metadata to improve **retrievability and visibility** of HSS publications
- To reuse and share **infrastructure** (DRIVER, OAPEN platform)

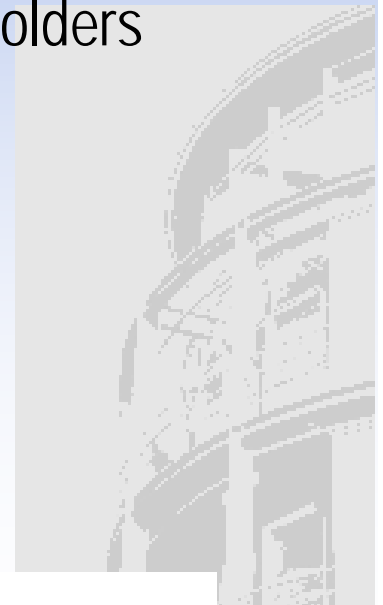




The Consortium



- Six countries (Denmark, France, Germany, Great Britain, Italy and the Netherlands)
- Seven university presses as content providers
- Two universities, as technology and research partner
- Aimed at Academic publishers in Humanities and Social Sciences
- Building a **network around OA publishing** for stakeholders within the academic community

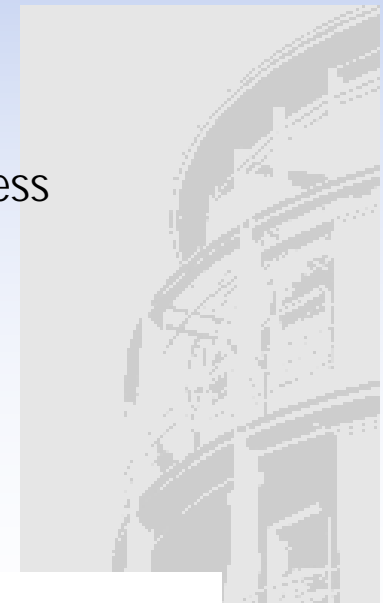




The Network



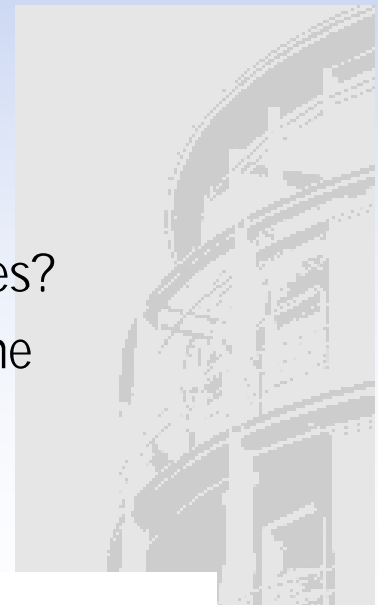
- Association of American University Presses - AAUP
- Scholarly Publishing and Academic Resources Coalition - SPARC Europe
- IMISCOE - International Migration Integration Social Cohesion
- Arbeitsgemeinschaft der Universitätsverlage
- Purdue University Press
- Atlantis Press
- Institute of Economic Analysis & Prospective Studies at Al Akhawayn university
- Igitur, Utrecht Publishing & Archiving Services
- Université Libre de Bruxelles
- Editions de l'Université de Bruxelles
- Verlag der Österreichischen Akademie der Wissenschaften
- Polimetrica
- Ledizioni - Ledipublishing
- Forlaeggerforeningen - Danish Publishers Association
- Open Humanities Press
- Academia Press
- Unipub - Oslo Academic Press
- Akademie Verlag
- Brill
- IOS press
- KITLV Press





APE 2009 – Discussions with Publishers

- User expectations
 - Google changed the whole idea of the book – but can't use what they find, this is not what users expect
 - Competition with free content
- Costs & Revenues
 - Costs of reading (using a library)
 - ... an article: 0,80 cents
 - ... a book: very expensive article, 50 EUR?
 - OA may not be cheaper, but there may be other benefits
 - Are readers/institutions prepared to pay for added-value services?
 - Need to look forward beyond the POD – don't know how long the attraction of the printed book is still there
 - Amount funding available? Lobbying to support the idea?
 - Fees need to be calibrated

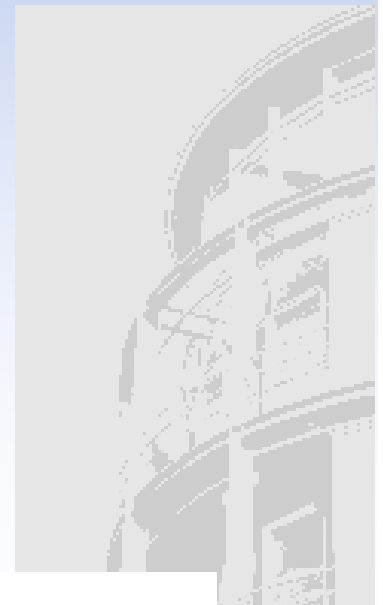


Fazit & Ausblick

- Welche Medien-, Nutzungs-, Review- und Finanzierungsformen adressieren die Bedürfnisse der Wissenschaft am besten?
- OAPEN geht explorativ vor: Round Tables + Interviews + Modellierung + Praxistest („Observatory“) + Evaluation
- Derzeit erscheint das hybride Modell (OA+PoD) praktikabel. Welche ergänzenden Konzepte sind nötig, um OA für eBooks ökonomisch nachhaltig zu gestalten?
- Lösungen lassen sich nur unter Einbeziehung aller Stakeholder finden.



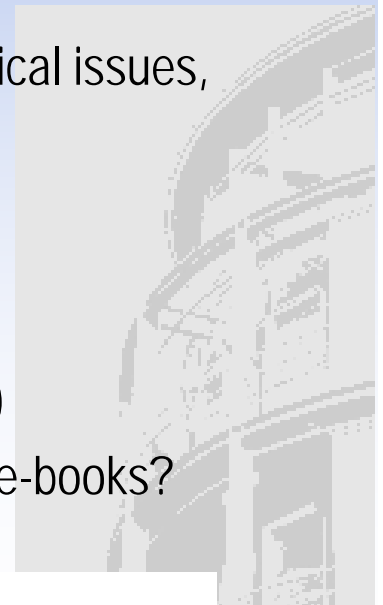
Vielen Dank für Ihre Aufmerksamkeit!





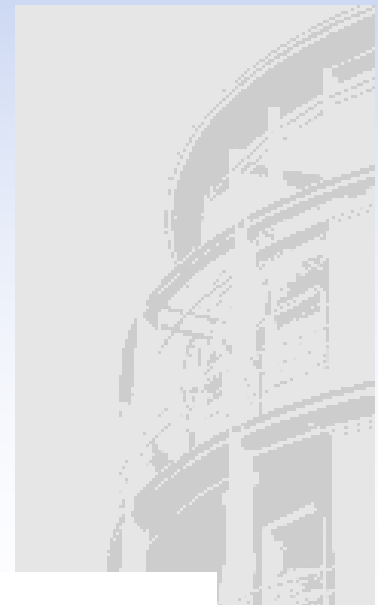
Literatur

- Kathleen Fitzpatrick: CommentPress: New (Social) Structures for New (Networked) Texts, Journal of Electronic Publishing, vol 10, no. 3, 2007, <http://dx.doi.org/10.3998/3336451.0010.305>
- Nancy L. Maron, K. Kirby Smith: Current Models of Digital Scholarly Communication: Results of an Investigation Conducted by Ithaka for the Association of Research Libraries, ARL, November 2008, <http://www.arl.org/bm~doc/current-models-report.pdf>
- Raym Crow: Campus-based publishing partnerships: A guide to critical issues, SPARC Consulting Group, January 2009, <http://www.arl.org/sparc/partnering/guide/>
- Ithaka Report „University Publishing in a Digital Age“, July 2007 <http://www.ithaka.org/strategic-services/university-publishing>
<http://scholarlypublishing.org/ithakareport/> (CommentPress Version)
- Ian Rowlands et al: What do faculty and students really think about e-books? CIBER, University College London, 2007





Weitere Infos...





DRIVER: Digital Repository Infrastructure Vision for European Research



Research & infrastructure project
funded by the EC

DRIVER I: JUL-06 - NOV-07

Testbed Phase

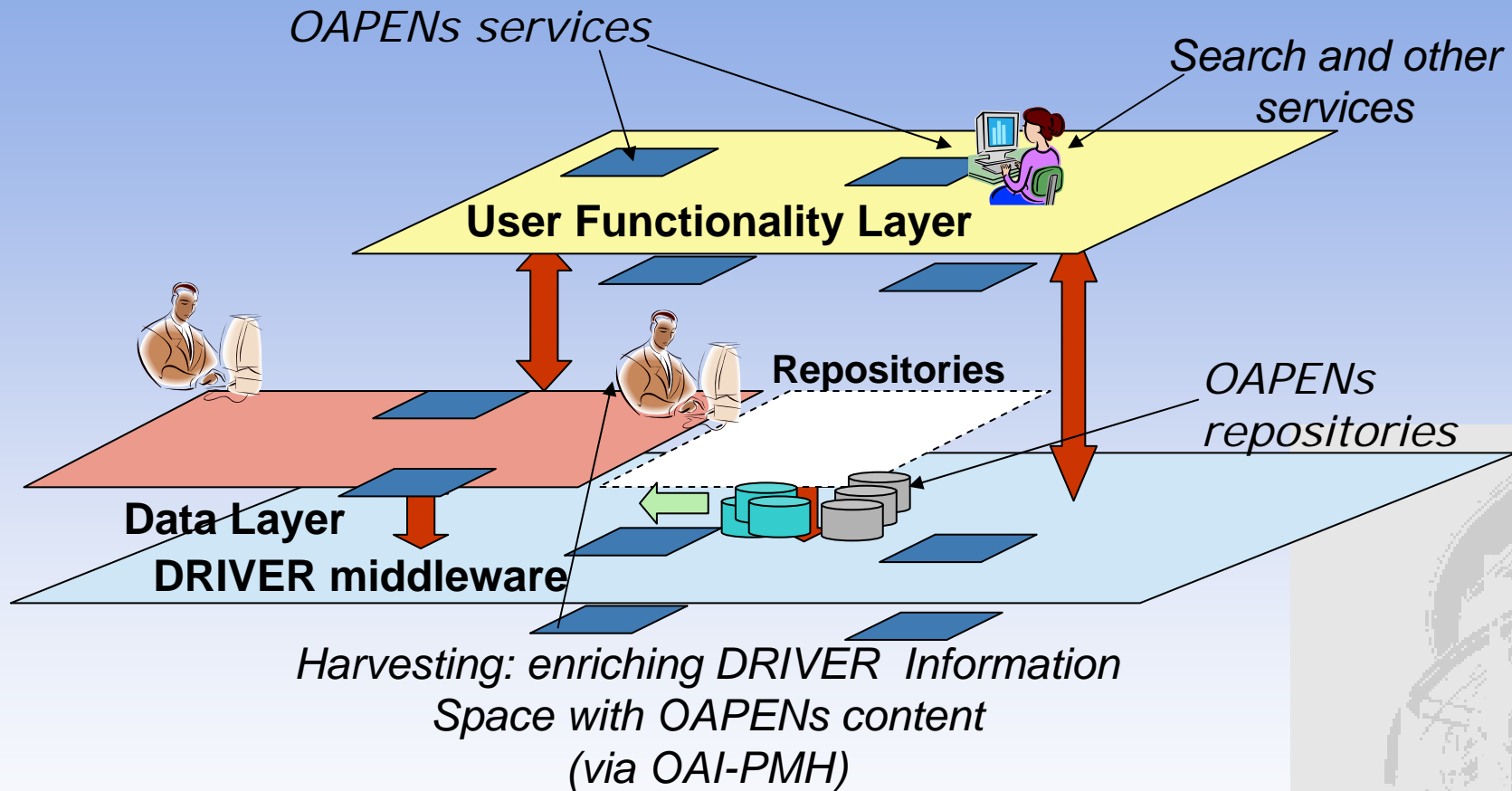
DRIVER II: DEC-07 - NOV-09

Confederation Building

www.driver-community.eu



DRIVER information Space & OAPENs Services



Compare Paolo Manghi, DRIVER Demo, First DRIVER Summit, 2008-01-17
<http://www.driver-support.eu/multi/DRIVERSummit.php>

Das OAPEN Konsortium - I

- Amsterdam University Press (AUP)
 - Projektkoordinator, Technische Projektleitung
 - 1992 gegründet, Ausrichtung auf den internat. Markt, Vertriebskooperation mit Chicago UP
 - digitale Publikationsprogramm seit 2000 in Zusammenarbeit mit der Universitätsbibliothek, OAI-Repository im DARE-Netzwerk in Kombination mit PoD
 - Open Access: sofort bzw. innerhalb von 6 Monaten
- Universitätsverlag Göttingen
 - Wissenschaftliche Projektleitung
 - OA-Projekte: DRIVER, open-access.net, OA-Netzwerk u.a.
 - OA-Policy



Universitätsverlag Göttingen



NIEDERSÄCHSISCHE STAATS- UND
UNIVERSITÄTSBIBLIOTHEK GÖTTINGEN



Das OAPEN Konsortium - II



Museum Tusulanums Forlag
Museum Tusulanum Press

- Museum Tusulanum Press, Copenhagen
 - gegr. 1975, internationales Profil, Publikationen in 24 Sprachen
 - Partner in OA-Projekten: NOAP (Nordic Open Access Publishing)
- Manchester University Press
 - gegr. 1904, third largest UP in GB
 - Kooperation mit Google Buchsuche, bisher kein OA
- Presses Universitaires de Lyon
 - gegr. 1978
 - OA Publikationsprogramm auf Basis eines OAI-Repositoryms

The University of Manchester
Manchester
University Press



Das OAPEN Konsortium - III

- Firenze University Press
 - gegr. 2003
 - OAI-Repository
 - U Firenze: div. Projekte, u.a. EULER, Figaro (Federated Initiative of GAP and Roquade)
- Leiden University
 - Forschungspartner: Buch- und Medienwissenschaften
 - Leiden University Press – Imprint-Verlag von AUP
- University of Amsterdam: Digital Production Center der Universitätsbibliothek
 - Repository im DARE-Netzwerk,
 - Infrastruktur für AUP





E-Books: Formatpräferenzen

http://toc.oreilly.com/2009/01/format-comparison-pdf-epub-and-mobi-downloads-from-ebook-bundles.html

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Format Comparison: PDF, EPUB, and Mobi Downloads from Ebook Bundles

Andrew Savikas
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We've been selling PDFs of our books on oreilly.com for several years, but this summer began selling "[ebook bundles](#)" of many titles, which include PDF, EPUB, and Mobipocket versions. Here's some weekly data (I can't share the vertical scale) on the relative breakdown of actual downloads from those bundles (PDF, Mobi, and EPUB are Light, Medium, and Dark respectively). PDF is still the format of choice for most people, though EPUB is getting respectable usage, with Mobi in third:

Week	PDF (Light)	EPUB (Medium)	Mobi (Dark)
200801	10	5	2
200802	12	6	3
200803	15	8	4
200804	18	10	5
200805	20	12	6
200806	22	14	7
200807	25	16	8
200808	28	18	9
200809	30	20	10
200810	35	25	12
200811	40	30	15
200812	45	35	18
200901	50	40	20

[Click to enlarge](#)

The numbers at the bottom are weeks (200901 is the first week of 2009). **This is only among titles offered in all three formats** -- the majority of our ebooks are currently still only available as PDF, though we expect to release several hundred more in bundle form over the next few months (not that you should wait to buy of course -- you'll get all the formats as they come available ...).

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