Launching the University Press Content Consortium (UPCC)
Aligning Our Vision: How We Got Here

- Putting UPeC research into practice
- MUSE Publishers and Hopkins Fulfillment clients have been asking for e-books
- MUSE focused on financial workflows, back office systems, metadata automation, and scalability
- Transformative vision: e-books and e-journals in one place
- Community-based approach: By University Presses for University Presses
UPCC Goals

- Ensure discoverability and dissemination of high-quality university press e-book content
- Balance the interests of publishers and libraries
- Leverage market penetration established by Project MUSE to maximize publisher revenues
- Ensure the long-term sustainability of university presses
Project MUSE® Today

- A leading content community in the humanities and social sciences
  - 475 journals, 121 publishers, 200,000 articles
  - 2,300 paying institutions, 65 countries

- Has delivered $84 million to publishers over the last 10 years
  - $70 million in the last five years
  - Delivers 70-75% in royalties to publishers
  - 15% annual growth over the last five years
  - Will exceed $20 million in revenues this year

- Started as a conversation between a publisher and a librarian

- Publisher royalty based on usage, bytes, and score
Establishing Fairness: Publishers

- 70% of e-book revenues to Publishers

- Collection base price set using average price per title
  (1,000 titles X $55.00 per title = $55,000 base price)

- Tier-based discounts open new markets for titles

- Revenue share based on number of titles, not list price

- Encourage participation for presses of all sizes

- Single-title e-book prices set by Publisher
## Financial Example for Publisher A

<table>
<thead>
<tr>
<th>Titles</th>
<th>Library Sales</th>
<th>Sales Revenue</th>
<th>Revenue Share UPCC/Pub A*</th>
</tr>
</thead>
<tbody>
<tr>
<td>All UPCC</td>
<td>1,400</td>
<td>150</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Publisher A</td>
<td>40</td>
<td>150</td>
<td>NA</td>
</tr>
</tbody>
</table>

*Reflects 70/30 split*
Establishing Fairness: Libraries

- Libraries own UPCC e-book content
- Carnegie tiers ensure *like institutions pay like amounts for access*
- Discounts encourage participation and drive usage
- Collection bundling offers flexibility
- Broad dissemination tracks with university press mission
Exclusivity is not Required...

- Access and participation are primary drivers
- Library budgets continue to be challenged
- Duplication is not sustainable
- Only for collections, not single titles
An integrated content community of 25,000 books and 500 journals
  - Beta to launch in late July, 2011

Book chapters and journal articles discoverable via new search interface

Comprehensive frontlist and backlist collections from 60 publishers

Subject-based collections
  - History, literature, religion, political science...
  - Monographs, trade titles, course books, regional works

Libraries want to know now who is in UPCC for 2012 purchase
Future Services

- Usage pool under consideration
- XML will commence with most used content first
- Single title purchasing and other enhancements in planning stages
- User feedback to drive new functionality
- Deep backlist digitization planned
Would Trotsky Wear a Bluetooth?

Technological Utopianism under Socialism, 1917–1969
Paul R. Josephson © 2011

After visiting Russia in 1921, the journalist Lincoln Steffens famously declared, "I have seen the future, and it works." Steffens referred to the social experiment of technological utopianism he found in the Soviet Union, where subway cars and farm tractors would carry the worker and peasant—figuratively and literally—into the twentieth century. Believing that socialism and technology together would create a brave new world, Bolesław Bierut of Poland and Kim Il Sung of North Korea—and other leaders—joined Russia's Vladimir Lenin...more

Published by:
Johns Hopkins University Press

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Part 1: Title Displays Here
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Coming in January...to a library near you.
Questions

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