The D2O Model

- Encourages libraries to shift towards collective action
- Incentivized:
  - Libraries receive access to the monographs backfile through end of 2022, even if the model does not reach the threshold
  - Participating libraries receive discounting on the MIT Press Trade books collection on the Direct platform
- Transparent granular pricing that takes type, size, and collections budget into account

Rationale
To find a financially sustainable pathway to a more equitable, comprehensive OA monographs program and to share the model such that other non-profit presses are able to implement it on their terms.

Background
The MIT Press has a long history of experimentation with open publishing. Recognizing that conventional market models no longer sustain monograph publishing, we wanted to find a more open, equitable way forward. In 2019, with generous support from the Arcadia fund, we began to build a business model to support OA monographs. We are working to implement the model, Direct to Open (D2O) for our 2022 monographs.

Trade Collection 2022 (incl. Trade backfile) | Est. Total | Pricing | Price per title | Pricing for D2O libraries | Price per title
--- | --- | --- | --- | --- | ---
3/Doctoral Universities FTE 10,000+ | 70 | $4,900 | $70.00 | $3,675 | $52.50
6/Doctoral Universities FTE 5,000+ | 70 | $3,675 | $52.50 | $2,756 | $39.38
3/Master’s Colleges & Universities | 70 | $2,756 | $39.38 | $2,067 | $29.53
2/Associate’s Colleges | 70 | $2,067 | $29.53 | $1,550 | $22.15
1/Associate’s Colleges | 70 | $1,550 | $22.15 | $1,143 | $16.61

What’s Ahead?
- Extending the deadline: November 30th
- Continue discussions with libraries
- Turning on access for participating libraries
- Public report: November