

# DIVERSIFYING READERSHIP THROUGH OPEN ACCESS: A USAGE ANALYSIS FOR OA BOOKS

This infographic presents data exploring what effect, if any, publishing OA has on the geographic usage of books

How do open access (OA) books perform compared to non-OA books?  
 OA books are being downloaded, read and used more often than their non-OA counterparts.

- 10x downloads** OA books receive 10 times more downloads than non-OA books on average
- Downloads for OA books are higher than for non-OA books in every month after publication
- 2.4x citations** OA books are cited 2.4 times more than non-OA books on average

Who is downloading open access books?

**x2** Open access helps to reach a more diverse readership. Downloads from the open web are generally around double those from institutional network points.

Where are open access books being downloaded?

The usage of OA books is international, reaching more countries than non-OA books.

Average downloads per OA book

Average downloads per non-OA book

Do open access books reach low-income and lower-middle-income countries?

OA books show more usage across a larger number of countries, with the additional countries being amongst the poorer ones globally.

**201**  
OA

**61%**  
more countries

**125**  
Non-OA

Which countries are the top downloaders of open access books?

For both OA and non-OA books the highest levels of downloads are seen in:

US

UK

GERMANY

MAINLAND CHINA

Do open access books about a particular region reach more readers in that region?

A book's title affects its geographic usage. Open access enhances the effect, especially in Africa and Latin America. Not only does OA enhance usage in countries underrepresented in global scholarship, it also enhances the global usage of scholarship *about* underrepresented countries.

Increase in downloads of OA books with Africa in the title

Increase in downloads of non-OA books with Africa in the title

Increase in downloads of OA books with Latin America in the title

Increase in downloads of non-OA books with Latin America in the title

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