## Innovation, E-Books, and the Archaeology of the Americas Digital Monograph Initiative

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### Innovation & the Future of E-books Session at AAUP, Salt Lake City, June 2010

DRM alienates customers
Flexibility is essential
You can't go it alone: partnerships are critical in electronic publishing initiatives

### The Archaeology of the Americas Digital Monograph Initiative

A collaborative venture of: University Press of Colorado Texas A&M University Press University of Alabama Press University of Arizona Press University Press of Florida University of Utah Press

# What did AADMI initially propose to do?



### Browse

- AADMI Home
- AADMI Grant Proposal to the Mellon Foundation
- AADMI Survey

#### AADMI Members

- University of Alabama Press
- University of Arizona Press
- University Press of Colorado
- University Press of Florida
- Texas A&M University Press
- University of Utah Press

### Related Mellon Projects

- Chaco Digital Initiative
- the Digital Archaeological Record
- Digital Archaeological Archive of Comparative Slavery
- Giza Archives

### Welcome to AADMI

### Who We Are ...

The Archaeology of the Americas Digital Monograph Initiative (AADMI) is a collaborative project funded by the Andrew W. Mellon Foundation. Its goal is to develop and publish a new generation of peer-reviewed monographs that will incorporate—in a stable online environment—enhanced data sets that support scholarly analyses and interpretation. Enhanced data sets may include data collection sheets, databases, digital still and moving image files (such as color GIS maps, 3-D laser scans, rotatable objects, and video clips) and supplementary text. AADMI will initially focus on book-length works authored or edited by junior scholars in the field of New World archaeology. AADMI publications shall be available on a digital delivery platform that permits, within reasonable limits, the search, display, updating, analysis, and downloading of digital monographs and their associated data sets. AADMI is intended to capitalize on the growing movement among individual and institutional buyers towards e-book acquisition and the inherent advantages of Web-enabled dissemination, analysis and collaboration. AADMI will facilitate partnerships with other digital initiatives to optimize the effectiveness and impact of its projects. Finally, AADMI envisions the production of enhanced monographs as a true instance of multiplatform design and delivery, with print and digital editions appearing concurrently.

The Archaeology of the Americas Digital Monograph Initiative (AADMI) wishes to thank the generous support of the Andrew W. Mellon Foundation, which has provided funding for the planning phase of this project.

Done

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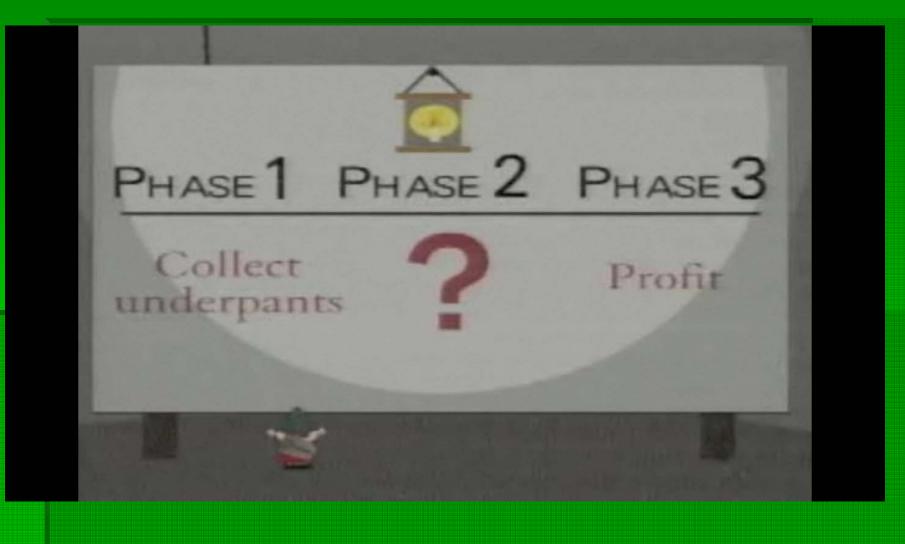
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## The Problem of the Underpants Gnomes



## The Problem of the **Underpants Gnomes** Collect Underpants = Research phase What AADMI is = ?

Profit = Sustainable enhanced monograph program

# The underpants we've collected:

- Archaeologists—both as producers and users of content—are eager to see this developed
- We are going to have to set strict parameters regarding enhancements and how they are incorporated
- Senior scholars are going to have to lead the way, not junior scholars

# More underpants that we've collected:

- Access: people want their cake, ice cream, pie, etc., and they want to eat it all too
- Datasets are a problem
- Need to keep the focus on synthesis and interpretation (monograph is a problematic term in archaeology)
- A lot has changed since we originally wrote our grant proposal to Mellon

## The monkey wrench, or Phase 2 = ?

- Channel proliferation since June 2008 when we wrote our original proposal:
  - Success of Kindle and its impact on e-book market
  - Proliferation of e-book vendors (conversion as well as sales vendors)
  - Launch of iPad
- Sales & marketing innovation for e-book collections (University Press E-book Consortium)

## The monkey wrench, or, Phase 2 = ?

Display innovation has happened since June 2008 when we wrote our original proposal:

iPad multi-media apps (The Elements)

 Journal of the Society of Architectural Historians has come up with an elegant solution for handling multi-media components online (Current Scholarship collaboration between California & JSTOR)

# The nature of AADMI's innovation

Where we started: technical innovation for displaying (& selling) enhanced content

Where we are now: business innovation for collaborating to achieve economies of scale in creating enhanced content

## **Our business innovation**

Collaborating to develop and maintain a: channel agnostic XML-first (or XML-early) production workflow that presses can publish into

## What we envision

AADMI as a pilot project in collaborative XML workflow between presses
Scalable beyond the original six presses
Scalable beyond New World archaeology
XML workflow scalable to other disciplines, if pilot succeeds

## The Problem of the Underpants Gnomes

