

# **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**

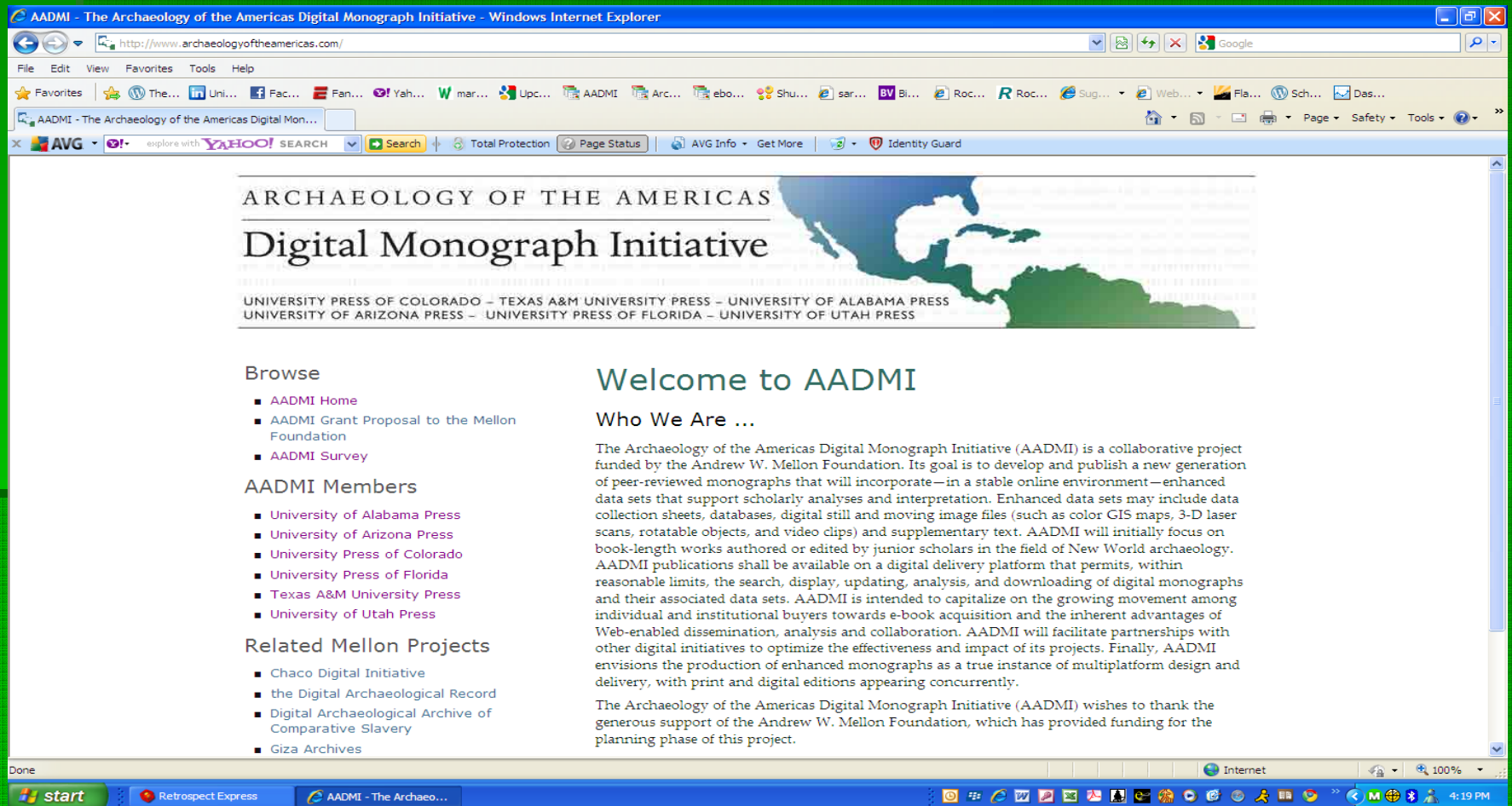
- DRM alienates customers
- Flexibility is essential
- You can't go it alone: partnerships are critical in electronic publishing initiatives

# **The Archaeology of the Americas Digital Monograph Initiative**

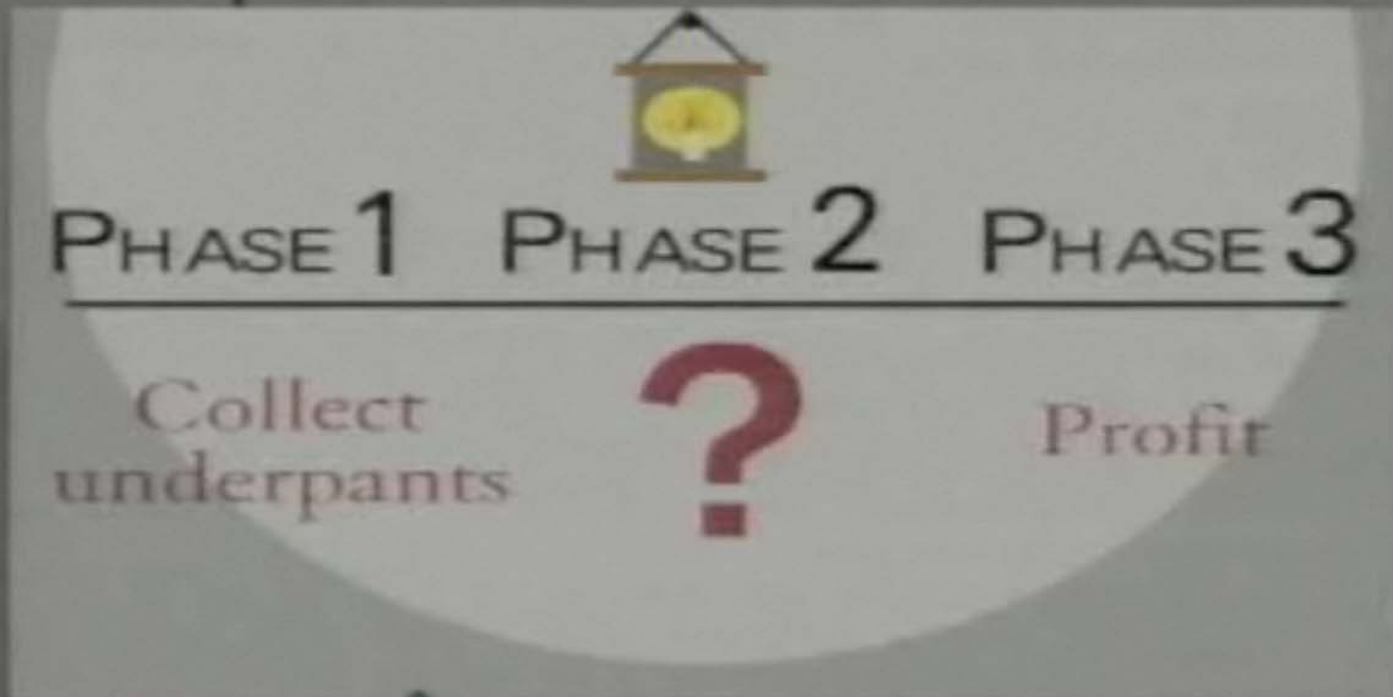
A collaborative venture of:

- 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?



# 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

