

E-Books: *decisions, decisions, decisions*

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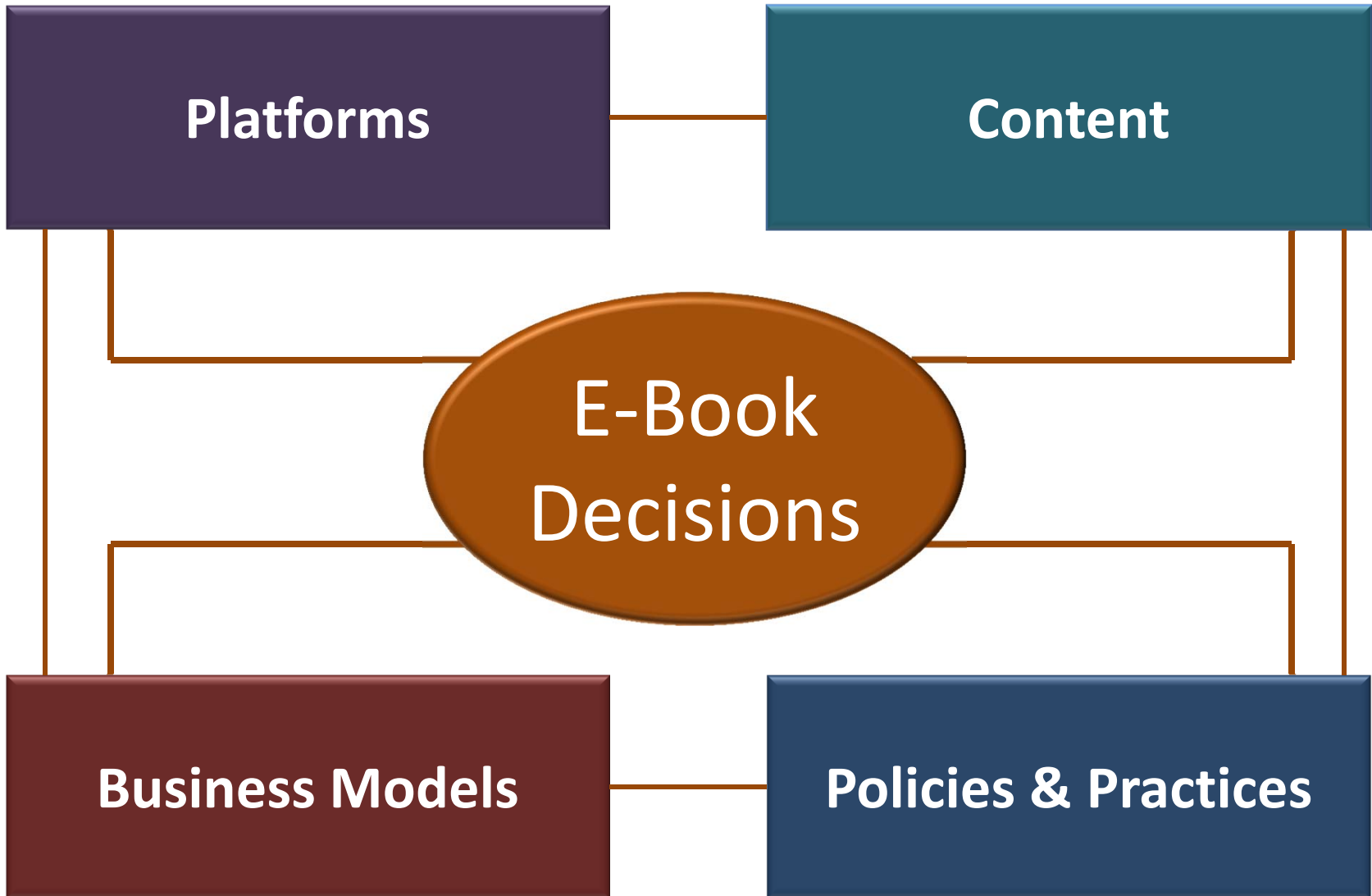
Yerevan, Armenia

3 July 2012

Quick Overview: *Why E-Books?*

E-books versus Printed Books

	E-books	Print Books
Portability	<ul style="list-style-type: none"> • Technology required (reader + bandwidth) • May be limited to specific devices 	<ul style="list-style-type: none"> • No special reading devices required • Heavy weight
Speed of Access	<ul style="list-style-type: none"> • Immediate 	<ul style="list-style-type: none"> • Must wait for delivery
Availability	<ul style="list-style-type: none"> • Not location bound (available anytime, anywhere) • Many titles freely available (OA, IA, etc.) 	<ul style="list-style-type: none"> • Fixed physical location
Restrictions & inconveniences	<ul style="list-style-type: none"> • No storage required • May have DRM or IP restrictions • May have lending limits 	<ul style="list-style-type: none"> • Storage space required • One reader per book at a time
Theft & Preservation of Content	Well protected	Easily stolen or damaged
Licensing, Purchasing & Pricing	<ul style="list-style-type: none"> • More expensive (leases, annual fees, etc.) • Leased or purchased • Some content not available from all publishers 	<ul style="list-style-type: none"> • Usually limited number of copies purchased of any one title



Caveats

- **Today: concentrate on concepts, not specifics**
 - I will skip past some slides very quickly
 - We will make all the slides available to you
- **The focus is on scholarly & academic e-books (e.g., university presses, associations)**
 - Little discussion: “general mass market” and “trade” publications, e.g., bestsellers, leisure reading or public library e-books
 - No discussion
 - e-reference
 - e-textbooks
 - locally digitized e-books
- **This is a dynamic field**
 - Things change constantly and rapidly
 - Comparison charts (both on the web and in this presentation) may go out of date quickly

A Quick Audience Survey

- How many country coordinators here today currently read or have read books electronically?
- If YES, what devices did you use:
 - Computers, laptops, etc.
 - Phone
 - Dedicated e-reader device (e.g., Kindle, Nook, Sony Reader)
 - Tablet (e.g., iPad)
 - Other devices

Changing Attitudes Toward E-Books

“I think he reads in print.”

- Ann Godoff, President of Penguin Press. Said about Thomas Pynchon, one of a group of prominent authors who agreed to sell their works digitally

“E-books smell like burned fuel.”

- Ray Bradbury, the science fiction writer who died recently, quoted in November 2011 when he allowed *Fahrenheit 451* to be sold as an e-book

Source: *The New York Times*

E-Book Environment: Some Trends (U.S.)

- Tablet ownership grew from 10% to 19% in just one month
- 61% of e-book readers prefer to buy rather than borrow
 - vs. 54% for print readers
- 88% of e-books readers also read printed books
 - E-content readers spend more time reading than non-e-content readers
 - The longer one owns a device, the more likely the person is to read more
- 78% read at least one book within the past year
 - 24 = average number of e-books read / person
 - 15 = average number of print books read / person

Platforms

Platforms

devices

- Types
 - Phones
 - Computers (PC, Mac)
 - E-readers (dedicated & reading optimized)
 - Tablets
- Device preferences may vary if used for leisure versus scholarly reading

Platforms *devices*

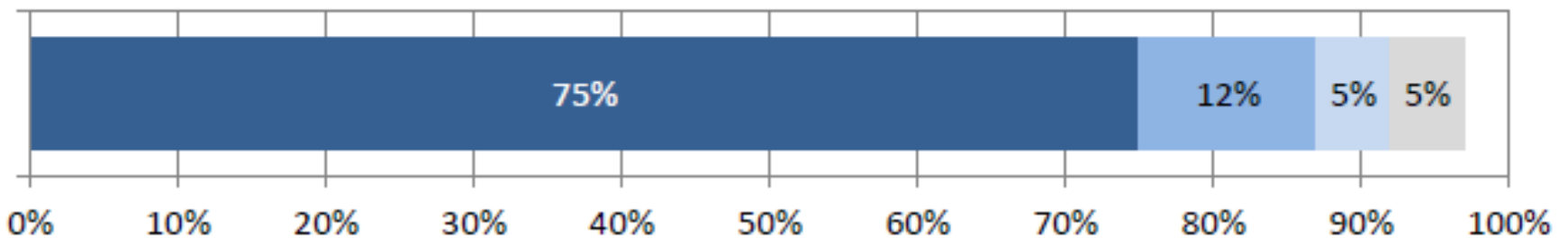
Pew Research: *devices used for e-book reading*

Computer	42%
E-Readers	41%
Phones	29%
Tablets	23%

When you want to read a particular e-book, where do you look first?

% of American e-book readers age 16+, as of December 2011

■ At an online bookstore/website ■ At your public library ■ Somewhere else ■ Don't know



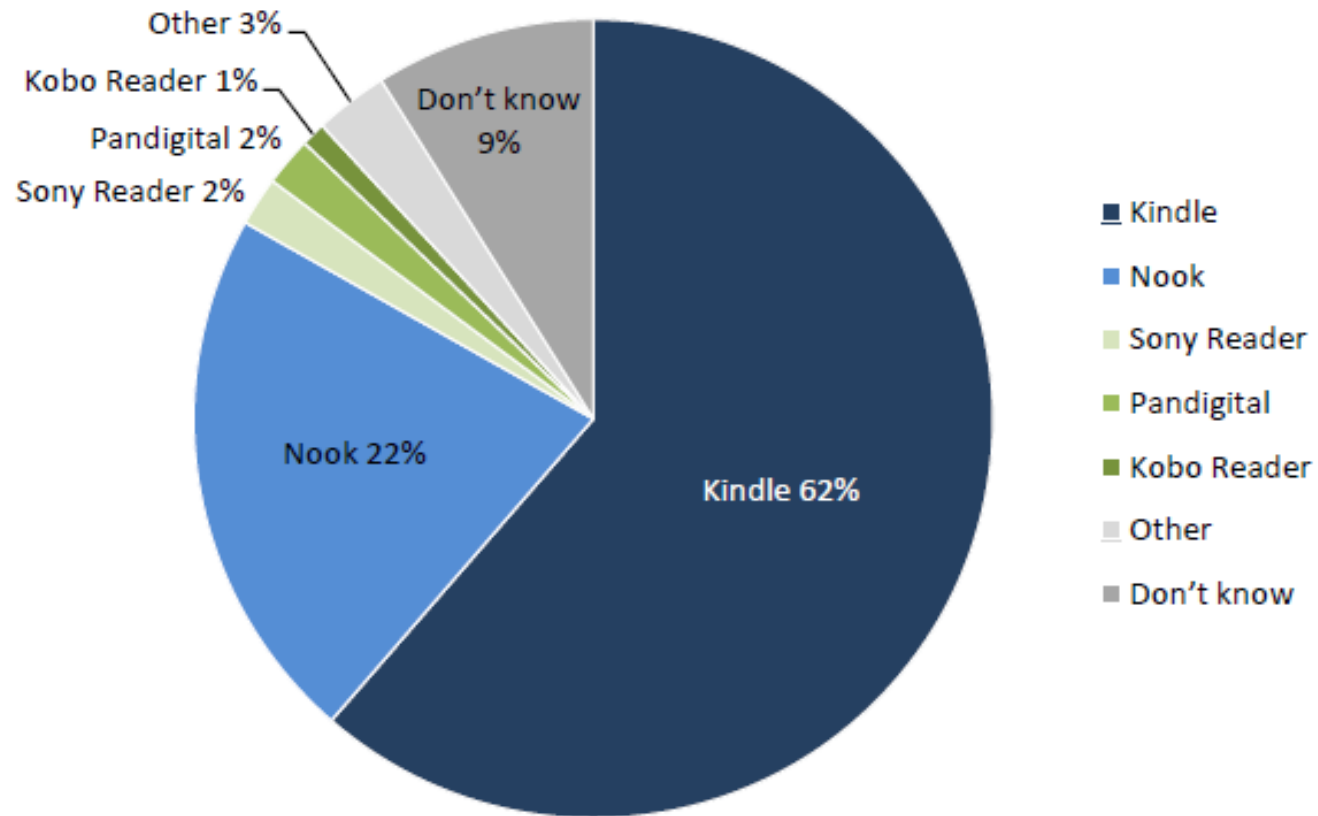
Platforms *Devices*

Pew Research: types of devices owned

1. Tablets
2. E-readers

What kind of e-reading device do you own?

% of American adult e-reader owners age 18+ who own each type of e-book reader



Source: Pew Research Center. Internet & American Life Project. *Winter 2012 Tracking Survey* (January – February 2012)

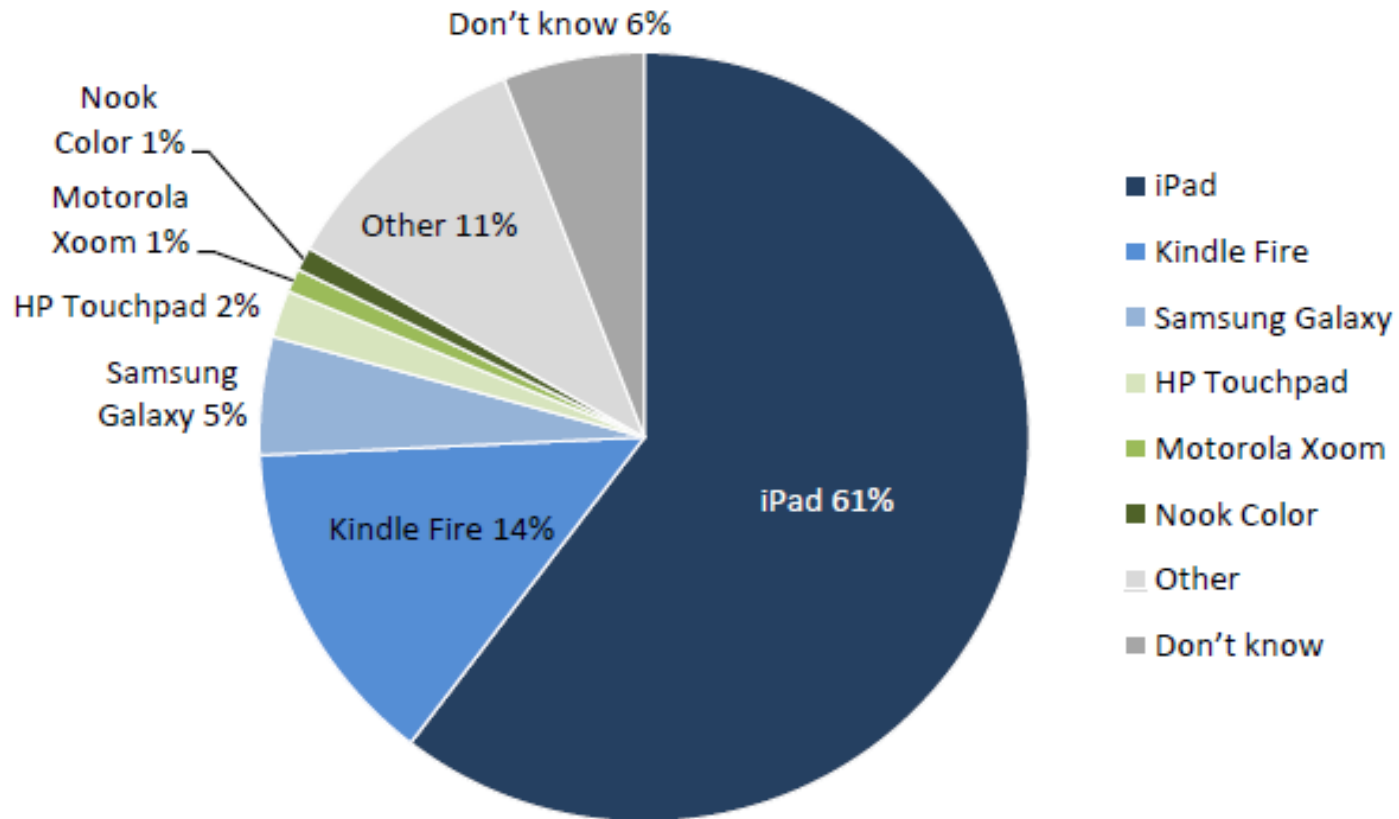
Platforms *Devices*

Pew Research: types of devices owned

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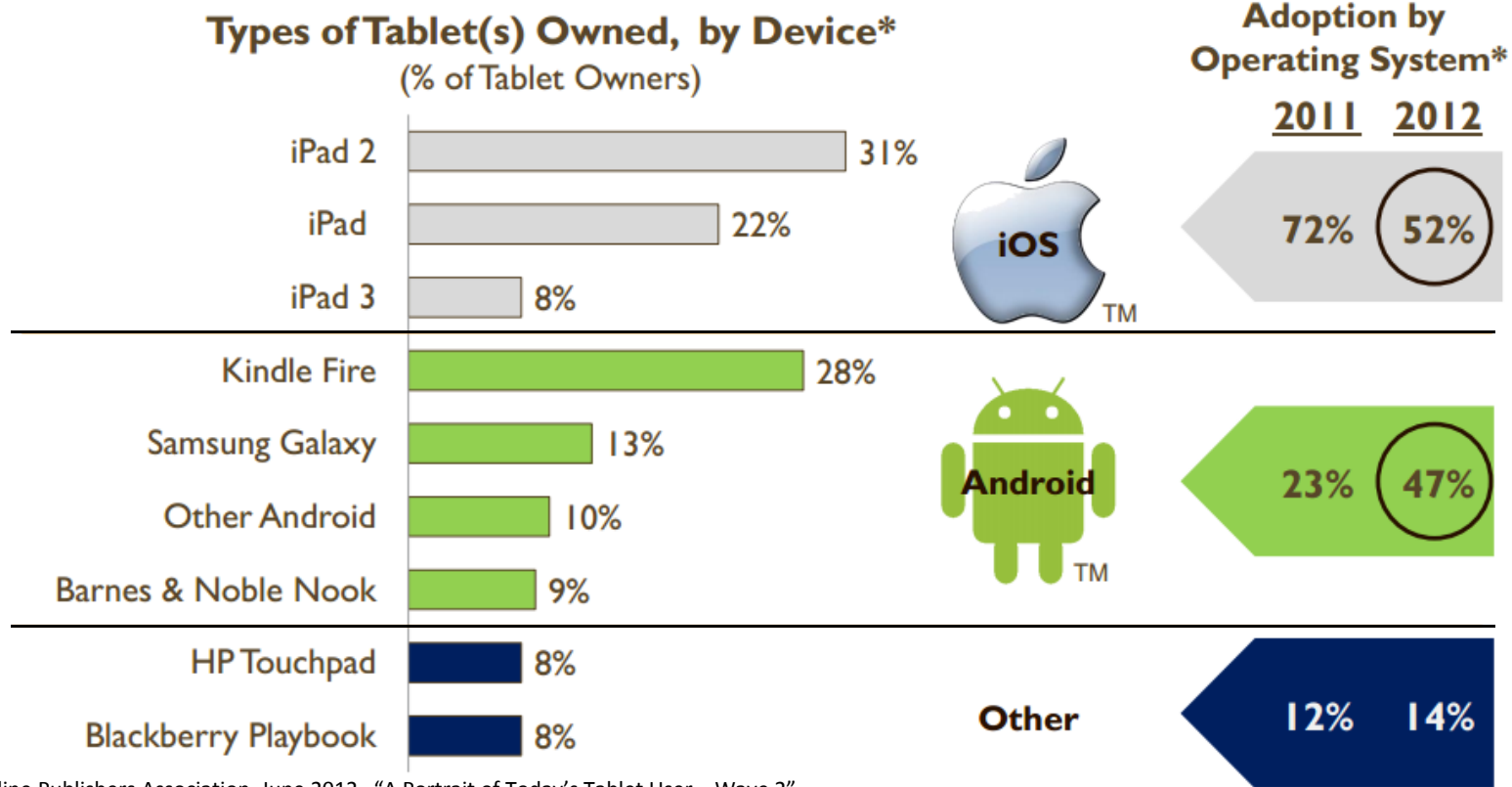
What kind of tablet computer do you own?

% of American adult tablet owners age 18+ who own each type of tablet computer



Platforms *Devices*

Online Publishers Association: Tablet Ownership



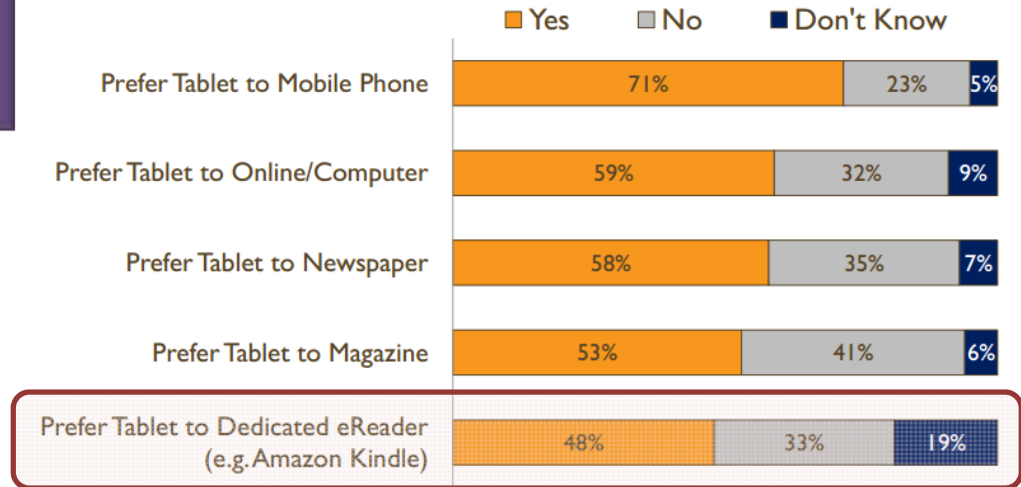
Source: Online Publishers Association, June 2012. "A Portrait of Today's Tablet User – Wave 2"
[http://onlinepubs.ehclients.com/images/pdf/MMF-OPA -- Portrait of Tablet User-Wave 2 -- Jun12 \(Public\).pdf](http://onlinepubs.ehclients.com/images/pdf/MMF-OPA -- Portrait of Tablet User-Wave 2 -- Jun12 (Public).pdf)
 Percentages do not = 100% because some users own more than one device.

Chitika [Research] (June 2012): 91% of all tablet web traffic came from iPads

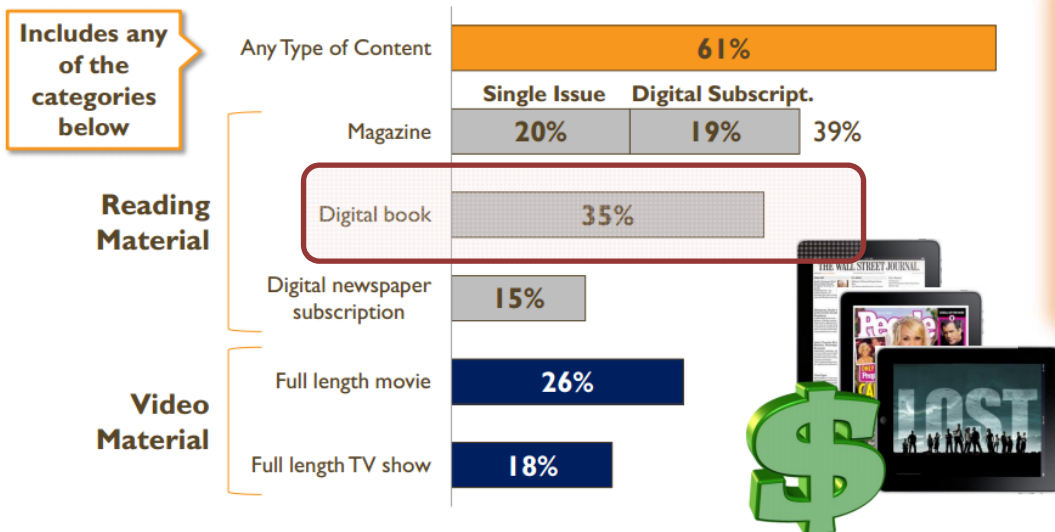
<http://insights.chitika.com/2012/barnes-apple-ipad-takes-small-dip-2/>

Platforms *Devices*

Device Preference for Reading
(% of Tablet Users)



Content Purchased for Tablet
(% of Tablet Users)

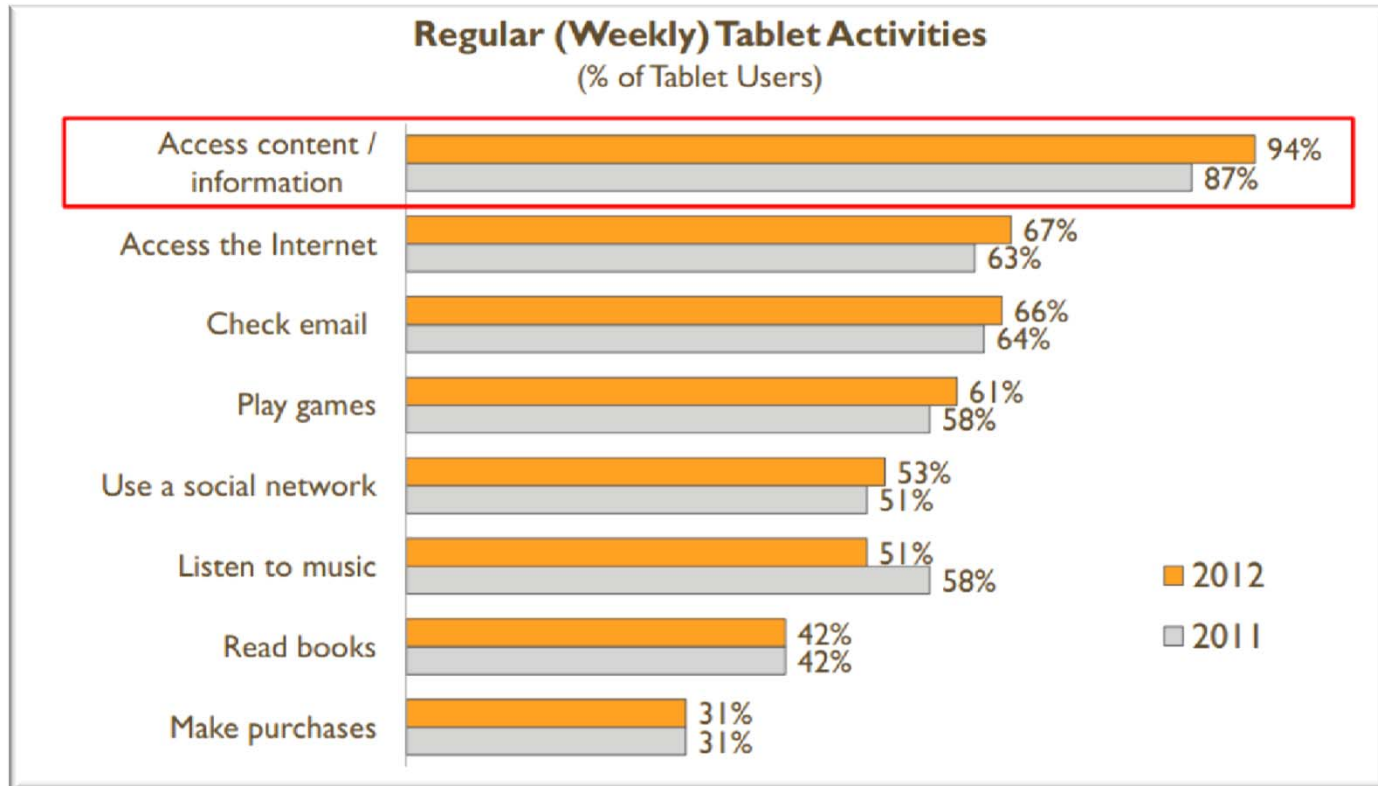


Users generally prefer tablets to dedicated e-reader devices

A significant percentage (35%) of tablet owners purchase digital books

Platforms *Devices*

Tablet penetration is expected to be 46% of the US market by 2013, with new tablet buyers increasingly being female



Platforms

Devices

- Dedicated devices: screen display options
 - E-ink vs. color
 - Device and screen size
 - Resolution
- Dedicated devices & tablets: some features
 - Text enlargement
 - Highlighting
 - Note taking
 - Definition & encyclopedia lookup
 - Audio playback of text

Platforms

Devices

downloading content: options

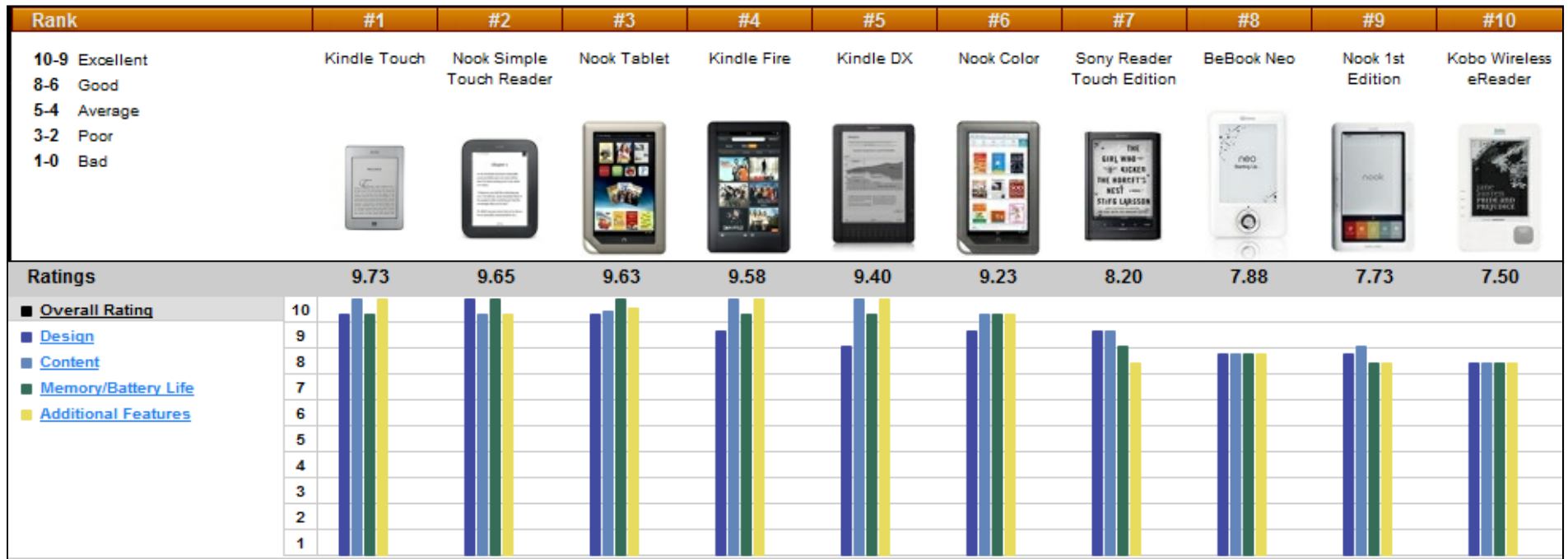
- Sideloaded (USB, etc.)
- Wireless Network (WiFi)
- Cellular/Mobile (3G / 4G)

Platforms

Devices

- Brands: pros & cons
 - Kindle
 - Nook
 - Sony
 - Other e-readers
 - iPad
 - Other tablets

2012 E-reader Comparison Chart: Top Ten Reviews



http://ebook-reader-review.toptenreviews.com/ppc-index.html?cmpid=168371&s_kwcid=TC|17110|sony%20reader|S|e|11536780501

Design

- Touch screen
- Screen size
- Screen Type
- Screen Resolution
- Overall Size
- Weight

Content

- Dedicated content service
- eBooks in bookstore

Document Formats supported

- Kindle (AZW)
- PDF
- TXT
- MOBI
- PRC
- DOC
- HTML
- EPUB
- BB&B Book
- PPT

Memory/Battery Life

- Internal memory
- Battery life (hours)
- Removable memory

Internet: WiFi, 3G

Additional Features

- Text to speech
- Grayscale levels
- Recharge time
- Audio formats supported
- Image formats supported

Platforms

Formats

- Operating systems
 - e.g., Android, iOS often support more than one content format
- Formats matter more than operating systems
 - Able to transfer content across devices

Platforms *Infrastructure*

- Major e-book formats

- Epub

- Books may be with or without digital rights management (DRM)
 - Compatible with Nook, Sony Reader, Kobo, iPad, iPhone
 - May require a (free) Adobe Digital Editions (ADE) license
 - Can be transferred across ADE devices

- PDF

- Proprietary

- Kindle (AZW format); apps available for Apple iOS & Android devices

Platforms: Reader Software

Adobe Digital Editions

iBooks

Calibre

Kindle

Kobo

Barnes & Noble

GoodReader, Stanza,

Platforms

Purchased Content: Access Restrictions

- Some devices or content for the devices may not be available everywhere
- Amazon (Kindle)
 - May be restricted by country
 - Most Kindle Fire services not available outside the U.S..
- Apple
 - iBooks & iBookstore are available in all App Store countries, but content may vary by country
- Barnes & Noble (Nook)
 - Content currently available for purchase in U.S. only
 - E-pub content can be sideloaded on Nook devices

Platforms *Infrastructure*

Calibre Common Conversion Formats

Supported Devices: Amazon Kindle, Barnes & Noble Nook, Kobo, Sony, iPhone/iPad, Android phones/tablets + others + any ebook reader that exports as a USB disk (using Connect to Folder function)

Input Formats	Output Formats	Notes
	AZW3 [Amazon]	May have difficulty opening files using Kindle Fire
EPUB	EPUB	No guarantee file produced will be valid
FB2	FB2	
HTML		
LIT	LIT	
MOBI	MOBI	Calibre supports Mobi6 and KF8, which may have .azw or .azw3 file extensions
PDB	PDB	A generic format supported for eReader, Plucker, PML and zTxt PDB files
PDF	PDF	Calibre states: "PDF is a terrible format to convert from"
PRC		A generic format supported for PRC files with TextRead and MOBIBook headers
RTF	RTF	
TXT	TXT	

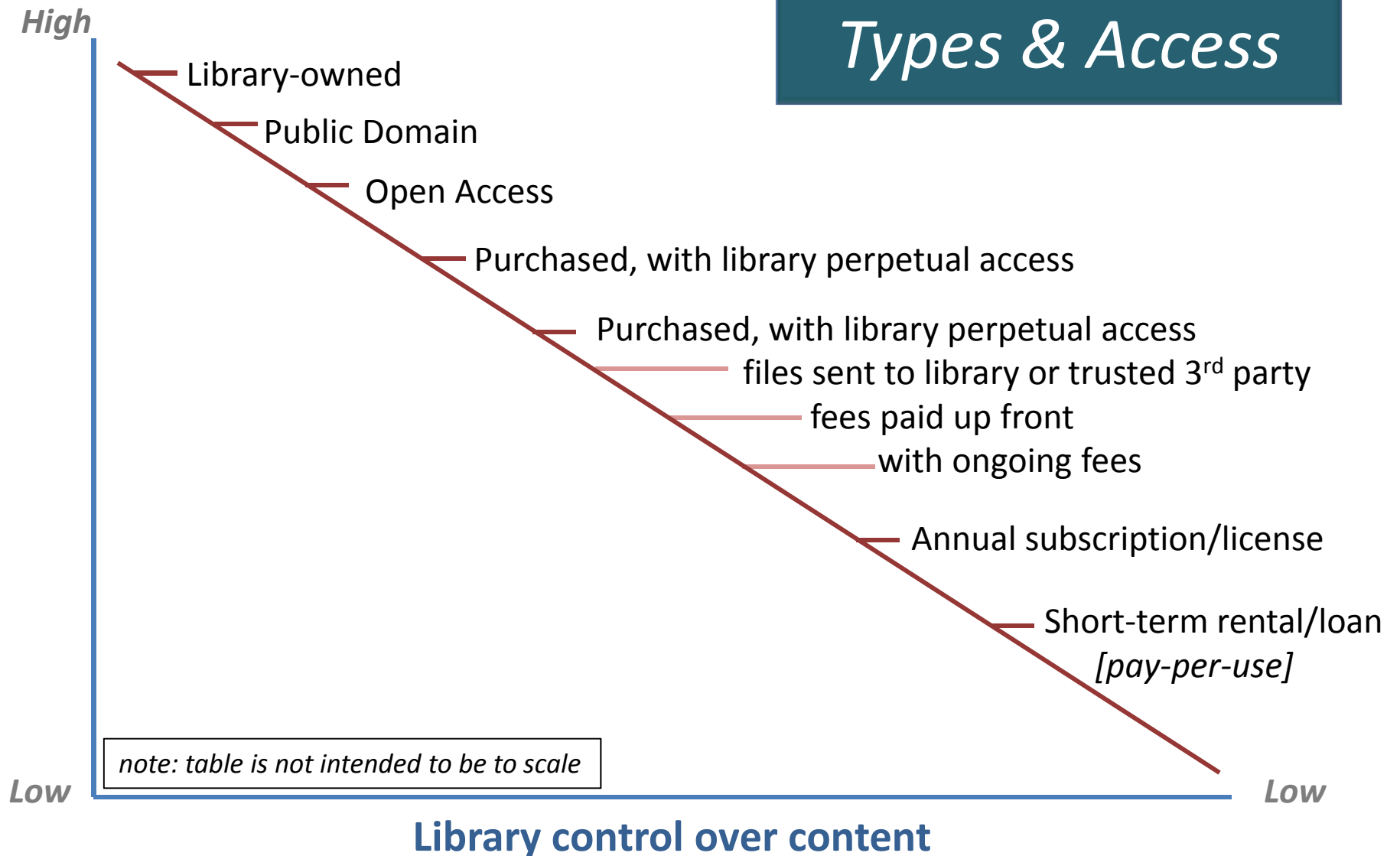
Platforms: Rule of Thumb

The market is now sufficiently mature

Pick a platform and format standard
and get started!!!

Content

Content Types & Access



Content *Lending Models*

- Unlimited access
- Multi-user (limited simultaneous users)
- One user per book

Content
Availability:
“Free” Content

# of Titles	Program
"millions"	Google Books (may be partially restricted)
3,000,000	Internet Archive [full collection]
200,000	[Subset]: Internet Archive “In-Library Lending” program. Titles from 1922 - 2000. One user at a time
38,000	Project Gutenberg
5,518,765	Hathi Trust
1,805,130	World eBook Library “academic books” (fee based)
TBD	Digital Public Library of America [DPLA; launches April 2013]
	Open Access projects (will discuss later today)

Content

Sources (examples)

Aggregators

eBooks on EBSCOhost (*NetLibrary*)
MyiLibrary (Ingram)
EBL – Ebook Library
Proquest ebrary
Overdrive

Publishers

Oxford University Press
Wiley-Blackwell Scientific
Cambridge Books Online
Elsevier SciVerse

Commercial Resellers

Amazon
B&N / Microsoft (?)
Apple
Sony

Vendors/Wholesalers

[including demand-driven]
YBP
Coutts
Baker & Taylor

Below are some generalizations that may not apply in all cases

Content Sources

	Publishers	Aggregators	Vendors	Resellers
Advantages	<ul style="list-style-type: none"> • May be sole source for some titles • May have unique interface features 	<ul style="list-style-type: none"> • May be lower costs per title (bundling) • Single license to negotiate • A single user interface & improved discovery 	<ul style="list-style-type: none"> • Can align print & e-purchases 	<ul style="list-style-type: none"> • Trade/mass market titles are available very quickly and fairly comprehensively
Disadvantages	<ul style="list-style-type: none"> • Must negotiate each publisher separately • May be hard to negotiate price one-publisher-at-a-time • May be a lag time for e-version • May charge libraries more than individual purchasers • May limited the number of uses per purchased copy 	<ul style="list-style-type: none"> • All content from all publishers may not be available (e.g., backlist only or no backlist) • May be an embargo period • Content may disappear if aggregator loses rights 	<ul style="list-style-type: none"> • No interface – purchase title only • May be resellers of aggregator content • Content availability may be limited 	<ul style="list-style-type: none"> • Most titles are trade/mass market, not scholarly • No interface – purchase title only • Content availability may be limited

the future of scholarly & university presses?

Content *Scholarly*

University presses must build "the global university press."

"In a digital culture that granulates knowledge, books synthesize it. ... When we think of markets for our books, we tend to look beyond U.S. borders."

– Peter Dougherty, Director, Princeton University Press & President, American Association of University Presses

The University of Missouri Press is phasing out its operations beginning July 2012

In 2010 Rice University planned to close its digital press because book sales remained very slow

"Digital publication isn't a panacea, because most of the labor in publishing a monograph is still human and the switch to wide-scale electronic publications entails new costs."

– Jennifer Crewe, Editorial Director, Columbia University Press

"Have various intellectual communities become too splintered, specialized and small?
Have the monographs that university presses produce become so costly that
individual scholars can't purchase them?
Have university presses outlived their time?" – Frank Donoghue

University Press E-book Sales Strategies

AAUP Survey 2012

Content *Scholarly*

*% of presses that
use this method*

Individual sales	93%
Selected titles through aggregators	86%
POD for foreign distribution	59%
Subject or press e-book collections	51%
Mobile/book-based apps	34%
Online full-text Open Access	31%
“Digital Shorts”	25%
Print/e-book bundling	14%

Univ. Press Digital Content Access Platforms

AAUP Survey 2012

Amazon Kindle	81%
ebrary	81%
Google eBookstore	74%
NetLibrary	71%
B&N Nook	68%
Muse/UPCC	59%
EBSCOhost	51%
MyiLibrary	50%
Kobo	48%
Questia	48%
EBL	41%
ebooks.com	40%
Sony	33%
Adobe Digital Editions	30%

Content *Scholarly*

Overdrive (library)	28%
ACLS Humanities	26%
Books at JSTOR	21%
Alexander Street Press	18%
Dawson UK	18%
Scribd	15%
Safari Books/O'Reilly	4%
Xplana	4%
HathiTrust	3%

University Presses: Content Formats Supported

Content
Scholarly

PDF	94%
EPUB	87%
PRC/AZW (Kindle)	49%
MOBI	48%
Adobe Digital Editions	29%
XML	18%
iPhone/iPad apps	15%
Android apps	5%

University Presses: Consortium Platforms

Content
Scholarly

Prior Aggregators

- eBooks on EBSCOhost (*NetLibrary*)
- Proquest Ebrary

New Aggregators

- Project Muse: UPCC (summer 2012)
- Books at JSTOR (November 2012 – April 2013)

“The nirvana would be to be able to offer our book and journal content on a single platform.”

– Garrett Kiely, director of the
University of Chicago Press

UP Consortium Offers

Content *Scholarly*

	JSTOR: Books at JSTOR	Cambridge UP: University Publishing Online	Oxford UP : Univ. Press Scholarship Online	Project Muse: UPCC Book Collections
Launch date	Nov. 2012	Oct. 2011	March 2011	Jan. 2012
# Presses	21	7	9	66
# Titles	14,000	19,171	9,700	13,400
Free MARC records	?	Yes	Yes	Yes
Major Univ. Presses	Central European, Columbia, Cornell, Harvard, McGill-Queens, Princeton, California, Chicago, Michigan, Minnesota, North Carolina, Toronto, Yale	Cambridge, Anthem Press, Foundation Books India, Liverpool, Mathematical Assoc. of America, Nottingham, Adelaide	Oxford; American University in Cairo; Edinburgh; Fordham; Hong Kong; California; Kentucky; Florida	Duke; Fordham; Georgetown; Hong Kong; Indiana; Johns Hopkins; Northwestern; NYU; Purdue; Syracuse; SUNY; Michigan; Texas; Virginia
Features	Perpetual access; links from JSTOR book reviews		Perpetual access; clickable citations; mobile platform	Unlimited printing & downloading; perpetual access

Emerging Trends?

Content Scholarly

Libraries may no longer be the largest single purchasers of university press books [1]

- 80% of University of Chicago's e-book sales came from consumers

Exclusive arrangements may become the norm [2]

- Project Muse will require exclusive aggregator rights for frontlist and new titles
- Presses may still sell single titles to individuals & libraries or through patron-driven acquisition options
- University presses may begin to embargo titles from commercial aggregators such as EBSCO

E-books will expand digital scholarship

- Essential material can be integrated that was not in print versions, e.g., images, video, and GIS tags

E-Book preservation and perpetual access will be essential

- All JSTOR books will be preserved in Portico

Crowdfunding of out of print titles may expand

- Unglue.it recently received \$7,500 in crowdfunding to reissue Ruth Finnegan's *Oral Literature in Africa* as a free e-book downloadable anywhere, including places not widely available before, including Africa
- Unglue.it did compensate rights-holders in exchange for a Creative Commons license
- The other four titles they are trying to fund have had less success reaching their funding goal

[1] Jennifer Howard. "Publishers Join Forces to Sell E-Books to Libraries ." *Chronicle of Higher Education* (September 5, 2010)
<http://chronicle.com/article/Publishers-Join-Forces-to-Sell/124261/>

[2] <http://chronicle.com/blogs/wiredcampus/university-press-e-book-consortia-join-forces-to-sell-to-libraries/30292>

[3] http://chronicle.com/blogs/wiredcampus/start-up-hopes-to-create-free-digital-versions-of-published-books/36991?cid=wc&utm_source=wc&utm_medium=en
and <https://unglue.it/lists/popular#>

Other Content Issues to Consider

Content
Scholarly

- Language of content
- Usage statistics
 - Counter compliance
 - Library and consortium analysis of e-book usage

Public Libraries

(Pew Research)

Content

Trade/Mass Market Publications

58%	of all Americans (age 16+) hold a library card
58%	library card holders didn't know if their library lends e-books
55%	of e-book readers with library cards prefer to buy rather than borrow them
48%	are more likely to have bought an e-book than borrow it from a library
12%	of readers of e-books borrowed a library e-book in past year
71%	of e-book borrowers get their e-book recommendations from e-bookstores vs. 42% from librarians

Content

Trade/Mass Market Publications

Association of American Publishers:
ebook sales are now greater than
hardcover books for the first time [1]

However, combined hardcover and
paperback sales still account for 76% of
revenue, and ebooks are 24%

Ikea is noticing that customers no
longer buy bookshelves for books. [2]

[1] <http://techcrunch.com/2012/06/15/ebook-revenues-beat-hardcovers-for-the-first-time/> (15 June 2012)

[2] <http://techcrunch.com/2011/09/09/death-of-books/> (9 Sept. 2011)

Content

EIFL E-Book Offers

Current Offers

- ebrary: Academic Complete *
- Future Science Group Complete eBooks Collection
- Institution of Civil Engineers (ICE) eBook Collection
- Institution of Engineering and Technology 2012 eBooks Collection
- Oxford Handbooks Online
- Oxford Scholarship Online
- Oxford Textbook of Medicine Online
- Royal Society of Chemistry (RSC) eBooks
- SPIE Digital Library: eBooks
- Synthesis Digital Library of Engineering and Computer Science

Potential Offers *(to be negotiated)*

Aggregators

- Project Muse
- JSTOR
- EBSCO
- Cambridge

Stand-alone Publishers

- Wiley Interscience (~12,000+ titles)
- Emerald (~2,000 titles)
- Sage (~2,100 academic book titles)

* Agreement ends December 2012 and will not be renewed because of ebrary purchase by Proquest

Business Models

Consortial Licensing: True or False?

- ? “Libraries can increase their buying power and access larger collections by negotiating as a group. ... Twenty libraries with \$5,000 each will acquire far more content than a single library with a \$5,000 budget.”
- ? “Libraries in the consortium have equal and consistent access to content. ... A college with fewer than 2,000 students can access the same content as a university with 25,000 students.”
- ? “The unique needs of individual libraries may not be met through group purchases.”
- ? “Vendors will determine how many consortium members have already purchased their titles, and from this they determine a multiplier of the number of times the list price will be paid to provide unlimited simultaneous access to consortium members. ... For a consortium with 6 members a title with a \$100 list price will cost \$600.”

Business Models

- **Outright purchase**
 - Unlimited access vs. one-user-at-a-time vs. pay-per-use
 - Library-driven
 - Demand-driven acquisitions
 - Title-by-title versus publisher / aggregator collections
 - Consortium collections
- **Subscriptions / licenses**
 - Unlimited access vs. one-user-at-a-time
 - Set pricing
 - Variable pricing based upon use
 - Consortium collections
 - “Freading”
 - “renting” titles for a limited loan period – largely for trade/mass market publications
- **Short-term loans (pay per use)**

Consider:
What is the likelihood
that a vendor or
publisher might change
its business model in
the future?

Business Models

- ❑ Amount of content [number of titles] available
- ❑ Format of content (XML, PDF, ePub, etc.)
- ❑ Vendor / aggregator / publisher business models
- ❑ Vendor / aggregator / publisher pricing models
- ❑ Owned versus licensed content
- ❑ Fees (initial or annual) to retain content access
- ❑ DRM restrictions
- ❑ MARC records: available? At what cost?
- ❑ Quality and features of the vendor interface
- ❑ Technology requirements for use
- ❑ What are the format options for the content?
- ❑ Download and cutting-and-pasting of content
- ❑ Printing options
- ❑ Customer support and training
- ❑ Availability of usage data

Business Models

Checklist for Comparing Offers

Comparing E-journal vs. E-book licenses

- **E-journal licenses**
 - Usually year-by-year
 - Most have a perpetual access clause
 - Individual institutions must enforce the license terms
 - Perpetual access may be granted for a small fee to gain on-line access, through local mounting, or other service (e.g., Portico)
- **E-book licenses**
 - Often sold on a perpetual basis
 - Publisher usually asks for a “one-off” and perhaps a high content fee to access and use the content
 - Check to be sure publisher will provide a perpetual license; some publishers do so only if the library or consortium annually pays a hosting or access fee

Business Models
Licensing

Source: Emanuella Giavarra

- MARC cataloging records
 - Will the publisher/aggregator/vendor provide them for free?
 - If not, will you purchase and/or catalog e-books locally?
- Will you support or will you actually provide reading devices?
 - If you lend devices, what are the device lending policies?
- What are the content lending policies?
 - Length of loan?
 - Interlibrary sharing of content?
 - Electronic reserves?
 - Course packs?

Policies

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For the rest of this program ...

- Informal breakout
 - Form in groups of 4-5 people
 - Discussion questions are on the next slide

- Panel discussion
 - Our discussion will center on the four areas from the presentation
 - platforms (devices, format, infrastructure)
 - content (coverage, usage, etc., primarily of scholarly ebooks)
 - purchasing and licensing issues
 - library policies and practices

Regarding e-Books:

- What is going on today in your country now?
- What would you like to see happen in your country?
- What are the barriers to e-book adoption?
- What questions do you have about e-books?

Policies:
Questions for You to Discuss