E-Book Roadmap

Implementation Strategies and Perspectives from E-Book Veterans, and the role of Agents in the E-Book Process

Academic Library Perspective

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A great university: a great library
E-Book Acquisition Methods

- Database content
- Open access content
- Local acquisition/identification projects
- Purchased/leased collections
  - Consortia
  - Individual
E-Book Purchase Models

- One-time purchase (perpetual access)
- Lease/subscription access
  - Packaged content model
- Free (Open access)
Business Models

- Direct with vendors
  - netLibrary
  - ebrary
  - Safari
  - Wiley

- Through library supplier (similar to model for purchasing print)
Process/Implementation

Request for sets or collections of e-books
- Selectors contact Electronic Resources staff
- License reviewed/negotiated/signed
- Order placed with vendor
- Publisher/Vendor activates and provides URL
Process/Implementation

- Request for sets or collections of e-books (continued)
  - Electronic Resources & Systems staff set up access
  - Order maintained through ERM (Electronic Resources Module)
Process/Implementation

➢ Single title orders through supplier
  • Selectors use GOBI3 to select titles
  • Monographs unit places order
  • Provider or Publisher provides access/URL
  • Vendor notifies Monographs
  • Monographs provides information to Cataloging for processing
Process/Implementation

➢ Free e-books
  • Selectors/librarians complete an online request
  • Request is sent to Technical Services for review
  • Catalogers add MARC record to catalog
Policy & Processing Issues

- Licensing
  - Concurrent users v. single use
  - Restrictions on use
  - ILL rights

- Technology requirements
- Lack of physical item to receive
Policy & Processing Issues

➢ Access
   • Notification that titles are available
   • Provision of URLs
   • Authentication method functional

➢ Multiple vendor platforms

➢ Discovery of title via catalog/A-Z list

➢ Usability
Policy & Processing Issues

- Free resources
  - Will students/faculty use them?
  - Should they be cataloged?
  - Are there other access channels?
Feedback - Selectors’ Issues

- Collection development becomes complicated
  - E-book availability not announced simultaneously with print.
  - Policy? Order the print? Wait to see if there will be an electronic version?
  - Large set purchases/subscriptions – identification of titles in package; ability to add/delete titles
  - Selection sources for e-books
Feedback - Selectors’ Issues

- Access via the catalog
  - Delay in acquiring bibliographic records
  - Delay in loading records
  - Without catalog access, other options?
Feedback Users

- Students and Faculty are happy with e-books
Feedback - Users

- Some titles are not readable (poor quality)
- URL failure - local or remote problem?
- Some titles are not searchable
Feedback - Users

- Large PDF files may be a problem to load/view on personal PC
- Same e-book in catalog by different vendors, confusing to select
Thank You!

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E-Books Roadmap: Implementation strategies and perspectives from eBook veterans, and the role of agents in the e-books process

Jose Luis Andrade, President, Swets North America
Electronic Resources & Libraries 2008 Conference
We will cover

- Advantages of eBooks
- eBooks market overview—clear benefits for main stakeholders...
- But it’s complex
- How agent can help
- Summary
Advantages of eBooks over print books

**Libraries**
- More value for book budget
  - Virtually unlimited access and use
  - Higher usage and visibility of content
  - Lower costs
- Usage statistics
- No risk of damage and theft
- Less shelf space required

**Researchers**
Advantages of eBooks over print books

- Easier, more effective access:
  - Instant—no need to wait
  - Convenient—no need to search
  - Flexible—anytime, anywhere

- Advanced functionalities:
  - Keyword searching
  - Saved searches
  - Bookmarks, etc.
eBooks Market Perspective

Main stakeholders:

- Publishers
- Librarians
- End-Users

eBooks bring clear benefits for each player
eBooks Market Perspective

- Publishers were initially reluctant to take the leap, but new generation of users expect e-format
- Springer was one of the first big Scientific Technical & Medical (STM) publishers to jump into eBooks, and many followed
- Taylor & Francis reports that 85% of current publications are available simultaneously in both print and electronic format
eBooks Market Perspective

- eBooks are connecting books and journals departments within libraries
- 37% of libraries think that in five to ten years their book collections will be half print, half electronic*
- Publishers beginning to offer more flexible licensing options and business models

* Source: *JISC Report*, October 2006
eBooks Market Perspective

- End-users accustomed to electronic content
- New research behavior requires eBooks
- After using eBooks, users are enthusiastic—especially younger users
- Ideal for searching, less so for reading cover to cover
- But...awareness is low
eBooks proposition is attractive, but complicated

- Experimenting—not sure where they want to go
- Huge investment in digitizing books and building platforms
- Need to recover investment – e.g. large packages
- Some publishers offering pick & choose
- Subscription or one-off purchase models?
- Libraries/End-users may already have own platforms
eBooks proposition is attractive, but complicated

- Many publishers & many eBook platforms—how do patrons use all these platforms?
- Direct with publisher or via eBook aggregators?
- STM vs. Social Sciences & Humanities eBooks—approached very differently
How agent can help...

Reduce complexity:

- One supplier for eBooks—single point of contact and one invoice
- Enable customers to order, access and manage eBooks and journals from a single platform.
Users want to easily find and access eBooks via a single user interface, such as...
Making it Happen

- MyiLibrary is part of Ingram Digital Group
- Includes more than 350 publishers
- Nearly 100,000 titles, many unique to the MyiLibrary platform
- 600 customers worldwide; millions of end-users
- Two of the three largest Academic Research Libraries use MyiLibrary as primary e-book provider (University of Toronto and Stanford)
- User friendly platform
SwetsWise will be tailored to support eBook customers through the whole customer cycle

- Via SwetsWise customers can already purchase 32 cross-publisher eBook Collections on subscription basis
- Customers will be able to purchase individual eBooks
- ...either via a subscription basis or as a one-off perpetual access model
SwetsWise will be tailored to support eBook customers through the whole customer cycle

- Customers can already access eBooks through the MyiLibrary platform

- This year eBooks will be integrated into SwetsWise TitleBank—our customizable A-Z listing of a library’s entire print and electronic holdings

- ...and customers can separately search journals and eBooks in SwetsWise Online Content—our e-journal gateway
SwetsWise will be tailored to support e-Book customers through the whole customer cycle

- One invoice for journals & eBooks
- COUNTER compliant usage statistics reporting available
- Financial management and reporting
Summary

- eBooks offer clear benefits, but process is complex—many different models, purchasing options, platforms, etc.
- Agent can help reduce complexity for libraries and publishers
- One supplier for eBooks—single point of contact and one invoice
- Single platform to order, access, and manage content from many publishers—supporting eBook customers through the entire customer cycle
- Single platform helps maximize visibility and usage of eBooks—benefiting both publishers and libraries
Thank you!

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