

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 a 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

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SWETS

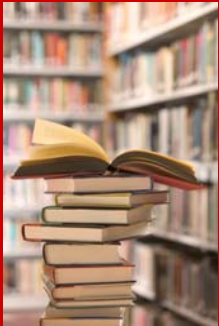
Swets Simplifies

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

Libraries



- 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.

Researchers



eBooks Market Perspective

Main stakeholders:

Publishers

Librarians

End-Users

eBooks bring clear benefits for each player

eBooks Market Perspective

Publishers

Librarians

End-Users

- 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

Publishers

Librarians

End-Users

- 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

Publishers

Librarians

End-Users

- 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

Publishers

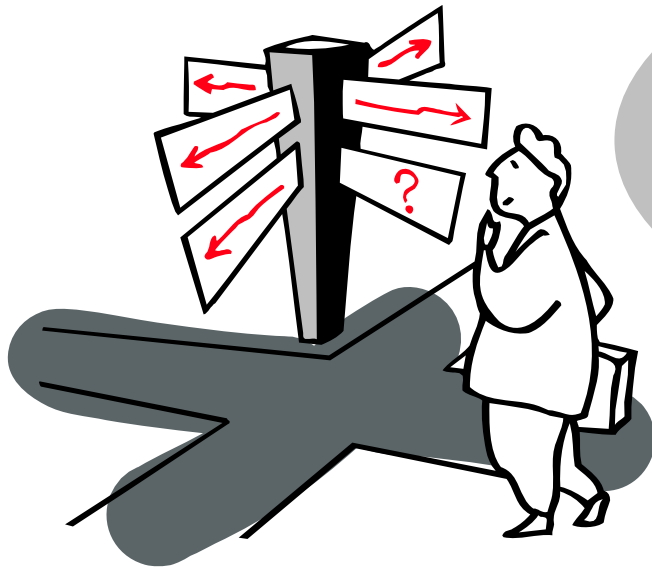
- Experimenting—not sure where they want to go
- Huge investment in digitizing books and building platforms
- Need to recover investment – e.g. large packages
- Some publishers offering pick & choose
- Subscription or one-off purchase models?
- Libraries/End-users may already have own platforms

eBooks proposition is attractive, but complicated

Librarians

- 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...



Pick-and-Choose ↔ eBook Collections
Subscription Basis ↔ Perpetual Access
Publishers Direct ↔ eBook Aggregators

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...

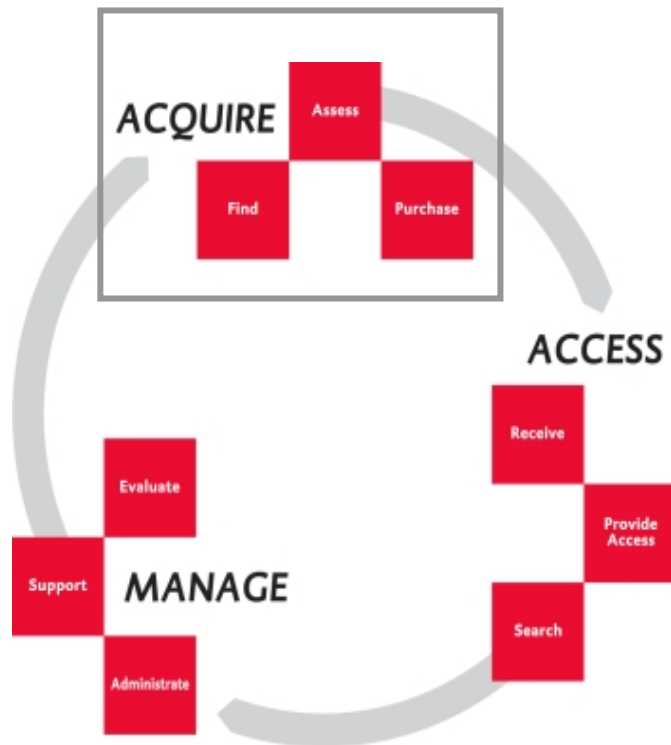


Making it Happen



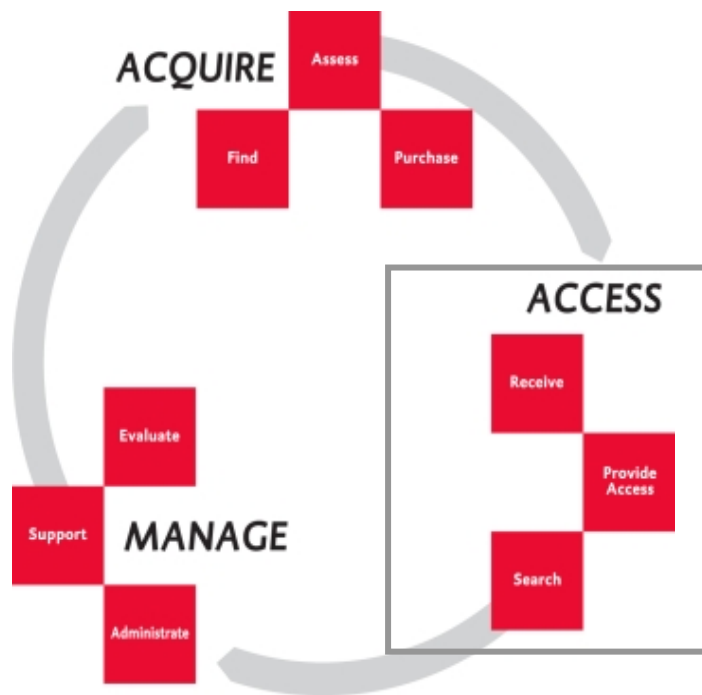
- MyiLibrary is part of Ingram Digital Group
- Includes more than 350 publishers
- Nearly 100,000 titles, many unique to the MyiLibrary platform
- 600 customers worldwide; millions of end-users
- Two of the three largest Academic Research Libraries use MyiLibrary as primary e-book provider (University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

SwetsWise will be tailored to support eBook customers through the whole customer cycle



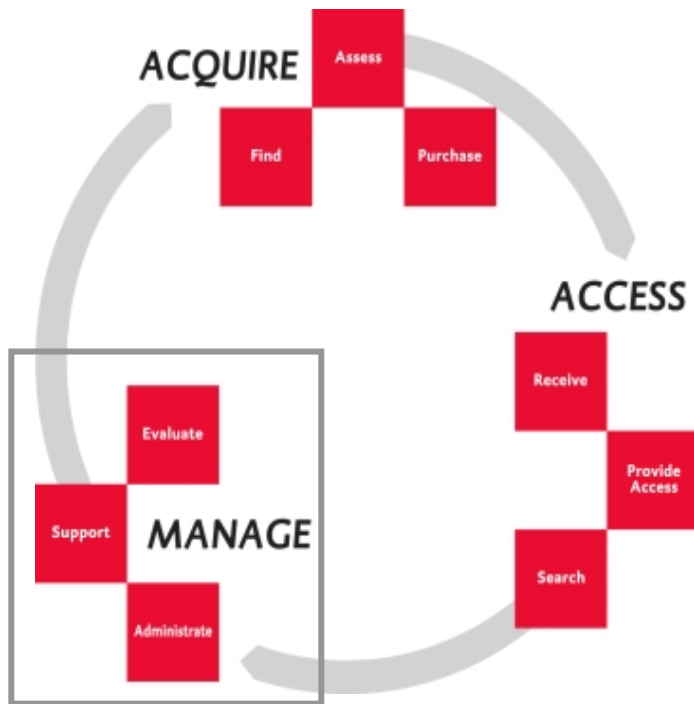
- Via SwetsWise customers can already purchase 32 cross-publisher eBook Collections on subscription basis
- Customers will be able to purchase individual eBooks
- ...either via a subscription basis or as a one-off perpetual access model

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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