



## Trends in e-books

Robert Jacobs

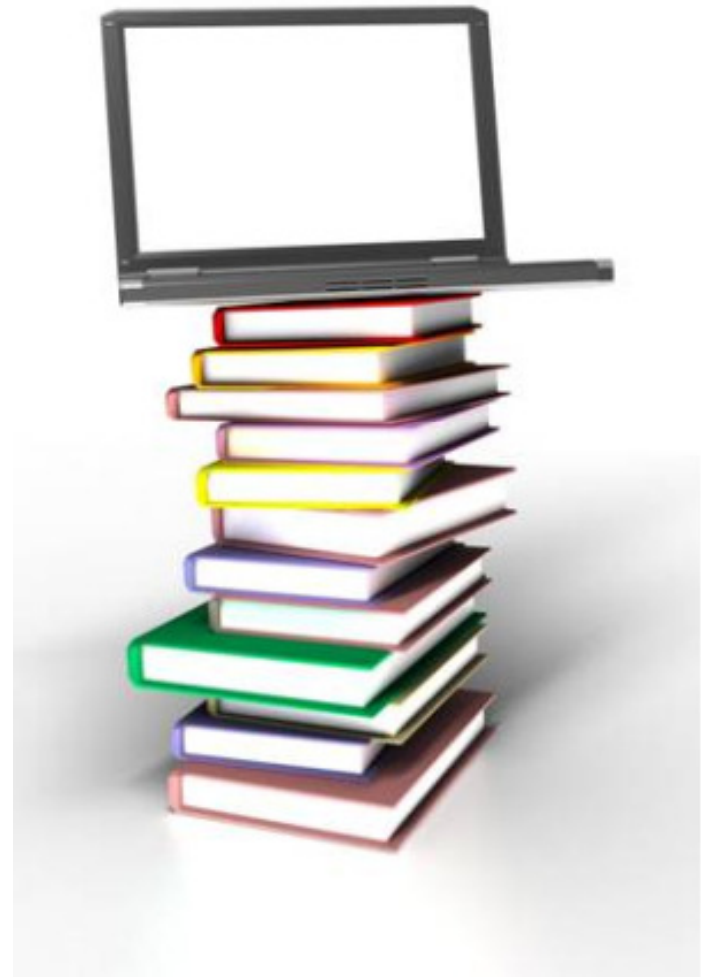
9<sup>th</sup> June 2011

**SWETS**

*Swets Simplifies*

# Topics for today

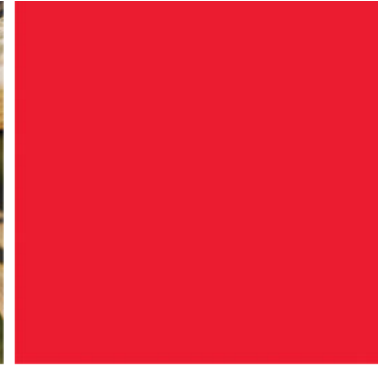
- Company introduction
- Current status
- Barriers to adoption
- Future outlook



# Company introduction

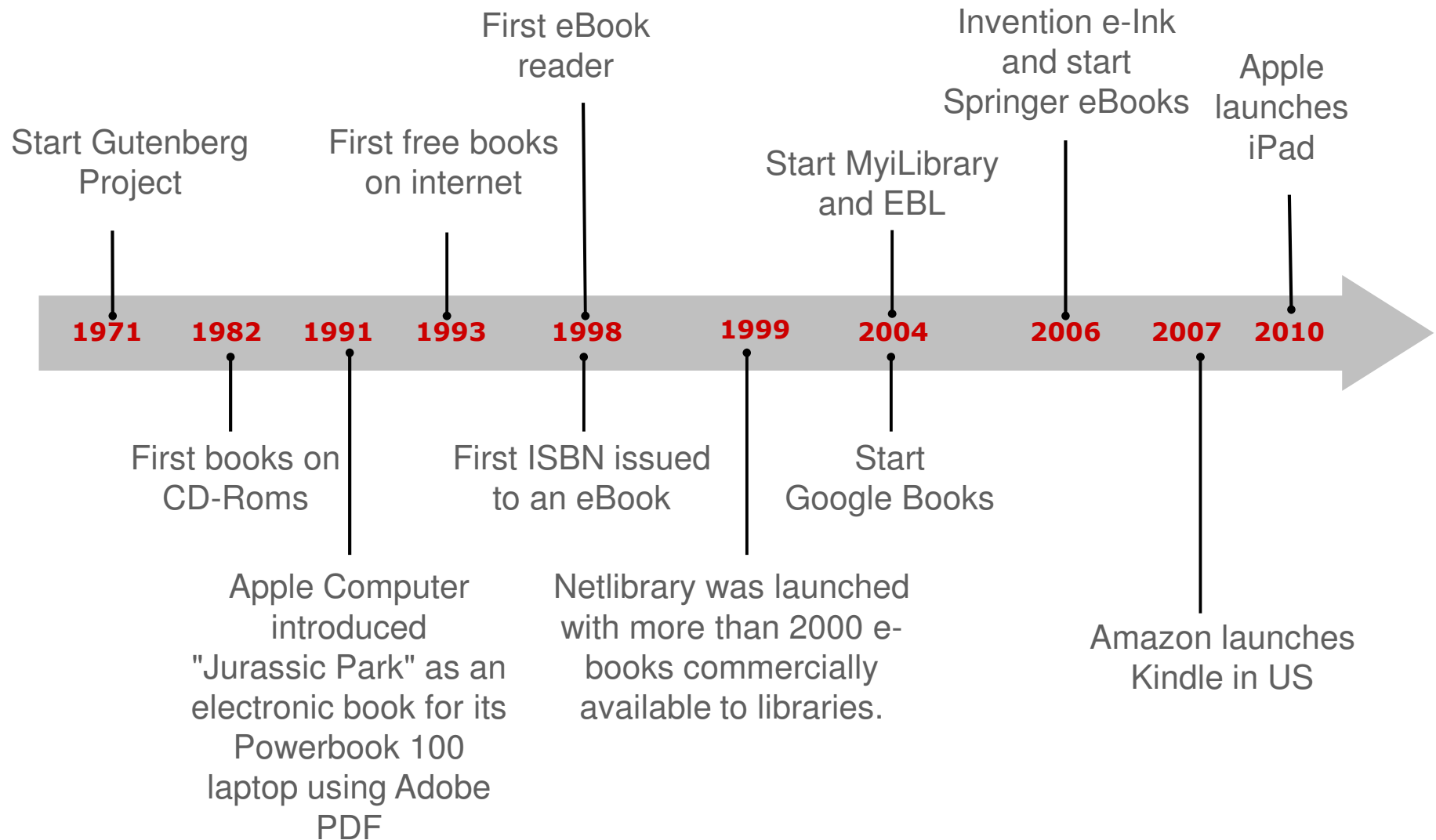
- Subscriptions service company, founded in 1901
- Offices in more than 25 countries around the world, and business in more than 160 countries
- Employs approx. 650 people
- Intermediary between more than 60,000 customers and 65,000 publishers
- Active in e-book business since 2006



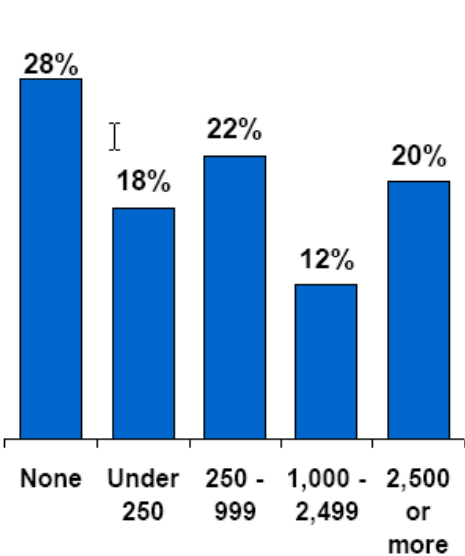


## Current Status

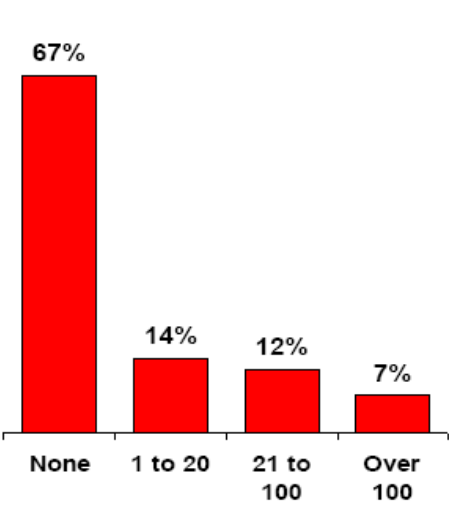
# The short history of eBooks



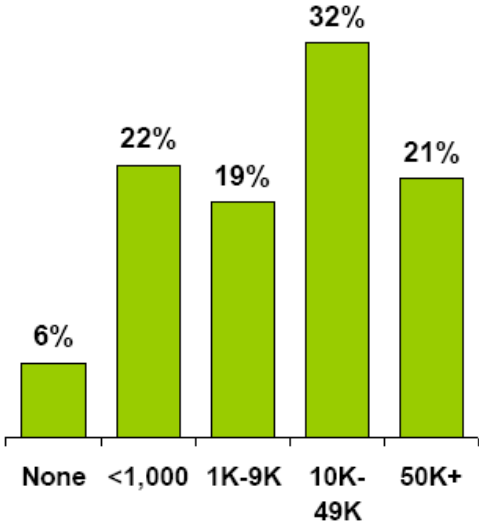
# Academic libraries are ahead of the curve with eBook adoption ...



**Public Library**



**School Library**

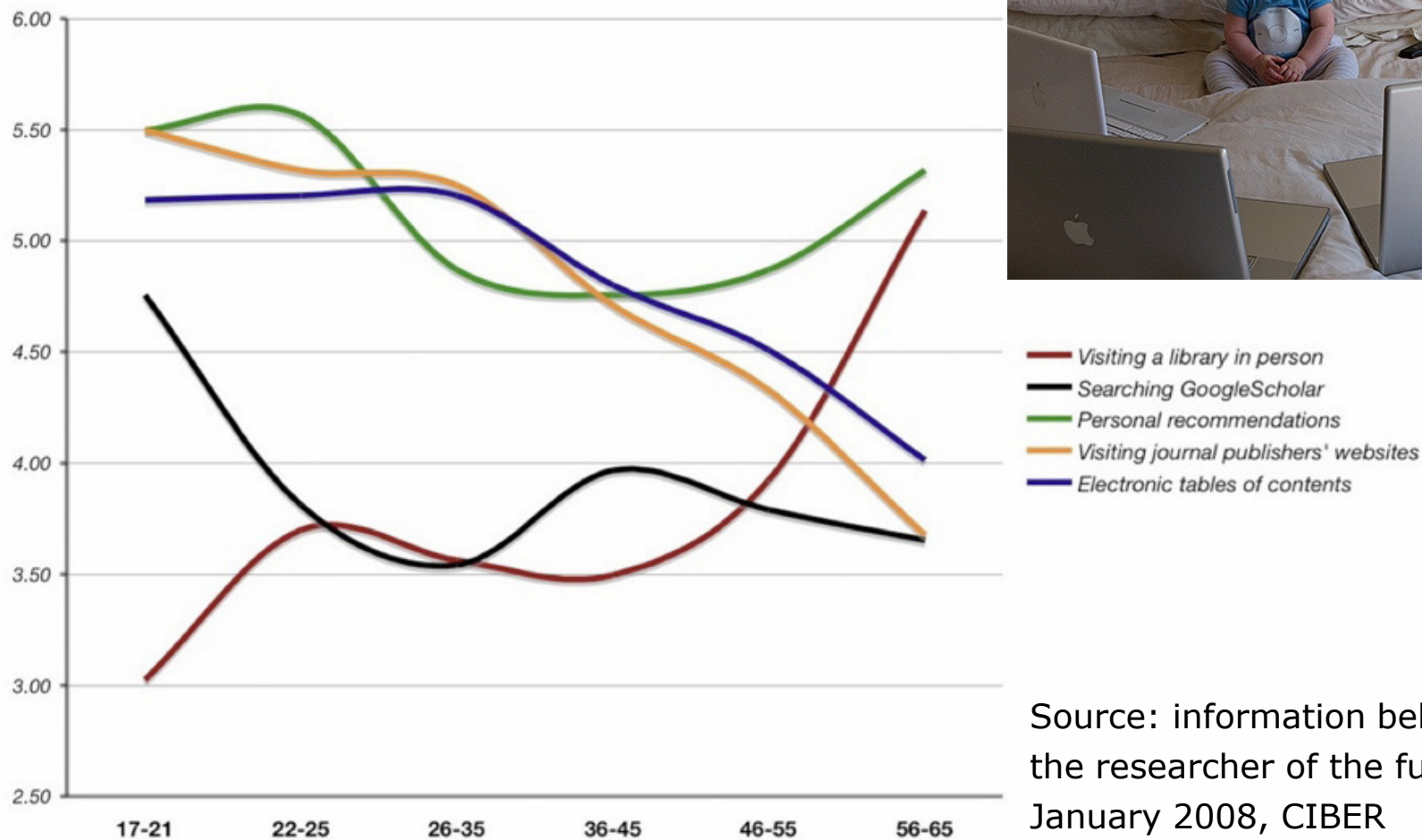


**Academic Library**

Source: Public, School and Academic Library ebook Survey: eBook Summit - Libraries at The Tipping Point (September 2010)



# eBooks are a perfect match to the needs of the Google generation



Source: information behaviour of the researcher of the future, 11 January 2008, CIBER

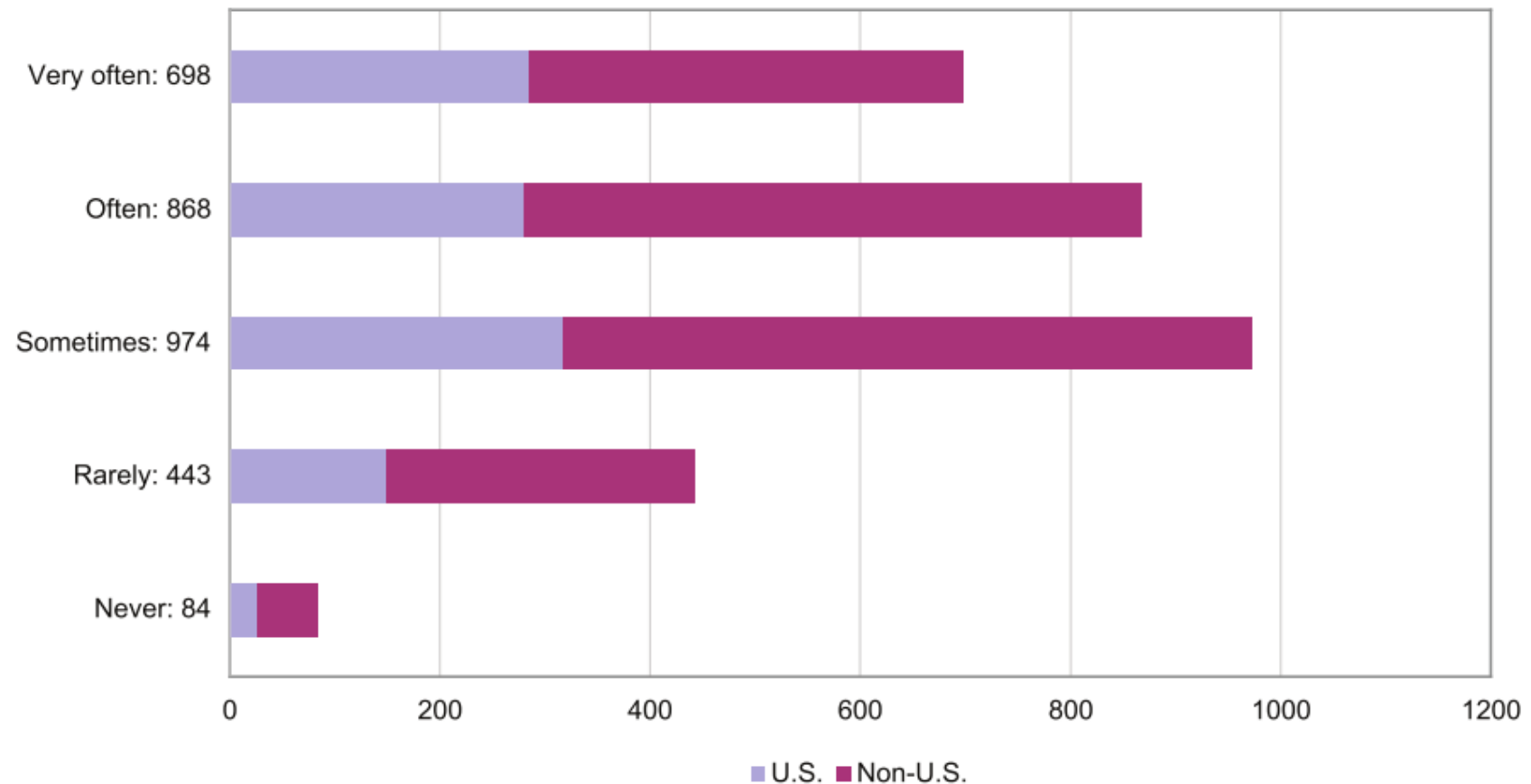
## eBook usage much higher than print book usage

“For NetLibrary, the top 10 science e-books were used over **six times** more than the print books, and the top 10 chemistry e-books were used over three times more than their print counterparts. For ebrary, the top 17 science e-books were used at least **17 times** more than the same print books. In Safari, the top 10 computer science e-books were used **207 times** more than their print counterparts.

Source: Comparative Usage of Science E-book and Print Collections at Texas A&M University Libraries, RUSTY KIMBALL, GARY IVES, and KATHY JACKSON, Collection Management, 35:15–28, 2010

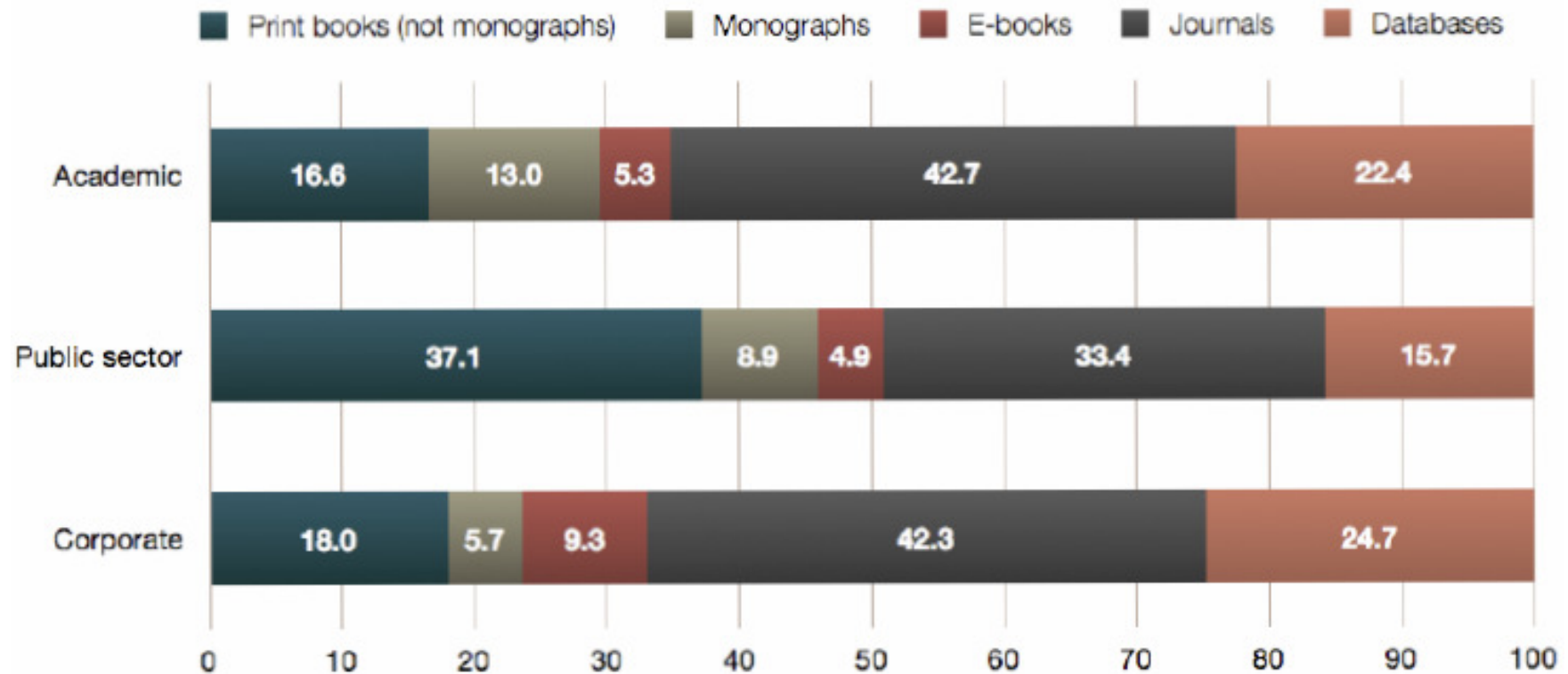


# Slight preference eBooks over print books amongst students



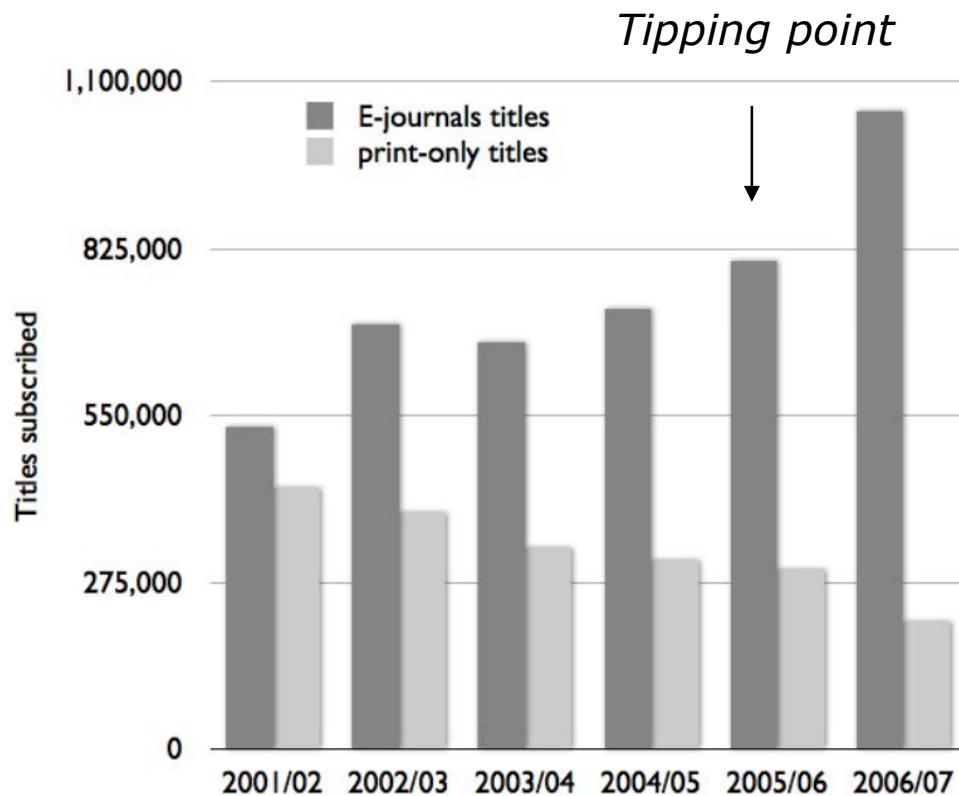
Source: Global Student Survey 2008 ebrary

... but the academic libraries' move from print to eBooks is still cautious



Source: CIBER Survey (December 2009): The Economic Downturn and Libraries

# So why are e-books lagging behind on e-journals?



## The success of e-journals

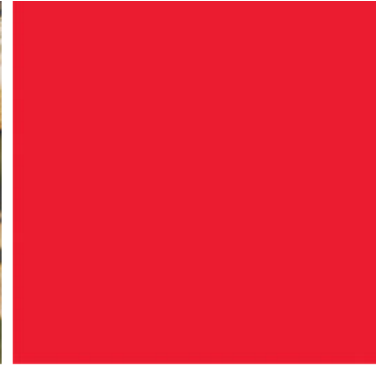
- The vast majority of STM journals are available online, with 96% of STM and 87% of arts, humanities and social sciences journals accessible electronically in 2008.

# eBooks provide many great benefits, but even more challenges

Benefits	Challenges
<p>Anytime, anywhere access</p> <p>Multiple simultaneous users</p> <p>Support for distance education</p> <p>Patron-driven acquisitions</p> <p>Instantaneous access upon purchase</p> <p>Better searching of text</p> <p>Space savings</p> <p>Eliminates theft</p> <p>Reduces weeding for physical space</p>	<p>Platform diversity</p> <p>Lack of cross-platform searching</p> <p>Cost: electronic more expensive</p> <p>Cost for long-term access</p> <p>Lack of standardized licensing</p> <p>Getting internal consensus on e-books</p> <p>Bibliographic control (good catalog records)</p> <p>Getting records into catalog in a timely fashion</p> <p>Ability to use in Course Management or E-Reserves</p> <p>Ability to ILL</p> <p>User education</p> <p>Advertising titles</p> <p>Lending outside campus</p> <p>Duplication</p> <p>Adapting workflow ("Keeping track of it all!")</p> <p>Need for a high-quality non-proprietary reader</p> <p>Electronic format availability lags behind print</p> <p>Model licensing &amp; standardized content management</p>



Source: SPEC Kit 313 - E-book Collections, ARL, October 2009



## Barriers to adoption

# What are the main barriers to quicker eBook adoption?

- Title availability
- Price, purchase, and access models
- Costs / budgets
- Standards / compatibility
- Digital Rights Management (DRM)
- Preservation
- Awareness end-users
- Online reading experience
- Library readiness and workflow issues



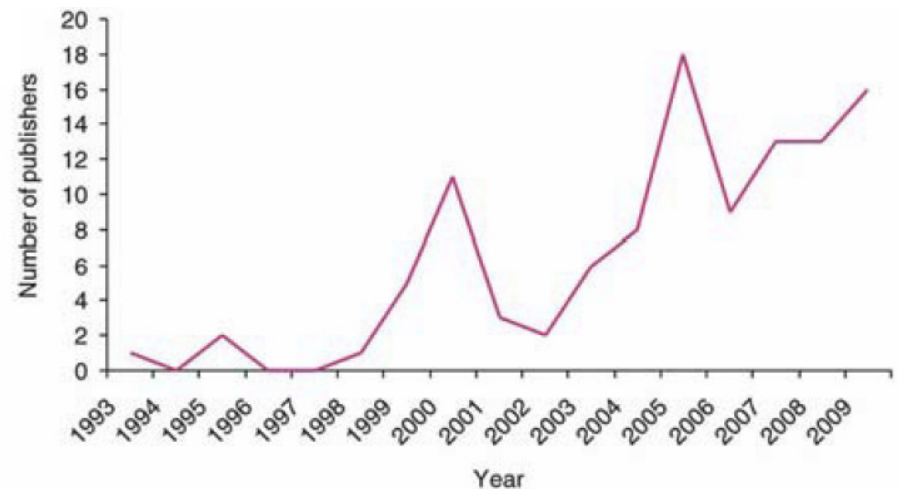


# Scholarly eBook availability is growing fast

## Biggest challenges for STM publishers in bringing eBooks to the market

eReader Format/Compatibility Options	45%
Distribution Channel Issues	41%
Digital Rights Management (DRM)	26%
Overall Cost of eBook Production	17%
Quality of the Converted Content	30%
Cost of Backlist Conversion	23%
Unsure	14%
Other	3%

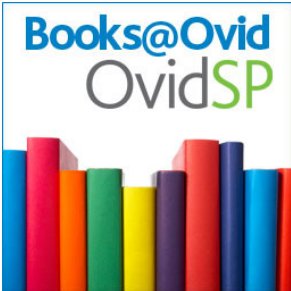
## # new eBook publishers per year



**69.7% of monographs are available online, compared to 49.8% of textbooks**

Source: The Association of Learned and Professional Society Publishers, Scholarly Book Publishing Practice - an ALPSP survey of academic book publishers' policies and practices, First Survey, 2009

# Most e-book titles available on a growing number of aggregator platforms



# Many eBook suppliers are experimenting with new pricing models

## Most popular models

- ❑ collections/bundles direct from publishers
- ❑ title-by-title purchases from an aggregator (perpetual access, single and multi-user)
- ❑ subscription databases

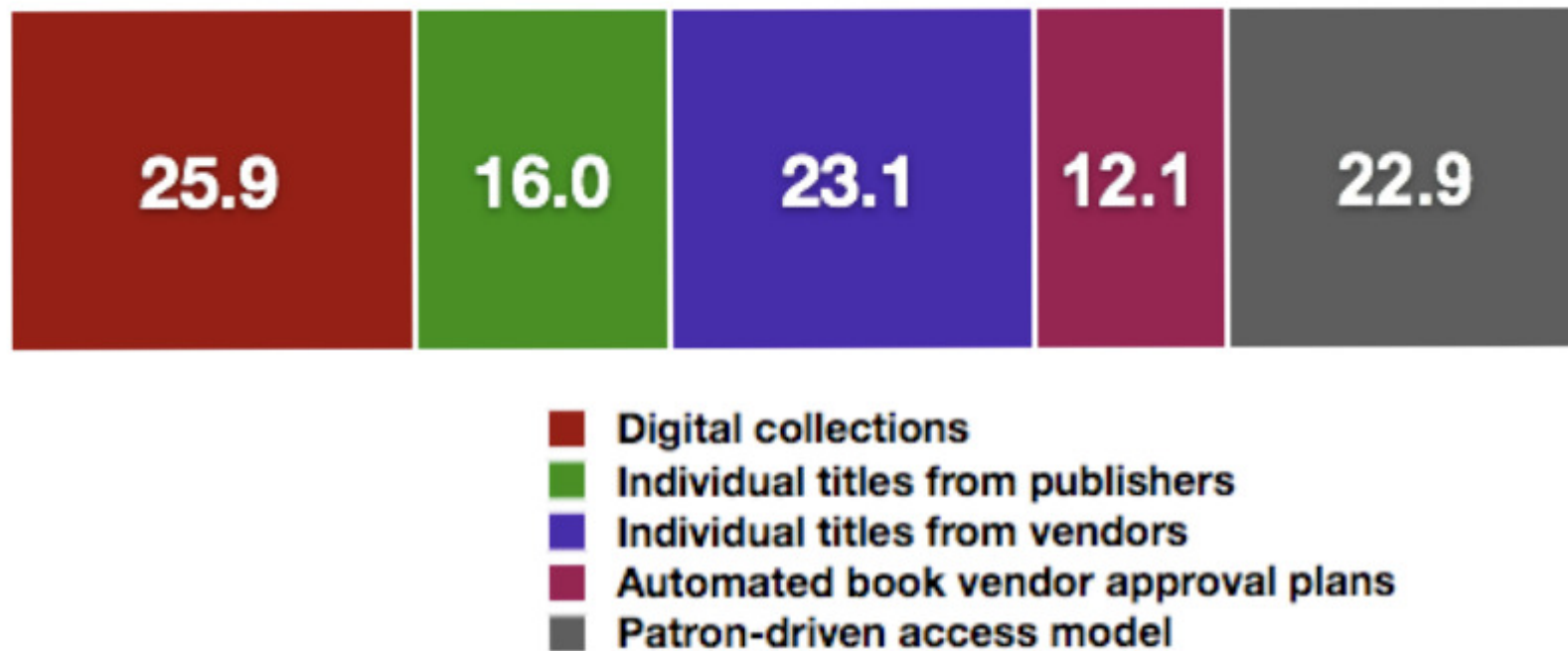
## But also ...

- ❑ patron-driven acquisition
- ❑ pay-per-use
- ❑ short-term rental
- ❑ lease-to-own
- ❑ p+e approval plans

**80% of the respondents found e-book acquisitions models confusing, representing another significant barrier to adoption on the part of librarians.**

# No one-size-fits-all business model for eBooks

## Library preference



Source: CIBER Survey (December 2009): The Economic Downturn and Libraries

# Costs for eBooks are heavily debated

- eBooks generally more expensive than print books
- Higher VAT charges on electronic content
- Mostly no separate e-books budgets
- 40% of libraries plan to cut materials budget



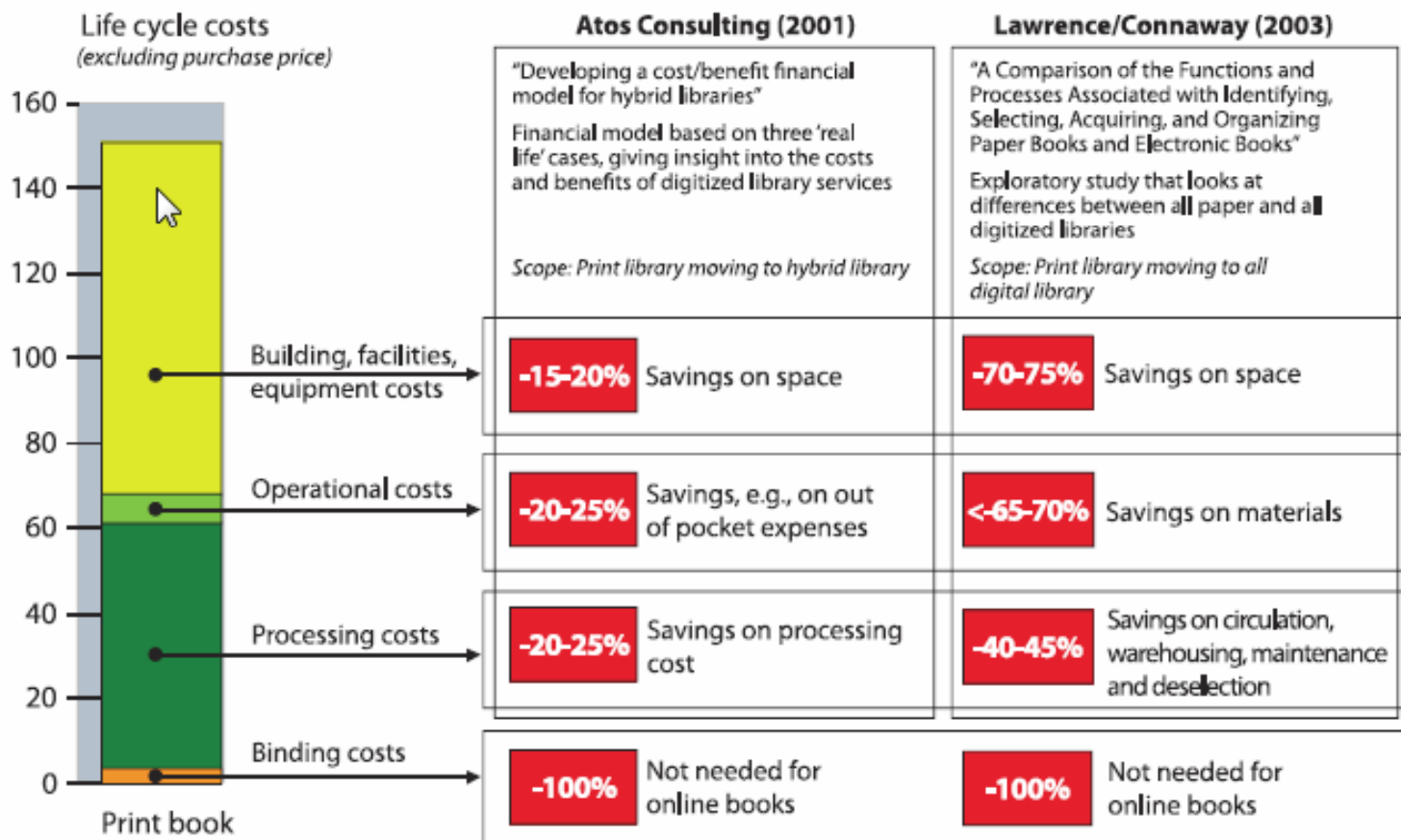
	%
E-resources budget	50
Print resources budget	35
Separate e-books budget	15

Sources:

Charleston Observatory 2009 Libraries and the economic downturn

Public, School and Academic Library ebook Survey - Libraries at The Tipping Point (September 2010)

# But ... life cycle costs of online books 31% lower than for print books





# ... and then there is DRM

*eBooks from OverDrive-powered 'Virtual Branch' websites are protected using Adobe® Digital Rights Management (DRM). Here is a listing of devices and computers that are currently compatible with your library's eBooks:*

eBook Readers



Barnes & Noble nook™



Sony Reader Pocket Edition™



Sony Reader PRS-700 with v1.1 (or newer) firmware



Sony Reader Daily Edition™



Sony Reader PRS-505 with v1.1 (or newer) firmware



Sony Reader Touch Edition™



Kobo™ eReader

Computers

Windows® desktop, laptop & netbook computers with:

- \* Windows 7
- \* Windows Vista®
- \* Windows XP SP2
- \* Windows 2000 SP4



Mac® desktop & laptop computers with:

- \* Mac OS® X v10.6
- \* Mac OS X v10.5
- \* Mac OS X v10.4.10



Software

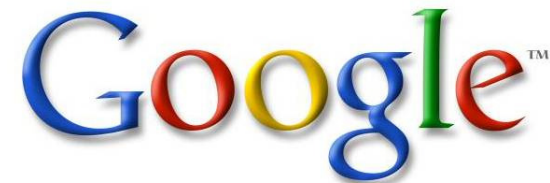
To read on your computer or transfer to an eBook reader, download the FREE Adobe® Digital Editions software.



**Separate DRM-  
software required**

## Google Editions brings "open ecosystem" to e-book market

- Google about to release their "cloud bookstore," with upwards of 4 million books available.
- eBooks can be accessed from any web browser, device, operating system
- Google says books will come with DRM
- No library model as of yet



"Our market, and potential market, is not the people who've bought Kindles or iPads," Palma said, but rather the 1.8 billion people who access the Internet around the world."

## Long-term preservation initiatives start to take eBooks on board



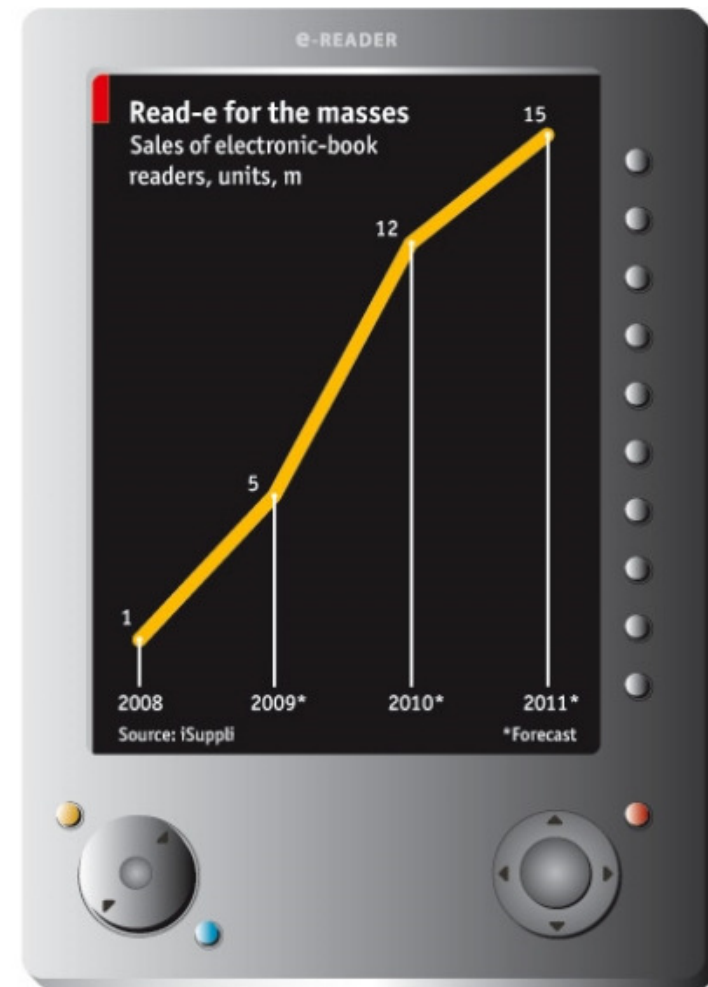
**30% of publishers have made formal arrangements for the long-term preservation of e-books, while 27% are planning to do so**

# Exponential growth e-reading devices

- Price war in reader market
- The battle between dedicated devices and multi-purpose devices
- E-book software for smart phones

## Sales forecast

	<b>2010</b>	<b>2011</b>
<b>ereaders</b>	12M	15M
<b>iPads</b>	12.9M	45M



# Consumer adoption eBooks will have a huge knock-on effect within academic libraries

Jeff Bezos, Amazon, July 2010:

“Amazon currently sells more eBooks than hardcover books. I predict **we will surpass paperback sales sometime in the next nine to 12 months**. Sometime after that, we’ll surpass the combination of paperback and hardcover. It stuns me.”

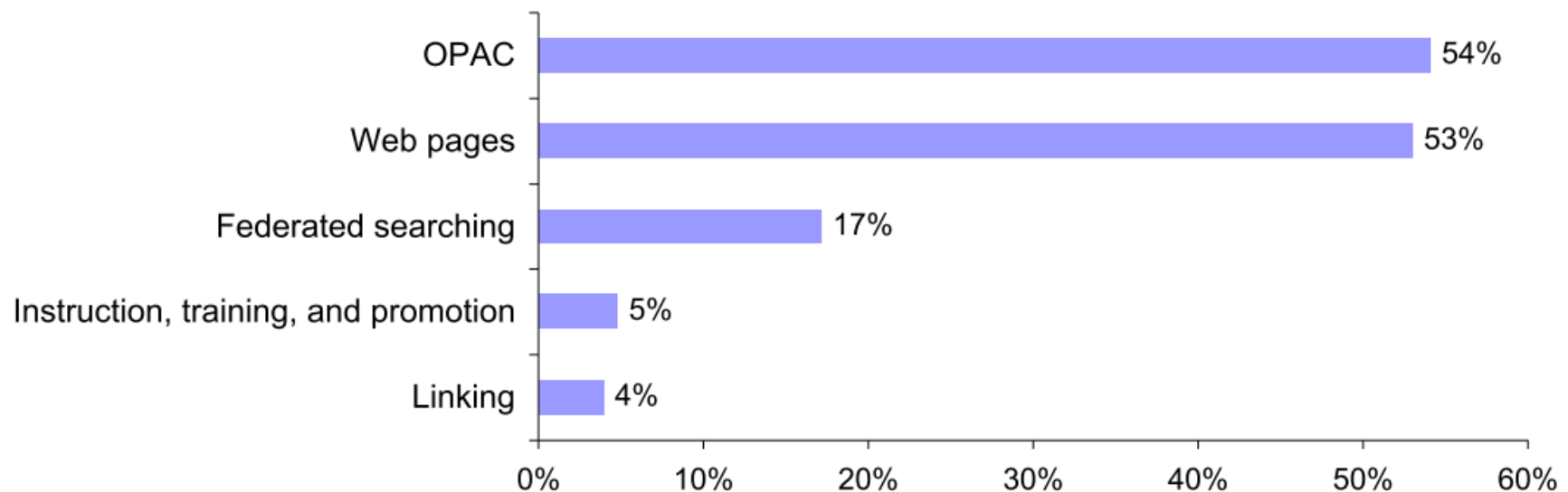


Are we reaching the tipping point?

# How libraries integrate e-books into their electronic resources



## How did you learn about eBooks?

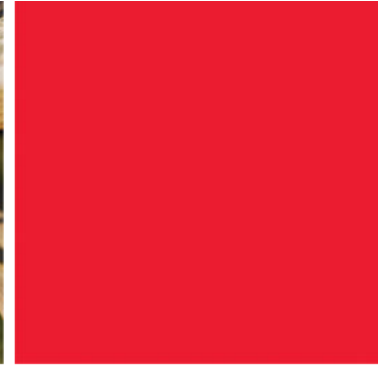




## User behavior may be changing in favour of reading online for “screenagers”

“This new generation is much more comfortable with reading content from computer screens and mobile telephones. If these findings are accurate and if the reading devices that currently are being developed do provide easy-to-read displays, **the electronic display may no longer be a barrier to e-book adoption.**”





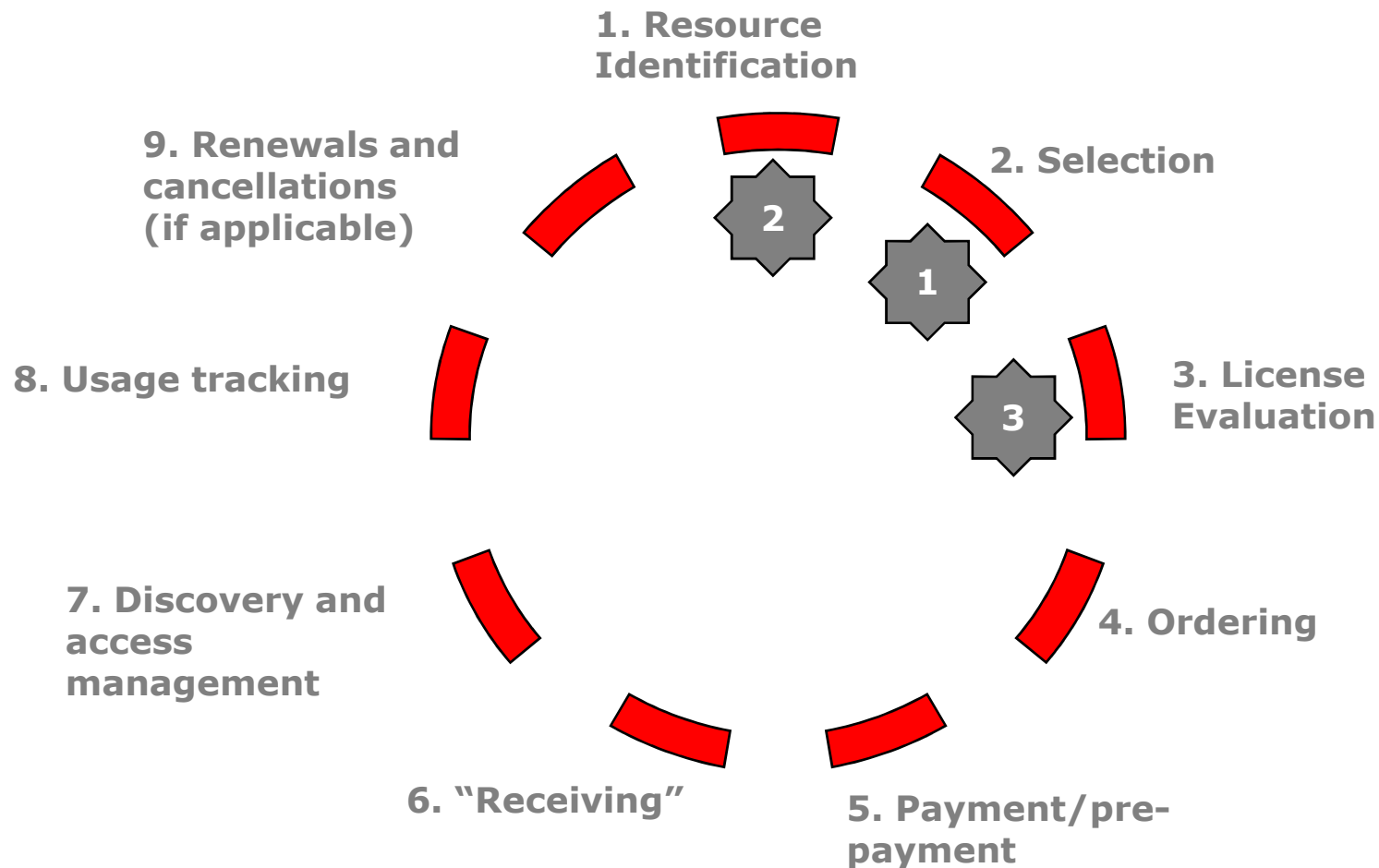
## Library Challenges

## In a nutshell: the e-book environment is in a constant state of flux



- ❑ The majority of academic libraries (82%) do not mention e-books in their Collection Development policies
- ❑ Many libraries utilize task forces to develop policies, procedures, and in effect a new business model for e-book selection, acquisition and management

# The main issues in the eBook workflow



Main workflow issues relate to finding, selecting and acquiring eBooks

## The issue of resource identification

“The lack of a single cross-publisher portal that allows libraries to search for available e-book content means that **it can be extremely difficult to find out which titles are available as e-books**, which platforms they are available on and what they cost.”



# For e-books title and vendor selection are directly related

## Key Supplier selection criteria

- 1 Access and Licensing
- 2 Platform quality
- 3 Technological Characteristics
- 4 Service support

## Common deal-breakers

- ❑ no long term access or preservation measures
- ❑ restrictive licensing or DRM issues
- ❑ sub-par MARC records
- ❑ proprietary software
- ❑ excessive cost/high hosting fees
- ❑ individual user registration
- ❑ restrictions on printing/ILL

Good example: McMaster University

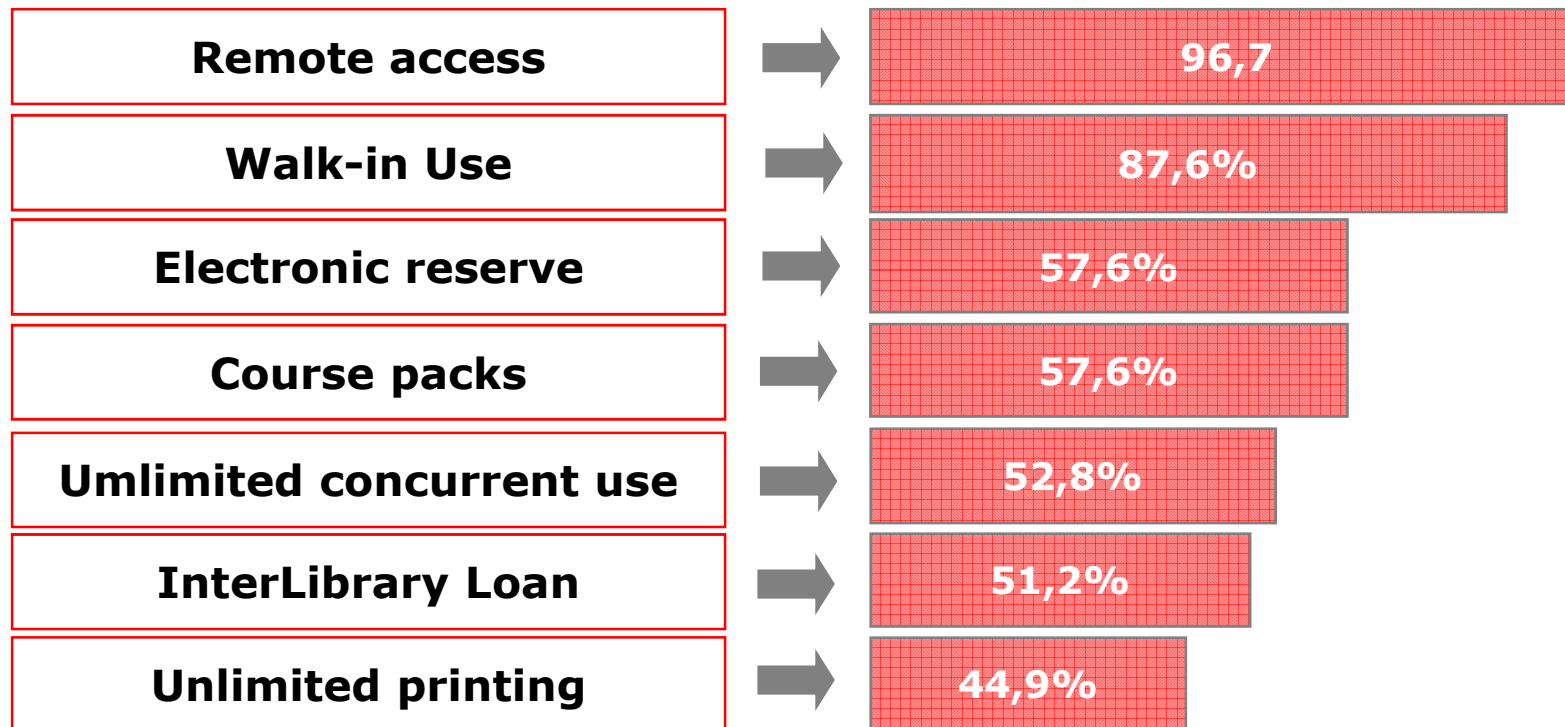
<http://libraryssl.mcmaster.ca/cat-coll/coll/policies/ercp.htm>



# The issue of license evaluation

What (most) librarians want

Percentage (%) of publisher licenses allowing it



Industry efforts to create a standard license for electronic content have failed so far

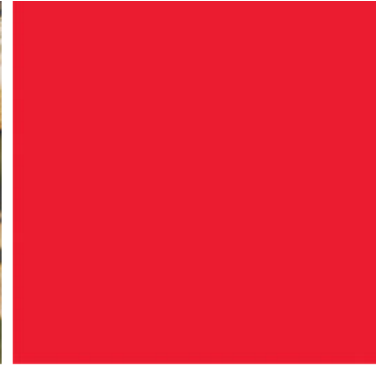
# eBooks create a mixed bag of emotions amongst academic librarians

From the report "E-book Collections", ARL – October 2009

"The survey captures strong **enthusiasm** for e-books tempered by **frustration** with publisher policies, **staff resistance** to a changing model, and **confusion** over multiple interfaces and platform access."

... It can be an emotional debate even

“Many of the reactions that I have encountered (...) reflect an intensity I did not see in the transition from journals to e-journals. The loss of print books is personal. Books are loved. E-books threaten them. I think it is important to acknowledge that for many students, faculty and librarians, perhaps most acutely for librarians, **e-books threaten the loss of something approximating the loss of a personal friend.**”








## Summary

# Key trends within academic libraries drive the growth of eBooks

## Key Drivers

## Impact

<b>Academic library collection growth is driven by patron demand and will include new resource types.</b>	
<b>Budget challenges will continue and libraries will evolve as a result.</b>	
<b>Explosive growth of mobile devices and applications will drive new services.</b>	
<b>Demands for accountability and assessment will increase.</b>	
<b>The definition of the library will change as physical space is repurposed and virtual space expands.</b>	

Source: ACRL Research Planning and Review Committee - 2010 top ten trends in academic libraries: A review of the current literature, C&RL News, June 2010

## Long-term outlook

“In 2017, electronic books, driven by consumer demand, will finally become established as the **primary format** for educational textbooks and scholarly books and monographs, as well as reference formats.”



# Thank you for your attention

**Please feel free to contact me**

Robert Jacobs

Commercial Director UK/SA

Tel - +44 1235 857552

E-mail - [rjacobs@uk.swets.com](mailto:rjacobs@uk.swets.com)

