

CARLI



Consortium of Academic and
Research Libraries in Illinois

eBook Symposium

Vendor Panel

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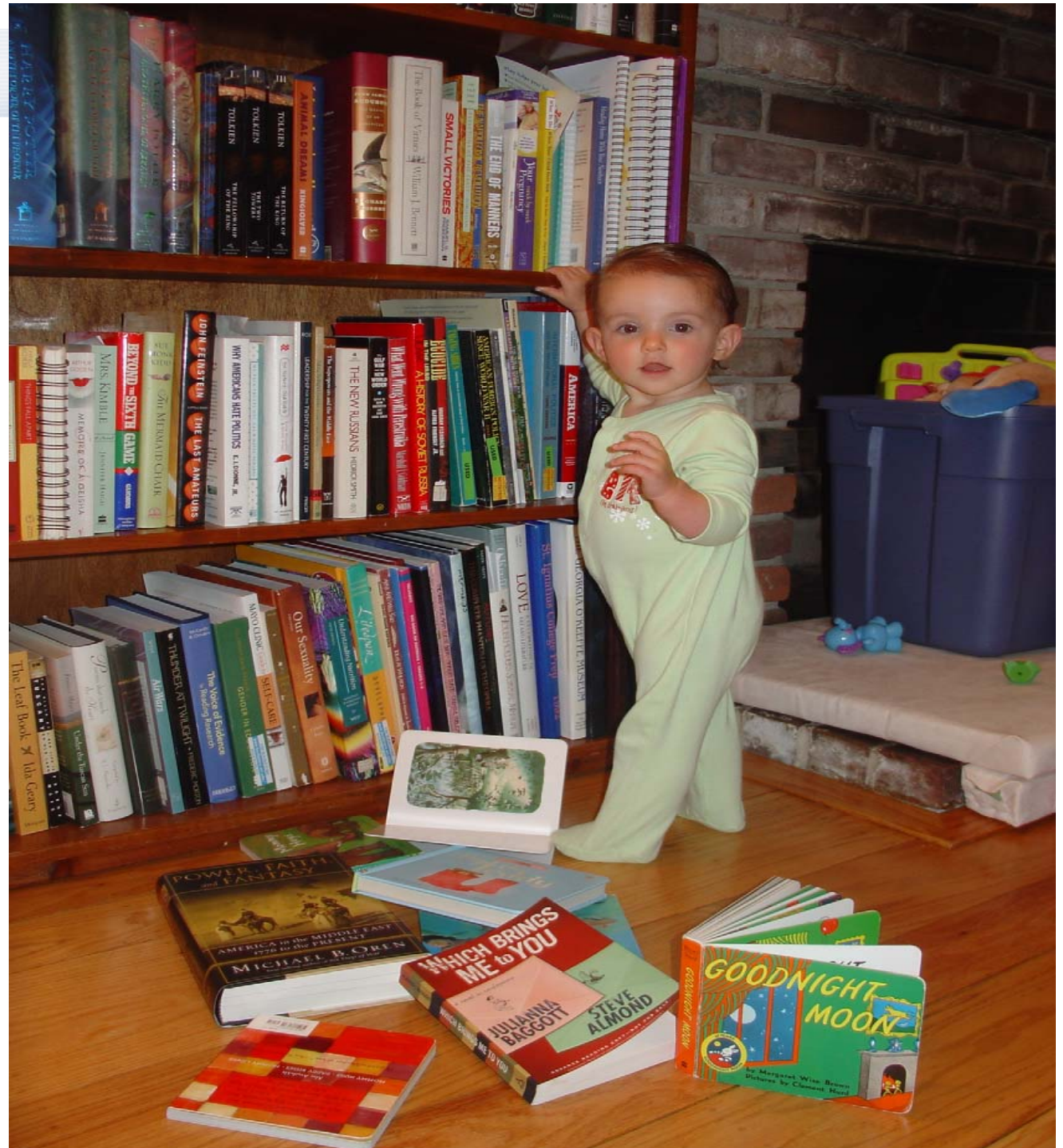
Agenda

- Questions of the Day:
 - Future of eBooks from the book vendor's perspective.
 - How are Vendors Helping with the Adoption of and Transition to eBooks?
 - From a Vendor Perspective, What Can Be Done to Improve eBook Acquisition?
 - What Future Process Should We Be Working Toward?

Future of eBooks from Book Vendor's Perspective

- Growing part of our business
- Many factors will almost certainly drive greater adoption by academic libraries:
 - Generational change
 - There is a great value to eBooks:
 - Powerful search
 - Convenience (accessible anywhere, anytime)
 - Tools such as bibliography, footnotes, cut and paste, bookshelf
 - Economics
 - Are eBooks more cost effective than print books over time?
 - Consider storage, handling, and operational costs of print books
 - Ongoing IT costs, hosting fees of eBooks
 - Environmental concerns (Green movement)
 - Suitable devices for reading/viewing eBooks
 - Ability to deliver content to a whole range of devices
 - Bells and whistles on the user interfaces
 - Ability to do everything with an eBook that you can do with a print book

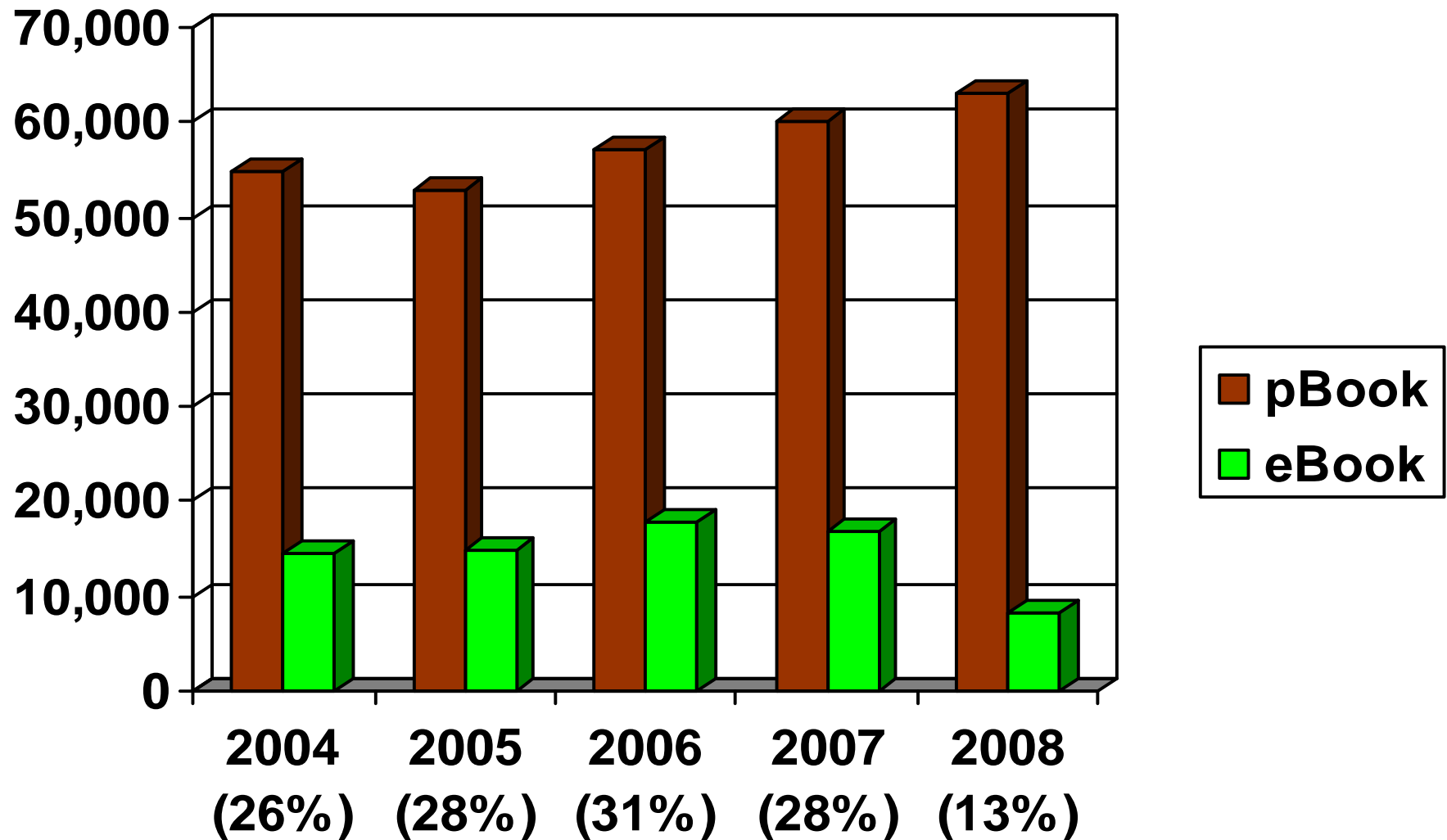
Both Formats Will Survive



Why Not a Major Shift to eBooks?

- Many reasons, but a big one is that statistics show that e still lags behind p
- This is evidence that p is not dead. Bulk of publishing is still p
- What to do?

pBook-eBook Profiling



Both Formats Will Survive

- We'll live in two worlds, complicating our lives, adding to our cost structures.
- Problem with new formats is the old ones don't go away
- Old formats still have to be managed and maintained
 - Storage for print, I.T. personnel & hardware for e
- Even when lots of titles are available, do you think you will buy everything in e? Doubtful. Most libraries will be buying both.
- So you have to develop a good solution for this new reality— an integrated p and e approach. Book Vendors will be there to help.

What to do about Simultaneous Publication, and the Numerous Choices for Acquiring a Title? Book Vendors Will Help Simplify This.

- Vendors are in the best position to reconcile for academic libraries the question of whether to buy something in print or wait until the eBook is available.
- Vendor approval plans will become even more important as the stream of published academic monographs presents libraries with so many choices between format, platform, and purchase and access models.
- Taking instructions from a library's preferences, vendor can filter down through all the ways a title is available:
 - E or P
 - Single user, multiple user, non-linear, etc etc
 - Ebrary, NetLibrary, EBL, and others
 - Single title or entire collection of which the title is a part

How Can Your Vendor Help?

- Let's first address why the publisher won't help. Why not go Direct to Publisher for eBooks?
 - Still a lot of services that they aren't willing to provide, can't provide, or deliver with quality.
 - There is "value-add" from vendors/aggregators, just as there is for print.
 - Generally, publishers sell large collections of titles, which is not always the way libraries want to buy titles.



Book Vendors' Mission:

Integrate the e and p world
for the library

Primary focus of our
development at YBP

How Are We Approaching the Integration of the E and P Worlds?

- Help libraries keep their workflows intact.
 - In partnership with book vendors, libraries have worked hard to develop efficient acquisitions workflows
- Value we bring to p, we will also bring to e
- Numerous ways libraries and vendors have streamlined the various steps in the acquisitions workflow.

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Where is the Value in Acquiring eBooks from a Book Vendor?

Title by Title Purchase of eBooks in vendor database

1.) Aggregators

2.) direct from Publisher

You choose the content. Content is not chosen for you

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Aggregators



Aggregator eBooks in GOBI

(as of January 15, 2009)

EBL Non-Linear	86,413
EBL Textbook	168
EBL Unlimited	10,916
ebrary MUPO	41,088
ebrary SUPO	80,767
NetLibrary	173,392
TOTAL	392,744



Publisher-Direct eBooks Integrated into GOBI as of January 2009

- IGI
- SAGE
- Springer
- Oxford
- Wiley eBooks

Coming very soon...

- ABC-Clio
- Greenwood

Here's One...

GOBI 3: Slip Search Result - Windows Internet Explorer

http://www.gobi3.com/hx/Gobi.ashx?location=container&container=4985702&type=SlipsResult

File Edit View Favorites Tools Help

GOBI 3: Slip Search Result

GOBI 3 Quick Search:

Standard Search
Advanced Search
Slip Search

Site Map Help Contact Us Log Out

Search Notifications Folders Reports Options Library Quick Links

Order Cart
Select Cart

Marked Items: 0

Put In Cart
GobiExpress
Rush Order
Add To Folder
Email
Save To Disk
Print
Remove
Sort
Mark All
Mark This Page
Unmark All
View Parameters
Revise Search
YBP Library Services

Slip Search Result: 216 items. 216 / List 37,611.69 USD Full - entire list
0 / List 0.00 GBP

Filter: Unfiltered (20 on page 20) Page 1 of 11 Go

sorted by classification ascending then by handled on approval descending

Title: GREEK AND ROMAN DRESS FROM A-Z.
Author: CLELAND, LIZA
Publisher: ROUTLEDGE
Pub Year: 2007 **ISBN:** 9780203938805
Binding: eBook
Content Level: GEN-AC
LC Class: GT550.C543 2007
Subject Headings: CLOTHING & DRESS--GREECE--HIST.
YBP Interdisciplinary Topics: Anthropological; Historical; Classics
Approval Note: AUTH: UNIV. OF EDINBURGH. ENCYCLOPEDIA.
Reference Type: Encyclopedia
Geographic Focus: Western Europe
Faculty Affiliation: U Edinburgh
Language: English **LCCN:** 2007-012072

Place of Publication: LONDON
Country Of Origin: UK
Pagination: 225 P.
YBP Select: Basic-Recommended

alt-ed-shipped to library (2/11/2008)

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NON-RETURN/NON-CANCEL YBP

Supplier	Purchase Option	List Price	Status	Library Availability	Preview
+ EBL	Non-Linear Lending™	120.00 USD	Available	Yes	Preview
+ ebrary	Single User Option (SUPO)	120.00 USD	Available	Yes	Preview
- NetLibrary	Varies by subaccount	120.00 USD	Available	Yes	

Downloadable: No Available To Consortia: Yes
Date Added: 12/5/2007 Handled On Approval YBP: 6/18/2008

Slip Date: 6/18/2008 Slip Subaccount: 3010-55
Library Note: [Add...](#)

GOBIPROD2 2.02.016.A
ABREAUX3010

start | Inbox - Microsoft Ou... | INCA - Windows Inte... | GOBI 3: Slip Search ... | Microsoft PowerPoint... | 2:45 PM

Libraries Will Have to Live With Multiple Platforms

- Patrons' preferences for platforms, features, access models vary
 - Pros and cons of each platform
 - if you go with one you are stuck with its feats and foibles, if you go with many, you can get it all.
 - There is a cost to all this though
- Not all titles available in one place (platform), so libraries will need someone who can bring them to all the content out there.
 - Springer example
 - Can't formulate a comprehensive collection development policy around eBooks.



Approval/Notification plans

- Integrated pBook and eBook approval and/or title notification plan.
- A tremendous workflow benefit: One process for selection from new title notifications.



Customer Service

- One point of contact
- Relationship/trust is already established
- Book Vendors have history of developing strong customer service staff. They wouldn't survive without emphasizing customer service.

Technical Services

Automation & Cataloging

- Electronic Ordering & Invoicing
- MARC Records
- Interfacing with the ILS

Licensing

- Simple addendum if library already has existing license with publisher or aggregator
- Set up of ebook sub-account prompts startup of licensing process. No additional request needed.
- Possible future directions: One license? One “hub” for licensing?

Duplication Detection

- Across firm orders, approvals, standing orders
- Across various formats & editions
 - e and p, US/UK, previous edition
- For ebook collections, duplication control at the collection and title level (and with pBook versions)

Lots of Room for Improvement

- Commitments for ongoing fees put acquisitions staff in difficult position.
- Licensing
- Cost of eBooks

Many Libraries Considering Patron-Driven

- Good solution to problem of non-circulating books, whether from approval plans or firm orders.

What Future Should we be Working Toward?

- Take advantage of automation offered by vendor
 - Free up staff so they can be re-trained to work on more complex tasks, problems
- Consortial purchasing
 - eBooks are a great format for consortia. Electronic content is ideally suited for resource sharing among libraries.
 - The right move in an era of shrinking budgets
 - Further the ideal of greater access

Other Factors that will Influence Future Vendor Services

- Industry consolidation—may make titles more affordable to library.
 - Aggregators have added another middleman to the supply chain
 - Libraries will have smaller budgets, which will make the total market for books smaller, which will reduce revenues of all booksellers, which will force them to consolidate.

Thank You!

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Why Does e Lag Behind p?

- p still gets the sale
- piracy
- tug of war inside companies too