eBooks in Academic Libraries
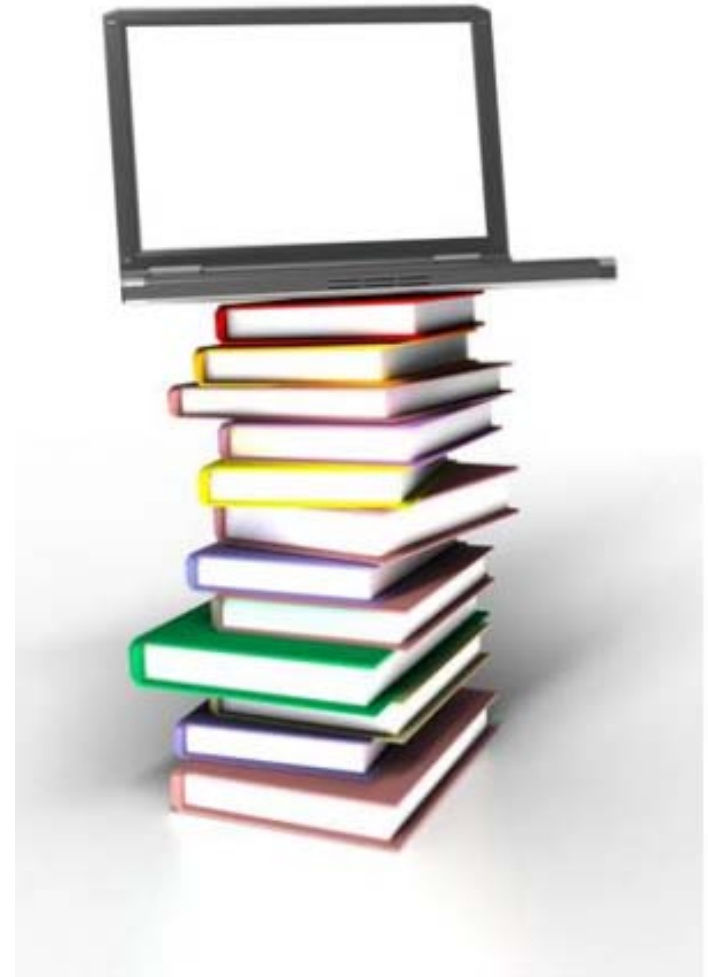
swets

Swets Simplifies

Marieke Heins

19th Hellenic Conference of Academic Libraries
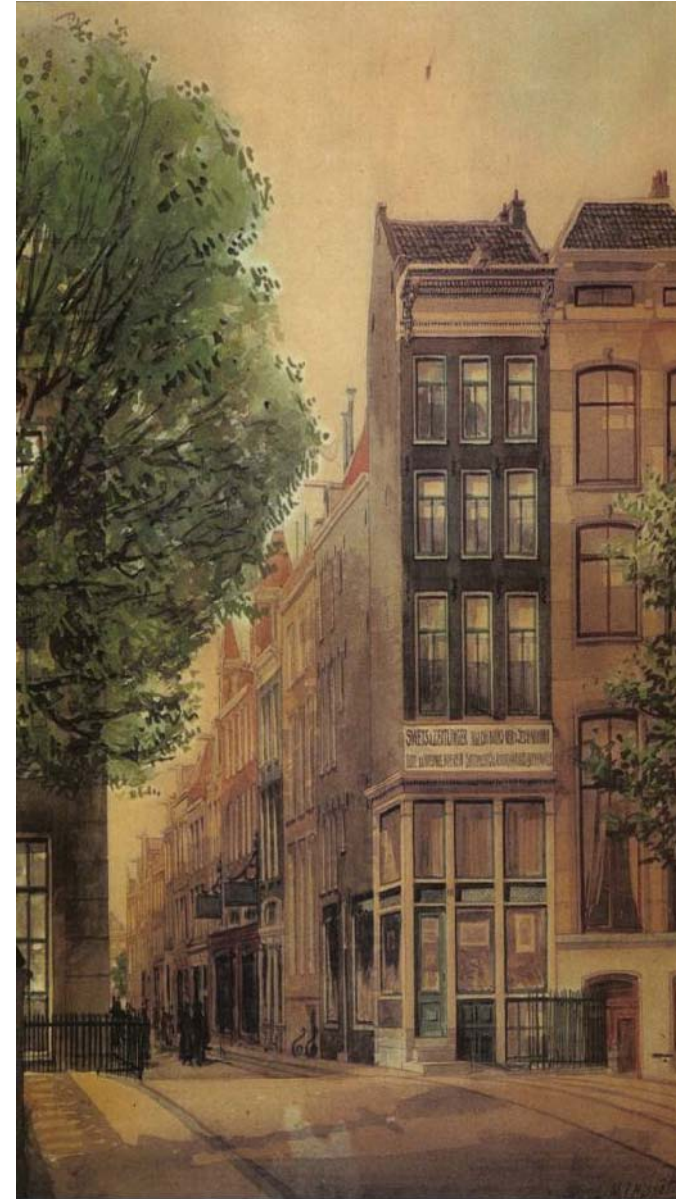
November 4th, 2010

Topics for today

- Company introduction

- Current status

- Barriers to adoption

- Library challenges

- Swets eBooks strategy

- Future outlook

Company introduction

- Subscriptions service company, founded in 1901

- Offices in more than 20 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
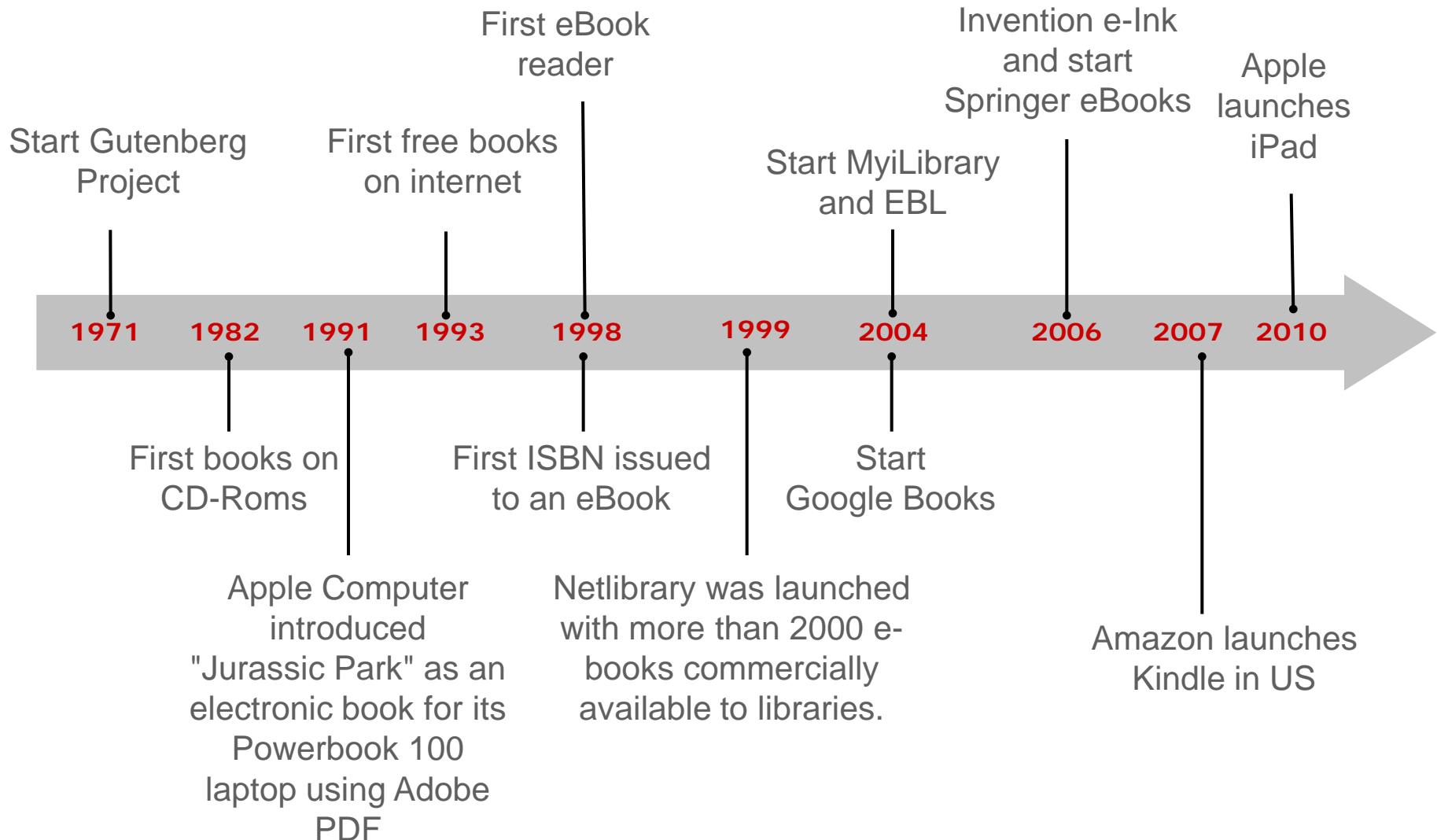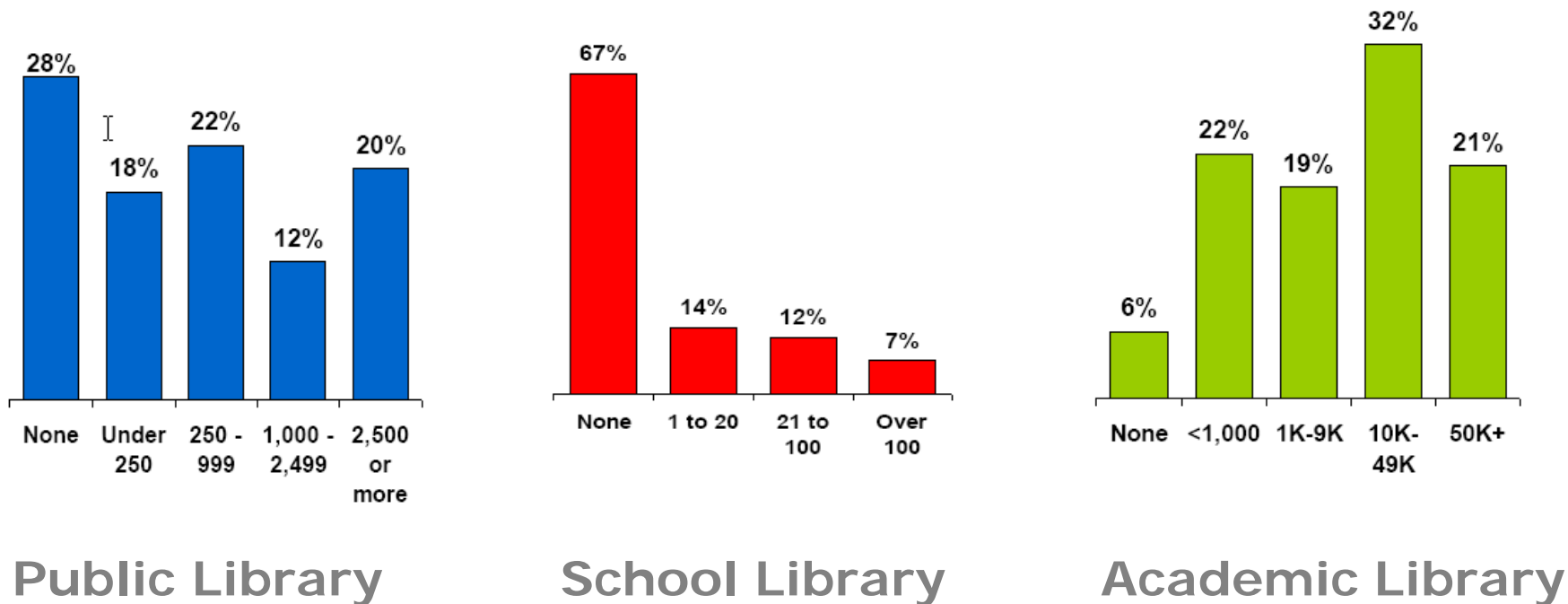
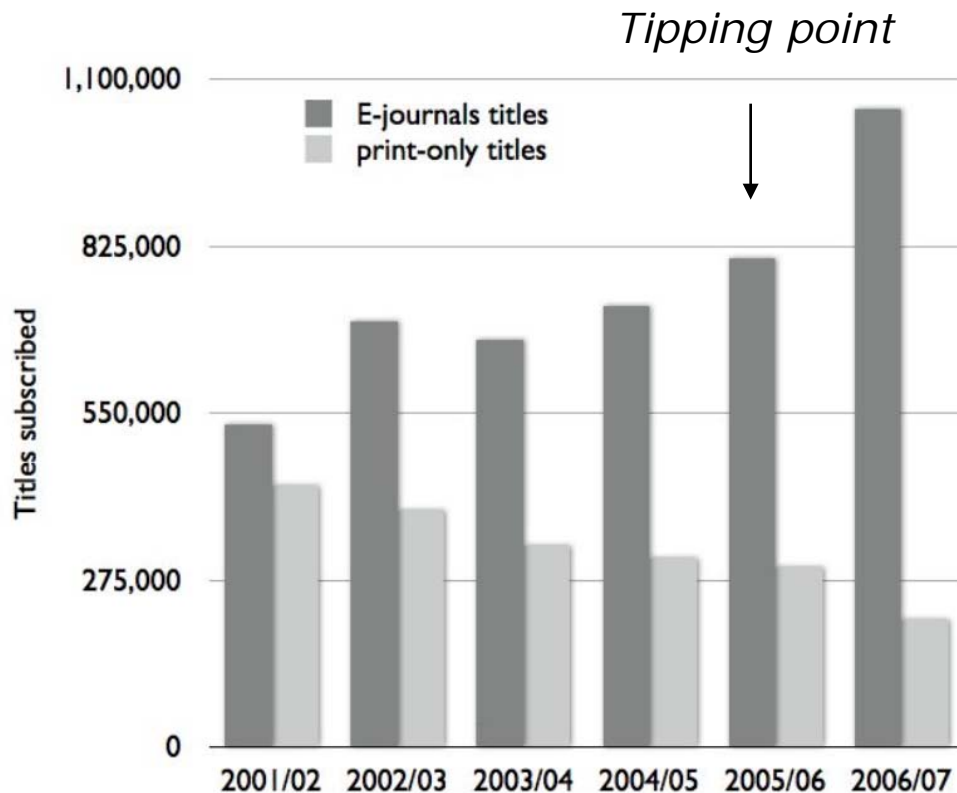- Active in eBook business since 2006

Current Status

The short history of eBooks

First eBook
reader

Invention e-Ink
and start
Springer eBooks

Apple
launches
iPad

Start Gutenberg
Project

First free books
on internet

Start MyiLibrary
and EBL

1971 **1982** **1991** **1993** **1998** **1999** **2004** **2006** **2007** **2010**

First books on
CD-Roms

First ISBN issued
to an eBook

Start
Google Books

Apple Computer
introduced
"Jurassic Park" as an
electronic book for its
Powerbook 100
laptop using Adobe
PDF

Netlibrary was launched
with more than 2000 e-
books commercially
available to libraries.

Amazon launches
Kindle in US

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)

But why are eBooks lagging behind e-journals?

Tipping point

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

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

- Lack of standards

- Digital Rights Management (DRM)

- Preservation

- Online reading experience

- Library readiness and workflow issues

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.

Source: What Happened to the E-book Revolution?: The Gradual Integration of E-books into Academic Libraries, Lynn Silipigni Connaway and Heather L. Wicht, Journal of Electronic Publishing, 2007, 10-3

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?

User behaviour 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.**"
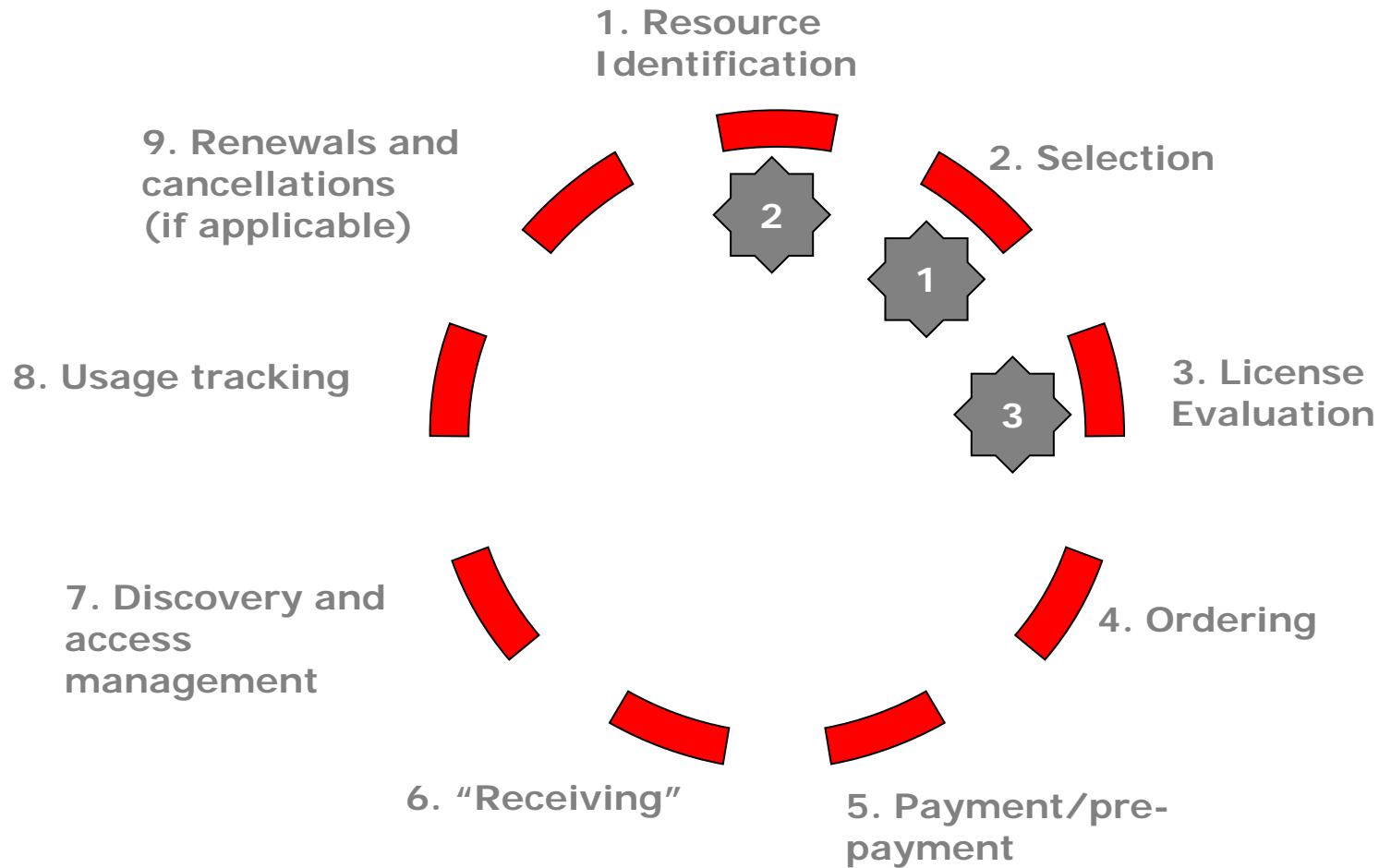
Source: What Happened to the E-book Revolution?: The Gradual Integration of E-books into Academic Libraries, Lynn Silipigni Connaway and Heather L. Wicht, Journal of Electronic Publishing, 2007, 10-3

Library Challenges

The main issues in the eBook workflow

1. Resource Identification

9. Renewals and cancellations (if applicable)

2. Selection

2

1

8. Usage tracking

3

3. License Evaluation

7. Discovery and access management

4. Ordering

6. "Receiving"

5. Payment/pre-payment

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."

Source: E-books in academic libraries: lessons learned and new challenges,
Sarah Thompson and Steve Sharp, Serials – 22(2), July 2009

For eBooks 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

eBooks strategy Swets

Swets sees eBooks as a great opportunity

- Extensive experience with electronic content

- Worldwide network of libraries and publishers

- A well-used library platform

- eBooks provide a great match with mission to simplify

SwetsWise provides a single source for eBooks purchasing

SwetsWise provides comparison price options offered by multiple eBook providers

Publication Options

Asian Alterity , With Special Reference to Architecture and Urbanism through the Lens of Cultural Studies
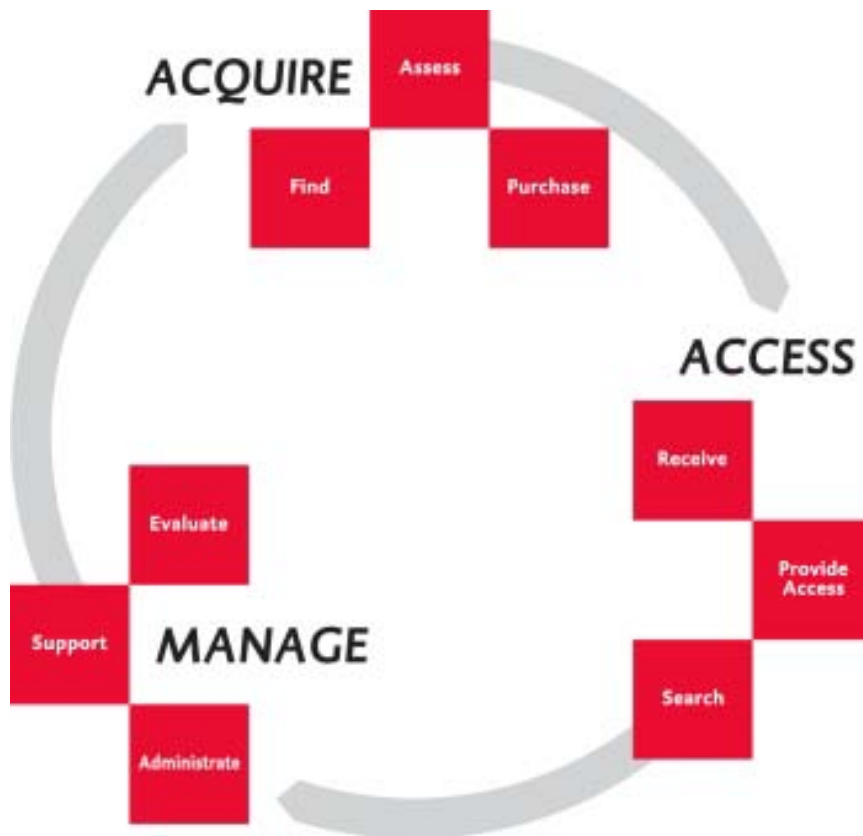
edition: -   volume: -   ISBN: 9789812708809

Available in collections

Supplier	Option		List price	
MyiLibrary	One-off purchase 1 concurrent user	Details	EUR 97.09	Add to Cart
MyiLibrary	One-off purchase 3 concurrent users	Details	EUR 143.85	Add to Cart
World Scientific Publishing Co	One-off purchase Unlimited concurrent users	Details	EUR 113.49	Add to Cart
ebrary	One-off purchase 1 concurrent user	Details	EUR 84.72	Add to Cart
ebrary	One-off purchase Unlimited concurrent users	Details	EUR 127.08	Add to Cart

new search

SwetsWise only integrated eBook and journal platform worldwide

- Simplifies the complete process of acquisition, management and access

- Provides browsing, searching and full text access capabilities to your end users

Future Outlook

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."

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

Thank you for your attention

Marieke Heins

Product Manager

mheins@nl.swets.com