



netLibrary eBooks

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netLibrary is a Division of OCLC



OCLC | PICA

Topics



- ◆ Background to netLibrary
- ◆ OCLC and netLibrary
- ◆ Key benefits for users and librarians
- ◆ The netLibrary collection
- ◆ Access, authentication & usage
- ◆ Recent enhancements & future developments
- ◆ Tools for the librarian
- ◆ Pricing model
- ◆ Selecting titles and ordering



Who is netLibrary?



- ◆ The leading provider of electronic books to the institutional library market
- ◆ Founded in August 1998, netLibrary is located in Boulder, Colorado
- ◆ OCLC completed the purchase of netLibrary assets in Jan. 2002
- ◆ A new division of OCLC
- ◆ A single interface to search and read more than 70,000 eBook titles from more than 480 commercial and academic publishers
- ◆ Serves more than 7,000 academic, public and special libraries worldwide

Why netLibrary and OCLC?



- ◆ 9,000 OCLC member libraries around the world want to add eBooks to their reference collections
- ◆ eBooks will be integrated into other OCLC services – OCLC MARC21 records available as collection sets, links from FirstSearch WorldCat database
- ◆ eBooks fit into the OCLC approach to information and knowledge management
- ◆ Financial stability - OCLC is a trusted 3rd party -not-for-profit membership and research organisation

Why netLibrary, Why eBooks?



Library Challenges

- ◆ Changing user needs
 - ◇ **Changing lifestyles (24/7), learning styles**
 - ◇ **Support distance, e- and distributed learning**
 - ◇ **Remote preference**
- ◆ Increasing demand for electronic resources and services
- ◆ Shrinking budgets



What is a netLibrary eBook?



- ◆ An enhanced electronic version of a print book
- ◆ Accessible anytime/anywhere via the internet
- ◆ Requires no specialized hardware or software – Standard Web browser
- ◆ Accessed on a one-user/one-book model



Benefits of eBooks for libraries



netLibrary provides services to support librarians' expanded role in the digital age

- ◆ Reducing or eliminating costs associated with printed books - no storage costs or costs associated with replacing lost, stolen or damaged stock
- ◆ No physical space requirements
 - **Libraries can add titles to existing collections without expanding or opening costly new storage facilities**
- ◆ eBooks are checked-in automatically
 - **no re-shelving**
 - **no administration of reminders and overdue fees**
- ◆ New eBooks quickly added
 - **Available within 72 hours of order being received**



Benefits of eBooks for users



- ◆ Global, anytime accessibility - 24/7 access to eBooks from anywhere in the world
- ◆ Instant access to “my” netLibrary - a personalised view on the collection, offering immediate access to reading list textbooks, standard reference works, handbooks, manuals, etc
- ◆ Powerful flexible searching - within a book and across an entire eBook collection
- ◆ Links to other resources, including dictionaries
- ◆ Accessible using standard Web browsers - no special devices required



The netLibrary Collection



- ◆ Total – 70,904

- ◆ Copyright titles – 67,497
 - ◇ **From more than 480 commercial and academic presses**
 - ◇ **netLibrary works with libraries to select and develop their customized collections**

- ◆ Public Domain titles – 3,407
 - ◇ **Public Collection – free, out-of-copyright eBooks,**
 - ◇ **including classic works of fiction, speeches, government reports...**



netLibrary Collection Development



- ◆ Select, organize, and provide access to audience-specific content
 - > **Academic**
 - > **Public**
 - > **School**
 - > **Special**

- ◆ U.S. publishers initially, increasing emphasis on International publishers

- ◆ Provide depth and breadth of quality content

- ◆ Focus on most desired subject areas and leading publishers

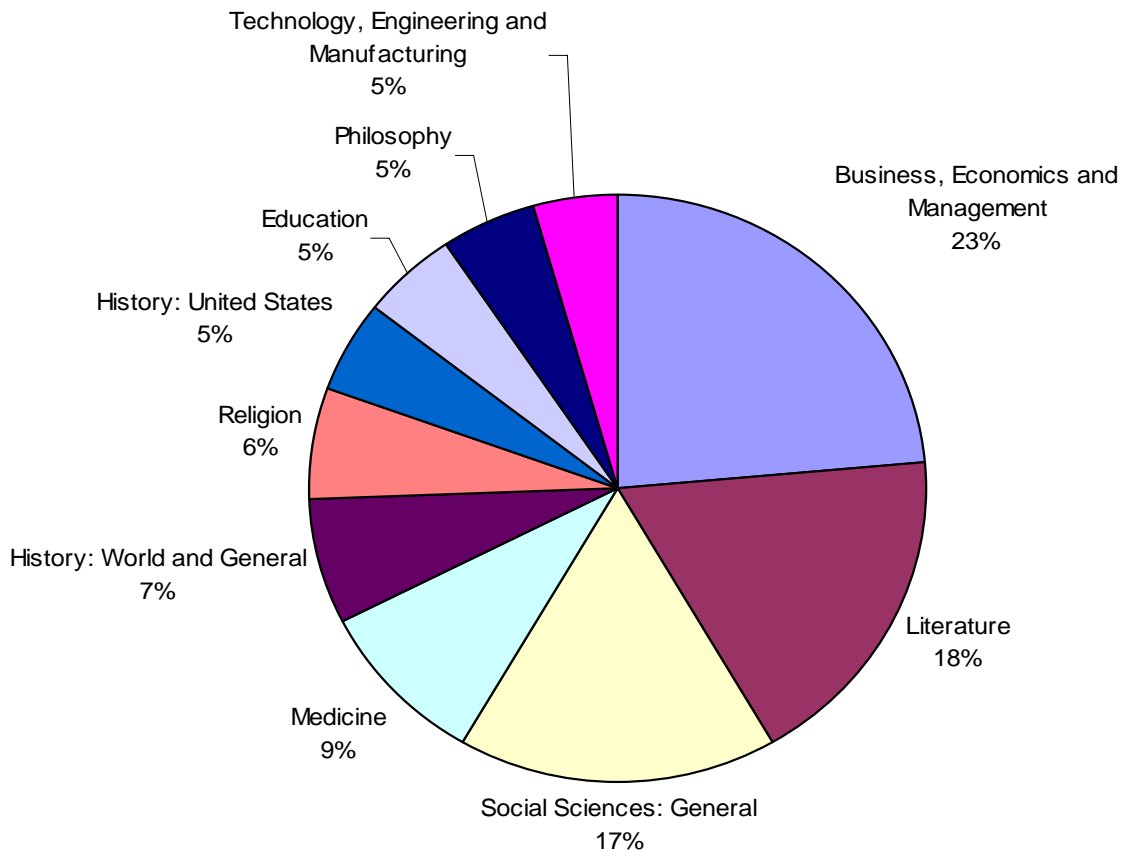
- ◆ View netLibrary Collection Development Policy
www.netlibrary.com/about_us/academic/collection_development_policy.asp



The netLibrary collection - Top 10 subjects



Top Ten Subjects in netLibrary Collection



◆ Commercial include:

- ◇ **McGraw-Hill**
- ◇ **Taylor & Francis Group**
(including Routledge)
- ◇ **Wiley**
- ◇ **Kogan Page**
- ◇ **Sage**
- ◇ **Blackwell Publishers**
- ◇ **Blackwell Science**
- ◇ **Kluwer**
- ◇ **Butterworth-Heinemann**

◆ Academic presses include:

- ◇ **Oxford University**
- ◇ **Cambridge University**
- ◇ **University of Wales**
- ◇ **Edinburgh University**

◆ plus many U.S. university presses

- ◇ **Yale**
- ◇ **MIT**
- ◇ **Harvard Business School**

http://www.netlibrary.com/about_us/publishers/publisher_list.asp

netLibrary collection growth



- ◆ 14,000+ titles from 100+ non-U.S. publishers
- ◆ 50-60 new publishers per year- currently adding approx 2,000 titles per month
- ◆ Main area of growth – Business, Economics & Management, Social Sciences and Health & General Medicine
- ◆ Increasing addition of front list content:

2001- 40% frontlist

2003 – nearly 90% frontlist



Connecting to netLibrary



- ◆ Through a library web page
 - ◇ Link to <http://www.netlibrary.com>
 - ◇ Direct links to individual titles
 - ◇ Your page can include explanatory text and links to a FAQ, demo and QuickStart guide

- ◆ Through WorldCat (FirstSearch)

- ◆ Direct link links to individual titles from your OPAC
 - ◇ By integrating eBook MARC records into your catalogue
 - ◇ MARC records are supplied by OCLC
 - > Included in the netLibrary access fee
 - ◇ OPAC access can dramatically increase eBook usage

- ◆ Publishers & netLibrary control
 - ◇ **Number of simultaneous users for each book**
 - ◇ **netLibrary model = one-ebook-one-simultaneous-user**
 - ◇ **Publishers beginning to explore other models**
 - > **Multiple/Unlimited simultaneous use**
 - > **Rent/Leasing - print/pay-per-view**
 - > **Desegregation - chapters**

- ◆ Libraries control
 - ◇ **the number of eBooks that each user can check out**
 - ◇ **the length of 'loan'/check out periods**

Usage Data

Patron Time in the Book



- ◆ **Data very preliminary**
 - ◇ Patrons move around the netLibrary site
 - ◇ Patrons move around the library's site
 - ◇ Patrons move in and out of Internet sites

- ◆ **Average session length: 10 - 20 mins**

- ◆ **Average time in a e-book : 11 mins**

- ◆ **Implications**
 - ◇ Reinforces use as a research and reference tool
 - ◇ Patrons are not “leisure reading”
 - ◇ Robust search capability, plus links in Table of Contents and Index speeds time to finding desired information
 - ◇ More research required

◆ Institutional

- ◇ **netLibrary will Recognise users' affiliations in order to log them in to the correct collection and branded web site**
- ◇ **IP address or referring URL**
- ◇ **Users connecting from an authenticated IP address or referring URL can create a personal account**
- ◇ **This allows them to search, browse and check-out, save lists of favourite titles and add book marks and notes**

- ◆ Search by Title, Author, Subject (LCSH), Keyword, Full text, Publisher, Publication Year, ISBN
 - ◇ **Full text searching across whole collection or within one eBook**
- ◆ List by title
- ◆ Sort results by word occurrence, author, title, publisher, publication date (asc. or desc.)
- ◆ Browse or check-out an eBook
- ◆ Add Bookmarks and Notes
- ◆ Quick access via “My Favourites”
- ◆ Copying: One page at a time using browser print functions; normal copyright rules apply.

Recent Developments



- ◆ netLibrary interface now available in French, Spanish and simplified Chinese
- ◆ FirstSearch Integration
- ◆ Coming
 - ◇ **Spanish and French Language Content**
 - ◇ **Siglo XXI, Editorial Paidotribo**
 - ◇ **Editions la Découverte**
 - ◇ **E-thèque**
 - ◇ **Editions du Nouveau Monde**

<http://www.netlibrary.com/resourcecenter/>

◆ Administration

- ◇ User accounts, default search preferences & security levels
- ◇ eBook categories and check out periods
- ◇ User check-out limits

◆ Reports

- ◇ Usage reports - Popular eBooks, turn-away statistics etc.
- ◇ Collection reports – Owned, not owned, new eBooks etc.

◆ TitleSelect™ <http://www.netlibrary.com/titleselect/>

- ◇ Search netLibrary's online catalogue and select titles for your eBook collection

◆ eBook Toolkit <http://www.ebooktoolkit.com>

- ◇ Integrate and promote your collection

Individual collection

- 100 titles/copies minimum start up order
- Additional copies/titles can be added at any time in any quantity

Shared collection

- Each library contributes minimum 100 titles/copies - A single institution can access both a shared and individual collection
- Additional copies/titles can be added at any time in any quantity

Pricing - Content

- ◆ The eBook price is determined by the publisher of the content
- ◆ The majority of eBooks are the same price as the hardcopy book
- ◆ Minimum initial order = 100 eBooks - not necessarily unique titles eg 80 titles but with some multiple copies

Pricing



- ◆ **Content** Based on publisher-specified retail pricing
- ◆ **Content Support Services**
 - a) **Prepaid Ongoing Access** 55% of retail price of the content purchased
Payable at time of purchase
 - b) **Annual Service Fee** 15% of retail price of the content purchased
Payable at time of purchase and annually on the anniversary of the purchase
- ◆ **Conversion from Annual To Prepaid** Fees based on prorated recognition of annual fees previously paid
- ◆ If a library stops paying the annual access fee, netLibrary will provide a CD of the e-books it has purchased.



Access Fees Cover



- ◆ Hosting, serving, and providing library and user access to the eBook content purchased by a library, including the management of additions and deletions to the library's collection(s) on an on-going basis.
- ◆ Use of the netLibrary search functionality, with upgrades that netLibrary may choose to implement.
- ◆ OCLC eBook MARC records for all titles purchased
- ◆ Access to Houghton Mifflin American Heritage Dictionary, 4th edition in all eBooks purchased
- ◆ Access to Library Resource Center, including reporting functionality and the eBook Tool Kit for training, marketing and promotional support
- ◆ Access to online collection development, acquisition, and deselection tools
- ◆ Librarian and User Support

Selecting Titles and Ordering



- ◆ TitleSelect™ <http://www.netlibrary.com/titleselect>
 - ◇ **Assess the collection, select & submit title lists**
 - > Search the entire eBook catalogue
 - > Browse predefined collections developed by netLibrary
 - > Create, save and share title lists
 - > Submit your collection list for order processing

- ◆ netLibrary public web site <http://www.netlibrary.com>
 - ◇ **View 10 free titles through the Reading Room**

- ◆ Sign agreement and provide authentication information



- ◆ HealLink Consortium member libraries currently accessing netLibrary e-book content:
 - > **Aristotle University of Thessaloniki**
 - > **University of Patras**
 - > **University of Thessaly**
 - > **University of Ionnia**
 - > **Ahtens University of Economics and Business**

- ◆ Methodology
 - > **Each library contributes minimum 100 titles/copies**
 - > **A single institution can access both a shared and individual collection**
 - > **Additional copies/titles can be added at any time in any quantity**

Further information



- ◆ netLibrary web site

<http://www.netlibrary.com>

- ◆ eBook News

Newsletter via email

Subscribe at :

http://www.netlibrary.com/about_us/lead_generation/

Current issue and archive at :

http://www.netlibrary.com/about_us/company_info/resources.asp



- ◆ Advice and guidance on pricing, selecting titles and ordering
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- ◆ Support for interface and administrative functions, all regions
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