

Session 5A: Towards a New Landscape in Digital Content Production

AN OVERVIEW OF THE E - BOOK MARKET PLACE: PUBLISHERS AND AGGREGATORS

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Purpose: This paper provides an overview of the e-book marketplace players and their services against a context in which e-books are becoming an increasingly significant category of digital resource. This development of the availability e-books could have significant implications for the future role of libraries and for library strategies, policies and processes.

Design/methodology/approach The paper starts with a brief overview of the literature on the global e-book market and e-book business models offered by vendors to libraries. Analysis of the websites of nine e-book publishers and eleven e-book aggregators was used as a basis for profiling the main features of e-books (user-oriented features and librarian-oriented features) and the services offered by e-book publishers and e-book aggregators.

Findings The e-book market is under constant change and it is important to monitor its development, not just at national but also international level. Currently, the majority of e-book vendors market to library, typically academic libraries, and publishers increasingly using e-aggregators to distribute their titles. Collections of e-books are expanding gradually and there is evidence of increasing uptake. Current e-book business models are complex and range considerably.

Value The paper draws attention to the potential of the future importance of e-books, and profiles the uptake of the e-book marketplace in terms of main players and their services.

Keywords: e-book, electronic book, electronic publishing, publishers, aggregators, libraries.