eBooks in Libraries: Challenges and Opportunities

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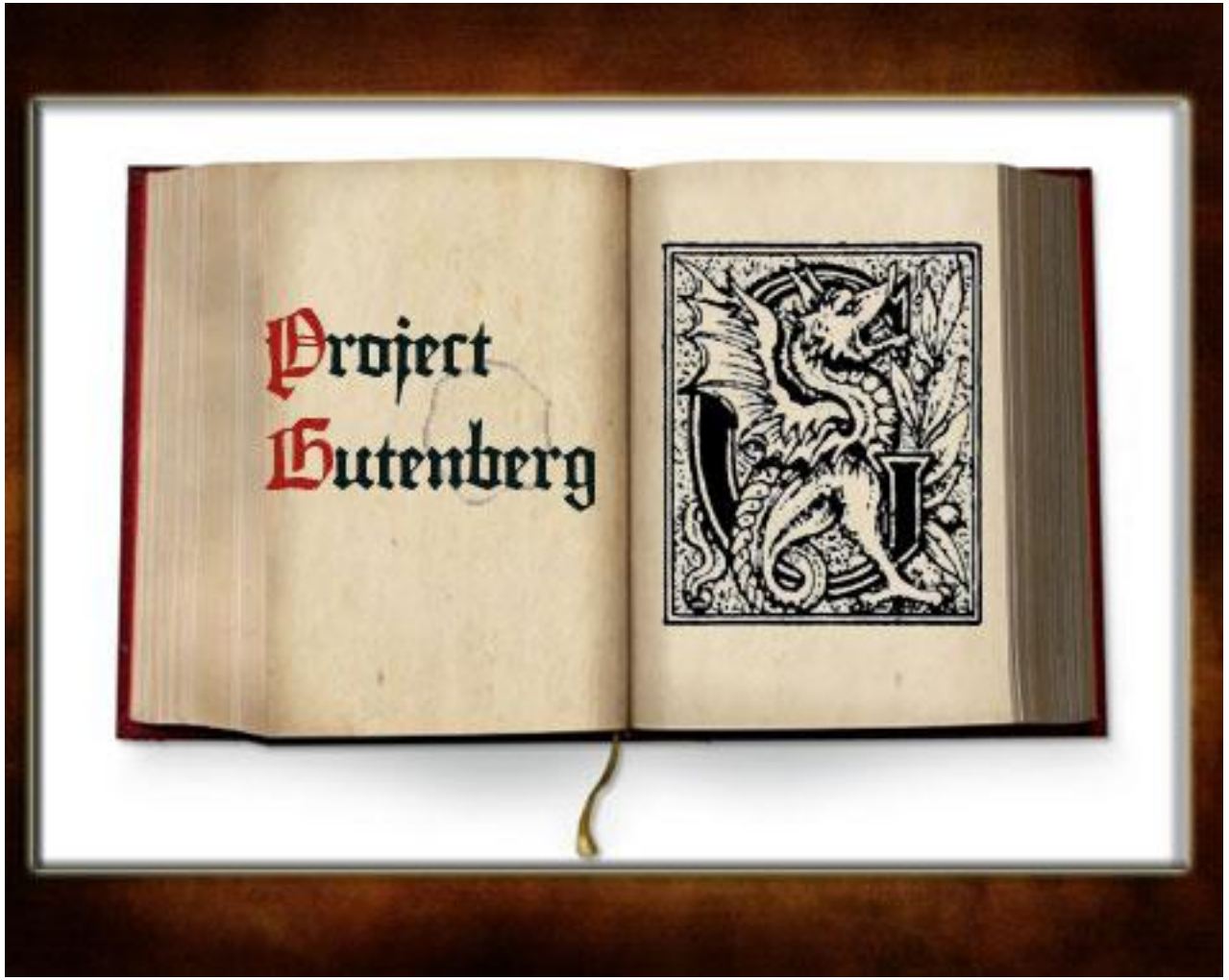
U.S. Embassy, Rome

March 7, 2012

Phase I: Early eBooks



History of E-books

1971 Michael S. Hart launches Project Gutenberg and digitizes the Unites States Declaration of Independence, which becomes the first e-book in the world.

This year the first e-mail is sent between two host computers.

Number of Books Digitized by Project Gutenberg

1985 The Voyager Company, a pioneer in CD-ROM production, is founded. Among published works there are also "expanded books", including *Jurassic Park* by Michael Crichton and *Virtual Light* by William Gibson.

Commodore launches the Amiga personal computer.

1993 Digital Book, Inc. offers the first 50 digital books in floppy disk with Digital Book Format (DBF).

Hugo Award for Best Novel nominee texts published on CD-ROM by Brad Templeton.

Mosaic, the first graphical web browser, is released.

1998 First dedicated e-book readers are released: Rocket Ebook and SoftBook.

Kim Blagg obtains the first ISBN issued to an e-book and begins to promote multimedia-enhanced e-books on CDs.

Google, Inc. is founded by Larry Page and Sergey Brin.

2000 Stephen King offers his novella *Riding the Bullet* in digital file; it can only be read on a computer. During the first 24 hours, over 400,000 copies of a book are downloaded.

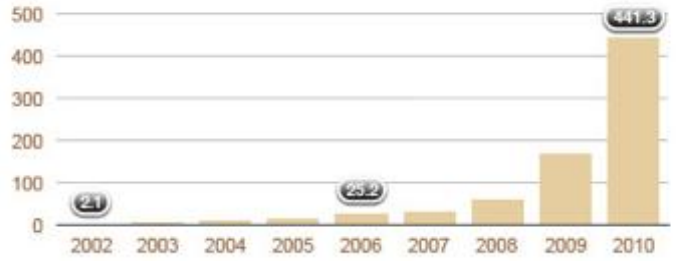
The first Blu-ray Disc prototypes are unveiled.

2002 Random House and HarperCollins start to sell digital versions of their publications.

The dot-com bubble bear market reaches bottom.

US Trade Wholesale E-book Sales 2002-2010

in millions of US dollars



2005 Bookboon.com is launched, allowing people to download free textbooks and travel guide e-books.

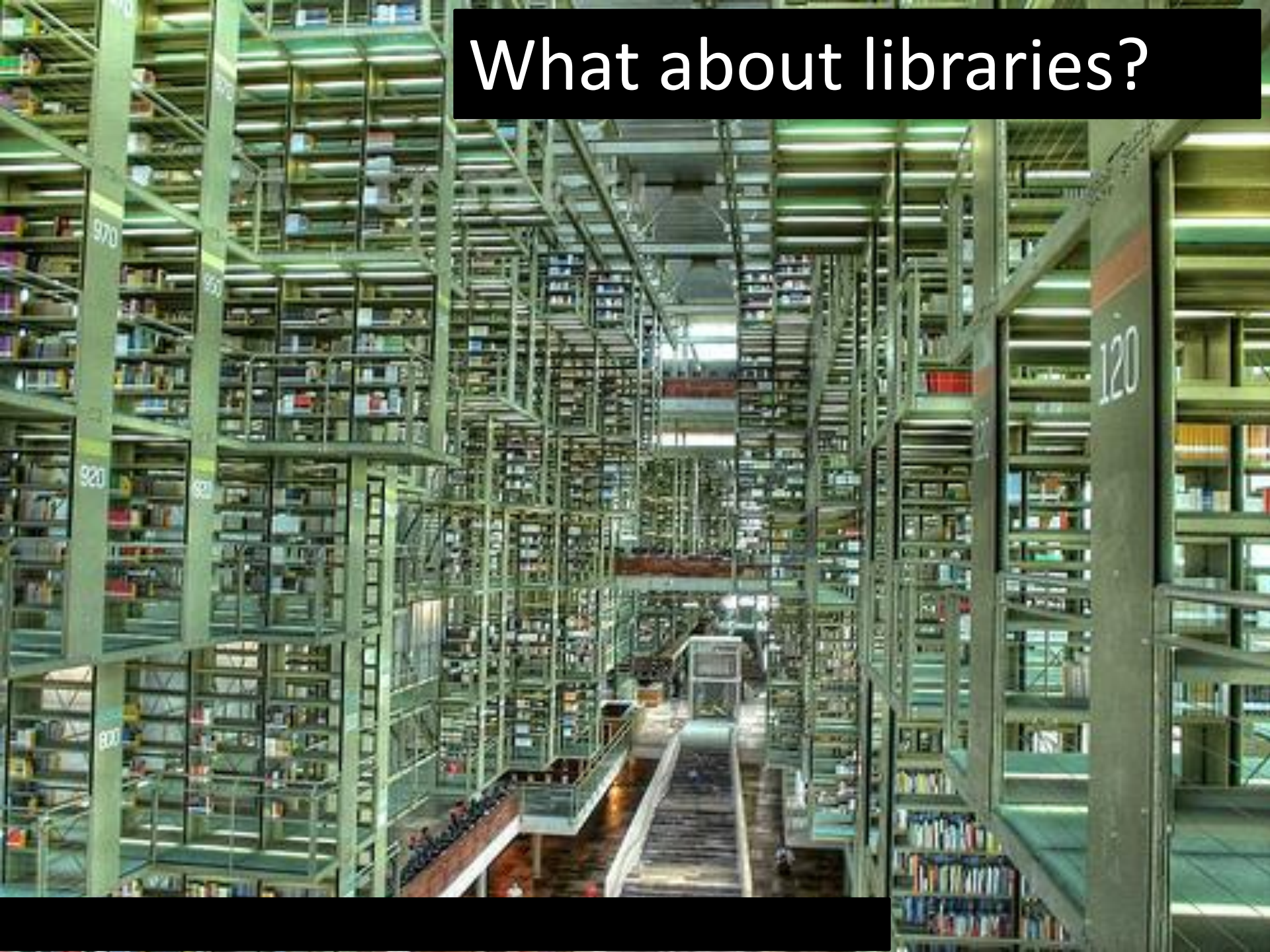
Phase II: First eReaders: 1998

Phase III: Libraries Get Involved

Phase IV: eInk Technology

Are we at the eBook Tipping Point?

Source: http://blog.publishingtechnology.com/wp-content/uploads/2011/03/Books_and_Kindle.jpg


What about libraries?

Types of eBooks in Libraries

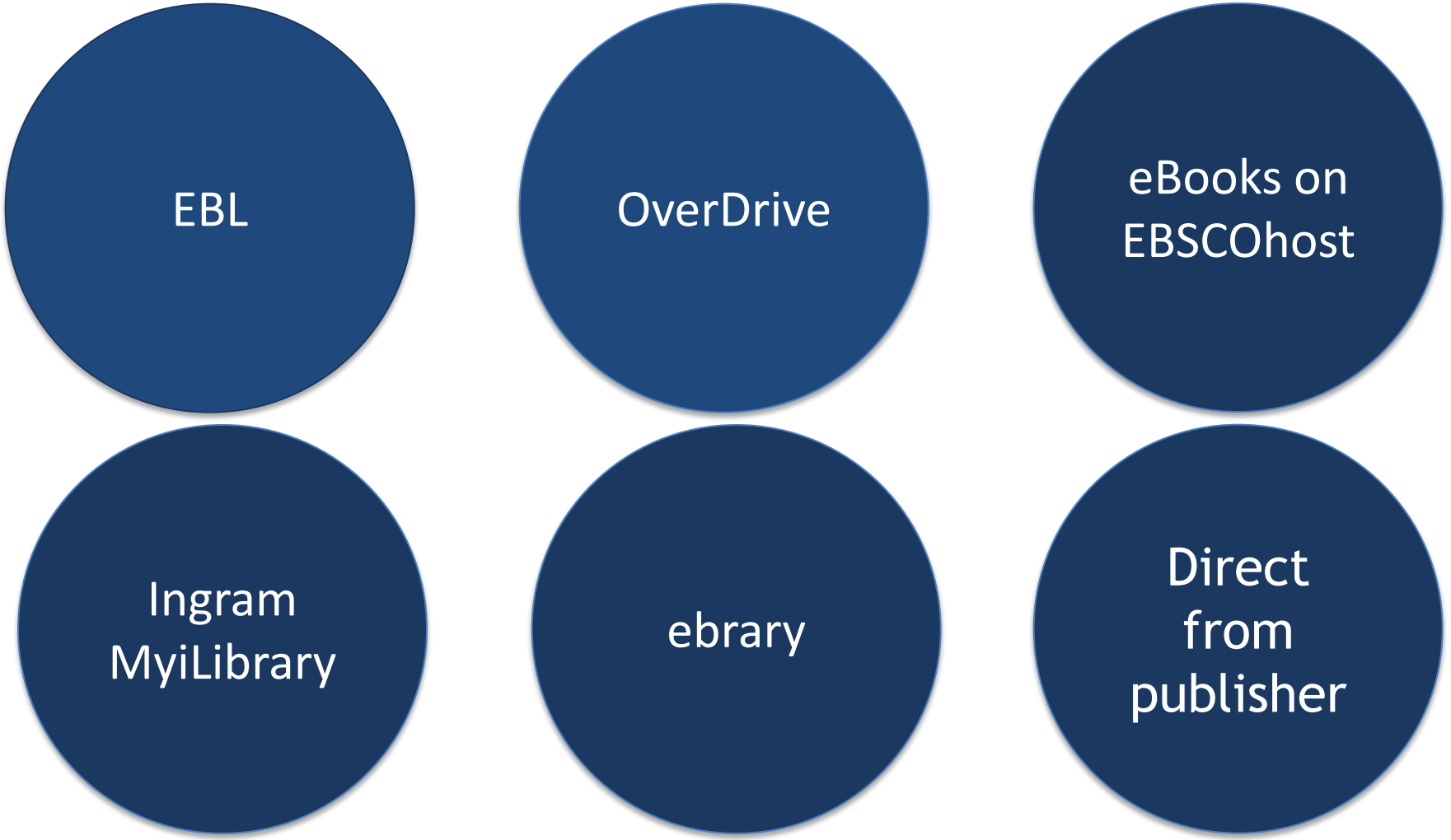
Downloadable

- Checkout readers
- Download/checkout to personal device
- Popular titles, best-sellers
- Ebooks/audiobooks
- One user at a time

View Only

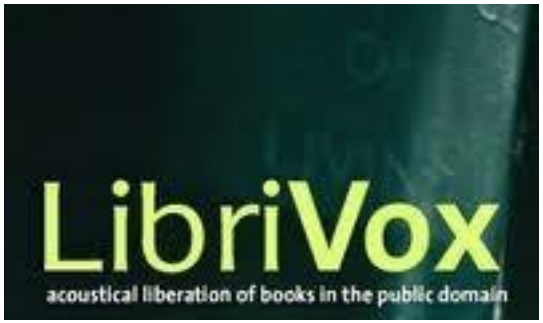
- Online eBooks
- Requires a browser and Internet connection - web-based
- No offline reading
- Multiple users
- Academic titles, reference

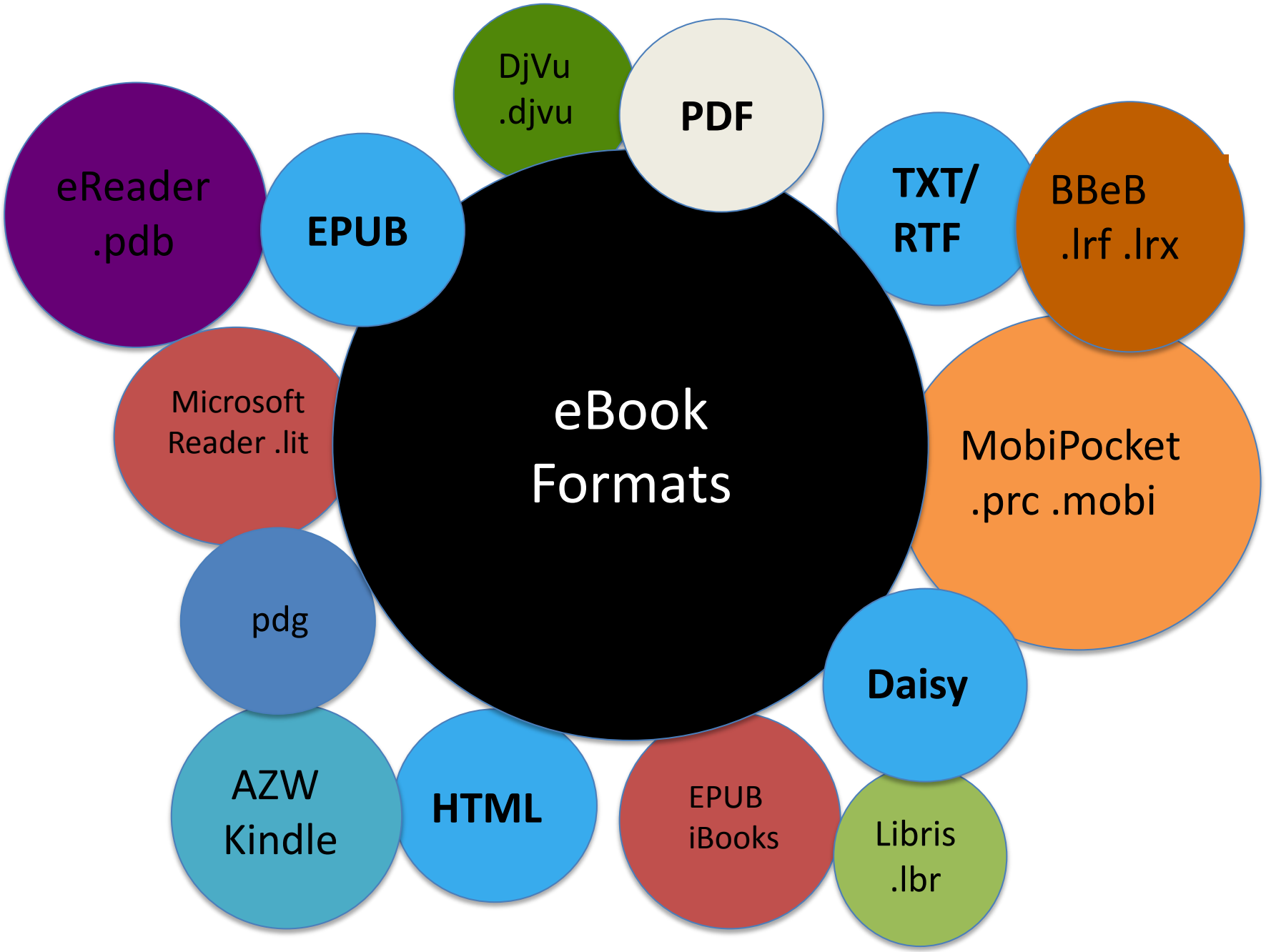
eBook Sources for Libraries



eBooks & Public Domain Content

Inkmesh




eBook Formats
DjVu .djvu
PDF
eReader .pdb
EPUB
TXT/ RTF
BBeB .lrf .lrx
Microsoft Reader .lit
MobiPocket .prc .mobi
pdg
Daisy
AZW Kindle
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EPUB iBooks
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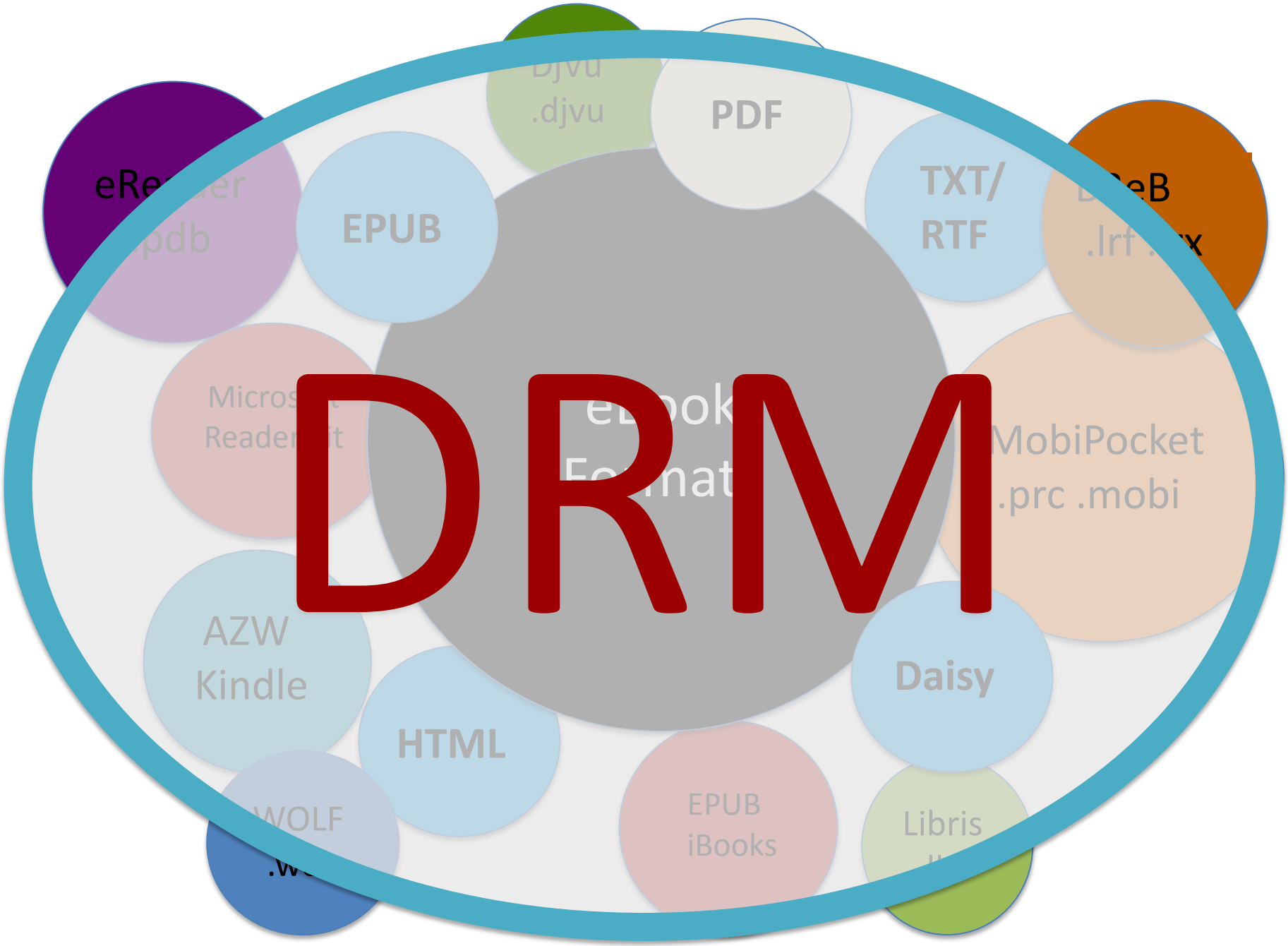

DRM
PDF
EPUB
TXT/
RTF
MobiPocket
.prc .mobi
AZW
Kindle
Daisy
HTML
EPUB
iBooks

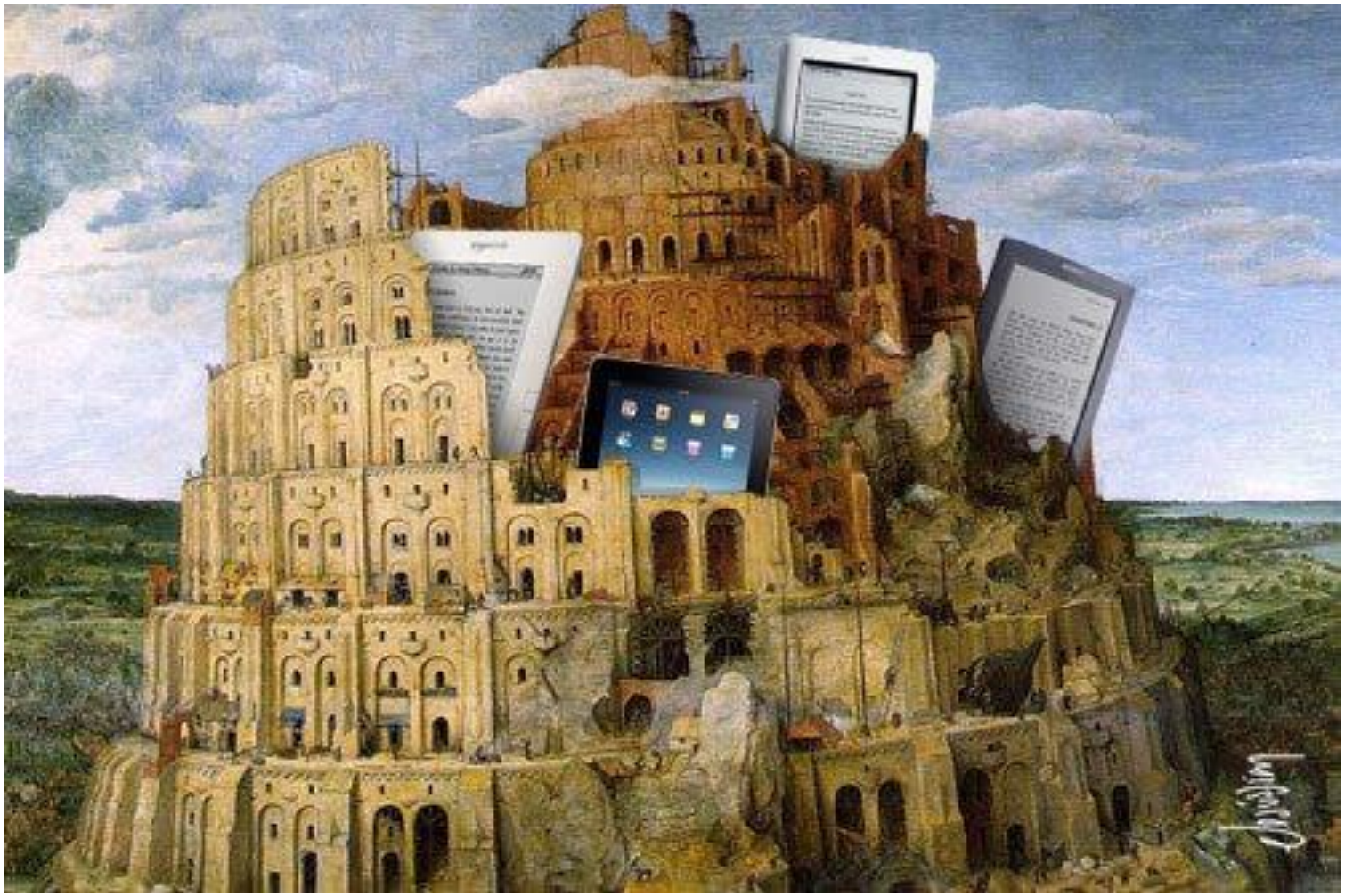
Issues for Libraries | DRM

The EPUB standard

- Adopted in 2007
- International Digital Publishing Forum
- Not used consistently
- Sony and iPad adopted EPUB as standard
- DRM can still be added

- www.idpf.org

Additional Questions to Consider



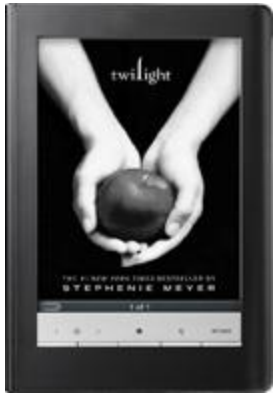
http://gizmodo.com/5478842/giz-explains-how-youre-gonna-get-screwed-by-ebook-formats

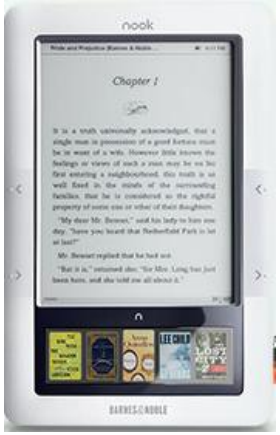
Cataloging and Legal Deposit of eBooks

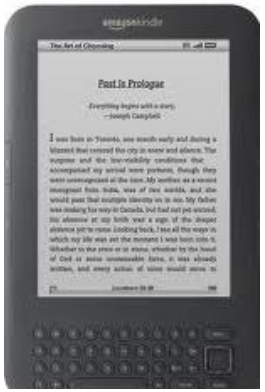
- Many vendors will provide MARC records for downloading to your ILS
- eBooks should be integrated into the library's broader collections - see what the University of Pennsylvania has done.
- In the U.S., books in electronic format are submitted to the Electronic Copyright Office for registration and Library of Congress deposit system.

Modern Devices

- Over 50
- Dedicated
- Web-based
- Tablets/multi-functional
- Applications for handheld devices





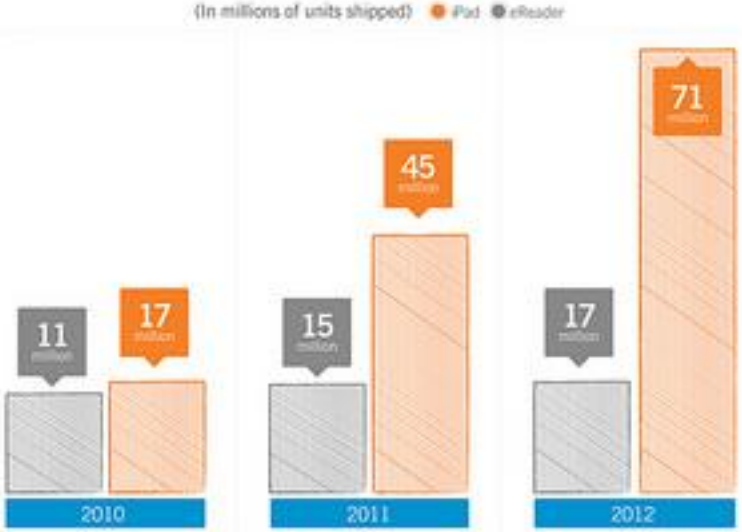


Kindle Development

How the Tablet Killed the eReader

eReaders will race to become more like tablets, while trying to retain their bibliophile base.

Tablets are growing much faster than eReaders.



Tablet/eReader Market Share

What do you do with your tablet/eReader?

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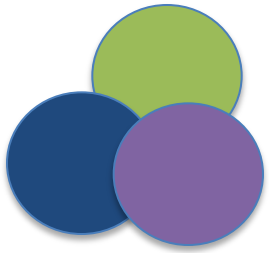
eReader Program Options



- In library viewing “petting zoo”
- Check-out, 2 hour reserve
- Loan reader with content
- Offer downloadable content for checkout

Vendors
Budgets
Publishers
Platforms
Legal Issues
Devices
Access
eBook types
eBooks
DRM
EPUB
Not compatible
Formats
Aggregators
Libraries
Licensing
Downloads

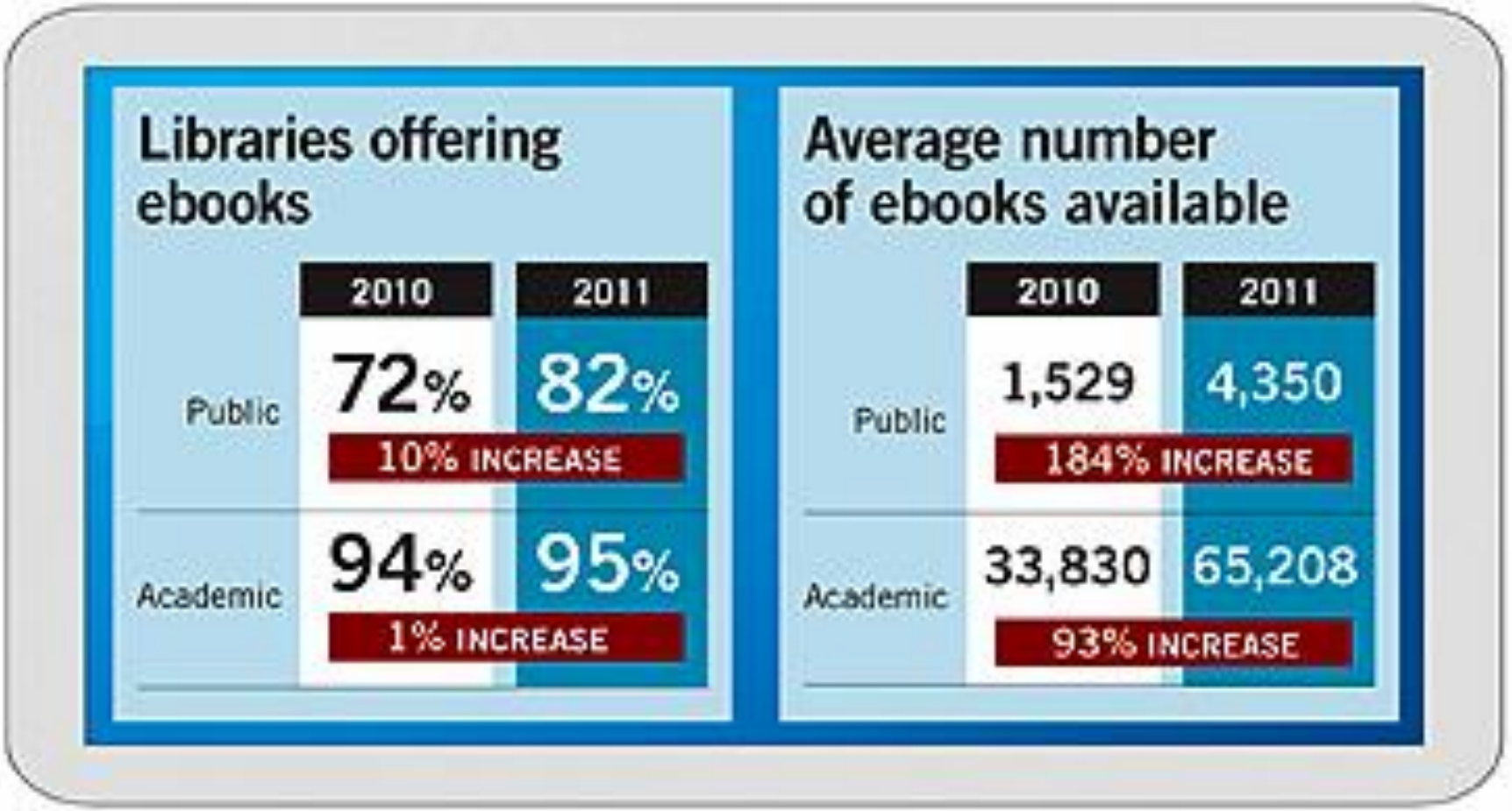
eBooks Offer Libraries Opportunities

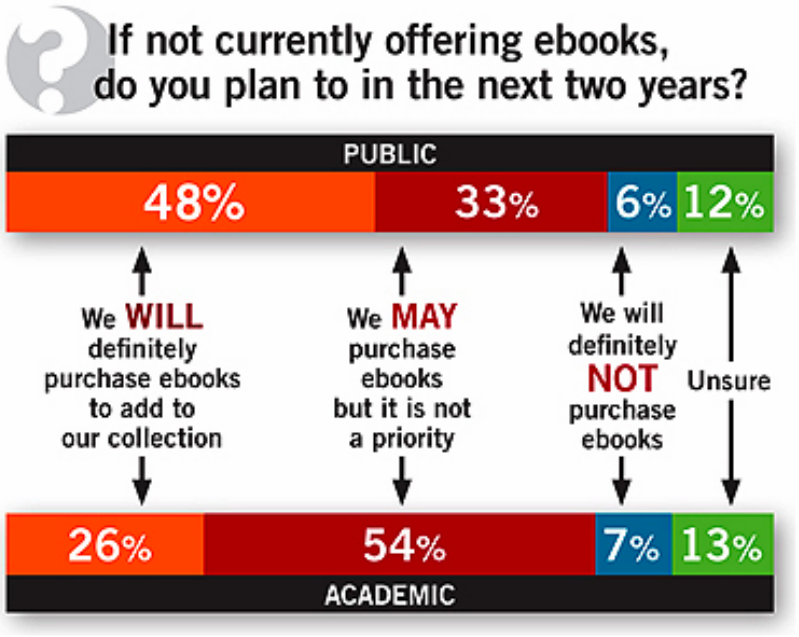
- To be on the forefront of innovative ideas
- To integrate print with electronic resources
- To collaborate with other libraries on a new level
- To educate the public on new technology
- To use freed-up space for programs and collaborative projects
- To offer a service for those who cannot afford it
- To give people an option to try devices before they buy them

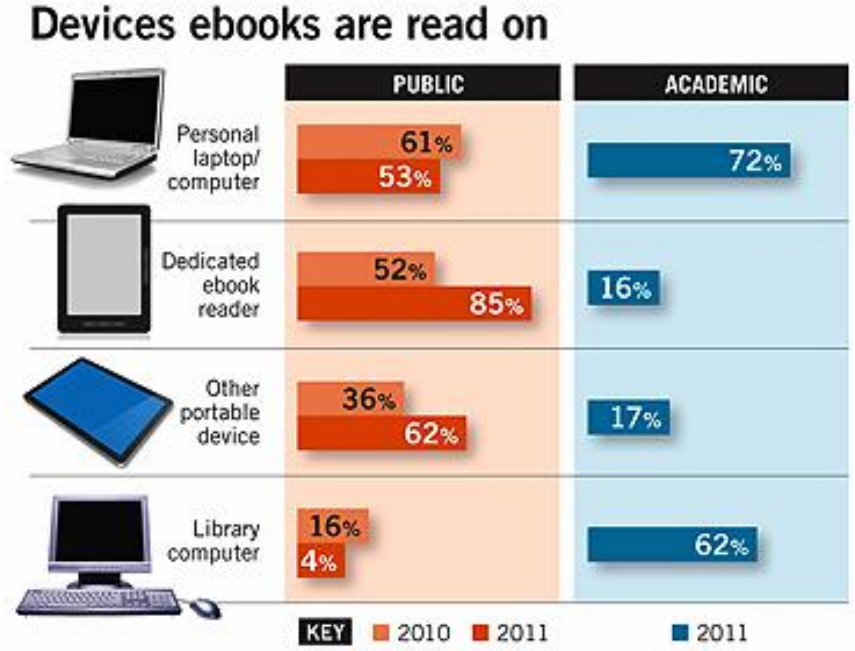
Challenges of eBooks

- Legal Issues - digital rights management
- Libraries must be advocates for reasonable copyright restrictions
- Deeper collaboration with publishers needed
- Expensive
- Digital divide
- Rapidly changing environment
- Multiple devices, multiple formats
- Separate purchasing plan needed
- Staff training

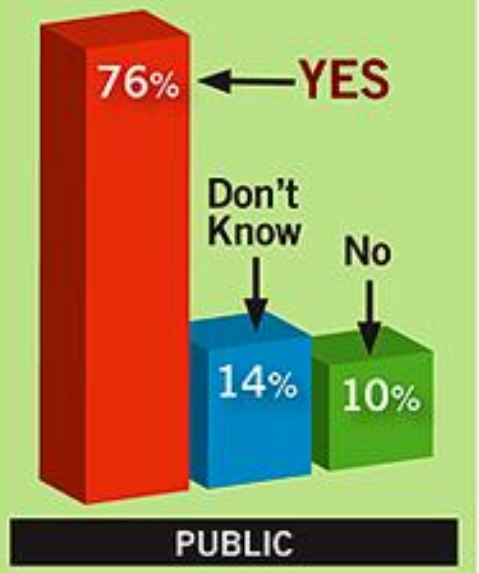
Library Journal's 2011 eBook Survey Results




If not currently offering ebooks, do you plan to in the next two years?
PUBLIC
48%
33%
6%
12%
We WILL definitely purchase ebooks to add to our collection
We MAY purchase ebooks but it is not a priority
We will definitely NOT purchase ebooks
Unsure
26%
54%
7%
13%
ACADEMIC


Devices ebooks are read on
PUBLIC
ACADEMIC
Personal laptop/ computer
61%
53%
72%
Dedicated ebook reader
52%
85%
16%
Other portable device
36%
62%
17%
Library computer
16%
4%
62%
KEY
2010
2011
2011

Have ebooks brought new users to the library?



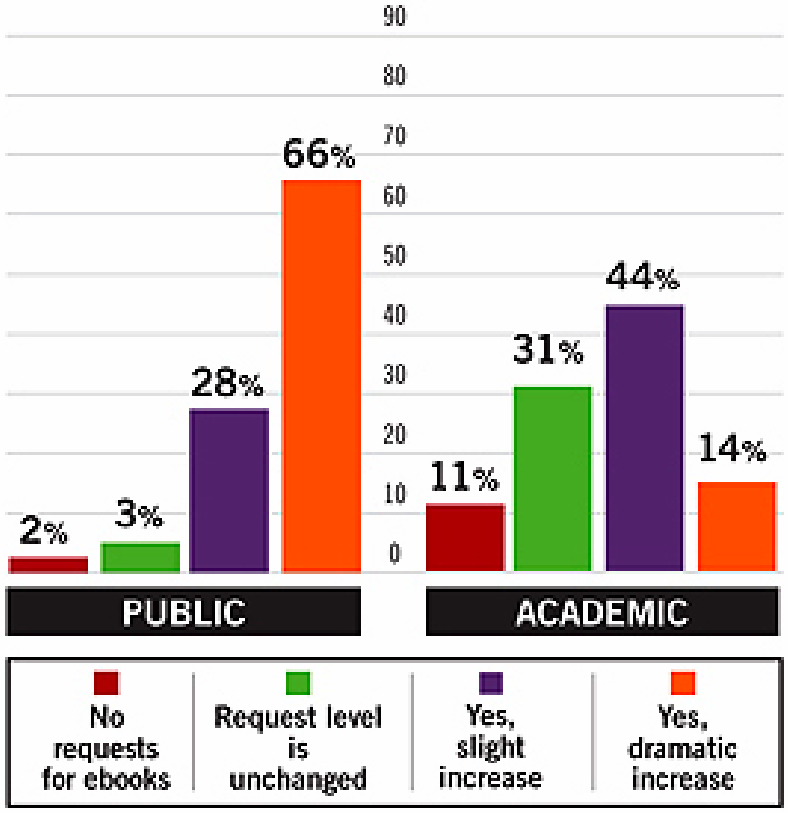
PUBLIC

ACADEMIC

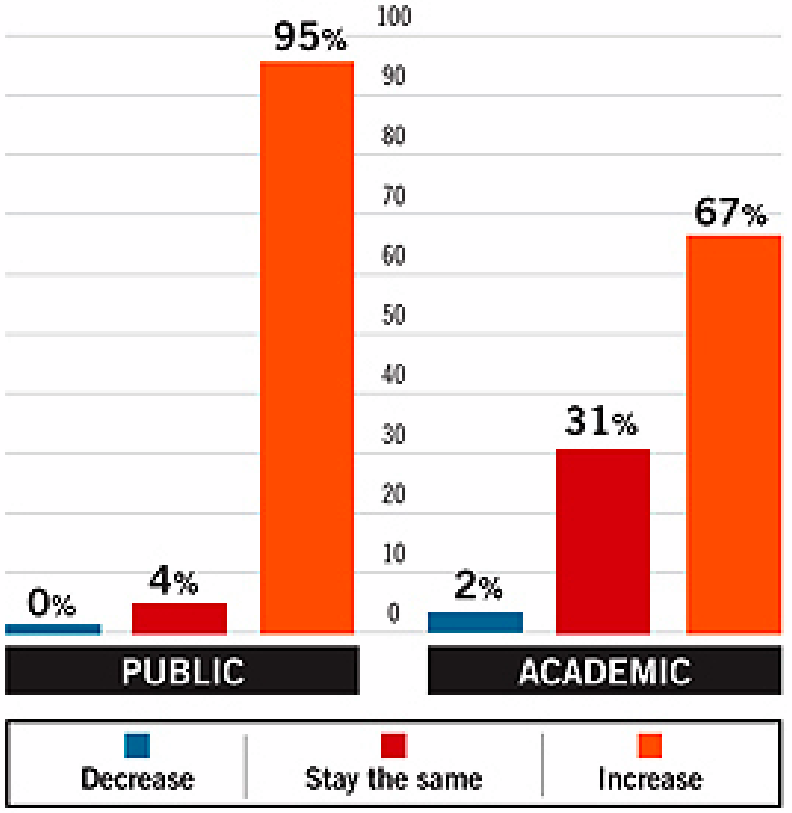
Why not offer ebooks?

	PUBLIC	ACADEMIC
Lack of ereading devices	16%	50%
No money for ebooks	54%	33%
Waiting to see what the best platform will be	40%	35%
No demand	10%	33%
Lack of technical support	12%	30%
Don't understand logistics of ebooks	8%	17%
Other	7%	25%

Did you experience an increase in ebook requests from users?



What do you expect to happen with this year's ebook circulation?



Resources

Blogs

- The Digital Shift http://www.thedigitalshift.com
- Go To Hellman http://go-to-hellman.blogspot.com
- Information Wants to be Free http://meredith.wolfwater.com/wordpress/
- No Shelf Required http://www.libraries.wright.edu/noshelfrequired/

Book

- No Shelf Required 2: Use and Management of Electronic Books, edited by Sue Polanka. ALA Editions, 2012.

Examples

- New York Public Library http://ebooks.nypl.org/
- Online Books Page: University of Pennsylvania
  http://onlinebooks.library.upenn.edu/

Thanks for coming today!

Karen Hartman
hartmankp@state.gov

- Credits to Sue Polanka of No Shelf Required, and IROs Magia Krause & Holly Murten