eBooks in Libraries: Challenges and Opportunities

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U.S. Embassy, Rome
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Phase I: Early eBooks
History of E-books

1971
Michael S. Hart launches Project Gutenberg and digitizes the United 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

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
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.

2005
Bookboon.com is launched, allowing people to download free textbooks and travel guide e-books.
Microsoft releases the Vista OS.

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.
Phase II: First eReaders: 1998
Phase III: Libraries Get Involved
Phase IV: eInk Technology
Are we at the eBook Tipping Point?

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

- EBL
- OverDrive
- eBooks on EBSCOhost
- Ingram MyiLibrary
- ebrary
- Direct from publisher
eBooks & Public Domain Content

Inkmesh

Open Library
One web page for every book.

Project Gutenberg

LibriVox
acoustical liberation of books in the public domain

Open Culture
mail@openculture.com

Google

International Children's Digital Library (ICDL)™
eBook Formats

- eReader .pdb
- Microsoft Reader .lit
- EPUB
- HTML
- EPUB iBooks
- Daisy
- Libris .lbr
- DjVu .djvu
- PDF
- TXT/RTF
- BBeB .lrf .lrx
- MobiPocket .prc .mobi
- pdg
- AZW Kindle
- pdg
Issues for Libraries | DRM

DRM
No One Admitted

Librarians Against 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

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

The All-New Kindle Family

Kindle $79
Kindle Touch $99
Kindle Fire $199
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>iPad</th>
<th>eReader</th>
</tr>
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<tbody>
<tr>
<td>2010</td>
<td>11 million</td>
<td>17 million</td>
</tr>
<tr>
<td>2011</td>
<td>15 million</td>
<td>45 million</td>
</tr>
<tr>
<td>2012</td>
<td>17 million</td>
<td>71 million</td>
</tr>
</tbody>
</table>

What do you do with your tablet/eReader?

- Browse Web: 83%
- Check Email: 71%
- Use Apps: 56%
- Watch Videos: 48%
- Read Books: 33%
- Play Games: 100%
- Read Newspaper/Magazine: 29%
- Listen to Music: 18%

Tablet/eReader Market Share

- iPad: 80%
- Kindle: 48%
- Pandigital: 25%
- Nook: 20%
- Sony: 5%
- Other: 2%
eReader Program Options

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

- **Libraries offering ebooks**
  - Public: 2010 - 72%, 2011 - 82% (10% increase)
  - Academic: 2010 - 94%, 2011 - 95% (1% increase)

- **Average number of ebooks available**
  - Public: 2010 - 1,529, 2011 - 4,350 (184% increase)
  - Academic: 2010 - 33,830, 2011 - 65,208 (93% increase)
If not currently offering ebooks, do you plan to in the next two years?

<table>
<thead>
<tr>
<th>PUBLIC</th>
<th>ACADEMIC</th>
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<tbody>
<tr>
<td>48%</td>
<td>26%</td>
</tr>
<tr>
<td>33%</td>
<td>54%</td>
</tr>
<tr>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>12%</td>
<td>13%</td>
</tr>
</tbody>
</table>

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.

If unsure.

Devices ebooks are read on

**Public**

- Personal laptop/computer: 61% (2010), 53% (2011)
- Dedicated ebook reader: 52% (2010), 85% (2011)
- Other portable device: 36% (2010), 62% (2011)
- Library computer: 16% (2010), 16% (2011)

**Academic**

- Personal laptop/computer: 72% (2011)
- Dedicated ebook reader: 16% (2011)
- Other portable device: 17% (2011)
- Library computer: 62% (2011)

**KEY**

- Orange: 2010
- Red: 2011
- Blue: 2011
Have ebooks brought new users to the library?

- Public: 76% Yes, 14% Don't Know, 10% No
- Academic: 31% Yes, 33% Don't Know, 36% No

Why not offer ebooks?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Public</th>
<th>Academic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of ereading devices</td>
<td>16%</td>
<td>50%</td>
</tr>
<tr>
<td>No money for ebooks</td>
<td>54%</td>
<td>33%</td>
</tr>
<tr>
<td>Waiting to see what the best platform will be</td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td>No demand</td>
<td>10%</td>
<td>33%</td>
</tr>
<tr>
<td>Lack of technical support</td>
<td>12%</td>
<td>30%</td>
</tr>
<tr>
<td>Don't understand logistics of ebooks</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Did you experience an increase in ebook requests from users?

- Public:
  - No requests for ebooks: 2%
  - Request level is unchanged: 3%
  - Yes, slight increase: 11%
  - Yes, dramatic increase: 66%

- Academic:
  - No requests for ebooks: 4%
  - Request level is unchanged: 2%
  - Yes, slight increase: 31%
  - Yes, dramatic increase: 95%

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

- Public:
  - Decrease: 0%
  - Stay the same: 4%
  - Increase: 67%

- Academic:
  - Decrease: 2%
  - Stay the same: 31%
  - Increase: 67%
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

Examples
- New York Public Library  http://ebooks.nypl.org/
- Online Books Page: University of Pennsylvania  http://onlinebooks.library.upenn.edu/
Thanks for coming today!

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hartmankp@state.gov

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