

eBooks

A University Perspective
Greg Anderson,
The University of Newcastle

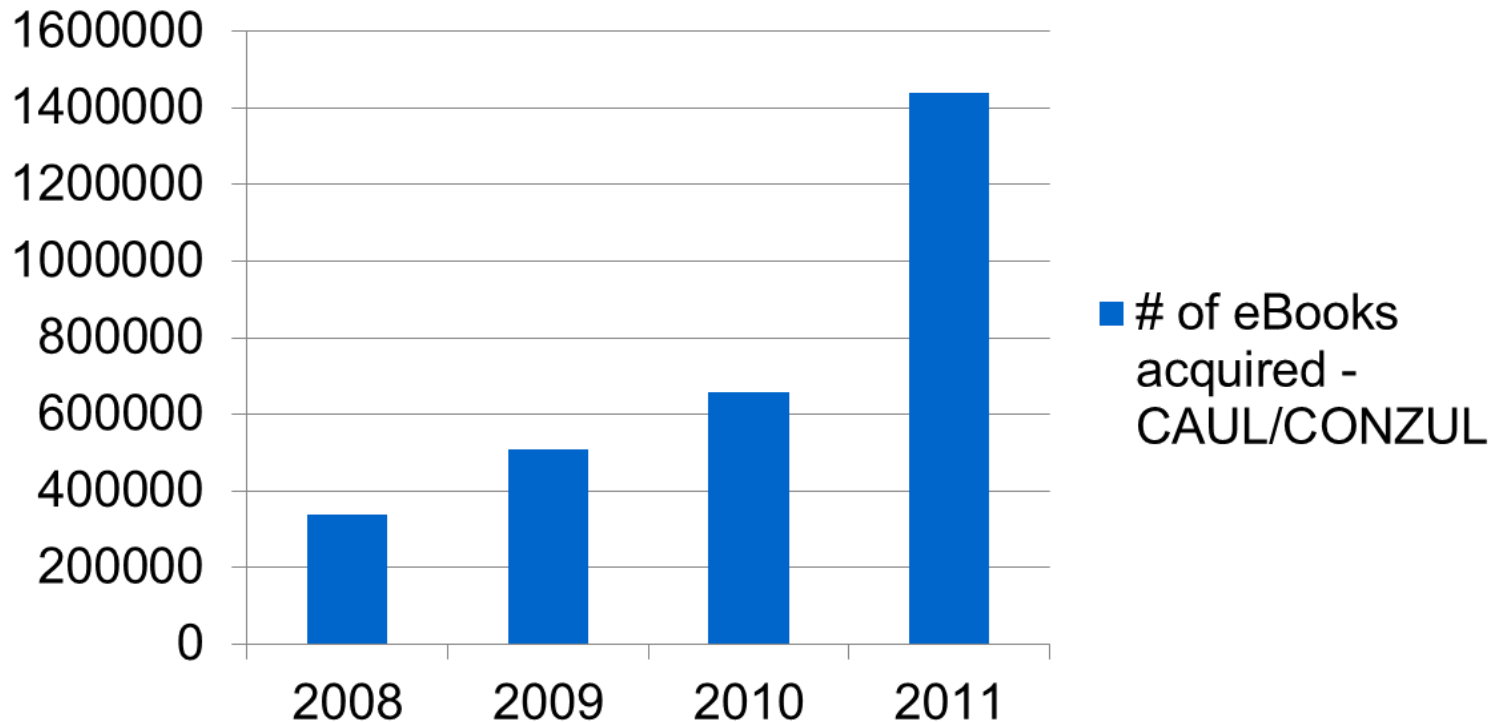
Craig Anderson, RMIT University

Three themes

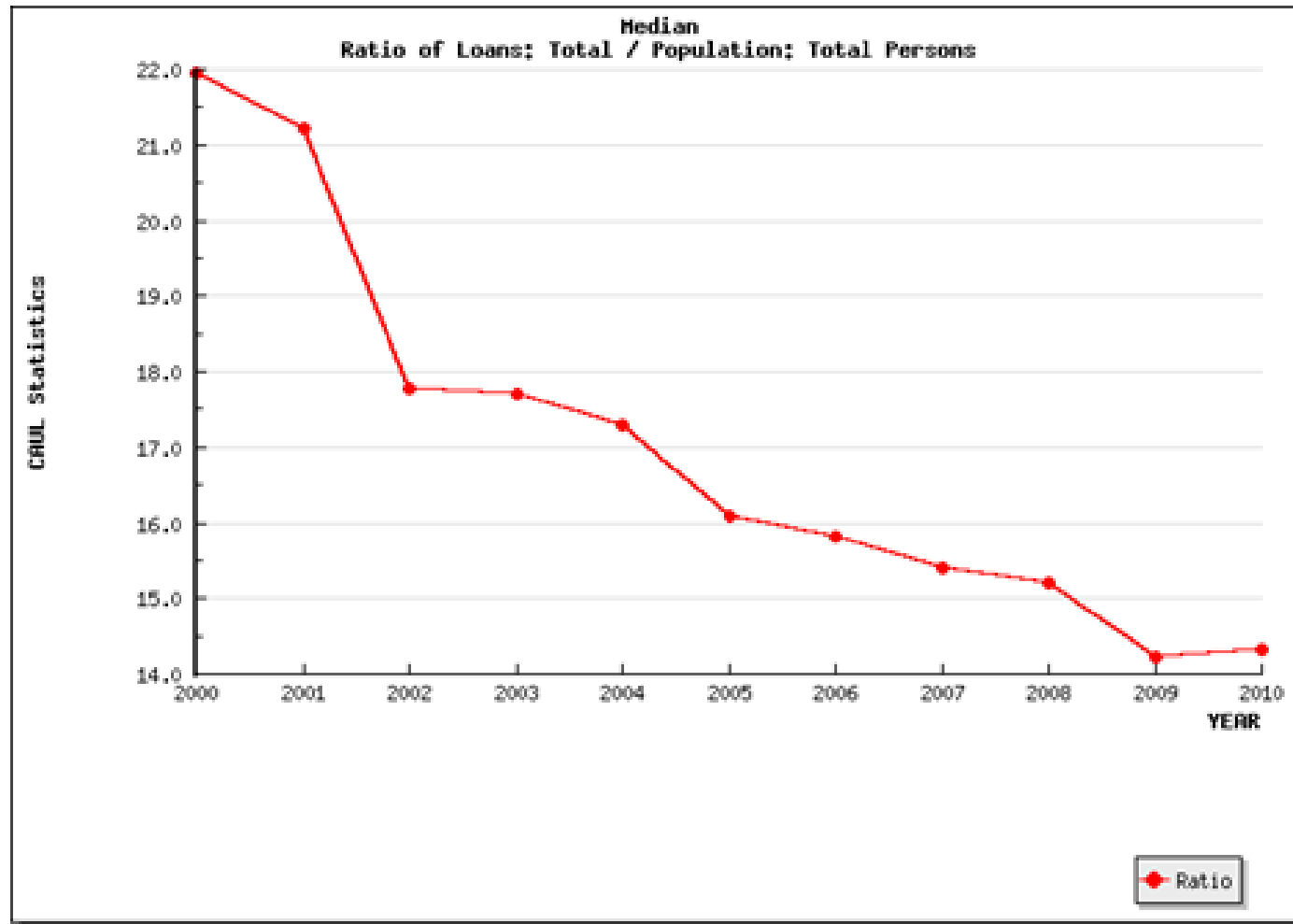
- Academic & public libraries are **very** different
 - Funding bases
 - Aims
 - History
- Negotiating – “Getting to yes”
- Ability to influence publishers

of eBooks acquired – CAUL/CONZUL

of eBooks acquired - CAUL/CONZUL



Loans per student – 2000 - 2010



Ebooks – the University environment

- 24/7 access across multiple campuses, countries etc
- Able to control access to a defined population via IP
- Online & blended learning environment
 - Students/staff preference for electronic resources
 - integrated and linked to Learning Management Systems
 - Academic Libraries have transformed space with facilities to support collaborative & online learning (Learning & Information Commons) Contemporary study learning facilities

Models

- **Subscription models**
- 22 subscriptions (12% of overall e-spend \$5.8m).
- Costs varies considerably – bundle of titles with a subscription value of USD \$.61cents to \$8 per title per year but also subject to annual increases of 5-10%
 - Titles drop in and out of packages
 - Non-ownership/perpetual rights
 - Quality of titles can vary due to little control over quality
 - Reference products
 - Some feature unlimited simultaneous users, unrestricted downloads of chapters

Models

- Publisher Platforms (Sage, T&F, Elsevier, Wiley, Springer etc)
- Offer content in packages which can be purchased, usually in collections but some publishers also offer pick & choose options (Wiley & Elsevier)
- Content can be exclusive to the publisher & not available through aggregators
- Some deals offered through CAUL but most publishers go direct
- Publishers can offer substantial discounts on packages e.g. 60% off for entire package, less for collections.
- Tend to offer unlimited simultaneous access though some may offer titles based on a defined number of users.

Models

- [Aggregators \(Ebrary, EBSCO Publishing, EBL\)](#)
- Offer an extensive range of titles from multiple publishers
- Purchase, subscription or access (EBL) offering perpetual access for purchased content
- Restrictions thru DRM for downloading, printing etc – can be more restrictive than Publisher Platforms
- Restrictions on simultaneous users common
- PDF format common but some offer EPUB format
- Better options for downloading to e-readers

Demand (Patron) Driven Models

- Pay to view & buy based on the number of views
- Advantage that we purchase what is being used
- Control what is available through a collection profile
- General profile – items published after 2005 & Australian titles, published after 2000
- Average time spent reading online is 66 minutes
- E-Titles can be very expensive compared to print equivalent for some disciplines.

“Autism Spectrum Disorders” \$87.75 USD E-price : \$749.95

“Imaging for Students” \$55.00 USD E-price : \$825.00 USD

Multiple Models – 2012 spend on “books”

Ebooks

Purchase outright:	\$456,893
Demand driven*:	\$294,500
Subscriptions:	\$624,873
Total:	\$1,376,266
Print spend:	\$1,068,089

* Includes access fees

Cost, Content & Management

- Advantages – no physical processing, shelving, lending, storage, lost or stolen.
- Electronic Back Sets of older material can allow retirement of print collections to free up space
- Open access books also available
- Can load thousands of catalogue records quickly but ongoing maintenance required.
- Quality of records from publishers may compromise discoverability.
- PDF preferred format by Publishers – slow move to EPUB
- Detailed usage stats available but we need more standardisation e.g. Counter compliant?

Client experience – Insync 2012 Survey

- 7,233 surveys completed with 4,196 comments
- 100 comments (1.3%) mentioned ebooks
- 33% were positive:-

“Online books are the best”

“As many books on eLibrary as possible.. so much easier to complete assignments with easy access to these books.”

“more online books, especially textbooks”

“Free ebooks is a great resource, in my opinion.”

Client experience – Insync 2012 Survey

- 67% were negative:-

“Ebooks are a hassle: access is too difficult; having to log into each system separately rather than just into the library. Also very tiring to read books online.”

“there are some online contents that are difficult to browse/read, specially books. In this sense, it is not really convenient to have access to a book, one page at a time, and only online.”

“the ebooks and ejournals are very difficult to sift through and locate something specific”.

“Getting to yes”

- Context for negotiations not yet established
 - What are mutual wins?
 - What are the BATNAs?

Ability to influence publishers

- May be greater than we think
- But may not – especially in non-scholarly areas
- Elsevier – Research Works Act problems
- Use of editors, contributors
- Challenge of open access

In conclusion

- Some similarities, but many dis-similarities between sectors
- Negotiations will be difficult, but are necessary
- Search for common interests will be a challenge
- Still early days – makes VHS vs Beta look like industry collusion
 - (have they ruined the market ???)

Thank you

Acknowledgements:

CAUL Collection Sharing & Access Committee, Survey of CAUL libraries on the future directions of Document Delivery & Inter Library Loan Services

David Wells, Ebooks: Overview of Licensing and Access Models 2012

Karen Miller, Considerations for ebook acquisitions (Curtin University Library)

CAUL, Briefing Paper on eTextbooks and their implications for libraries