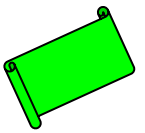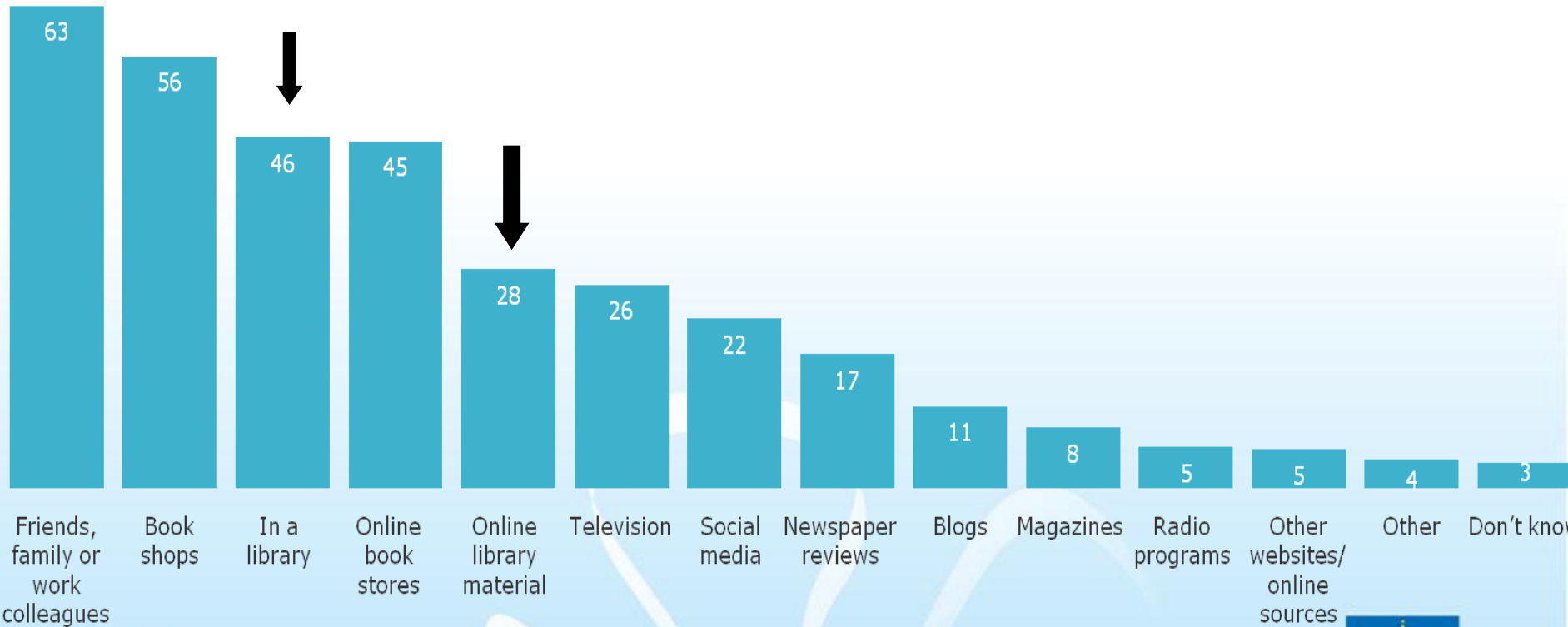# State Library
OF WESTERN AUSTRALIA

ALIA e-book & e-lending think tank
Melbourne - 12 March 2013

Libraries play an important role in reading discovery

- The most common sources of information are through family/friends/work colleagues and book shops.
- The library also features as a source for almost one in two readers (46%).
- 28% use online library material.

%

63	56	46	45	28	26	22	17	11	8	5	5	4	3
Friends, family or work colleagues	Book shops	In a library	Online book stores	Online library material	Television	Social media	Newspaper reviews	Blogs	Magazines	Radio programs	Other websites/ online sources	Other	Don't know

A1 Please think about all the different ways you can find out information about books; such as whether or not to purchase or borrow books, the release dates of new books or recommendations of what to read next. Now thinking about the various different types of information that can be used, what do you use to find out more about what books to read?
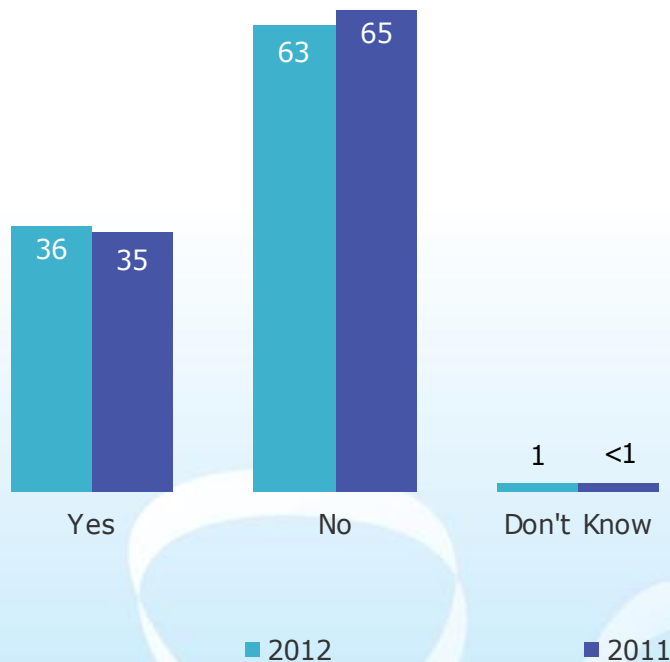Base: Total Sample 2012 n=797
Note: In a library shown as 'In a library (e.g. displays, booklists, staff recommendations)', Online book stores was shown as 'Online book stores (e.g. Amazon, Fishpond, The Book Depository, Booktopia, Dymocks, Angus & Robertson) ', Online library material shown as 'Online library material (e.g. catalogue, email newsletters)' , and Social media shown as 'Social media (e.g. Twitter, Facebook)' in the questionnaire

BRISBANE CITY

Dedicated to a better Brisbane

2

Number of readers who have downloaded eBooks remains stable over 2011-12 – just over one third
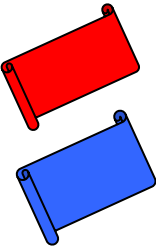
Ever downloaded an eBook - %

	Yes	No	Don't Know
2012	36	63	1
2011	35	65	<1

■ 2012   ■ 2011

Dedicated to a better Brisbane

Amazon and iTunes are equally dominant sources of eBook content – setting the benchmark for range and immediate availability

%

| Category	2012	2011
iTunes/iBooks app	34	35
Amazon	34	32
www.free-ebooks.net	17	Not asked in 2011
Via the Brisbane City Council library website	15	13
Project Gutenberg	14	10
Other online stores (e.g. Fishpond, Booktopia, Angus & Robertson, Dymocks)	8	18
Via other library websites	3	17
Other	23	25

■ 2012   ■ 2011

▲ = Significant difference

E6 (Q15a) Where do you download eBooks from?
Base: Those who download eBooks 2011 n=107; Those who download eBooks 2012 n=296; "Via the Brisbane City Council Library website" code 2012 n=192

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4

On average, almost two thirds of eBooks are accessed from free sources – including Libraries

12

53

35
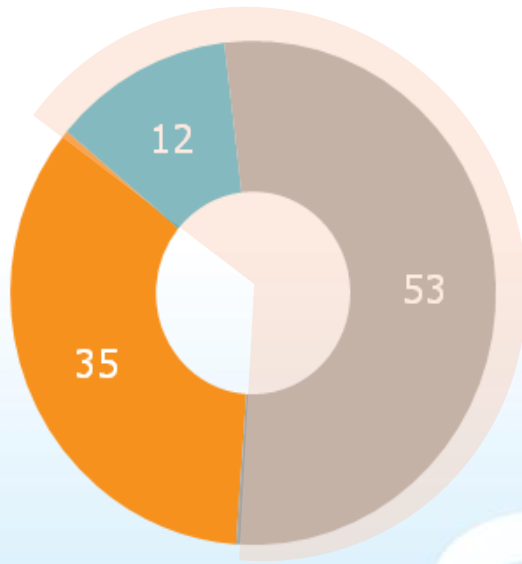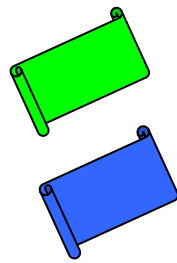
- Buy
- Borrow
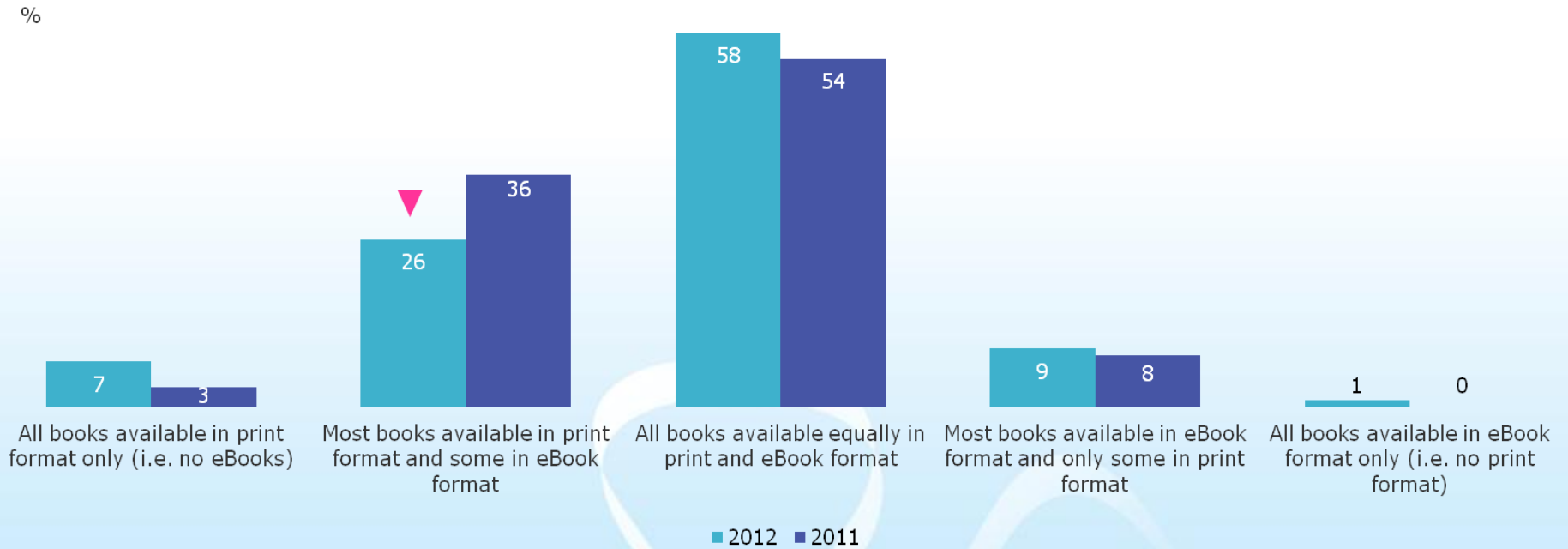- Download/ access for free
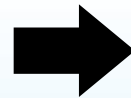
Opportunity

Borrow or download for free = 65%

E7 Thinking about the eBooks you read, what proportion of them do you buy, download/access for free, and borrow from libraries?
Base: Those who download eBooks 2012 n=296

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What do they expect the collection balance to be?

%

7 / **3**	▼ **26** / **36**	**58** / **54**	**9** / **8**	**1** / **0**
All books available in print format only (i.e. no eBooks)	Most books available in print format and some in eBook format	All books available equally in print and eBook format	Most books available in eBook format and only some in print format	All books available in eBook format only (i.e. no print format)

■ 2012 ■ 2011

▲ **= Significant difference**

F3 (Q25) In five years' time, (based on the assumption that all books are available as both eBooks and printed books), what balance do you expect Brisbane City Council Libraries to provide?
Base: Total Sample 2011 n=309 ; Total Sample 2012 n=797
Note: Question wording changed slightly in 2012 from 2011

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6

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- *Contracts for e-book supply override exception and limitations rights provided to libraries by law*

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- – *Consortia being actively discouraged through pricing models*

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"We have met and talked sincerely with many of these publishers. We have sought common ground by exploring new business models and library lending practices. But these conversations only matter if they are followed by action… Books and knowledge — in all their forms — are essential. Access to them must not be denied."

While there has been some movement by some publishers, it is not enough. Librarians and our allies must speak out more forcefully in communities across the country. Everyone needs to know that libraries offer e-books and 21st century library services, but we are unable to offer all the e-reading choices our patrons need because some publishers refuse to work with us. "

ALA President Maureen Sullivan, September 2012

American Library Association (ALA)

– ## *Digital Content Working Group*

- Assist in the identification of strategies to influence decision makers—whether government officials, publishers, other information service providers, interest groups and others to effect changes that would assist libraries in better service their communities

- Address specific issues such as Business Models, Accessibility, Privacy, Education for the Library Community, Public Outreach and Publisher/Service Provider Relations through working subcommittees, bringing in other experts …

– ## *E-book Media and Communications Toolkit*

- *FAQs, example opinion pieces, useful documents, content for media work*

Front page of the Swedish Library Association Campaign brochure

New Zealand

- *National Library of New Zealand leading discussions with NZ publishers*

eBooks in Libraries

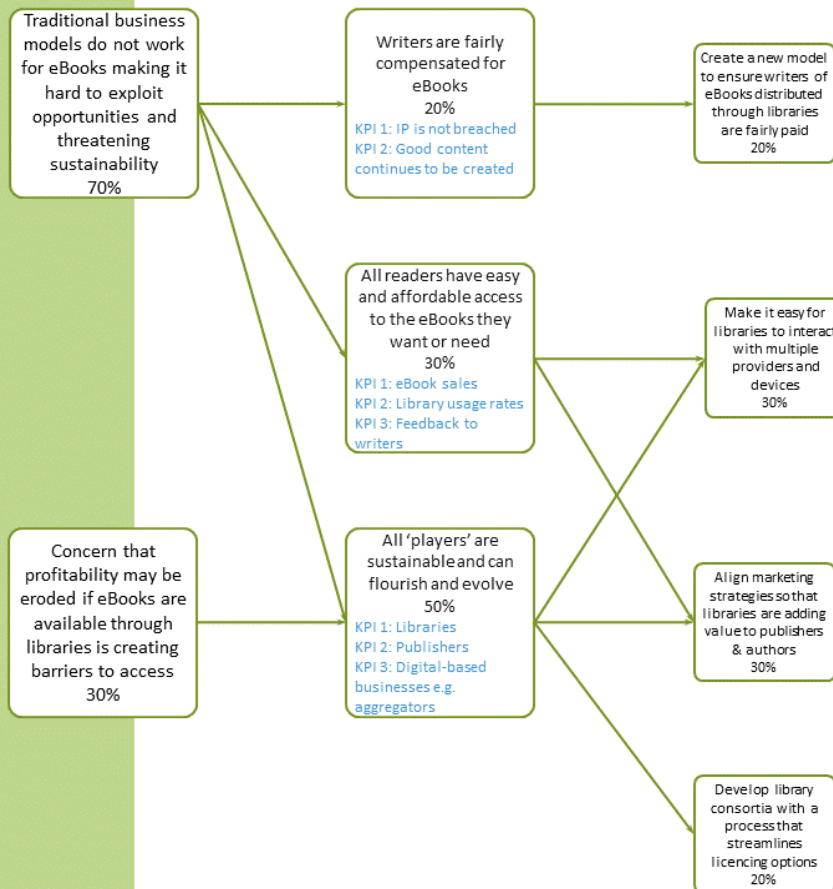Making eBooks easily and affordably available to all New Zealanders

INVESTMENT LOGIC MAP
Programme

PROBLEM	▶	BENEFIT	▶	STRATEGIC RESPONSE

Traditional business models do not work for eBooks making it hard to exploit opportunities and threatening sustainability
70%

Writers are fairly compensated for eBooks
20%
KPI 1: IP is not breached
KPI 2: Good content continues to be created

Create a new model to ensure writers of eBooks distributed through libraries are fairly paid
20%

All readers have easy and affordable access to the eBooks they want or need
30%
KPI 1: eBook sales
KPI 2: Library usage rates
KPI 3: Feedback to writers

Make it easy for libraries to interact with multiple providers and devices
30%

Concern that profitability may be eroded if eBooks are available through libraries is creating barriers to access
30%

All 'players' are sustainable and can flourish and evolve
50%
KPI 1: Libraries
KPI 2: Publishers
KPI 3: Digital-based businesses e.g. aggregators

Align marketing strategies so that libraries are adding value to publishers & authors
30%

Develop library consortia with a process that streamlines licencing options
20%

New Zealand

- *LIANZA Standing Committee on Digital Content and eLending in Libraries*

  – *To draft submissions on behalf of the LIANZA Council on any matters relating to the provision of digital content.*

  – *To prepare policy statements on e-lending and the provision of digital content for approval by the LIANZA Council.*

  – *To assist the LIANZA Council in developing strategies to influence decision makers, government, publishers, other information service providers, to effect changes that would assist libraries in better serving their communities.*

- IFLA
  - Digital Content Programme is an IFLA Key Initiative
  - Full day programme at IFLA Singapore 2013
- 5 Principles for eLending
  - Availability, copyright exceptions & limitations, device neutrality, protection of personal information & legislation as an option

- E-book advocacy page maintained by SLWA

  – http://ebookadvocacy.wordpress.com/

Canadian Urban Libraries Council developing their own platform

Canada's English-language publishing community (represented by eBOUND Canada) and Canada's public libraries (represented by the Canadian Urban Libraries Council - CULC) are working together for the creation of a made-in-Canada solution that, potentially, will provide eBook lending capabilities to all Canadian public libraries from Canadian publishers, with the opportunity for international publishers to join in. The solution will facilitate sales of both eBook and print materials from the same publishers to library patrons, with the appearance of patron transactions taking place in the library discovery layer (catalogue)

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ReadersFirst:

- Consortia aiming to work with vendors to achieve seamless access to all library content including e-books;

  – *Search and browse a single comprehensive catalog*

  – *Place holds, check out items, view availability, manage fines etc through individual library catalogs*

  http://readersfirst.org/

Legislative Approach – US State of Connecticut

AN ACT CONCERNING "E-BOOKS" AND LIBRARIES.

That the general statutes be amended to require publishers of electronic books to offer such books for sale to public and academic libraries at the same rates as offered to the general public.

Statement of Purpose:

To require publishers of electronic books to offer e-books for sale to public and academic libraries at the same rates as offered to the general public.

Legislative Approach – IFLA Principle 5

- When publishers and/or authors and/or resellers withhold library access to eBooks, national legislation should require such access under reasonable terms and conditions.

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– Libraries meet the market demand for those consumers willing to pay zero
– Public funding = public access
– Buy an e-book once, provide access for ever and never buy another copy

Book Industry Collaborative Council (BICC)

*to help the book industry deal with the rapid changes being brought by digitisation and to assist the industry implement recommendations from the Book Industry Strategy Group. The Council will work to maintain a dialogue between the industry and government and to **encourage collaboration between the supply chain sectors** - ensuring this interconnectivity is vital to strengthening the position of the Australian book industry within the global market.*

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Final thoughts

– *Libraries continue to be locked out of the market*

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– *A debate about how Australia sees its libraries and access to culture*

– *And, about our future*

- http://www.ala.org/transforminglibraries/ebooks-digital-content
- http://www.lianza.org.nz/about-us/committees
- http://www.ifla.org/node/7418
- http://www.ifla.org/files/assets/hq/topics/e-lending/ifla-principles-for-elending.pdf
- http://ebookadvocacy.wordpress.com/
- *http://www.culc.ca/cms_lib/eBOUND-CULC-RFI-Public-Library-eBook-Lending-Initiative_20120605.pdf*
- http://readersfirst.org/
- http://www.innovation.gov.au/Industry/BooksandPrinting/BookIndustryCollaborativeCouncil/Pages/default.aspx
- Thank you to Sharan Harvey at Brisbane City Council for sharing the results of their research.