

eBooks

A University Perspective

Greg Anderson, CAUL representative,

University Librarian

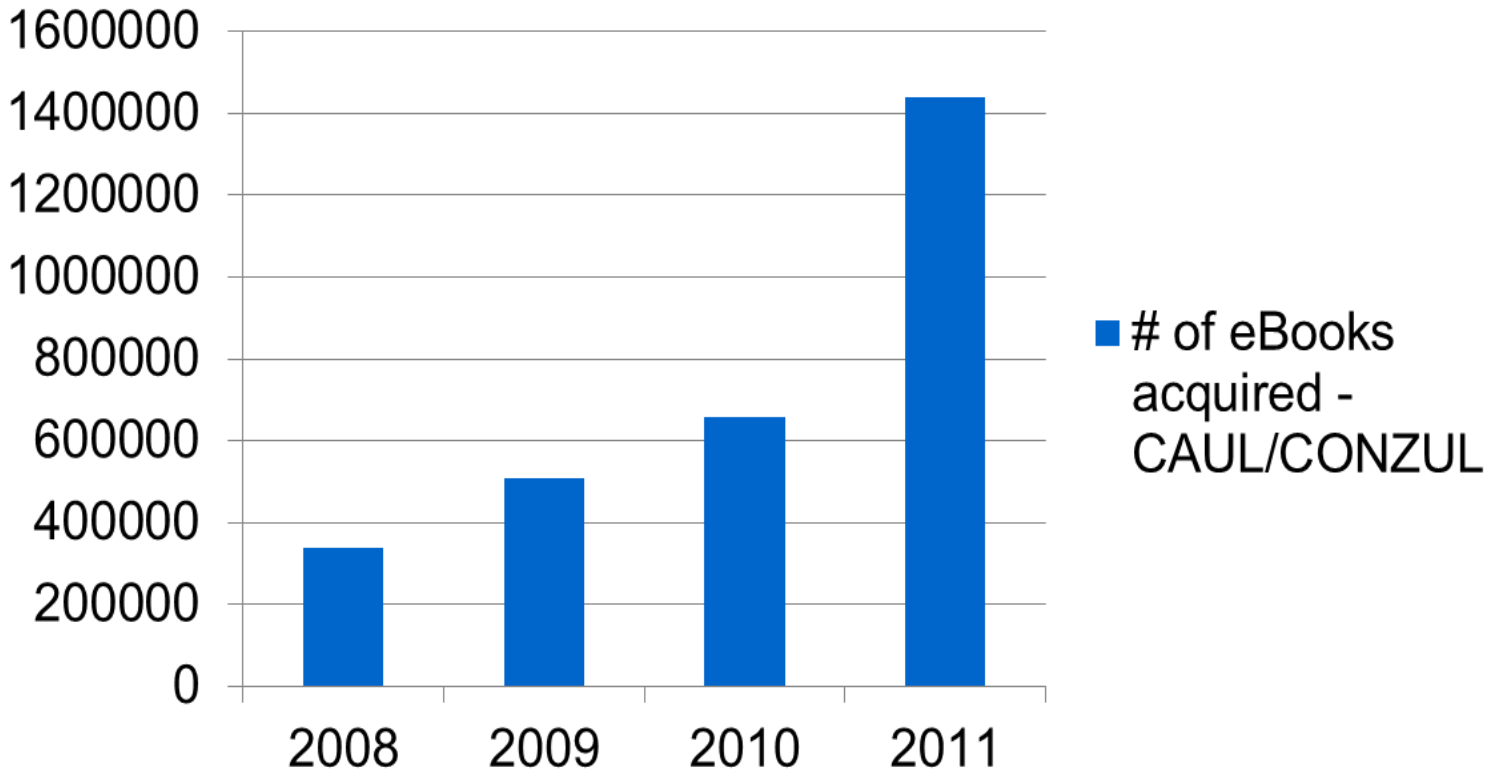
The University of Newcastle

Back in 2008...

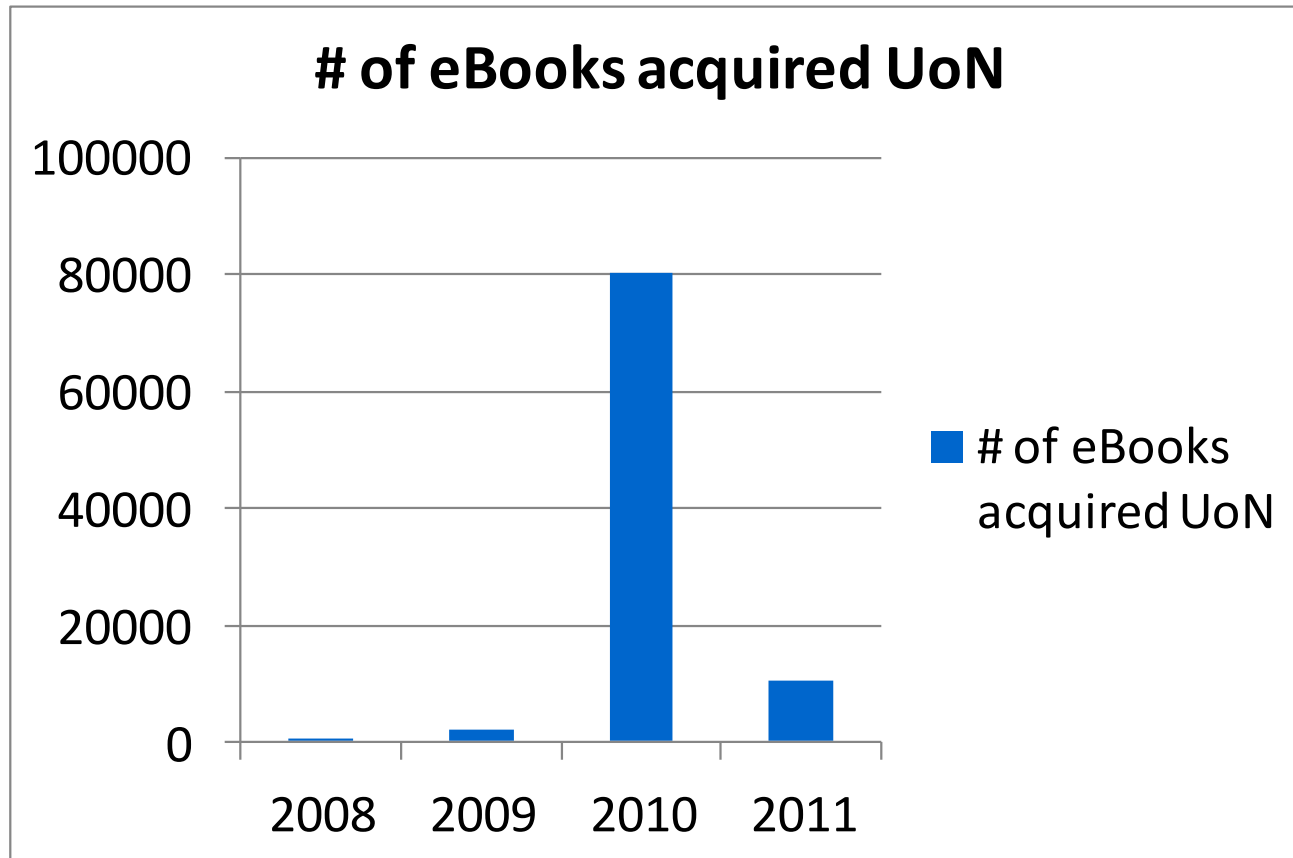
- General view that the evolution of ebooks was slower than e-journals. Publisher quote “ebooks about 10 years behind e-journals”
- No Ipads; Kindle and Sony Reader were only available in limited markets
- Problems with Platforms/interfaces – lack of standardisation and problems with downloading plug ins.
- Complex pricing models
- Concurrent access limits and tendency to design access around print models
- Embargos on latest editions being made available online
- Studies underway which suggested growing patron acceptance of eBook format and usage suggested better ROI

of eBooks acquired – CAUL/CONZUL

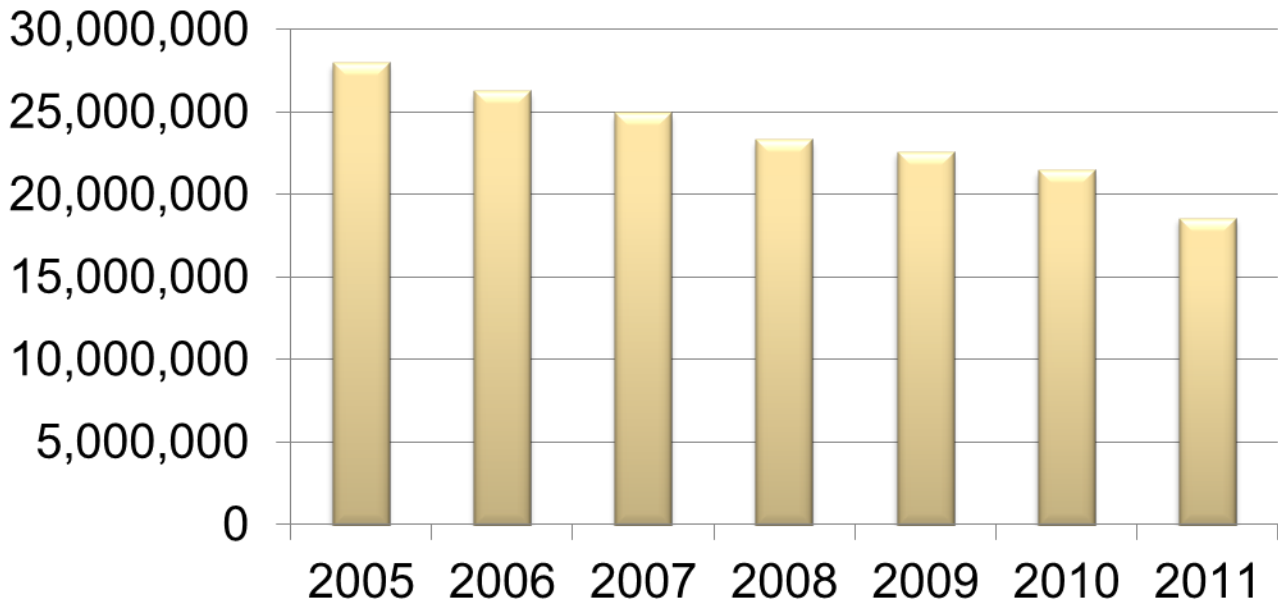
of eBooks acquired - CAUL/CONZUL



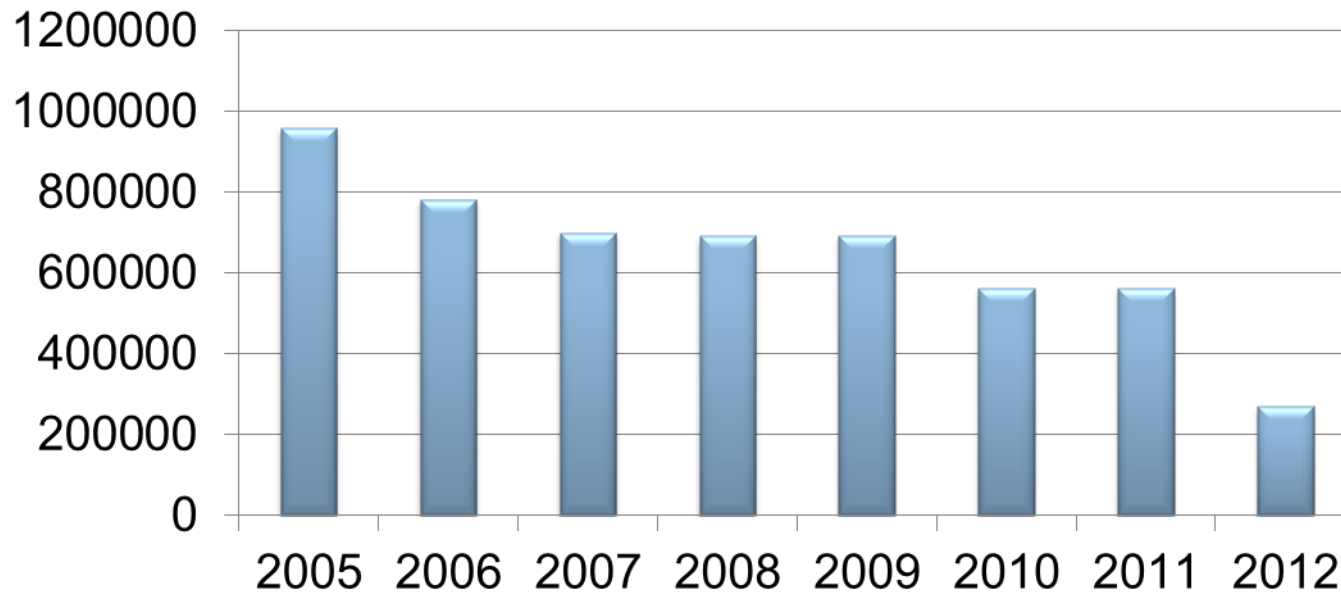
of eBooks acquired UoN



Total Loans for all Universities 2005 - 2011



Total Loans UoN 2005 – 2012



Summary of loan data

- **CAUL Loans 2005 – 2011**

- 27,999,259 2005

- 18,605,871 2011

-33.5%

- **UoN Loans 2005 – 2012**

- 961,320 2005

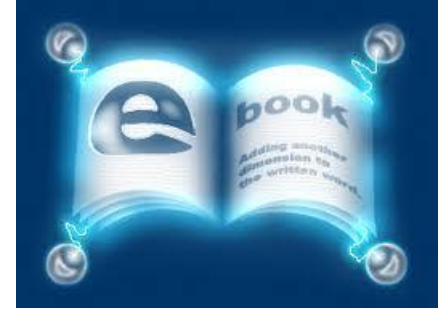
- 269,587 2012

-72%

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

Ebooks 355,780 titles from...



- Subscription



- Purchase



- Patron Driven Model



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
- 2010 we spent \$800k USD – budgeted \$300k USD for EBL
- Control what is available through a collection profile
- General profile – items published after 2005 & Australian titles, published after 2000
- Removed records for ebooks already owned
- 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

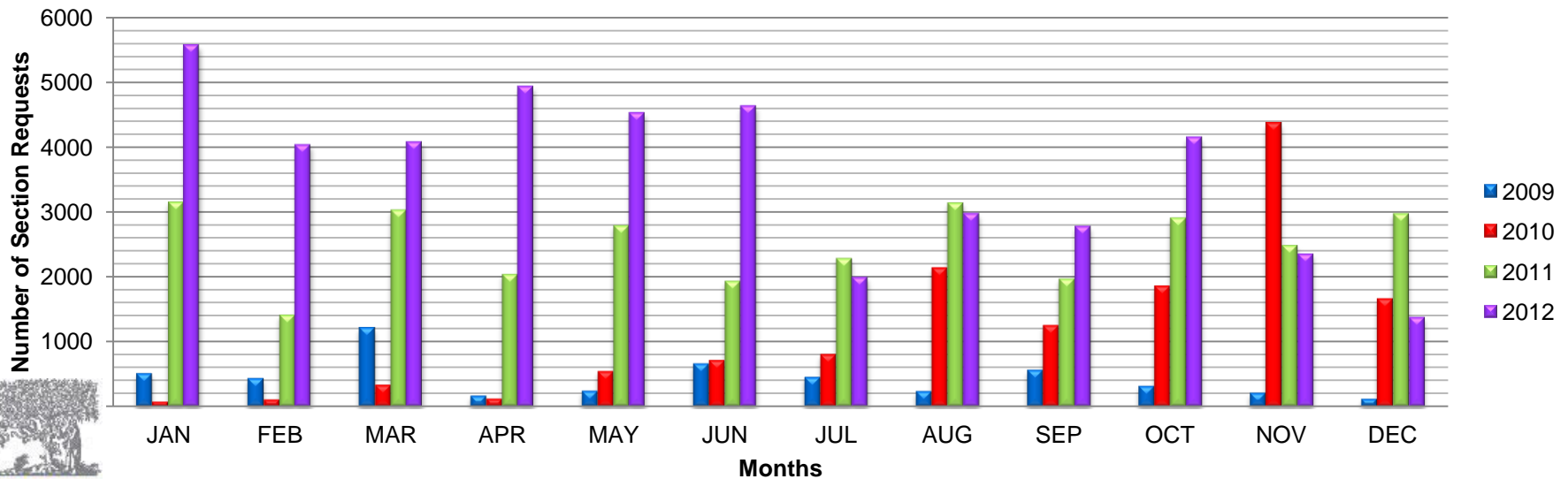
* Includes access fees

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?

ELSEVIER

Number of Successful Section Requests 2009-2012



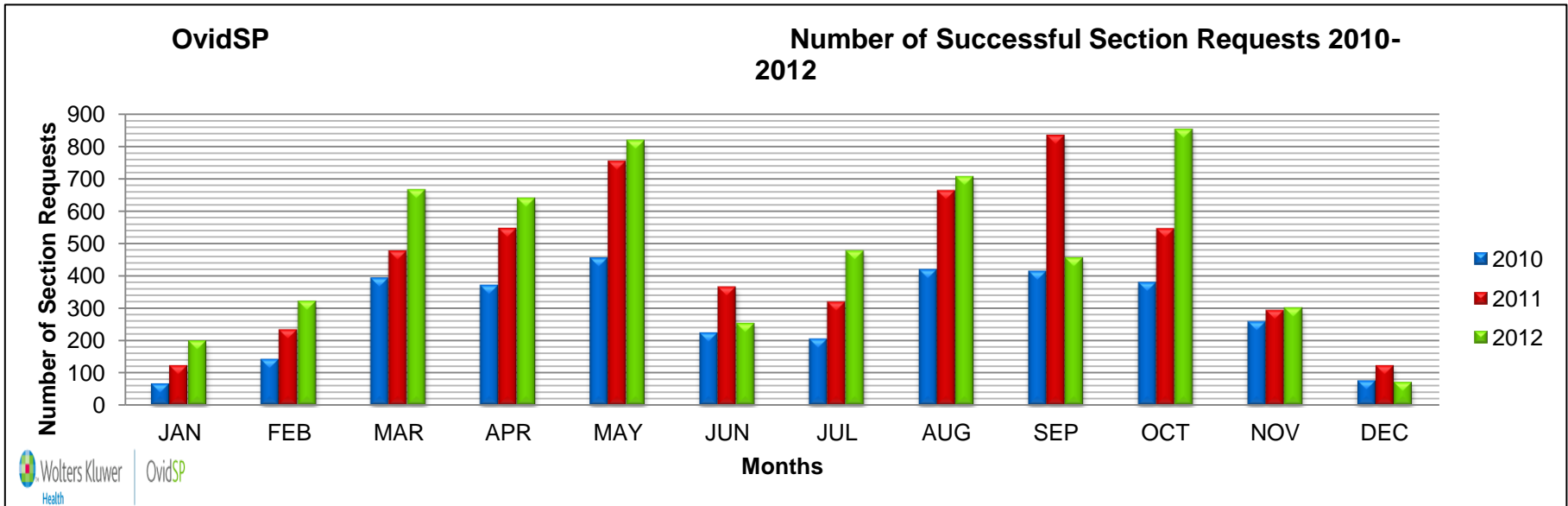
Elsevier ebooks

Ebooks were frontlist titles (2008-2012) purchased as subject collection packages and eMajor Reference Works

2012 figures based on usage from 3016 titles

COUNTER compliant BR2 report – counts the number of successful section/chapter requests/downloads

Covers subject areas in the Sciences, Medicine, Technology



OvidSP ebooks

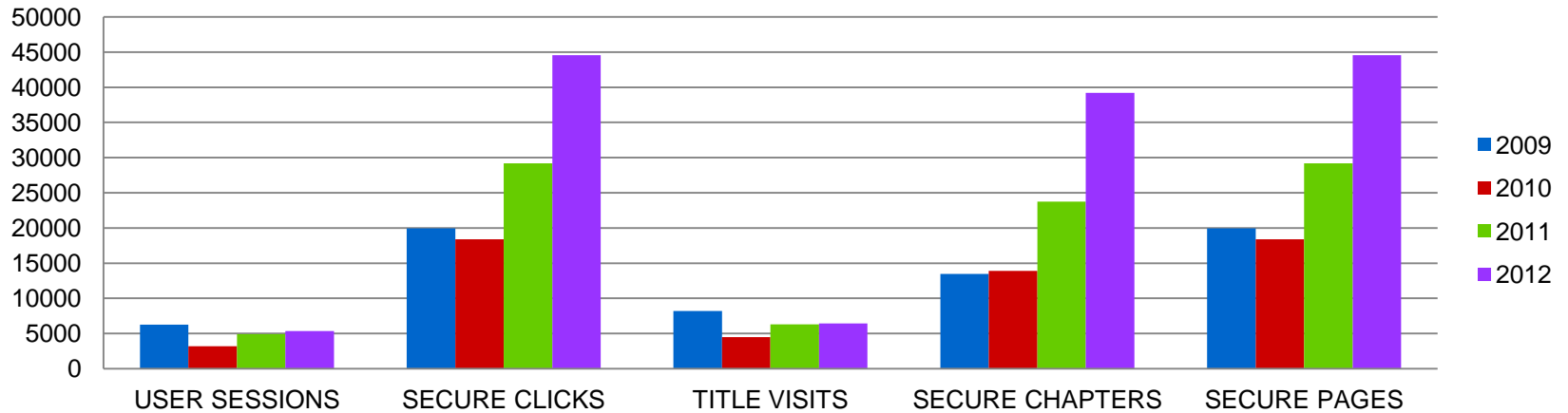
Ebooks were packages and pick and choose model, currently have over 600 ebooks from OVID

2012 figures based on usage from 608 titles
 COUNTER compliant BR2 report – counts the number of successful section/chapter requests/downloads

Covers subject areas in medicine and allied health



Number of User Sessions, Secure Clicks, Title Visits, Secure Chapters and Secure Pages 2009-2012



Knovel ebooks

Ebooks are part of subscription model

2012 figures based on usage from 28 subject collection packages

NON Counter compliant

Covers subject areas in engineering and technology

E-Texts

CAUL Briefing Paper on E-textbooks

- Evolving from PDF format to interactive, multi-media objects which can be annotated and offer social interaction with other students = greater level of engagement.
- Open textbook publishing enables design & collation of material through collaboration with authors & community of practice.
- Disadvantages include variety of e-Reader devices & lack of common file formats. Content can be limited to single user on a single device
- Business model is “user pays” - notion of prescribed print texts varies with student resistance to purchase – prefer copying or using limited copies held by the Library to comply with legislation.

E-Texts

CAUL Briefing Paper on E-textbooks

- How will we meet these requirements with e-texts?
- Publishers want to protect their market
- E-texts can be expensive:-
 - Quote for 4 pharmacology e-texts was \$34,800 USD p.a.
- Pearson and Elsevier selling content as plug-ins for online courses (pricing can be based on student numbers)
- Who pays? Students? Faculty or Library – if the later, budget models & approach may need to be reconfigured.
- Challenge for successful adoption of e-texts will require multiple stakeholders: LMS support, IT, T&L, policy, Library & bookshops
- Libraries can contribute on many fronts – licensing, technical requirements, content management, embed & integrate research & info skills into the curriculum

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”.

CAUL 2012 Resource Sharing Survey

- Some libraries have a policy to purchase ebook titles rather than borrow print equivalents with delivery within 4 days
- Demand Driven Models are providing access to items not held in print format
- Concern about license restrictions for supplying e-book content to other libraries:-
- Licence agreements for 7 e-book packages
 - Some included clauses applicable to “articles”
 - 5 allowed print copies of chapters/portions for ILS
 - 2 restricted delivery to “same” country
 - 1 prohibited any supply

CAUL 2012 Resource Sharing Survey

“As more libraries acquire e-books as their preferred format, licence restrictions may have a significant impact on resource sharing initiatives in the future for the sector and Australia as a whole”

BONUS+ consortium database holds 7.2 m item records for print books from 13 university libraries. 64% of these items are unique to one library.

Will the e-book package become the norm with a lack of diversity in collections across the nation?

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 third party eLearning products and their implications for Australian university libraries

UoN Library Staff