



**SANLIC WORKSHOP:
EVER EVOLVING
e-BOOKS**

**13-16 MAY 2013
Misty Hills**



“The Phablet of the Phuture”...



The screen size is between 12.7 cm-17.5 cm

25 million were sold in 2012

Estimated 60 million will be sold in 2013

Estimated 146 million will be sold in 2016



License Agreements

“No failure to delay on the part of either party hereto to exercise any right or remedy under this Agreement shall be construed or operated as a waiver thereof nor shall any single or partial exercise of any right or remedy as the case may be. The rights and remedies provided in this Agreement are cumulative and are not exclusive of any rights or remedies provided by Law”

“The parties hereby confirm that no provision of this Agreement shall or shall purport to confer on any third party any right to enforce any term of the agreement for the purposes of the Contracts (Right of Third Parties) Act 1999”

“Force Majure- neither party shall be responsible for any failure or delay in the performance of its obligations under this Agreement because of circumstances beyond its reasonable control”



ERM LICENSING ESSENTIALS

1.Which users are authorised?

(faculty, staff, students, alumni, walk-in-users)

2.What can authorized users do?

(download, copy, print out, used in reserves, lend,sell, modify the content)

3.What is your library responsible for?

(communicating the license terms)



EBOOK LICENSE AGREEMENT



Confidential: EBL Library Service Agreement

19.3 Summary of access and usage permissions available to You and Your Patrons

19.3.1 **1** *Non-Linear Lending (The lending model that applies to most of our titles)*

An Ebook supplied with NLL access permissions can be used by You under the following terms:

Typically 325 Loan Instances

Patrons may borrow the Ebook for an equivalent total of 325 Loan instances per year. The Ebook may be lent to more than one Patron at a time but the total combined number of loan instances used cannot exceed 325 per year. Where usage reaches 325 instances, You will be denied the ability to lend that Ebook until the end of that year, at which point You will be entitled to another 325 instances for the new year. At any time, You may purchase another copy of the same Ebook and will be entitled to an additional 325 Loan instances per year.

HTML Preview

Patrons may review metadata, summary and table of contents of an Ebook on-line for an unlimited period.

Free online browsing

Ebook may be viewed on-line by an unlimited number of Patrons for a maximum of 10 minutes once every 24 hours for each Patron. In cases where You have catalogued titles that your library has not yet bought from EBL, Your patrons may view those Ebooks for 5 minutes.

On-line Loans

Any on-line viewing that exceeds the browse period by the same Patron will be deemed to be an on-line Loan ("Loan Instance").

Off-line Loans

A Patron may download an Ebook to their computer for nominated Loan periods. Once downloaded, the Ebook may be transferred by the Patron to two authenticated devices within the allotted Loan period. Unless the Patron has logged in and renewed the Loan, the Ebook will be disabled on their machine(s) once the Loan period has expired.

Reserve collection

Where permitted by the publisher, You will be entitled to place, as a separate holding in Your Reserve Collection, either an entire Ebook or one Chapter of any Ebook.

Entire Ebook

Placing an entire Ebook into the Reserve Collection removes it from general circulation and makes it available under Reserve Collection permissions (see below).

Chapters

(Chapters) as a separate holding; or,

(ePacks) as part of a group of Chapters, known as an ePack. An ePack is a group of

E-BOOKS ARE E-MAZING !

https://www.youtube.com/watch?v=I_Gcs7oa30Qs

Santa Monica Public Library



A changing landscape



***Last year in the UK more than 400 bookshops closed down, seven times more than in 2011.**

***There are now less than 2,000 bookshops left in the UK, less than half the number of seven years ago.**

Print is declining



*Physical book sales fell to £1.51bn in 2012, down from £1.59bn in 2011.

The Rise of the eBook

*In 2012 UK e-book sales doubled to £261m.

*“One in four books sold will be e-books by 2014” James Daunt, managing director of Waterstones.

Todays students have grown up in the Internet Age



By the time they reach 21 they will have spent:

20,000 hours watching TV

10,000 hours on a cell phone

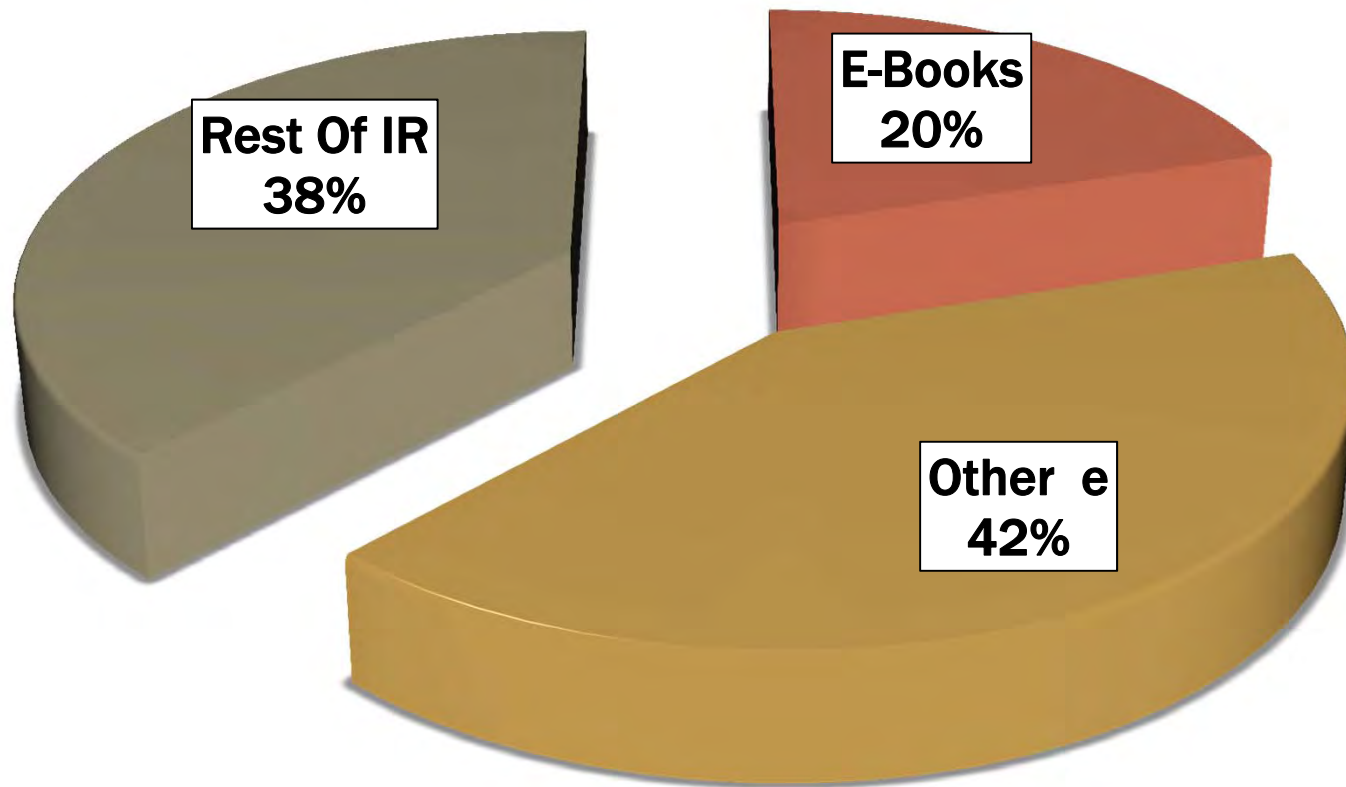
Under 5,000 hours reading

Sent/received 200,000 emails

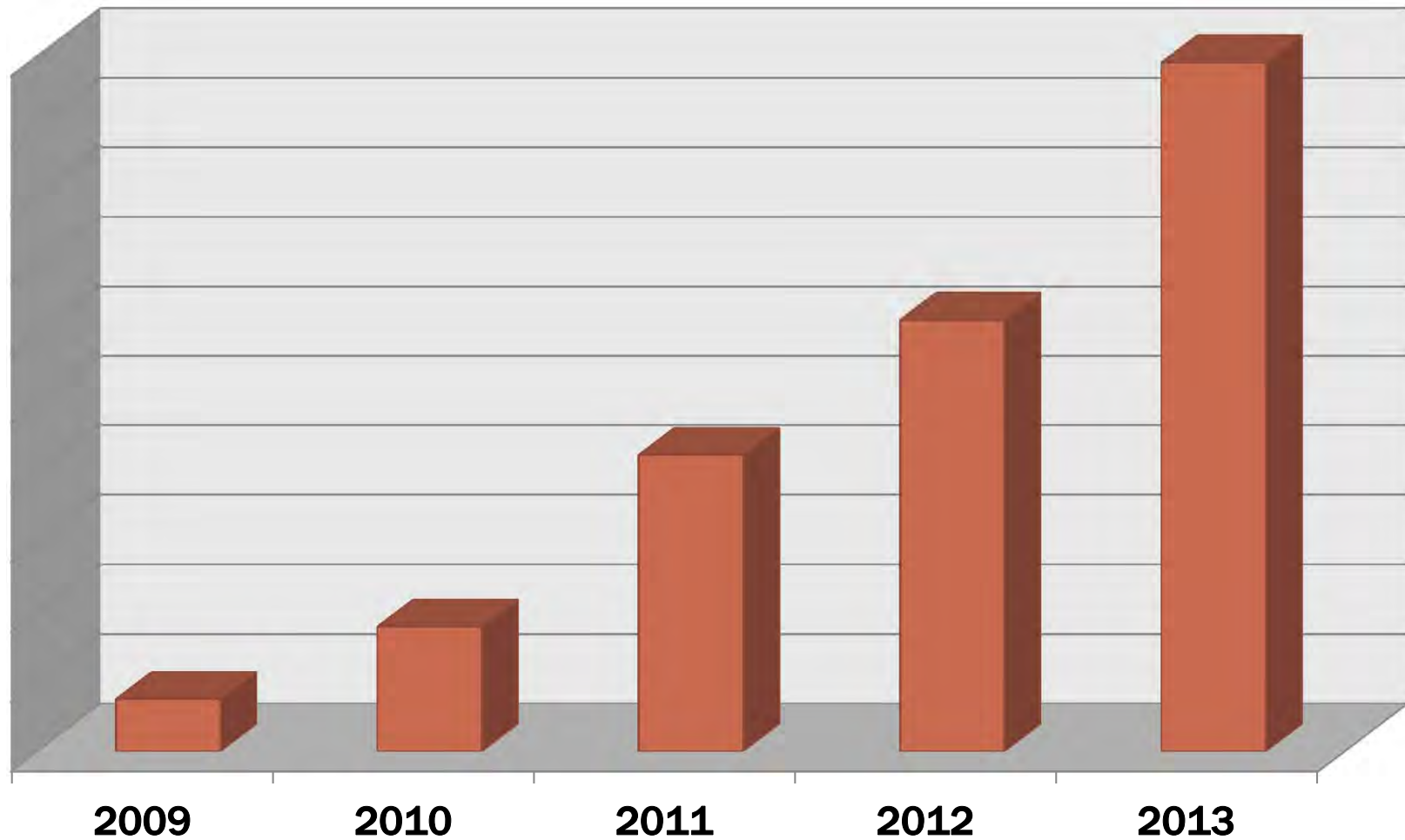
10,000 hours on gaming

UNISA: ebook budget as percentage of IR Budget

IR Budget 2013

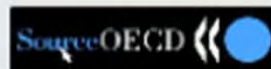
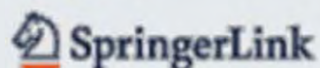
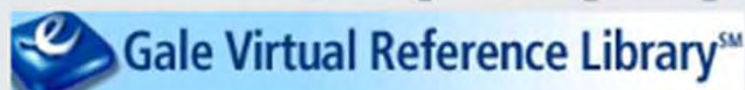


UNISA LIBRARY: GROWTH IN E-BOOK FUNDING



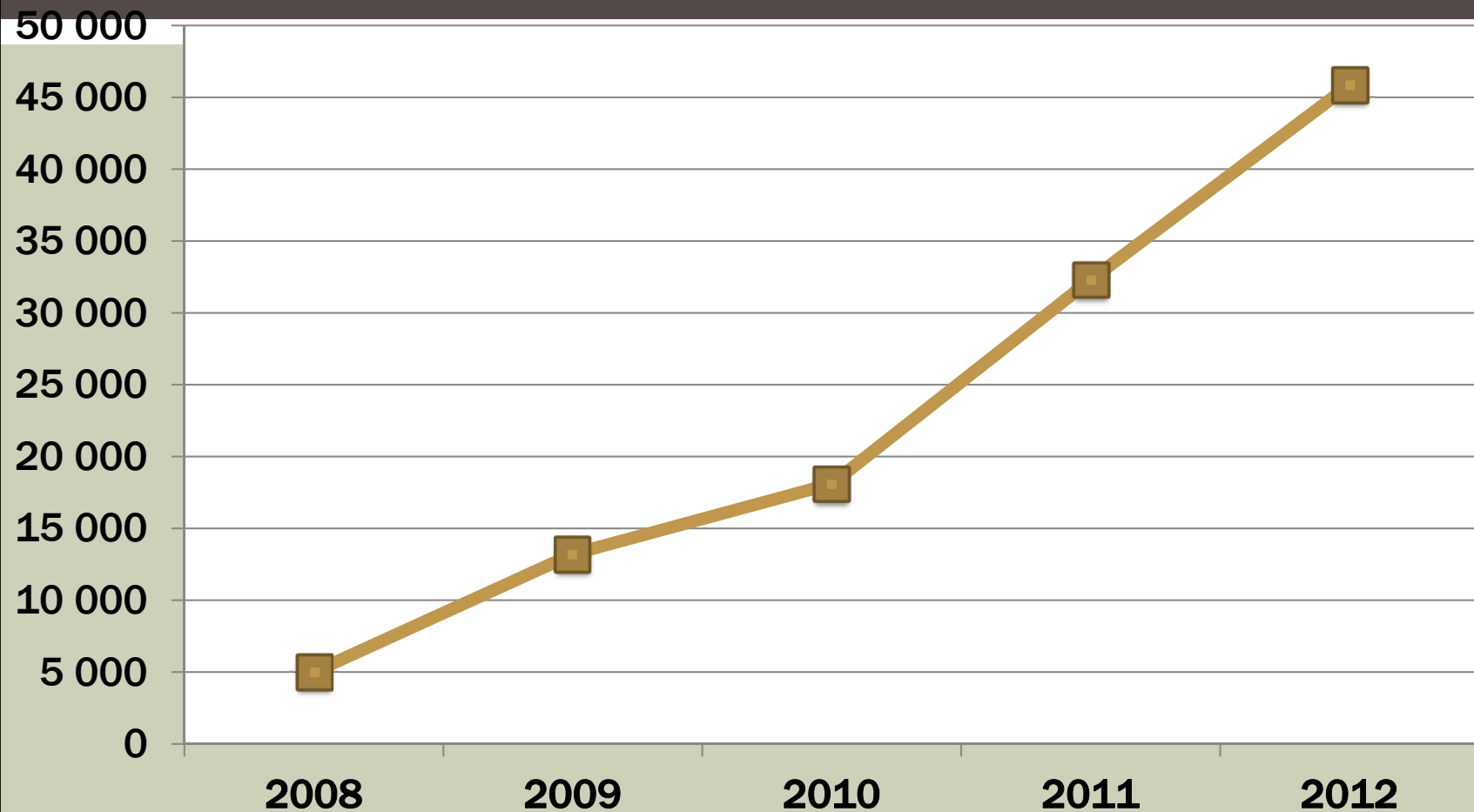
E-book Collections @ Unisa

Number of titles = 50,000+



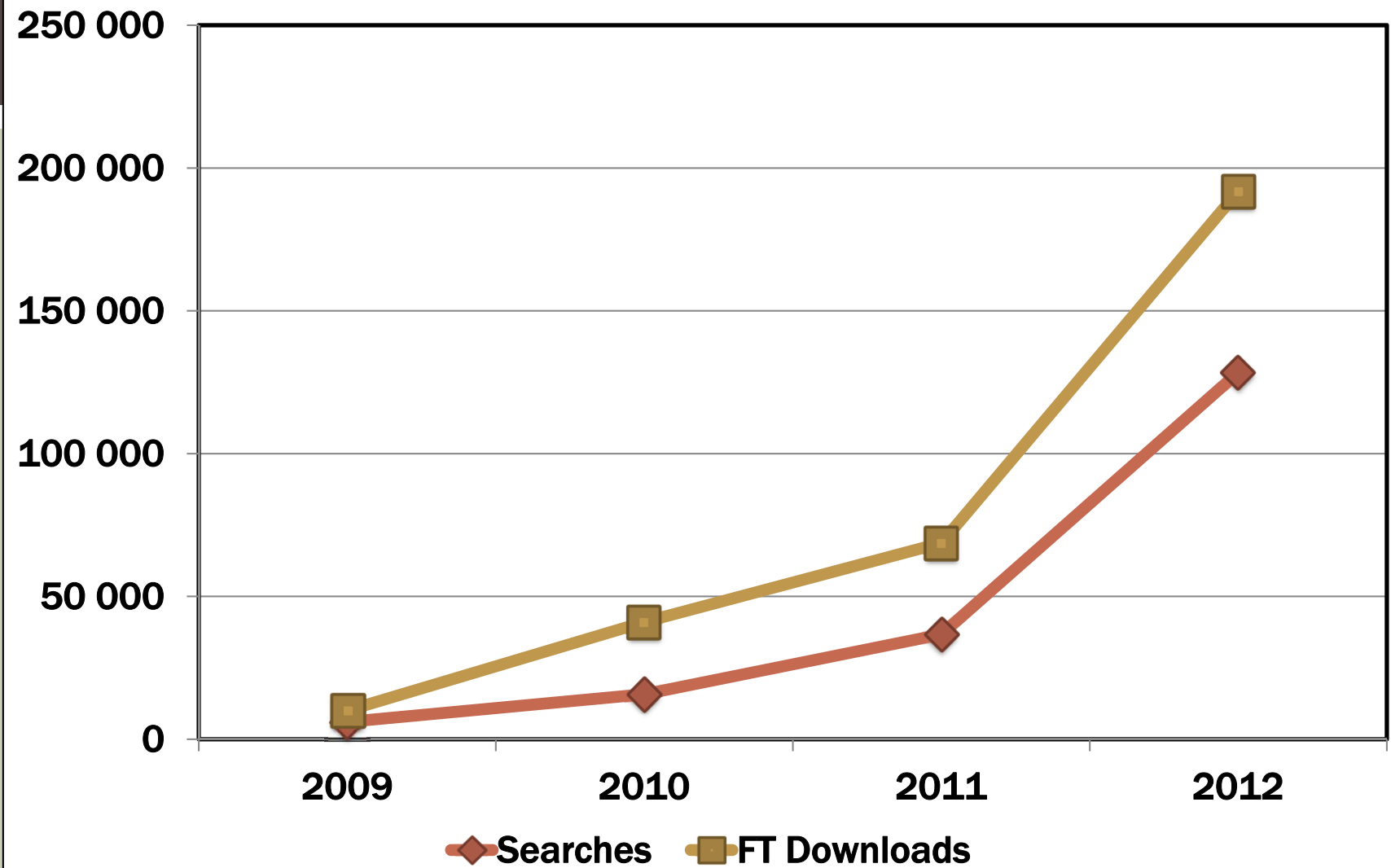
E-BOOK TITLES PURCHASED: GROWTH

E-Book titles: growth 2008 - 2012

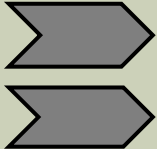


* Excludes volumes in subscription databases

EVALUATING E-BOOKS: USAGE



EVALUATING E-BOOKS: 2012 TOP USE



Publisher	No FT chapters downloaded (BR 2)
ebrary perpetual	26,052
MyiLibrary	25,064
Safari Books Online	4,268
Blackwell Books Online	3,021
ScienceDirect	2,494
Duke University Press	516
Springer	446
Cambridge Books Online	340
Total	62,201

SOME REMARKS FROM SURVEYS

- “Difficult to get access, something always goes wrong & you end up spending more time trying to find the book than just getting the hard copy”
- “I use only journal articles”
- “Don’t like reading in a computer screen more than I already do”
- “It was difficult to obtain relevant text, but perhaps it was due to the fact that the whole system was new to me”
- “Sometimes they load very slowly, or are in use by other people”
- “Sometimes the pages take very long to load and you can only see one page at a time”
- The book could only be downloaded in 40 page batches. This took me forever”
- “I find them cumbersome to access and thus I would prefer to use hardcopy books”
- “I think e-books are excellent because you have a copy of the book that you can keep and you can print as and when needed.
- “I recommend e-books to all my students however, the problems mentioned above are frustrating and students then return to requesting hard copies from library”
- “E-books are great”
- “I am sure I will use it in future and also make prescribed books available for students”



Various Approaches to Collection Development

Subscription-based

Purchase / Ownership

*Title by Title selection, Subject Sets and Custom
Collections*

Patron Driven Acquisition

Patron Driven Short-term Loan



PDA

Purchases are *triggered* only when
meaningful use in EBSCOhost
occurs:

- >10 minutes active use in full text
- > 10 page views in full text
- Downloading eBook
- Printing, copying, saving, emailing full text

STELLENBOSCH UNIVERSITY

“It is not a matter of WHETHER to do PDA ...it’s a matter of HOW we are going to do it.”

There are many questions that need to be asked regarding PDA and how it works:

Budget Implications

Choosing the right Platform, the right PDA Model

How fast will your money be depleted

Can you change the content of the PDA while it is in operation

Workflow implications

What is acceptable as a trigger purchase? 5 minutes? 10 minutes?

Balanced collection? Or does it really matter?

The DARK side to PDA

It disrupts the predictability of books sales-causing fear for publishers

PDA can be abused- North West University-Potchefstroom

MARKETING E BOOKS

- Displays
- Open days
- Plasma screens
- Social Media – facebook-twitter
- Word of Mouth
- Libguides
- Literacy Workshops

PUBLISHERS

