

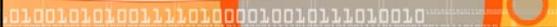
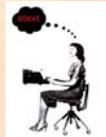
Ebooks Update

Sarah Houghton, MLIS, MA
Marin County Free Library
e-Services Librarian



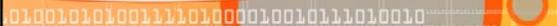
Webcast Overview

- Ebooks basics
- Modes of delivery
- Getting Ebooks for your library
- Publicizing Ebooks to your patrons
- Now what?



Who Uses Ebooks?

- **Short answer: everyone**
- **Long answer:**
 - students of all ages
 - doctors, lawyers, businesspeople
 - persons with physical disabilities (e.g. Parkinson's)
 - computer programmers
 - reference librarians
 - talking 'bout my generation!



Why Offer Ebooks?

- Budget cuts vs. new technologies
- True cost savings for libraries
- Time savings
- Space savings
- Can reach new people in the community
- Can increase support for the library
- Available 24/7 when the library isn't open



Ebook Trends: Continuing Impediments

- “E-book hype notwithstanding, there are still many purposes for which they are not the right solution. From board books for toddlers to coffee table books for adults, e-books are unlikely to unseat print completely as the format of choice.” –from Roy Tennant’s *Managing the Digital Library*
- As of now, Ebook sales do not count toward bestseller status.
- Digital Rights Management



Ebook Trends: What’s being used most

- Anything that can be broken into small non-linear chunks (e.g. technical manuals)
- Quick in and out use, not extended reading
- Most popular subject areas
 - business
 - technology
 - self-improvement
- All of this will change as offerings & patron comfort levels change



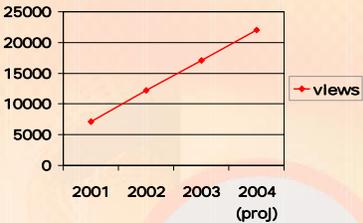
Ebooks Trends: Sales

- Ebook sales rose 28% from the first quarter of 2003 to the first quarter of 2004*
- Ebooks are one of the few growth areas of publishing. Printed book sales have been dropping off in most sectors since the late 90s.

* Open e-Book Forum statistic

Ebooks Trends: Library Use

- netLibrary usage for Houston Public Library*



Year	Views
2001	~7,000
2002	~12,000
2003	~17,000
2004 (proj)	~22,000

* "Managing eBook Content, Rights and Circulation" by Judith Hiott.

Anatomy of an Ebook: The Reader

- **Navigation**
 - back & forward
 - table of contents
- **Features**
 - zoom
 - search
 - highlight & annotate
 - print
 - bookmark
 - change fonts
 - sound & animation
 - dictionary



Anatomy of an Ebook: the book

- Presented in chunks
- Usually 1-2 pages at a time (chapter by chapter for audio books)
- Presented in a variety of formats (plain text, PDF, MP3, html, xml, etc.)

Types of Ebooks

- Fiction
- Nonfiction
- Textbooks
- Reference
- Poetry
- Picture books
- Graphic novels
- Audio books
- Self-published books

Does this list look familiar?

Who Uses What Types of Ebooks?

- If you're just starting, conduct a needs assessment
- What kinds of titles get used the most now?
 - books aimed at students (textbooks, novels)
 - technical books (coding, web design, etc.)
 - reference books
- What areas are becoming popular?
 - bestsellers
 - audiobooks

Library Ebooks vs. Consumer Ebooks

- Library Ebooks
 - library buys the book, patron checks it out for a specified time (requires authentication)
 - libraries buy package deals & get better prices
 - library Ebooks tend to be more non-fiction and self-help



Library Ebooks vs. Consumer Ebooks

- Consumer Ebooks
 - consumer buys the book and has it forever or for a specified time
 - consumers buy title by title and pay more
 - consumer Ebooks tend to be fiction



Modes of delivery

- Reading online
- Downloading for offline or portable use



Reading Online

- Does not require a special software reader
- Does require that you are online
- Most in-library use is reading online
- Good for quick accesses, not sustained reading

Downloading

- Requires a free software reader (Adobe, Microsoft, MobiPocket, Palm, etc.)
- Can display book on different devices
- Download takes some time
- Automatic expiration of book at end of checkout period

Device-Dependent Books ☹

- Publishers started in the Ebook market this way—bad decision.
- People don't want to have to buy a whole new gadget to read a book
- Examples from the past
 - Rocket eBook
 - Soft Book Reader
- Example from the present
 - Sony LIBRIé e-Book Reader (only available in Japan)

Device-Independent Books ☺

- **You can read the book on whatever you have:**
 - desktop or laptop computer
 - Palm or other PDA
 - cellphone or other handheld device
 - iPod or other MP3 player
- **Uses non-exclusive formats:**
 - Adobe Acrobat (works with Mac, Linux, and Palm OS)
 - Microsoft Reader files (only works with Windows)
 - Palm Reader (only works on Palm devices)
 - MobiPocket files (used on PDAs & Smartphones)
 - or text delivered straight into a web browser

Digital Rights Management

- "...an umbrella term for any of several arrangements which allows a vendor of content in electronic form to control the material and restrict its usage in various ways that can be specified by the vendor. Typically the content is a copyrighted digital work to which vendor holds rights. The actual arrangements are called technical protection measures (although the distinction between the two terms is not particularly clear)."

Source: Wikipedia (http://en.wikipedia.org/wiki/Digital_rights_management)

DRM & Ebooks

- Limits access, functionality, and use of Ebooks
- DRM was created to placate publishers
- Has adversely affected Ebooks and other forms of digital information exchange



Common problems with DRM & Ebooks

- Requires lengthy installation of new software
- Requires new accounts & password to be created
- Can disallow copying & pasting of text of Ebook
- Auto expiration sometimes malfunctions

Getting Ebooks for Your Library

- Use a consortium subscription if you have access to one
- The State of California's Library consortium, Califa, offers several e-book packages
- Think about your audience

Issues to Consider

- Collection strengths
- Costs
- Leasing option available?
- Purchasing option available?
- Are the books downloadable?
- User accounts required?
- Are MARC records provided?
- Interface, technical problems, etc.

Costs—Pricing

- Pricing can depend on:

- # of cardholders
- jurisdiction population
- # of branches



Perpetual Ownership Model

- Buy the Ebook, you have it forever
- ☺ You own the book
- ☹ More expensive, title may become outdated/superseded

Subscription Model

- Subscribe to the book, as you do to e-databases
- ☺ Cheaper, superseded titles replaced for free
- ☹ No permanence to the book

Vendors

- Baker & Taylor E-Content Delivery
- Books 24X7
- Ebooks Corporation
- Ebrary
- FictionWise/LibWise
- NetLibrary
- Overdrive Digital Library Reserve
- Ovid
- Proquest Safari
- Tumbleweed Press



URLs for all vendors are provided on the resources list

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Database Vendors too!

- Traditional database vendors are getting started with e-books
 - EBSCO's BookSource: Children's and young adult non-fiction
 - Gale's Virtual Reference Library: Gale reference books like Contemporary Authors



URLs for all vendors are provided on the resources list

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Free Ebooks options

- eScholarship
- National Academy Press
- Online Books Page
- Oxford University Press Archive
- Project Gutenberg
- University of Virginia Electronic Text Library



URLs for all free e-book providers are provided on the resources list

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Publicizing e-Books: Accessible

- MARC records in the catalog
- Library website
- Accessible on WebPacs



Publicizing Ebooks: Visible

- Emphasize that they are books available 24/7
- In-house: flyers, bookmarks, posters
- Targeted publicity to local computer societies, schools, rotary clubs
- Provide good training materials to both your staff & your patrons
 - speed bumps to Ebooks are common

Now What?: The Impact of Ebooks

- Not a huge activity at first—takes time to build momentum
- Ebooks will effect the demand for holds if duplicate titles are offered in print and “in e.”
- Ebooks can attract new users
- Ebooks will replace very little traditional circ—mostly new circulations.
- No workload for circulation staff

Best Practices

- Read, read, read
- Participate in trials and demos of new products
- Find an electronic reading device to play with
- Consider how Ebooks can supplement the library's physical collection
- Don't jump in headlong
- Constantly re-evaluate

Budgeting for Ebooks

- **Where should the money come from?**
 - standing order budget (just like regular books)
 - e-resources budget
- **How much do Ebooks cost as compared to print books?**
 - less than print books, depending on your subscription prices and averted space, processing, and circulation staff costs
- **How much of your budget should be spent on Ebooks?**
 - it depends on you and your library

In Closing

"[Ebooks are] almost infinitely mutable. You can turn them into webpages, send them to a publisher to be printed on paper, format them at home however you please (large print, double columns), have your computer read them aloud to you or send them to your cousin in Stuttgart. You can carry hundreds of them around on a flash memory stick the size of a Bic lighter. You can find any ebook in your elibrary at the tap of a few keys and search that book in an instant for a place or a character or a memorable quote."

--Cory Doctorow
