

Rise of eBooks

- Feb. 2012 - 72% of people had read a print book in the previous year, vs 21% for eBooks.
- In the year ending in January 2012, the American Association of Publishers reported that e-book sales had risen more than 49.4% in the adult books category, 475.1% in the children's and young adult category.
- Ownership of e-book readers among adults age 18 and older had nearly doubled from 10% of the population to 19% over the holiday gift-giving season at the end of 2011, and ownership of tablet computers had surged a similar amount.
- In the final week of 2011 the e-book version of 42 of the top-selling 50 books on USA Today's best-seller book list was outselling the paper version of the same book.
- July 2010 – eBooks pass print books for Amazon sales

Library Circulation Jan '10 to Sept '11



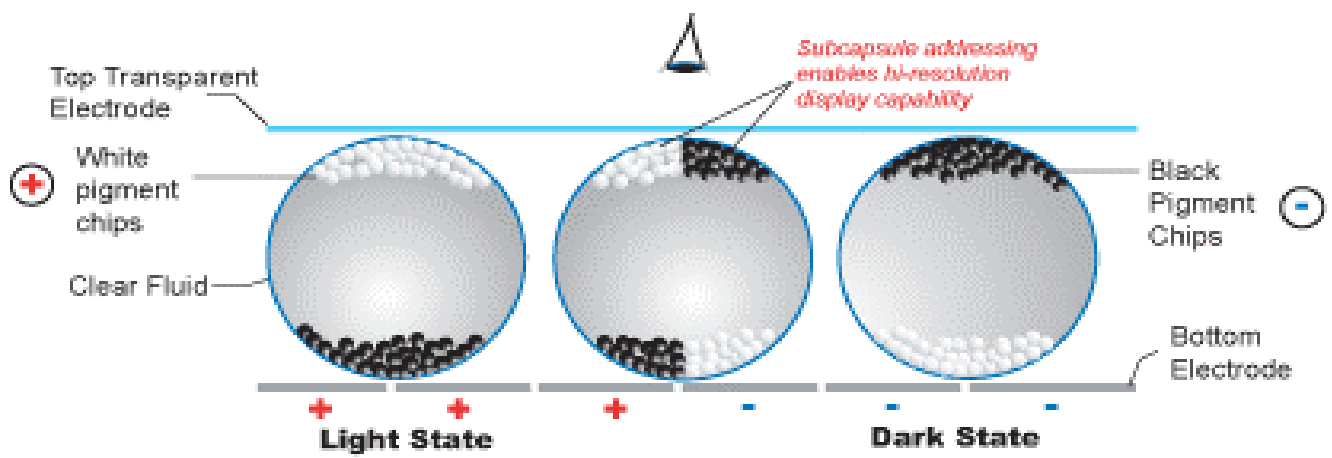
How did we get here?

- For nearly 2,000 years, ink on paper was the only way to display words and images
- Paper is cheap, portable and doesn't require an external power supply. Yet it does have some limitations:
- Once you've printed words on paper, those words cannot be changed without at least leaving some marks, and it is also difficult to carry around a large number of books.

Rise of eReaders

- In the mid-1990s, people read on their desktop computers before reading on their laptops. The Palm Pilot was launched in March 1996 as the first PDA, and people began reading on PDAs. People also began reading on the first smartphones launched by Nokia or Sony Ericsson.
- 2003 - Some companies launched dedicated reading devices like the Rocket eBook, the SoftBook Reader, the Gemstar eBook
- Better reading devices emerged then, like the Cybook in 2004, the Sony Reader in 2006 and the Kindle in 2007.
- LCD screens were replaced by screens using the E Ink technology

E-Ink



Why e-ink?

- Power – average is 10,000 page turns
- Backlighting and Eyestrain?
- “Today’s screens are definitely less tiring to look at than older displays, which refreshed the image much less frequently, causing a flicker. The 120 Hz refresh rate typical of modern screens is much quicker than our eyes can even see.”, Carl Taussig, director of Hewlett-Packard’s Information Surfaces Lab.
- So is it an aesthetic choice?
- The next step is colour and an ultra-thin flexible display called electronic paper (epaper), launched in 2010 by E Ink, Plastic Logic and others.

Ebook licensing

- When you purchase an eBook you in fact purchasing a license that allows you access to the text. You download the file but without a valid license you would not be able to open the file to read it.
- Publishers set the terms for licensing and modeled it after the current physical book market.

Ebook licensing

- The majority of in copyright titles are only allowed a 1 customer/ 1 copy model also known as the Print model.
- Print model tend to employ restrictive digital rights management technology, which may limit printing, copying, pasting and saving of the e-book content
- Many customers are confused by this as digital files can be copied and shared easily. Currently, libraries are limited by the regulation set out by the publishers. New models are being investigated.

Copyright

- eBooks available through the library use DRM – Digital Rights Management to manage the checkout process and prevent copying
- DRM is popularly known as ‘Digital locks’
- Bill C-11, the Copyright Modernization Act, which is an exact copy of legislation tabled by the Conservatives in 2010, Bill C-32
- Critics of the proposed legislation have said the provisions contained in Bill C-11 which relate to breaking a digital lock go too far and undermine the rights of users to use content for the purposes of education and fair dealing.

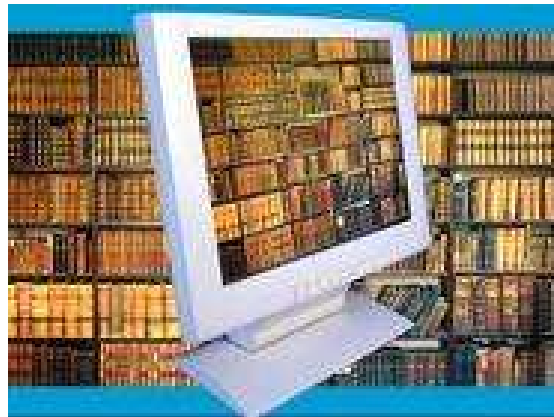
DRM – Technical troubles

- source of the majority of user errors
- file format issues
- compatibility woes

Eg. WMA – doesn't work with Android, for iPhone must use PC to transfer

Ebook licensing

- Out of copyright titles (such as Moby Dick) follow an Open Access model that allows unlimited access to the title.



Canadian licensing



- To make matters even more confusing – limits on Canadian rights have an impact of which books are even available in eBook format in Canada.
- Vendors who deal with Canadian markets, need to negotiate licensing apart from the US. Therefore, it is not unusual for books to be available in the US well before Canada. For example, many Margaret Atwood eBook titles were available in the US over a year before Canada.

Current state of publishers and libraries

Don't sell to libraries.....

- Simon and Schuster
- Macmillan
- Penguin – just audiobooks
- Brilliance

Yes but.....

- Random House – price increase, 300% with a two week warning!
- Harper Collins – 26 circulation rule
- Independents – all love libraries!

So why not?

- Borrowing a printed book from the library imposes an inconvenience upon its patrons. “You have to walk or drive to the library, then walk or drive back to return it,” - senior vice president of the Hachette Book Group
- “Selling one copy that could be lent out an infinite number of times with no friction is not a sustainable business model for us,” Hachette stopped making its e-books available to libraries in 2009.

“Friction”

Canadian licensing

- Libraries are current reliant on eBook vendors like Overdrive to work for the rights and licensing on their behalf and libraries are limited to the title available through those vendors.



- Digital content provider since 1980s (CD-ROMs); library vendor since 2002; at OPL since 2006
- Hosted solution
- Content licensed from publishers
- Use of DRM (Digital Rights Management) software manages digital copyrights and terms of use

Library advocacy

- Lack of unified dialogue
- Library organizations such as the Canadian Urban Libraries Council are working with publishers and vendors to build new eBook models that fit the technology and current book market
- Canadian-based publishers find that sales of their material through American channels are conducted in a way that detracts from the Canadian book industry.
- ALA – meeting with publishers in New York City

French eBooks

- The French publishers have been slow to release their titles in eBook format. However, OPL is current working with a number of French publishers such as Archambault to provide French eBooks to our customers.
- OPL is in the process of testing the platforms

CULC Pilot

Pilot system by January, 2013 and, once lessons are learned, to make the adjusted model available to all libraries by approximately January, 2014.

- pilot model for ebook licensing/purchasing and use, and
- technical platform that can deliver ebook services.
- Records of ebooks to be loaded directly into each participating library's catalogue;
- Loan transactions and downloads to take place within the catalogue, no visible third-party vendor;
- Licensed, simultaneous use by library customers of backlist titles and of many new books, although not bestsellers (Thousands of books could become available with no holds needing to be placed);
- Pricing models for bestsellers and front-list titles;
- The ability for libraries to purchase ebooks from vendors of their choice;
- The opportunity for links that allow publishers to sell ebook and print material (with local fulfillment through a local bookstore or agency as an option for print);
- The opportunity for in-catalogue marketing and merchandizing

What can libraries offer publishers?

- Sales!
- Online communities and connections
- Library users purchase more books than non-library users, not an either/or proposition
- Direct access to vendor catalogues?