

# E-Books: *an update*

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# Overview

- **Brief updates on the state of**
  - Content
  - Publisher business models
  - Other stuff to consider
- **But not updates about**
  - Platforms
  - Library policies and practices
- **Aggregator presentations**
  - Cambridge University Press
  - JSTOR
  - Oxford University Press
  - Project Muse

# Caveats

- **Concentrate on concepts, not specifics**
- **Today's focus is on scholarly & academic e-books (e.g., university presses, associations), i.e., not:**
  - “general mass market” or “trade” publications, e.g., bestsellers, leisure reading or public library e-books
  - e-reference
  - e-textbooks
  - locally digitized e-books
- **This is a dynamic field**
  - Things change constantly and rapidly
  - All comparisons go out of date quickly

**Content**

## Content *Licensing Models*

Demand  
driven

Library  
Selected

*Purchased*

*Licensed*

- Unlimited access
- Multi-user (limited simultaneous users)
- One user per book

## Content *Access Platforms*

- Web browser
- Download: tablet/readers (IOS, Android)
  - Format (E-pub, Kindle, etc.)

# Content

Availability:  
"Free" Content

*Note: the subject coverage varies widely among the providers*

# of Titles	Program
"millions"	Google Books (may be partially restricted)
5,000,000	Internet Archive [full collection of ebooks through archive.org]. OpenLibrary.org s has >2M ebooks that can be read in a browser or downloaded for reading off-line
36,555	Project Gutenberg
5,673,796	Hathi Trust (note: because of copyright restrictions, not all are available for viewing or borrowing)
1,805,130	World eBook Library "academic books" (fee based)
5,000,000	Digital Public Library of America [DPLA]. Not only books, but has ingested Hathi Trust books out of copyright

# Content

## *Sources (examples)*

### “Reseller” Aggregators

eBooks on EBSCOhost (*NetLibrary*)

MyiLibrary (Ingram)

EBL – Ebook Library

Proquest ebrary

Overdrive

### “Univ. Press” Aggregators

Cambridge U.P. Publishing Online

Oxford U.P. Scholarship Online

JSTOR Books

Project Muse

### “Stores”

Amazon

Apple

Sony

### “Commercial” Scholarly Publishers

Wiley-Blackwell Scientific

Elsevier SciVerse

### Vendors Wholesalers

*[including demand-driven]*

YBP

Coutts

Baker & Taylor



33 publishers account for 21,719 titles  
90% of all JSTOR titles are provided by these 19 publishers

**Table:** the top 19 publishers and the number of titles (n=19,751) covered under JSTOR Books (from a total n=21,719 titles)

**boldface** indicates a publisher whose titles are also covered by one of the other 3 university press aggregators

	# of Titles	% of All JSTOR Titles
University of Toronto Press	2,368	10.9%
Princeton University Press	2,001	9.2%
University of Minnesota Press	1,973	9.1%
McGill-Queen's University Press	1,894	8.7%
University of California Press	1,676	7.7%
<b>Yale University Press</b>	1,475	6.8%
Columbia University Press	1,409	6.5%
University of Pennsylvania Press	812	3.7%
<b>Boydell &amp; Brewer</b>	767	3.5%
Cornell University Press	655	3.0%
RAND Corporation	635	2.9%
University of North Carolina Press	606	2.8%
University Press of Mississippi	600	2.8%
<b>University of Texas Press</b>	536	2.5%
<b>Edinburgh University Press</b>	508	2.3%
University of Illinois Press	479	2.2%
<b>University Press of Kentucky</b>	470	2.2%
Catholic University of America Press	449	2.1%
<b>Hong Kong University Press</b>	438	2.0%



Publishers from 2010-2014 account for about ~8,000 titles  
 19 Publishers account for ~50% of all titles  
 57 publishers account for ~90% of all titles  
 32 publishers have 0 – 8 titles on the list

Title lists from 2010-2013

**Table:** 19 publishers account for 4,061 titles) covered under Project Muse out of a total n=7,786 titles

**boldface** indicates a publisher whose titles are also covered by one of the other 3 university press aggregators

	Number of Titles	Percent of All Muse Titles
Indiana University Press	397	5.1%
New York University Press	365	4.7%
University of Pennsylvania Press	342	4.4%
State University of New York Press	304	3.9%
Rutgers University Press	250	3.2%
Fordham University Press	249	3.2%
University Press of Mississippi	203	2.6%
University of Michigan Press	197	2.5%
University of Wisconsin Press	184	2.4%
<b>University Press of Kentucky</b>	182	2.3%
University of Hawaii Press	179	2.3%
University of Nebraska Press	170	2.2%
<b>University of Texas Press</b>	166	2.1%
University of Georgia Press	155	2.0%
Texas A&M University Press	150	1.9%
University of Alabama Press	147	1.9%
Ohio State University Press	145	1.9%
Temple University Press	145	1.9%
Southern Illinois University Press	131	1.7%



## UNIVERSITY PUBLISHING ONLINE

Table: all publishers and titles covered under Cambridge UPO (n=24,794 titles)

**boldface** indicates a publisher whose titles are also covered by one of the other 3 university press aggregators

	Number of Titles	Percent of All CUPO Titles
Cambridge University Press	22,956	92.6%
<b>Boydell &amp; Brewer</b>	711	2.9%
<b>Edinburgh University Press</b>	330	1.3%
Anthem Press	208	0.8%
Acumen Publishing	185	0.7%
<b>Liverpool University Press</b>	135	0.5%
Mathematical Association of America	113	0.5%
Foundation Books	98	0.4%
Royal Economic Society	30	0.1%
The University of Adelaide Press	28	0.1%



**Table:** includes all publishers and titles covered under Oxford UPSO (n=14,107 titles)

**boldface** indicates a publisher whose titles are also covered by one of the other 3 university press aggregators

	Number of Titles	Percent of all OUPSO titles
Oxford Scholarship Online	9,253	65.6%
Chicago Scholarship Online	812	5.8%
California Scholarship Online	748	5.3%
<b>Edinburgh Scholarship Online</b>	451	3.2%
<b>Yale Scholarship Online</b>	366	2.6%
Manchester Scholarship Online	358	2.5%
Policy Press Scholarship Online	343	2.4%
MIT Press Scholarship Online	312	2.2%
Stanford Scholarship Online	311	2.2%
Fordham Scholarship Online	300	2.1%
Florida Scholarship Online	254	1.8%
<b>Liverpool Scholarship Online</b>	223	1.6%
<b>Hong Kong Scholarship Online</b>	162	1.1%
<b>Kentucky Scholarship Online</b>	141	1.0%
Cairo Scholarship Online	73	0.5%

# value should be measured by more than the sheer number of titles

E-books as a publication format does not change the importance of collection management and selection as a bedrock of librarianship – *even if you use demand-driven acquisitions!*

- **Subject coverage**
  - Depth
  - Breadth
  - Language of the titles
  - Appropriateness for individual library needs
- **Date coverage**
  - How recent are the titles
  - Embargo periods

# Comparing the Top Subject Areas of Strength (by number of titles)



Subject Area	Oxford	Cambridge	Muse	JSTOR
History	2,244	2,998	1,491	5,578
Literature, English lit., Language & Lit.	1,332	1,786	1,010	3,298
Political Science	1,158	1,812	1,021	2,607
Philosophy & Religion	3,149	2,495	778	2,161
<b>Total # of Available Titles in One of These 4 Subjects</b>	<b>7,883</b>	<b>9,091</b>	<b>4,300</b>	<b>13,644</b>

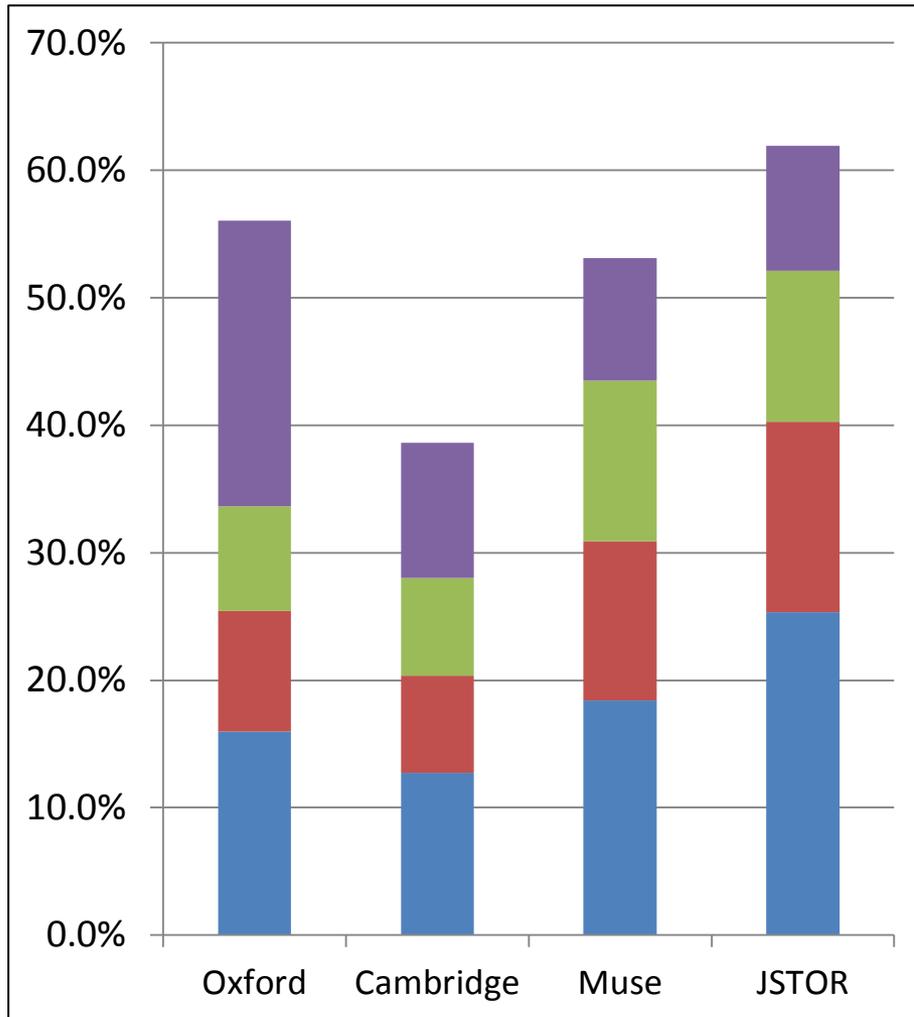
# Comparing the Top Subject Areas of Strength

*(as percentage of all titles in aggregator collection)*

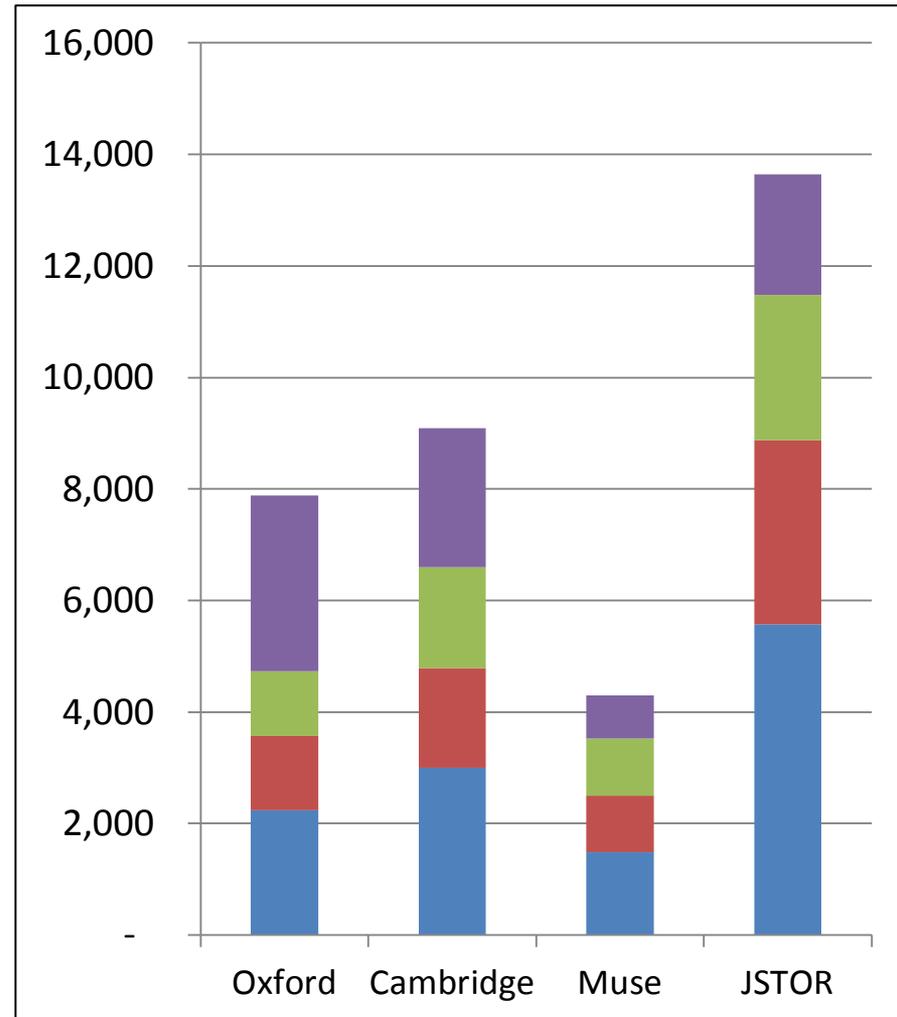


Subject Area	Oxford	Cambridge	Muse	JSTOR
History	16.0%	12.7%	18.4%	25.3%
Literature, English lit., Language & Lit.	9.5%	7.6%	12.5%	15.0%
Political Science	8.2%	7.7%	12.6%	11.8%
Philosophy & Religion	22.4%	10.6%	9.6%	9.8%
<b>Total % of Available Titles in One of These 4 Subjects</b>	<b>56.1%</b>	<b>38.6%</b>	<b>53.1%</b>	<b>61.9%</b>

### Percentage of the whole by subject area



### Total number of titles per subject area



Business Models

*some checklists*

# Business Models: *purchase/licensing checklist*

- **Outright purchase**

- Demand-driven vs. library-selected acquisitions
- Unlimited access vs. one-user-at-a-time vs. pay-per-use
- Title-by-title versus publisher / aggregator collections
- Consortium collections

- **Subscriptions / licenses**

- Unlimited access vs. one-user-at-a-time
- Set pricing
- Variable pricing based upon use
- Consortium collections
- “Freeding”
- “renting” titles for a limited loan period – largely for trade/mass market publications

- **Short-term loans** (pay per use)

**Consider:**

What is the likelihood that a vendor or publisher might change its business model in the future?

# Business Models:

## *Checklist*

- **Content**
  - ❑ Amount of content [number of titles] available
  - ❑ Format of content (XML, PDF, ePub, proprietary, etc.)
  - ❑ Owned versus licensed content
- **Reading methods**
  - ❑ Download to tablet or other device
  - ❑ Cutting-and-pasting of content
  - ❑ Printing options
- **Services**
  - ❑ Fees to retain content access
    - Initial? Annual?
  - ❑ DRM restrictions
  - ❑ MARC records: available? cost?
  - ❑ Quality and features of the interface
  - ❑ Technology requirements for use
  - ❑ Customer support and training
  - ❑ Availability of usage data (statistics)

### **MARC cataloging records**

- Basic versus metadata enriched-records  
(expect vendors to provide enriched records in the 2014 EIFL model license)
- Are records provided for free? If not, will you purchase or catalog e-books locally?

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# Presentations

Cambridge  
JSTOR  
Oxford  
Project Muse

## In a maximum of 5 minutes and 5 slides:

1. **Company**, including presenter's name and job title
2. **Quick facts**, e.g., launch date, publishers and titles covered, growth rate
3. **Content options for libraries** (e.g. subject or publisher collections)
4. **Pricing and business models**, e.g., how pricing is calculated, discounts for developing/transition countries
5. **Unique selling points**, i.e. how does your service compare to similar services?

# eBooks from Cambridge University Press

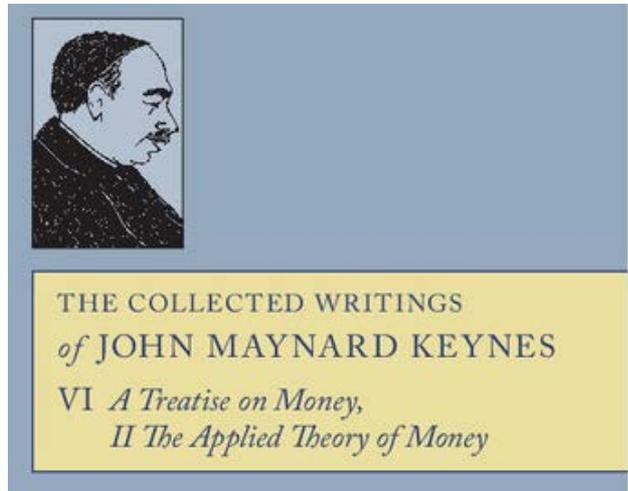
Jack Macdonald & Madeleine Eve  
Library Sales



## Quick facts

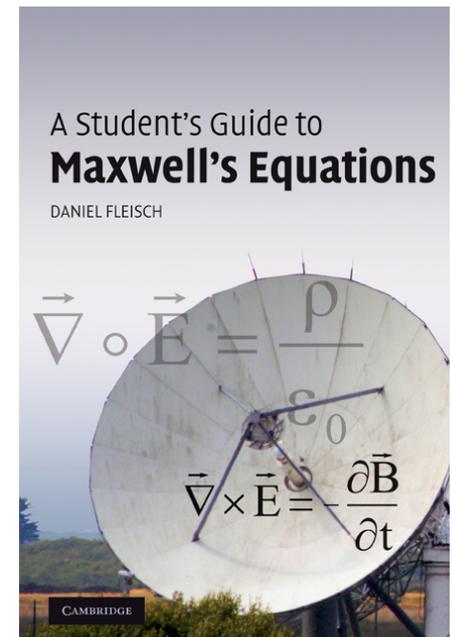
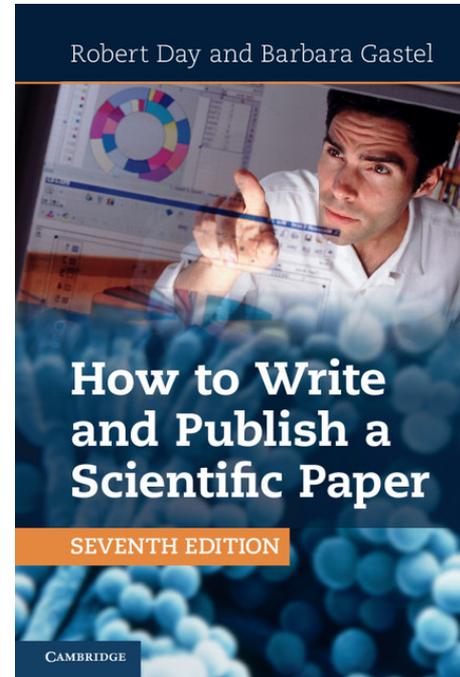
- 23,000 eBook titles available in 25 academic disciplines
- Wide range of publication types and levels
- Nine academic publishers, with more on the way: positioning ourselves as a hub of international scholarly publishing

BOYDELL & BREWER



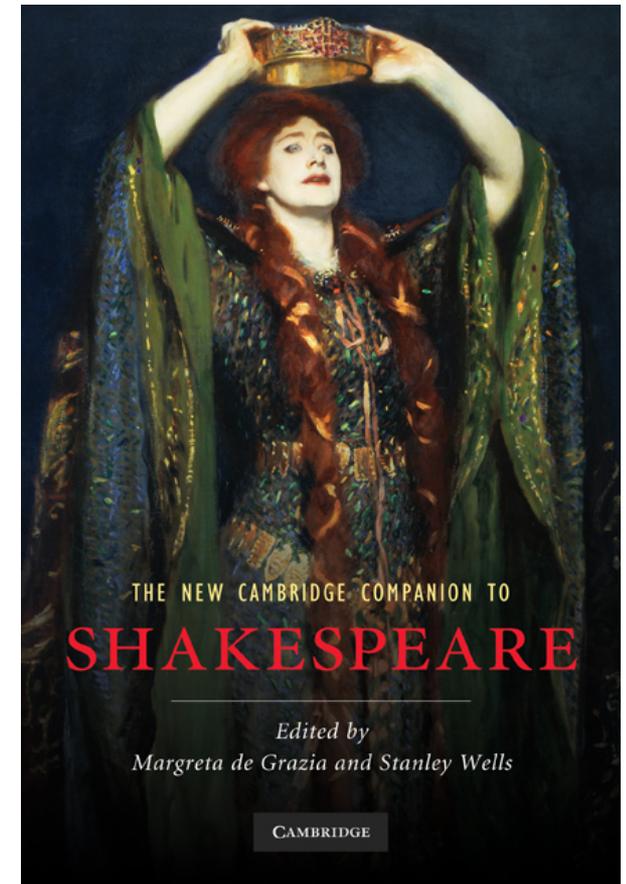
# Options for libraries

- Subject collections
- Customised collections
- Single title ordering
- Cambridge Histories Online,  
Cambridge Companions Online



## Pricing & business models

- Perpetual access (purchase)
- Annual subscription to collections
- Evidence-based model:
  - Wide access to a huge range of titles
  - Selection of titles based on usage



## Unique selling points

- Delivery from the Cambridge Books Online platform
- Cambridge quality: our authors, our editors, and our approach to publishing



I T H A K A

JSTOR | PORTICO | ITHAKA S+R

# Books at JSTOR

## Program Overview

Nicole Ameduri Gonul

Institutional Participant Coordinator, JSTOR | Portico

[Nicole.Ameduri@ithaka.org](mailto:Nicole.Ameduri@ithaka.org)

- **High-quality scholarly content**
  - Titles from 43 leading publishers, including MIT Press, Harvard University Press, Yale University Press, and Princeton University Press
- **Unlimited-user model**
  - More than 13,500 titles are available in this model, which allows unlimited concurrent use and unlimited downloading and printing of DRM-free chapters
- **A single, easy-to-use platform**
  - Users can cross-search the full text of books and journals
  - Book reviews in journals link directly to the books
  - Offers a familiar user experience for researchers who use JSTOR's platform for journals
  - Like journal articles, book chapters can be read online or downloaded as PDF files that never expire
- **Interlibrary loan**
  - Books at JSTOR permits interlibrary loan for book chapters



- **Flexible Purchase Models**

- Set Subject Collections

- Collections in core disciplines such as Business and Economics, Political Science, Language and Literature, Science and Education

- Customized Subject Collections

- Create customized subject collections from specific subjects important to support curriculum needs at your institution

- Pick and Mix

- Select any individual titles important to your eBook collection needs

- Demand Driven Acquisition (DDA)

- Create customized collection of eBooks available to all users at your institution and purchases are driven by patron usage

- **Savings available**

- Annual platform fee is waived for all current JSTOR participants

- Additional savings for institutions that participate in archive journal collections



# Books at JSTOR: Sample landing page

JSTOR HOME SEARCH BROWSE MyJSTOR

1,006 Search Results

navy AND "victorian england"

Search

Modify Search

Search within these results

All Results Journals Books Pamphlets

Show Content I can access

Sort by Relevance

Display 25 per page

Citation Tools

◀ Previous Page 1 of 41 Next ▶

Select/Unselect All

1. [The Late Victorian Navy: The Pre-Dreadnought Era and the Origins of the First World War](#)  Book

Parkinson Roger

Publisher: [Boydell & Brewer, Boydell Press](#) (June 2008)

2. [Persuading the Navy Home: Austen and Married Women's Professional Property](#)  Journal

Monica F. Cohen

NOVEL: A Forum on Fiction, Vol. 29, No. 3 (Spring, 1996), pp. 346-366

[Page Scan](#) [Article PDF](#) [Article Summary](#)

3. [Review](#)  Journal

*The Royal Navy and the Slave Trade* by Raymond C. Howell

Review by: David Ellis

Victorian Studies, Vol. 32, No. 4 (Summer, 1989), pp. 587-588

[Page Scan](#) [Article PDF](#) [Article Summary](#)

4. [Nation, Empire and Navy: Identity Politics in the United Kingdom 1887-1914](#)  Journal

Jan Rüger



## Partonopeus de Blois: Romance in the Making

Penny Eley

Series: [Gallica](#)

Volume: 21

Publication Date: September 2011, Pages: 260

Published by: [D. S. Brewer, Boydell & Brewer](#)

eISBN: 978-1-84615-782-0

Stable URL: <http://icada.jstor.org/stable/10.7722/j.ctt81g2r>

Humanities - [Language & Literature](#)

### Book Description

Partonopeus de Blois is one of the most important works of twelfth-century French fiction; it shaped the development of romance as a genre, gave rise... [\(read more\)](#)

Citation Tools

### MOST RELEVANT CHAPTERS

#### [Walter Map and Other Animals](#)

Your search terms occurred **4** times in this chapter

... keep exotic animals such as big **cats** as status symbols; members of their courts would therefore have had the opportunity to familiarise themselves with non-European fauna even if they did not travel ...

... ). Keller attributes this rationalisation to the influence of the nominalists of Chartres (p. 205). 16 Nowell and Jackson, *Wild Cats*, pp. 3–39, unknown territory for them.17 Unlike their surviving ...

#### [Bibliography](#)

Your search terms occurred **2** times in this chapter

... **Cats**, Status Survey and Conservation Action Plan ( Cambridge : IUCN , c. 1996 ) Obst , Wolfgang , Der Partonopier-Roman Konrads von Würzburg und seine französische Vorlage, thesis , Universität ...

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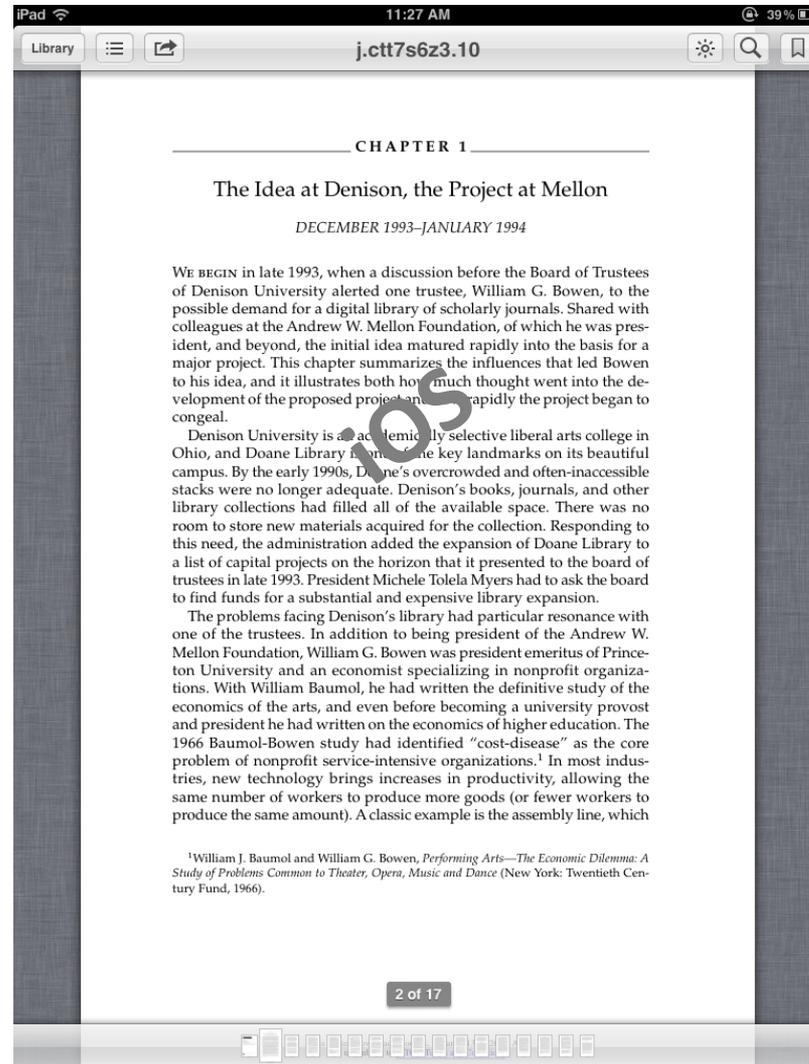
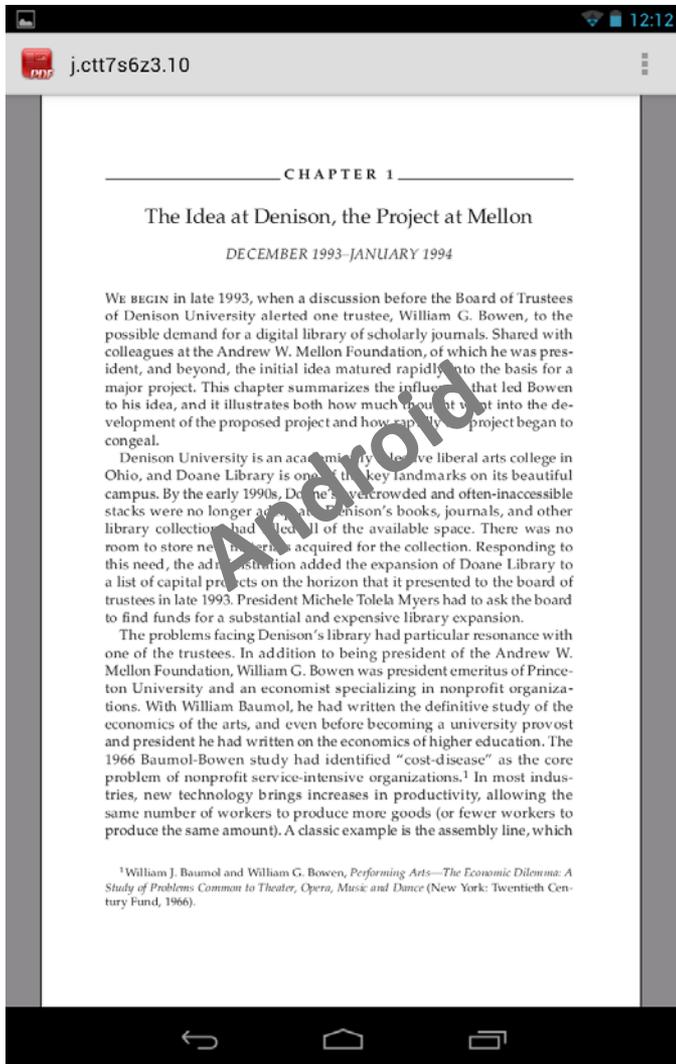
#### ▼ [Table of Contents](#)

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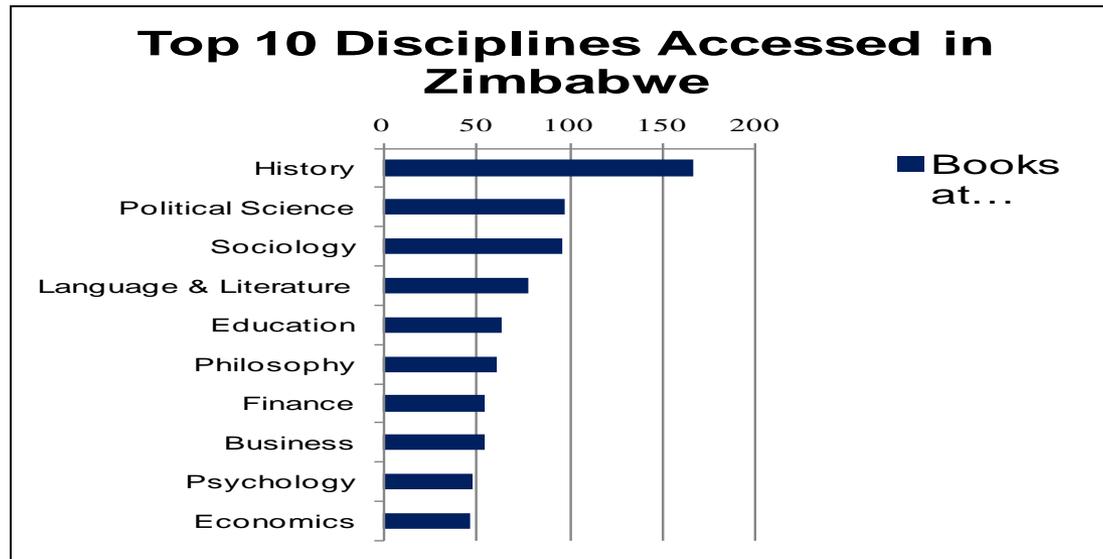


# Unlimited-user book, PDF - Mobile Views

ITHAKA  
JSTOR | PORTICO | ITHAKA S+R



# Books at JSTOR: Sample usage data



Book Title	Publisher	Primary Discipline
<i>Ethnicity in Zimbabwe</i>	Boydell & Brewer	History
<i>Zimbabwe</i>	University of Toronto Press	Political Science
<i>Adult Education and Health</i>	University of Toronto Press	Education
<i>Accounting for Value</i>	Columbia University Press	Finance
<i>Mugabe and the Politics of Security in Zimbabwe</i>	McGill-Queen's University Press	Political Science
<i>1688</i>	Yale University Press	History
<i>Banking on the Future</i>	Princeton University Press	Finance
<i>Dickens and Modernity</i>	Boydell & Brewer	Language & Literature
<i>Group Problem Solving</i>	Princeton University Press	Psychology
<i>Reading Marechera</i>	Boydell & Brewer	Sociology



# University Press Scholarship Online

## Product overview

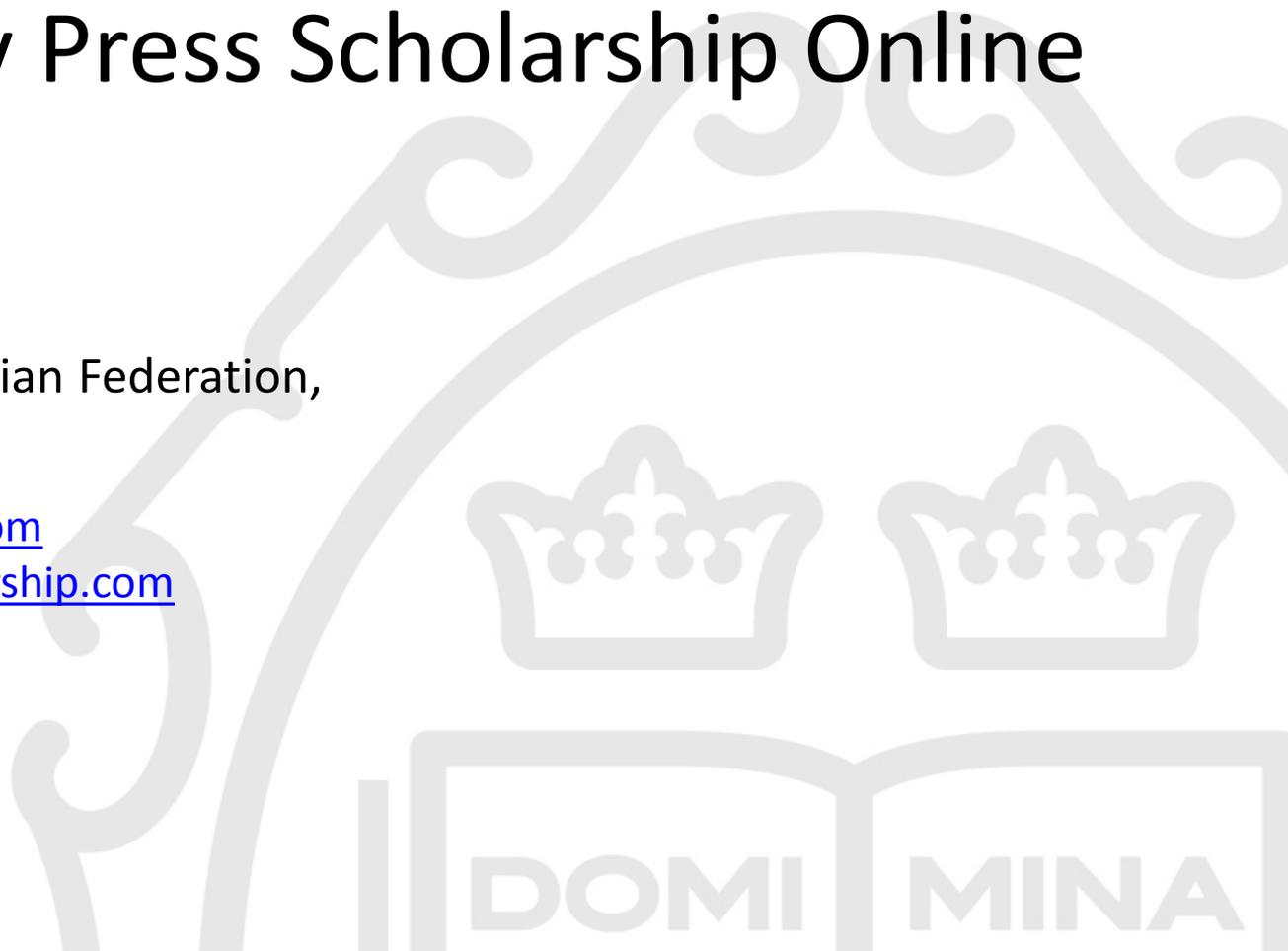
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[www.universitypressscholarship.com](http://www.universitypressscholarship.com)

November 2013



# University Press Scholarship Online

## Product Overview

- Delivering the **best scholarly publishing** from **leading university presses** around the world
- Providing access to **over 14,000 titles** in **28 subject areas**, from **13 leading university presses**, including Oxford
- An **unparalleled research tool**, making disparately published scholarship **easily accessible, highly discoverable**, and **fully cross-searchable** via a single online platform



香港大學出版社  
HONG KONG UNIVERSITY PRESS



EDINBURGH  
University Press



UNIVERSITY OF CALIFORNIA PRESS



THE UNIVERSITY OF CHICAGO PRESS



The American University  
in Cairo Press



UNIVERSITY PRESS OF KENTUCKY



# University Press Scholarship Online

## Product Overview

### Subject areas

#### Science and Mathematics

- Biology
- Computer Science
- Environmental Science
- Information Science
- Mathematics
- Neuroscience
- Palliative Care
- Physics
- Psychology
- Public Health and Epidemiology

#### Humanities

- Classical Studies
- Film, Television, and Radio
- History
- Law
- Literature
- Music
- Philosophy
- Society and Culture
- Religion

#### Social Sciences

- Anthropology
- Archaeology
- Business and Management
- Economics and Finance
- Education
- Linguistics
- Political Science
- Social Work
- Sociology

# Pricing Models

- Subscription
- Purchase
- Subject collection
- Partner University Press collections

# Pricing Models

The percentage discounts that EIFL has negotiated for Oxford Scholarship Online may be extended to Oxford University Press Scholarship Online e-book subscriptions (subject to completion of contract)

- Country discount: 20% – 35%
- Over 4 modules discount: 5%
- Consortium discount: up to 25%

# Unique selling points

- XML delivery - allows for deep tagging and results in a better search experience (PDF chapter downloads available)
- Highest quality, peer-reviewed content
- Global coverage
- Proven experience in putting monographs online – OSO
- Subscription and PA available
- Free abstracts and keywords
- Mobile optimized
- Cross-linking via *Oxford Index*

# UPCC Book Collections on Project MUSE

Ann Snoeyenbos  
Manager International Sales  
& Special Markets

EIFL GA November  
2013



muse.jhu.edu

# UPCC Book Collections on Project MUSE

UPCC launched in January 2012 with 63 publishers / 13,400 books

2013: 80 publishers / 23,500 books

2014: 100 publishers / 30,000 books

## **Most important publishers? All of them!**

**East European/Slavic Studies:** Central European University Press , Indiana University Press, Slavica Publishers

**African Studies:** African Books Collective, Indiana University Press, University of Wisconsin Press, Michigan State University Press

**Non-profit publishers only.** We select publishers but they select which books to put in. Usually not given: course adoption, textbooks, popular (guidebooks, cookbooks), multi-author books (copyright complications)



# Book Collection Purchase Options

## Subscription options:

- Current Collection (most recent three years: 2012-2013-2014)
- Archive Subscription (all “archival” content: 2011 and prior)

## Purchase options:

- Complete Collections
- Subject Collections
- Area Studies Collections (e.g. African, Russian & East European)
- Archival Collections
- Supplement Collections

**Single titles:** Only available through YBP now but more vendors to come. Approx 70% of UPCC titles (15,000). Contact [sales@ybp.com](mailto:sales@ybp.com)



# Pricing Model

World Bank classification for country income group. No tiers within country

Many options for collection size, subject focus, imprint year

Journals consortium discount extended to book purchases

Trials are discouraged but can be arranged if required for purchase.  
(Due to no DRM on books)



## Features of UPCC Book collections

- Ownership and perpetual access rights for purchased books
- Unlimited simultaneous usage of book content
- No DRM and no restrictions on printing or downloading
- COUNTER-compliant usage statistics
- Free MARC records
- Books released electronically simultaneous with print publication
- Books in chapter-level PDF format
- Mobile access to books on any PDF-compatible device

