BIC Breakfasts 2016

Welcome to August's BIC Breakfast: How Publishers Can Maximise the Potential of Library eBook Platforms

#BICBreakfast

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THE BOOK INDUSTRY'S
SUPPLY CHAIN ORGANISATION

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BIC Committees

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain

Training, Events & Communications

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Regular BIC Events

BIC Breakfasts (monthly)

New Trends in Publishing Seminar (6th Sept 2016)

BIC Networking Events
- including the BIC Bash and
events hosted by The British Library

Building a Better Business Seminar at LBF
(April 2017)

BIC on the web

New website coming in late 2016

Extensive Training Programme

Social Media:
@BIC1UK
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Connect with us on Twitter, Facebook and LinkedIn.

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Your Partner in Discovery

BIC Breakfast
Thursday 18th August 2016
Jack Tipping – Bowker UK

Bowker Mission

To connect readers with books, and provide critical insights in to readership worldwide

Bowker is Your Partner in Discovery!

140+ years serving the global book publishing community

Book Publishers
Authors
Libraries
Book Sellers
Book Consumers/Lovers

No charge to supply metadata to Bowker

- Provide metadata to retailers, libraries, and schools
- Communicate price and status updates in a timely fashion to multiple customers
- Display enhanced content such as cover images and marketing descriptions for readers and buyers
- Increase awareness of your titles

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Powerful Metadata

ProQuest. | Syndetic Solutions™

Overview FAQs Enrichment

Local Content

Make your local content more discoverable.

Learn More >

Compatible Systems

These Vendor Partners support integration of Syndetics display content within their OPAC or discovery products.

Learn More >

We bring your catalog to life.

BOWKER.COM

BOOKS IN PRINT®
SEARCH.
DISCOVER.
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START HERE

Books In Print® combines the most trusted and authoritative source for bibliographic information with powerful search, discovery and collection development tools designed specifically to streamline the book discovery and acquisition process. Books In Print® contains over 20 million global titles (in print, out of print, and forthcoming), including books, ebooks, audio books, and multimedia titles.

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- Global Edition – Offers global coverage, including U.S., U.K., Canadian, European, and Australian publications.

Books In Print® is used every day by thousands of book professionals and library users to make connections.

NEWEST FEATURES INCLUDE:
Browse will assist library users in finding books based on authors, genres, or topics that interest them. Every query will return suggested titles, eliminating dead-end searches.

Character Search allows the user to search for a character from their favorite books and view search results for all titles the character appears in, and includes a brief synopsis of the character.

Find Similar allows users to see suggested similar titles based on search criteria, or they can search by specific tags found in Syndetics Book Profiles.

WHY BOOKS IN PRINT® IS THE LEADING BIBLIOGRAPHIC DATABASE FOR LIBRARIES, PUBLISHERS, AND RETAILERS AROUND THE WORLD:
- Largest bibliographic research
- Wholesaler stock availability
- Lists feature, to download a book list into inventory
- Online comparison pricing and buying options
- Displays View Inside Widget for easier browsing of purchasing
- Includes a mobile app and over 40 professional review sources

ProQuest.

Data Licensing Customers

BAM! BOOKS-A-MILLION

follett HIGHER EDUCATION GROUP

Chegg

Google

BMI EDUCATIONAL SERVICES, INC.

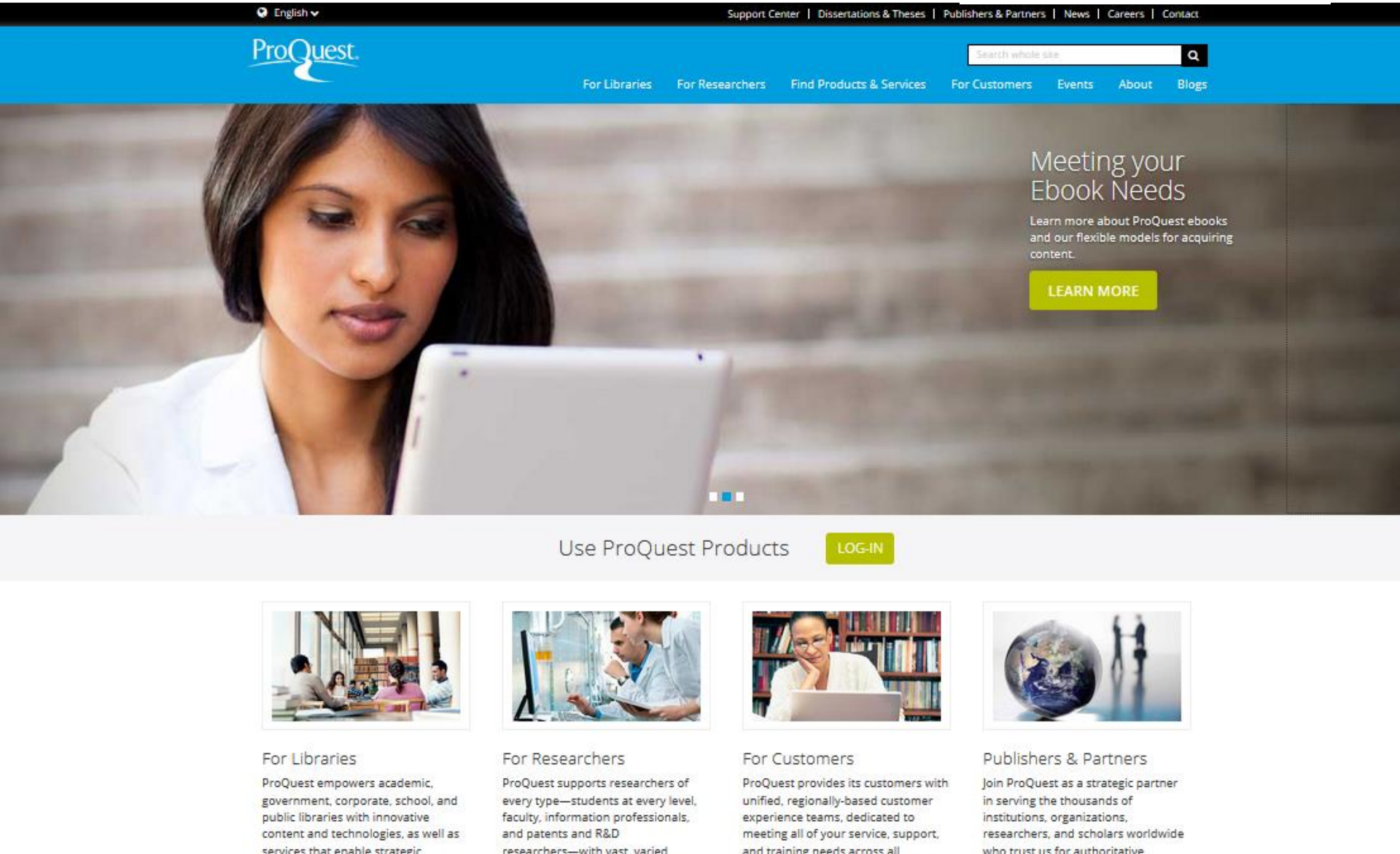
ebay

CampusBookRentals your textbook alternative

BARNES & NOBLE BN.com

WHITEHOTS INC. CANADIAN LIBRARY SERVICES

Market Content



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Publishers: Are We Receiving Your Metadata?

There is no charge for submitting your title data to Bowker.

Bowker
a ProQuest affiliate

Jack Tipping
Publisher Relations &
Data Submissions Manager

5th Floor
3 Dorset Rise
London
EC4Y 8EN
Tel: +44 (0)20 7832 1700
Dir: +44 (0)20 7832 1773
Fax: +44 (0)20 7832 1710
Mob: +44 (0)7854 289 247
jack.tipping@bowker.co.uk

www.bowker.com

For more information, please visit www.bowker.com

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ProQuest Books

ProQuest

Coutts

Our Goal

Deepen our **strategic partnerships with libraries, publishers and technology partners**

Create an **integrated workflow**… for assessment, acquisition, discovery, management, collaboration… for **print** and **digital** formats

Provide **greater global content coverage** for print and digital

Strengthen our **workflow and collection development** expertise

Bringing the Best Together

ProQuest			Coutts
700,000	Ebooks		2.4 Million
	Print Titles		25 Million ISBNs
9000+	Publishers / Partners		1450+
Since 1938	Industry Expertise		Since 1969
100+ countries	Global presence, Local knowledge		84 countries
First to market with DDA & Subscription	Acquisition Models		Workflow pioneers
Patron Analytics	Unique Metadata & Analytics		Customised delivery & expenditure reports
University Press	Unique Content		International content
	Collection Development		Dedicated collection consultants, New titles groups in USA and Europe

ProQuest has been named to the InformationWeek 500 every year since 2009, ranking among the nation's most innovative users of business technology

Book Platforms

- Ebrary
- EBL
- MyiLibrary

-----Ebook Central-------

- Oasis

The Value of Aggregation

Flexible Models that can be Combined for the Greatest Value

EA

Extended Access™ **and** Non-linear Lending™
Protect users from turnaways, every time

PA

Perpetual Access (780K+ titles)
Purchase and own only titles with high use to achieve better balance of budget and patron demand

STL

Short-Term Loans
Optimize specific windows of access, as needed, without purchase commitment

ATO

Access-to-Own
Apply budget spent on loans toward usage-based ownership of titles.

DDA

DDA (603K+ titles)
Supplement Academic Complete with broad access to in-demand titles only purchased if used

SUB

Academic Complete (**137,329 titles**)
Build a solid foundational knowledge base. Let usage stats guide evidence-based collection development

ProQuest's Ebook Solution

Key Offerings

Subscriptions
- Academic Complete™
- Academic Complete™ UK and Ireland version
- University Press Subscription
- Reference Subscription
- 10 key subjects

Perpetual packs
- 10 key subjects

650K DDA titles, 300k ATO titles

Title Matching Fast (TMF)

Value to Libraries

New user friendly UI built for ebooks on iOS and Android devices

Flexible models make ebooks affordable

Extended Access – allowing libraries to pre-define rules to say whether to initiate a short-term loan, upgrade, or purchase another copy.

Rapid growth, complete coverage, and multi-user access for many titles supports growing online curricula

TMF allows quick and accurate matching of print and electronic books ISBNs to various collections within ebrary and EBL products

Integration with Summon

Ebook Central
…authoritative, scholarly content

- Comprehensive scholarly ebook collections with continuously-expanded subscriptions
- Academic Complete Ebook Subscription
- University Press Ebook Subscription
- Reference Ebook Subscription
- Curated Topical Collections

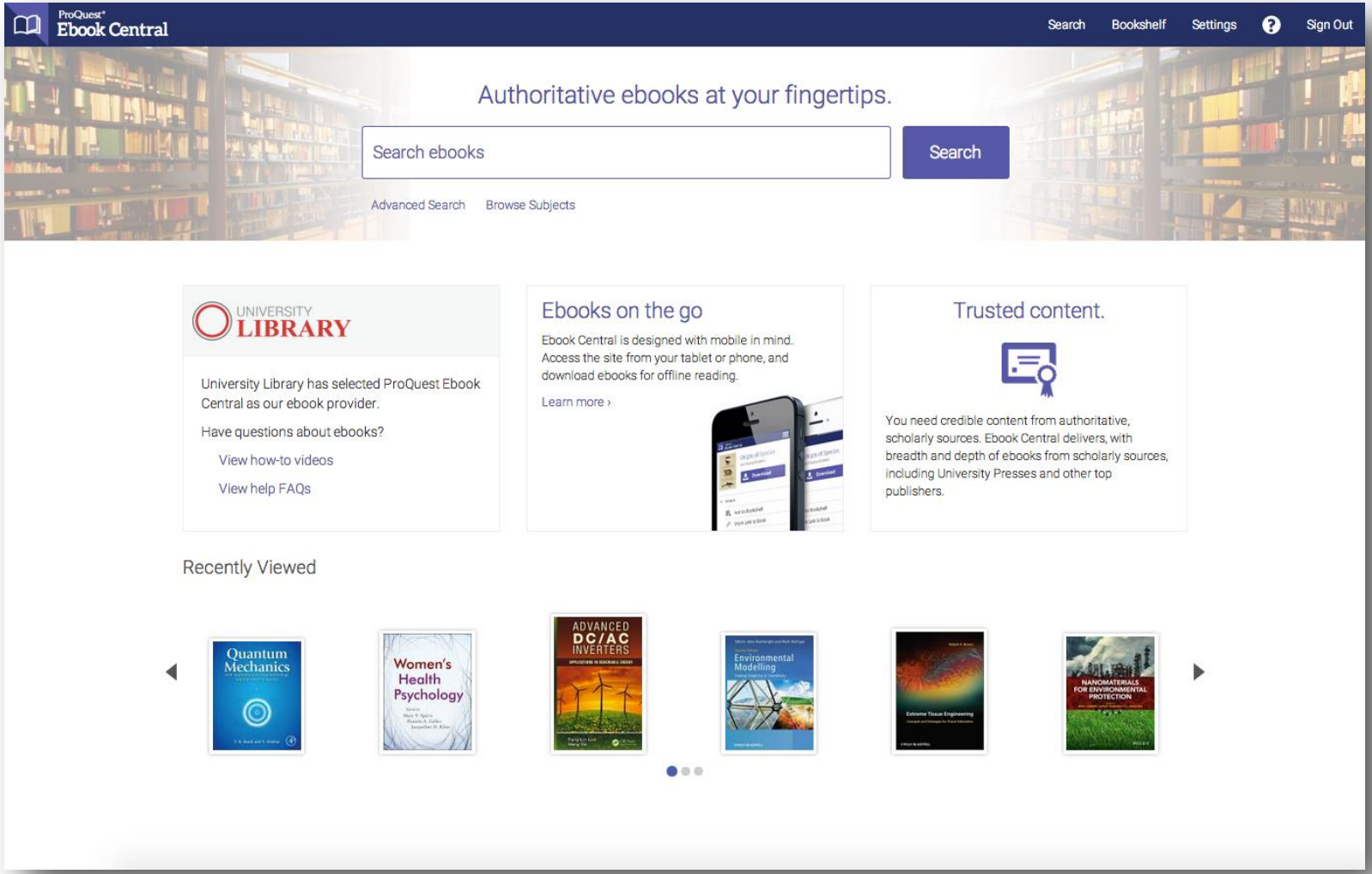
780,000+
unique titles

1,300+
imprints

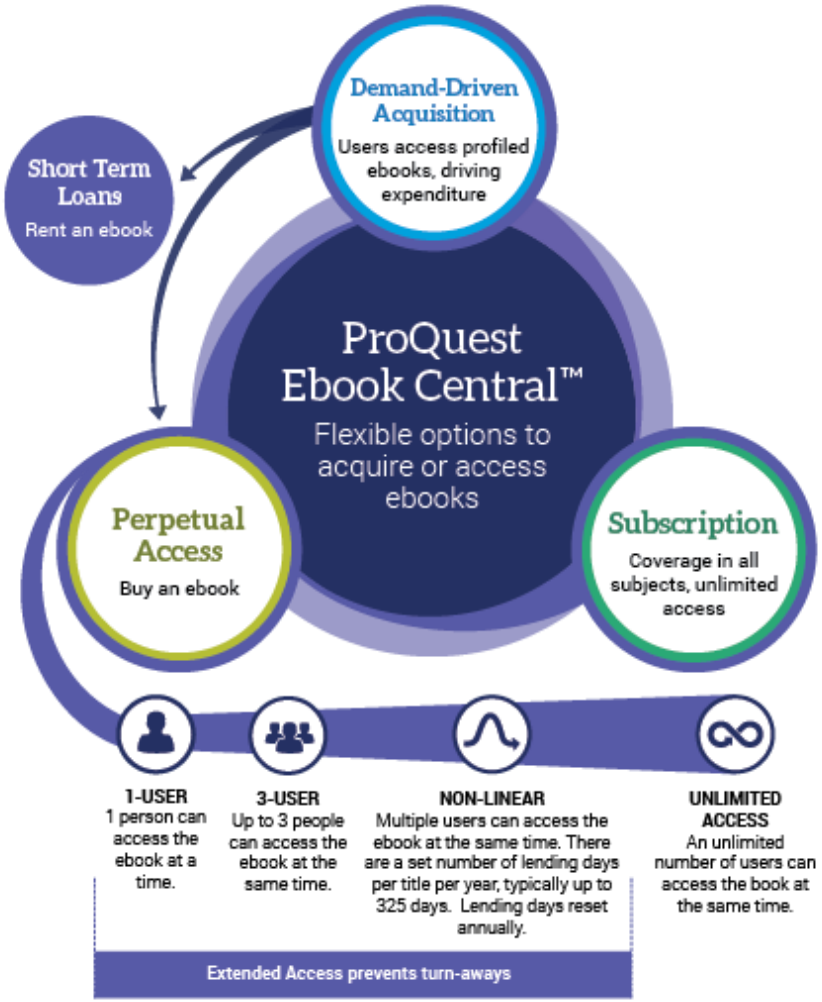
650+
publishers

100,000
titles added/year

Ebook Central
…built for you and your researchers



ProQuest Offers Flexible ebook Models



Usage Stats

- Detailed reporting to help track ROI

- Counter
- 2017 roadmap: SUSHI
- Expenditure Reports
- Patron Analytics

Using Ebook Central Patron Analytics

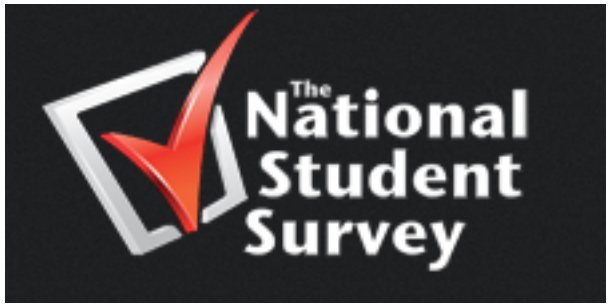
- The Patron Analytics feature is used to gather demographic information about library patrons.
- The information can be used with the Usage or Sales report to analyze patterns of usage and patron triggered expenditure

Use Patron Analytics to Increase Book Budgets

- Case study: Newcastle University EBL DDA since 2010

- about 30% of their book budget goes to DDA

- have found a *direct* correlation between departments with high EBL usage and **increased positive feedback in the NSS survey**



Space Reclamation Survey: Early Results*

What % say space reclamation is a priority or will be in the near future?	81%
What % say their print book budgets have shifted to ebooks as a result of their space reclamation programs?	50%
What % are weeding print titles and offering ebooks instead?	65%
What % are duplicating high circulating print books in electronic format?	26%
What % are using reclaimed space for makerspaces?	33%
Of those, what% say a makerspace collection would be useful?	58%

* 241 participating U.S. libraries to date (151 academic, 63 public)

Got P? Get 50% off E

Supports Space Reclamation and Increased Discovery

110+ participating publishers and growing

Ebook Central, ebrary, EBL & MyiLibrary platforms

Offer expires December 31, 2016

Participating Publishers Include:

ACRL
Actrace LLC
African Books Collective
Algora Publishing
American Academy of Pediatrics (AAP)
American Institute of Aeronautics & Astronautics (AIAA)
American Mathematical Society
American Society for Microbiology Press
American Society of Quality
Artech House
ATF Press
B&H Publishing Group
Barcelona Publishing
Baylor University Press
Baywood Publications
Berghahn Books
Berrett-Koehler
Boydell & Brewer
Brookings Institute
Business Case Studies
Catholic Universities of America Press
Center for Creative Leadership Publications
(CCL Press)
Centre for European Policy Studies
CEU Press
Columbia University Press
Confidential Concepts/Parkstone
Cornell University Press
Critical Publishing
Davies Group
Dover Publications
Duke University Press
Dunedin Academic Press
Edinburgh University Press
Eisenbrauns Publishing
Encyclopedia Britannica
Fordham University Press
Gale Publishing
Gallaudet University Press
Georgetown University Press
Guilford Publications
Harvard University Press
Hong Kong University Press
Hunter Publishing

Titles Matching Fast - TMF

TITLE MATCHING FAST (TMF)

- Supports space reclamation projects
- Print and ebook title matching
- Gap analysis
- Weeding recommendations

Title Matching Fast

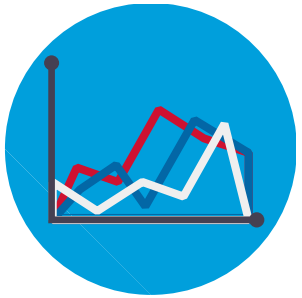
A Fast and Easy Way to Assess your P and E Holdings

Just give us your ISBNs and we'll provide

Data cleaning

Data matching

Detailed reporting & recommendations



Use TMF to

Reclaim space

Reduce costs

Extend your library's reach

Cataloging and Discovery

Ebook Central offers four cataloging options to our customers that can be used for title-by-title ordering:

- MARC Records
- OCLC WorldCat Cataloging Partners
- OCLC Worldshare Collection Manager
- ProQuest 360 MARC Updates
- Automated Holdings for your Discovery Service

MARC Records

We provide MARC Records as high-quality, hand-catalogued Full records, or machine-generated Express records. You may choose from either records option, both of which are available for your purchased, subscribed and DDA holdings. Both options are free, RDA compliant and Provider neutral, contain all relevant document IDs in the 035 field, contain OCLC Control Number (OCN) numbers, and can have customized 856 links. MARC records can be downloaded anytime from LibCentral.

ProQuest Ebook Central™

ProQuest

Customer’s wishlists

- High degree of accessibility
- More content, especially textbooks
- Bundled P&E offers
- Normalised metadata

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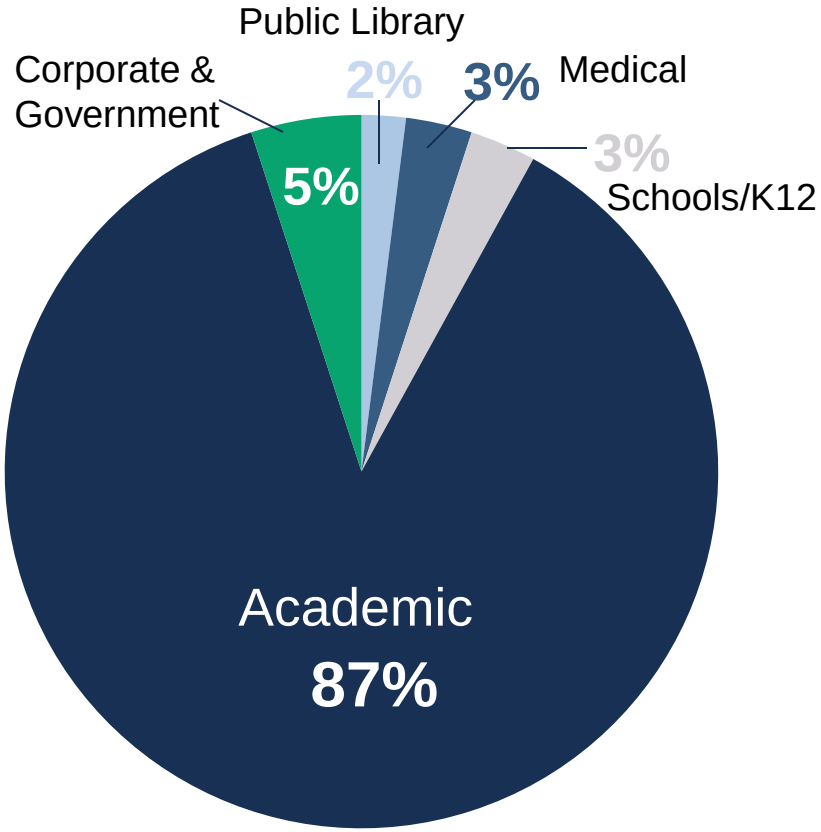
Understanding Ebook Platform Options:

Maximize the potential of library ebook platforms.

Mari Bergeron
Director of International Content Licensing
EBSCO Information Services

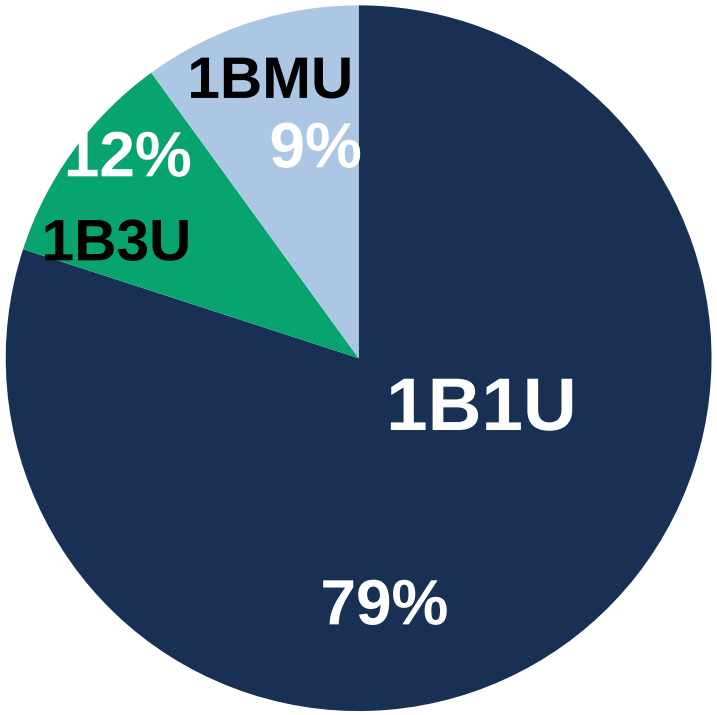
Worldwide eBook Sales Volume by **Market**



Ebook Sales Models

- Perpetual Ownership
  - 1B1U, 1B3U, 1BMU
- Demand-Driven Acquisition (DDA / PDA)
- Short-Term Lease (STL)
- Concurrent user model (CAM)
- Subscription model
- (Title exceptions)

Worldwide eBook Sales Volume by Purchase Model



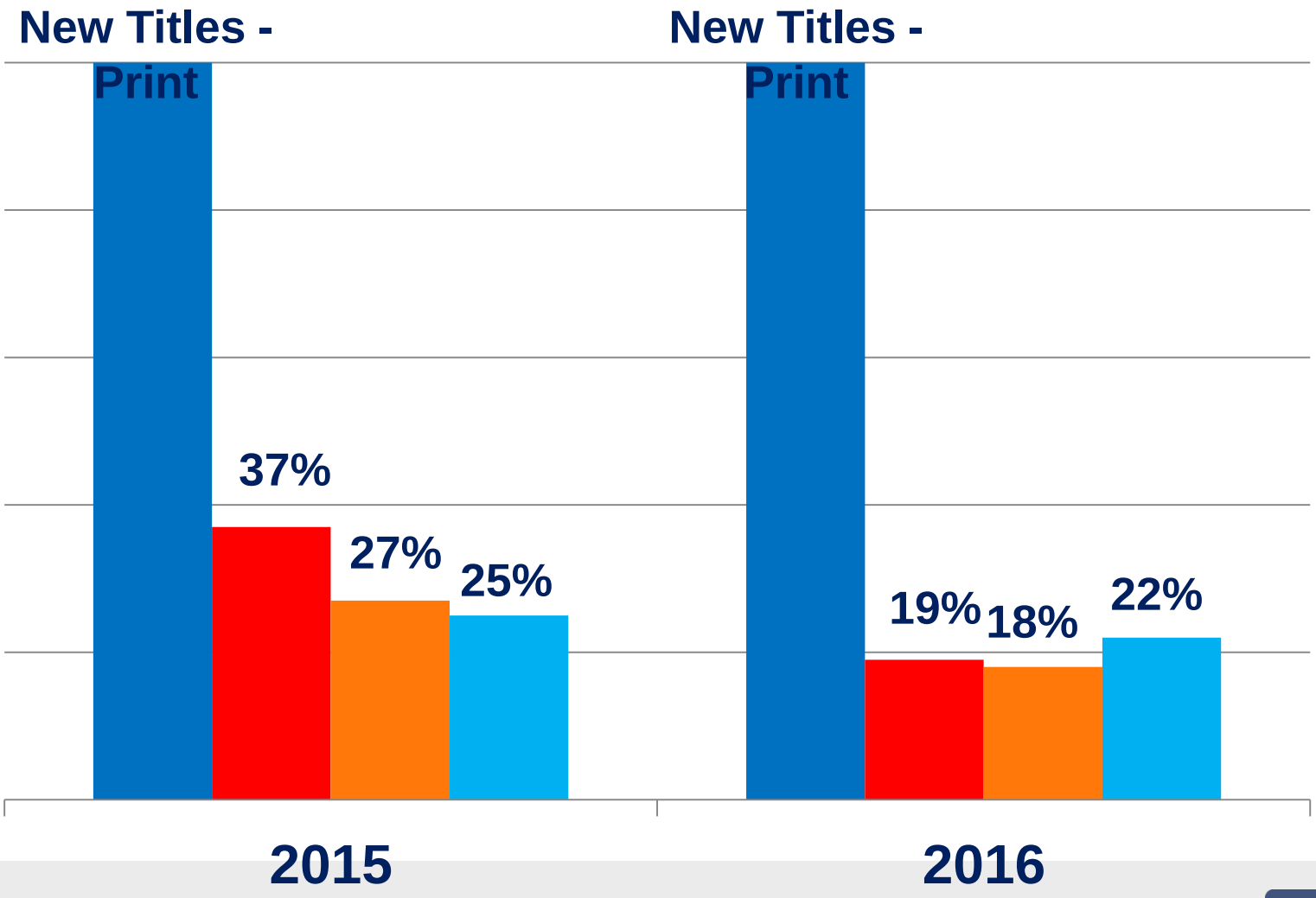
Maximize your Potential

- Ask Questions
- Metadata
- Speed to Market
- Quality of Files -- Functionality

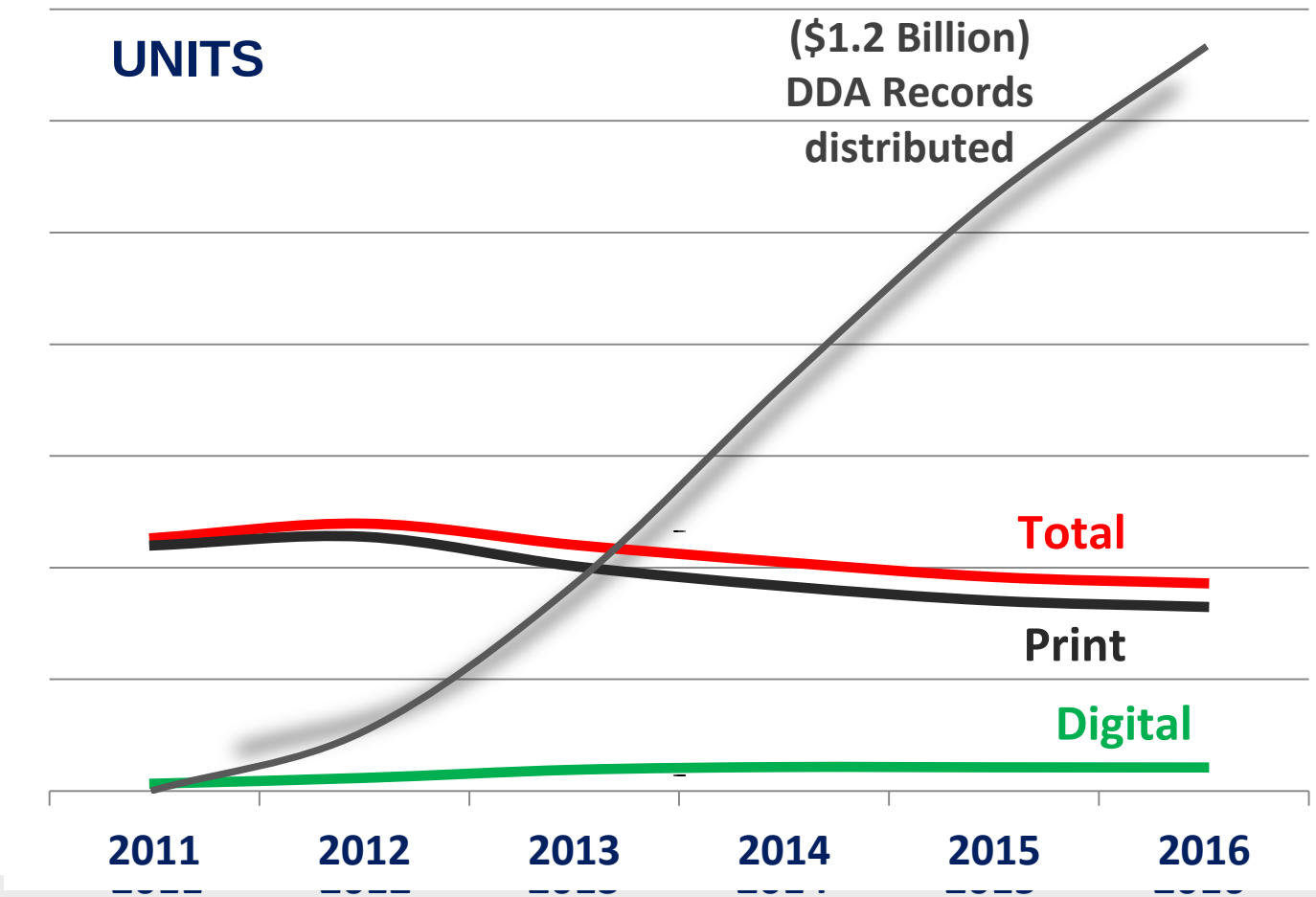
Mari Bergeron
EBSCO Information Services
Ipswich, Mass USA
mbergeron@ebsco.com
+1 978-356-6500 x2741

Print - DDA Availability

~ *3 Aggregators* ~



DDA in Context



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eBook aggregators: maximising ebook potential

Robert Herring
eContent Development Manager
Dawson Books

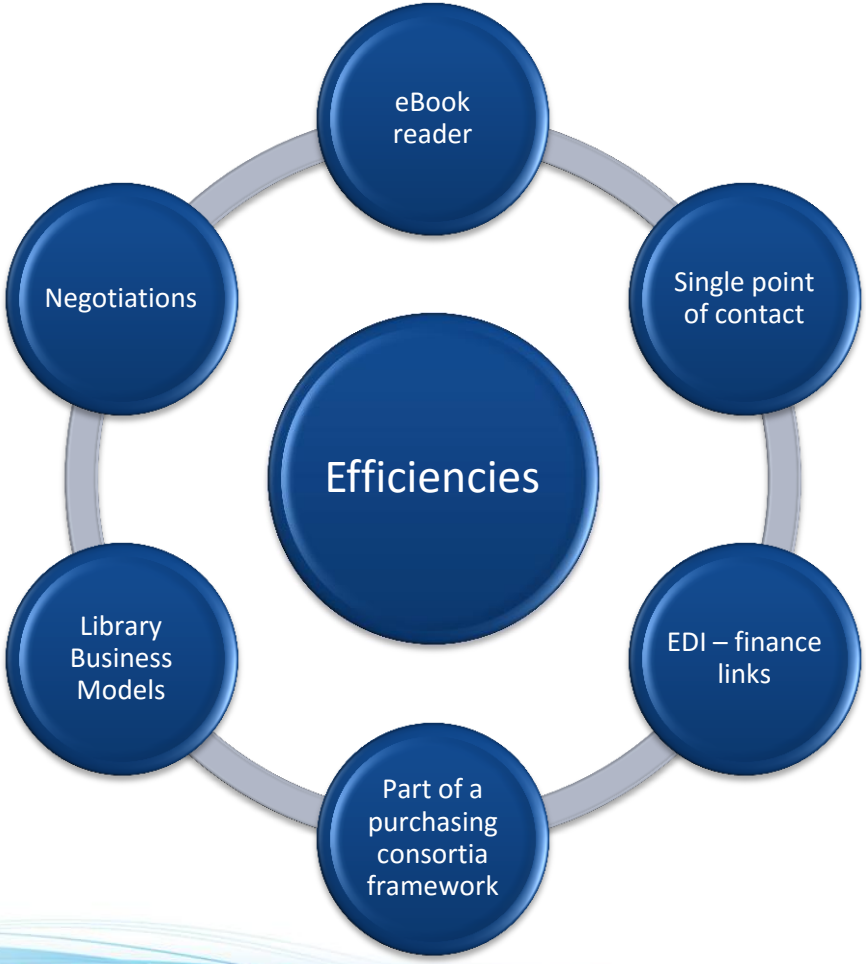
dawsonera

BIC

Overview

- Why do ebook aggregators exist?
- What are the benefits for a publisher?
- I thought you wanted to sell me an ebook?
- Who are you really thinking about?
- Key thoughts

Why do ebook aggregators exist?



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Trusted suppliers and systems

Imperial College London

Durham University

UNIVERSITY OF BATH

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

THE UNIVERSITY OF WARWICK

UCL

University of St Andrews

LANCASTER UNIVERSITY

UNIVERSITY OF CAMBRIDGE

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What are the benefits for a publisher?

- Library expertise
- Inclusion in Library purchasing programmes – PDA/DDA
- Content available through preferred suppliers
- Added-value DRM, MARC Records, accessibility enhancements
- Technology cost saving – bandwidth/hosting
- Transfer the risk

I thought you wanted to sell me an ebook?

Short term loan

DRM

Credit Model

Digital List Price Multiplier

Rental

10% Copy

Download restriction

Multiple
Concurrent Access

Non-linear
lending

10% Print

Perpetual Access

Single user

Subscription

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Who are you really thinking about?

OR

Moving with the times

All pulling together

Key thoughts

- Which sales models?
- DRM restrictions?
- File and metadata management?
- Price point?
- eTextbooks?
- Review usage statistics COUNTER reports?
- eBook embargo?

Thank you

Robert Herring
eContent Development Manager
robert.herring@dawsonbooks.co.uk

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Thank you for attending August's BIC Breakfast:
How Publishers Can Maximise the Potential of Library eBook Platforms

Alaina-Marie Bassett
Business Manager
Book Industry Communication Ltd

0207 255 0513
alaina-marie@bic.org.uk