Content
STRATEGIES

Torrossa Retreat 2013
Digital Publishing in the Digital World

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Torrossa Retreat 2013

- Digital Publishing in the Digital World
- A Digital Revolution is Occurring
- How to Avoid the Cannibalization of Print Sales
- Publishers Must Adapt or Die
- Developing a Game Plan for the Library Market

What do we know about the world wide Ebook market ?

- Rapidly growing market around the world
- US Ebook market exceeds 23% of book sales.
- More Ebooks sold in the US than Hardback books
- In the US and UK Amazon sells more Ebooks than print.
- Worldwide market share- Amazon 65%,B&N25% and Apple 10%
- In Europe Ebook Sales are less than 2%

The Ebook Market is Complex

- There are four very different markets
- Consumer, Academic and Public Library and Textbook markets
- Different needs, services, and pricing
- Many publishers have to serve **all four** markets
- Publishers must support multiple reading devices
- There is a shift by users from dedicated e-readers to tablets or smartphones

Academic Library Marketplace

- Purchase vs. Licensing?
- Access—single user vs. multiple simultaneous
- Single title vs. Collection
- Pricing- short term rental, pay per view, perpetual
- Reading devices-download full text
- Functions-Interlibrary loan, printing, etc.
- Usage statistics, Marc Support

Purchase vs. License Issue

- Publisher must be flexible and support both models
- Libraries like to be able to purchase for specific disciplines
- Subscribe to Technology, Medicine but purchase humanities and social sciences
- Purchase individual titles but license subject collections
- Ebooks must be available via vendor, aggregator, or direct from publisher

Access to Ebook Content

- Libraries want flexibility for access models
- Single user and multiple user support
- Access must support various reading devices i.e. smartphones and tablets, eReader devices
- Libraries would prefer download without DRM software
- Publishers control usage by restricting no. of users, one chapter limit, and printing limits

Academic Library Pricing Models

- Purchase and License Options
- Patron or Demand Driven Acquisitions Programs
- Purchase support for one of more simultaneous users
- Purchase support for buying chapters, sections, or parts of book.
- Short term loan pricing for limited use material
- Support for Interlibrary loan or Consortia loaning

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Single-user: $18.95 **Multi-user**: $28.43
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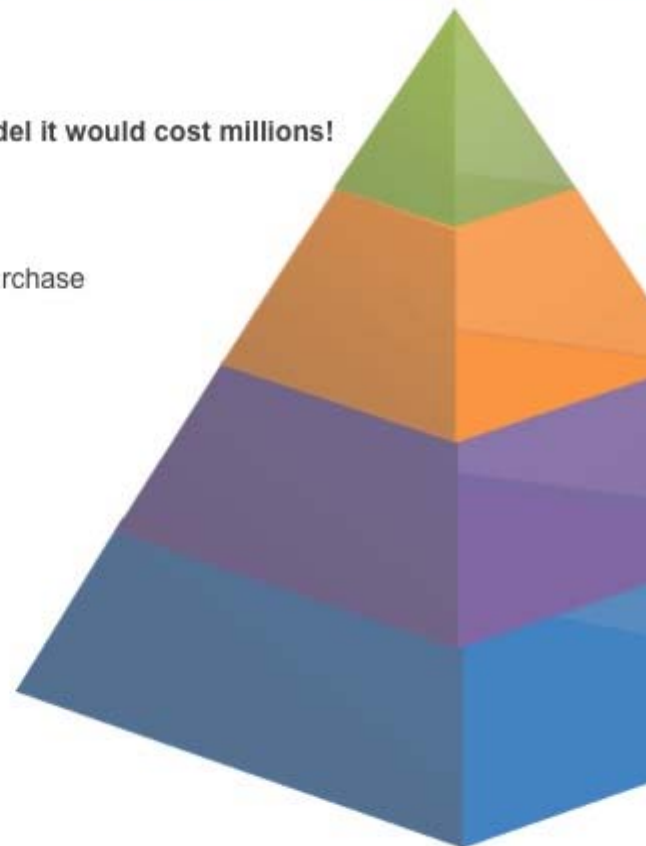
Demand Driven Acquisitions Programs
DDA or PDA Programs

- Publisher or aggregator catalog must be loaded into discovery service

- Library users locate title via searching

- Once selected access is immediately available

- The financial transaction could be purchase, short term rental, pay for view or all of the above.

Digital revolution is here!

- Publishers must embrace and develop **flexible** services or risk extinction.

- Libraries are shifting monographic funds to ebooks

- Amazon is the giant in this market and focused on the consumer but libraries are not that far on the horizon.

- VAT issue will be solved for eBooks

- Print sales must be converted to Ebook sales

The future for libraries is clear

- The all digital library is coming
- The remaining print collections are being put in storage or into automated retrieval systems
- Library space on campus is being converted into learning commons or research facilities
- Books and stacks are no longer welcome at most institutions. Waste of valuable space!
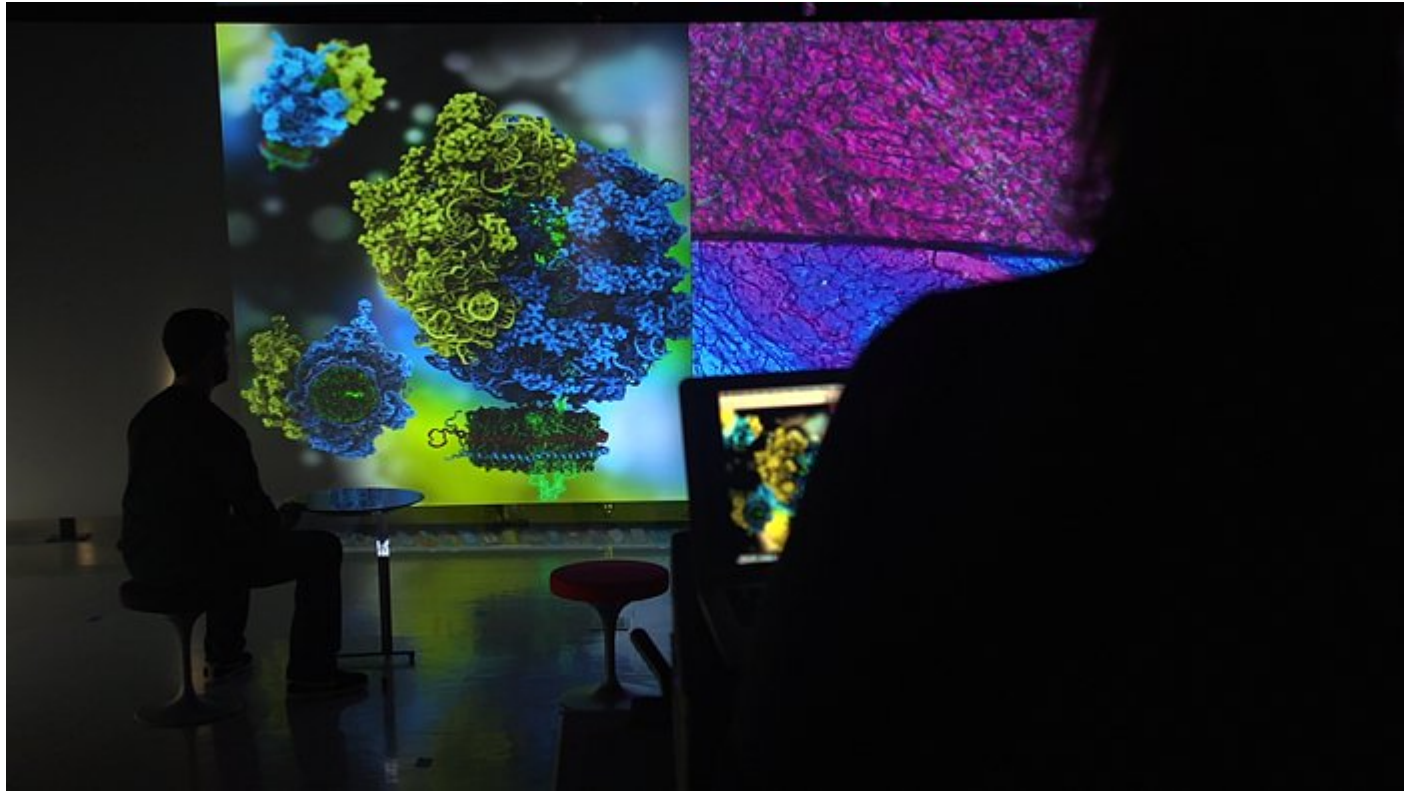- The library still has a central role but is being transitioned to a new role.

New Modern Library at North Carolina State University

New Imprints

Learning Commons

Large Scale Visualization Lab

Navy Training Simulator

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Thank You

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- Dan Tonkery