European integration: conditions and challenges for libraries, 3 au 7 juillet 2007
36e congrès LIBER

Acquiring e-books for academic libraries

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JISC national e-books observatory project

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The Vision for e-books in UK education

The UK education community will have access to quality e-book content that is of high relevance to teaching, learning and research across the broadest range of subject areas. Flexible business and licensing models will support a diversity of needs, allowing users to do what they want when they want and how they want for education purposes. All e-books will be easily discoverable and consistent standards will allow all content to be fully integrated into library, learning and research environments.

E-Books Working Group 2007

A new study

A feasibility study on the acquisition of e-books by HE libraries and the role of JISC

- Ignorance in the HE sector of what e-books are available

- Low awareness within HEIs of the value and relevance of e-books

- Poor understanding by library staff and publishers of each others needs

- Complexity of access routes to aggregators or publishers platforms

- Too few e-books are available

- Available e-books are not up to date or relevant to UK users

- Pricing models are not appropriate

- Publishers are not making the right textbooks electronically available on the right terms
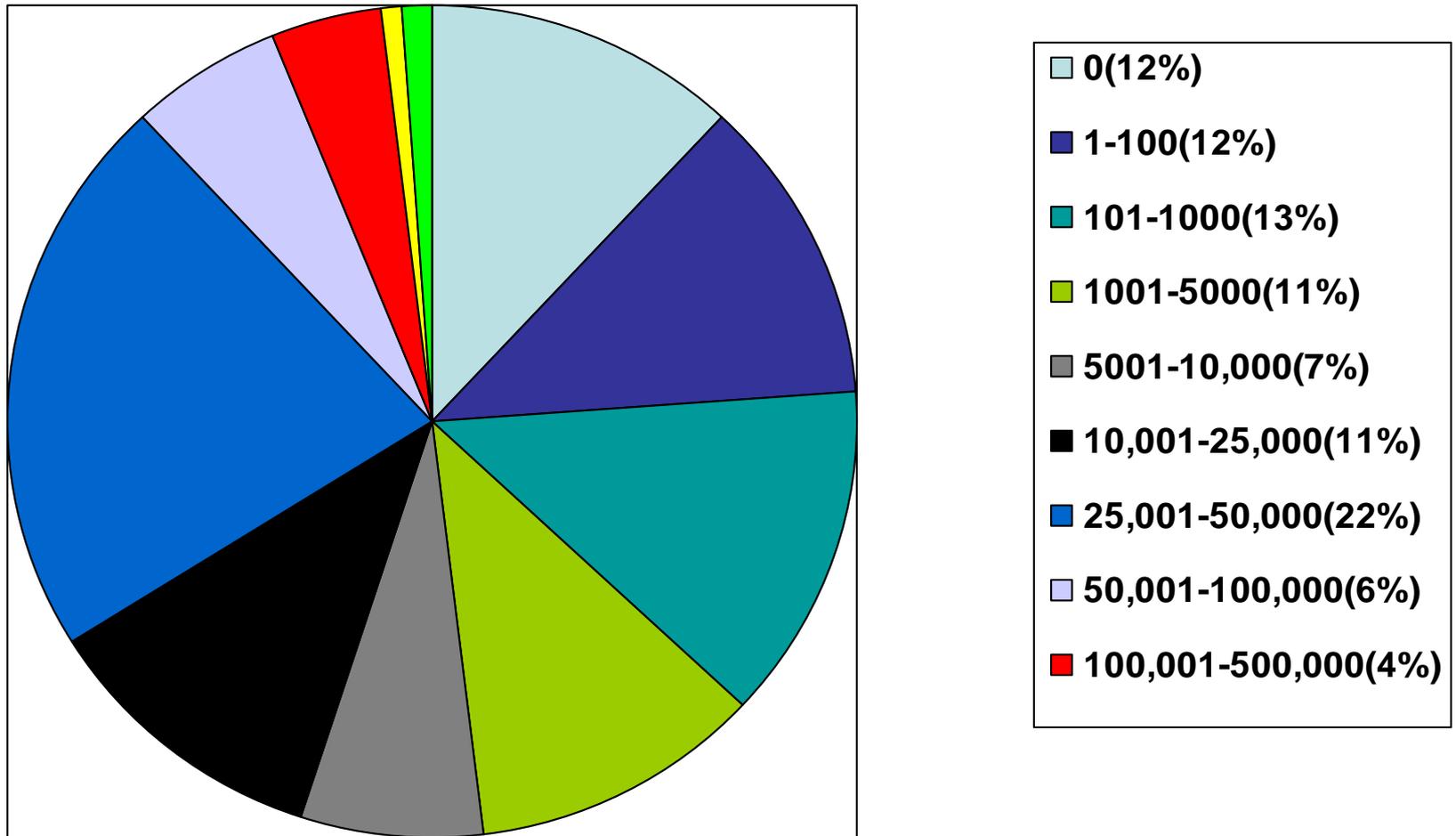
Why have you not bought more e-books than you have?

- E-book pricing models are not satisfactory (64%)

- There is too little choice of e-book titles (62%)

- E-book access models are not satisfactory (53%)

- We are waiting for the market to settle down (33%)

- We are waiting for JISC to offer better e-book deals (30%)

- E-books are too expensive (28%)

- I do not know what is available (18%)

- There is no demand for e-books here (13%)

- Affiliated/ external users are not allowed access (11%)

- The technology is too complicated (8%)

How many eBooks do libraries subscribe to or own?
[Ebrary Survey, June 2007. 583 respondents from 67 countries]

- 0(12%)
- 1-100(12%)
- 101-1000(13%)
- 1001-5000(11%)
- 5001-10,000(7%)
- 10,001-25,000(11%)
- 25,001-50,000(22%)
- 50,001-100,000(6%)
- 100,001-500,000(4%)

Is there any pressure on you to develop e-book collections in your library?

- Yes 68%   No 32%

- If there is pressure where is that coming from?
  - Librarians (54%)
  - Students (38%)
  - Teachers (27%)
  - Management (23%)
  - Researchers (9%)

Roles for JISC in e-books acquisition

- Seeking to get the best buys for the sector – national VFM role (87%)

- Investigating innovative formats or purchasing models that are being offered (66%)

- Buying resources that are essential in niche areas for research and teaching where the users would not be able to afford it without help (40%)

E-books: What do librarians want?

- 'Reading list' materials, principally textbooks

- Current titles

- Wider choice of titles relevant to the UK academic community

- Flexibility in choosing between subscribing or outright purchase

- Sensible charging bands or prices regime

- Multiple and concurrent access for users

- Easy access to the host server for Shibboleth/ ATHENS users

- A more systematic way of discovering what e-books are available

The need for a new vision

- **TEXTBOOKS**
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- TEXTBOOKS
- *TEXTBOOKS*
- **TEXTBOOKS**

- **TEXTBOOKS**
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- TEXTBOOKS
- *TEXTBOOKS*
- **TEXTBOOKS**

National E-Books Observatory Project: Aims

- To licence a collection of online core reading list materials that are highly relevant to UK HE taught course students in four discipline areas. The core reading materials will be free at the point of use for a period of two years

- To evaluate the use of the materials through deep log analysis and the impact of the 'free at the point of use' materials upon publisher, aggregator & library processes

- To transfer knowledge acquired in the project to all stakeholders to help stimulate an e-books market that has appropriate business & licensing models

Step 1

- ITT for publishers & aggregators inviting submission of core reading materials (deadline 7th May)

- £600,000 available (multiple vendors)

- Four discipline areas:

  1. Business studies

  2. Engineering

  3. Medicine (not mental health or nursing)

  4. Media studies

Step 1 continued

- Materials must be for HE taught course students; they must be UK focused where relevant; & they must be made available on the platforms used by HE institutions

- Materials will be evaluated by the education community

- A priority list will be created against relevance, value for money & print sales to verify demand

- JISC Collections will carry out negotiation & licensing and ensure delivery

Step 2

- ITT to undertake a 12 month deep log analysis (using raw logs of user transactions) to assess the impacts & the usage of the core reading materials

- The user data generates questions for follow up web-based questionnaires

- Jointly the 2 methodologies will provide an understanding of the e-book behaviours of staff & students and will inform business models for e-books & strategies for embedding e-books

- Data will be shared with the project publishers

Timetable

- ITTs issued 23rd Feb; deadline for proposals 7th May

- Bid awarded for deep log analysis – June. Awarded to CIBER at UCL

- Community consultation on e-book titles offered – June/July (via sconul-lis)

- Bids awarded to range of publishers/ aggregators for core reading materials – August

- Launch activities to HE, July/ August in time for start of academic year. Marketing & publicity

- Deep log analysis – October onwards

- Road shows Oct/ Nov 07 & Jan/Feb 08

- Embedding & evaluation 2008. Project close Dec 2008

Publishers going forward for community consultation

- **Medicine**
  - Wolter Kluwer
  - Wiley Blackwell
- **Engineering**
  - Thomas Telford
  - CUP
  - Elsevier
- **Media**
  - Palgrave Macmillan
  - Taylor & Francis

- **Business**
  - Thomson Learning
  - John Wiley
  - CUP
  - Taylor & Francis
  - Palgrave Macmillan
  - Elsevier
  - Pearson

Issues raised by the core readings ITT: pricing

- A. Cost per title £5,000 - £20,000

- B. Cost per title £4,962 - £10,220

- C. Cost per title £24,200 - £184,289

- D. Cost per title £9,573 - £167,135

- F. Cost per title 16x hardback cover price

- E. £300,000 for 30 books (and whole collection must be purchased)

Issues raised by the ITT: platforms

- Lis-sconul survey March 2007 – top 5 e-book platforms
  - 1. NetLibrary
  - 2. Safari
  - 3. Dawsons EBL
  - 4. MyiLibrary & Ebrary
- Bids lack platform flexibility
- Few bidders have offered multiple platforms
- We may end up with books on several different platforms which is far from optimal
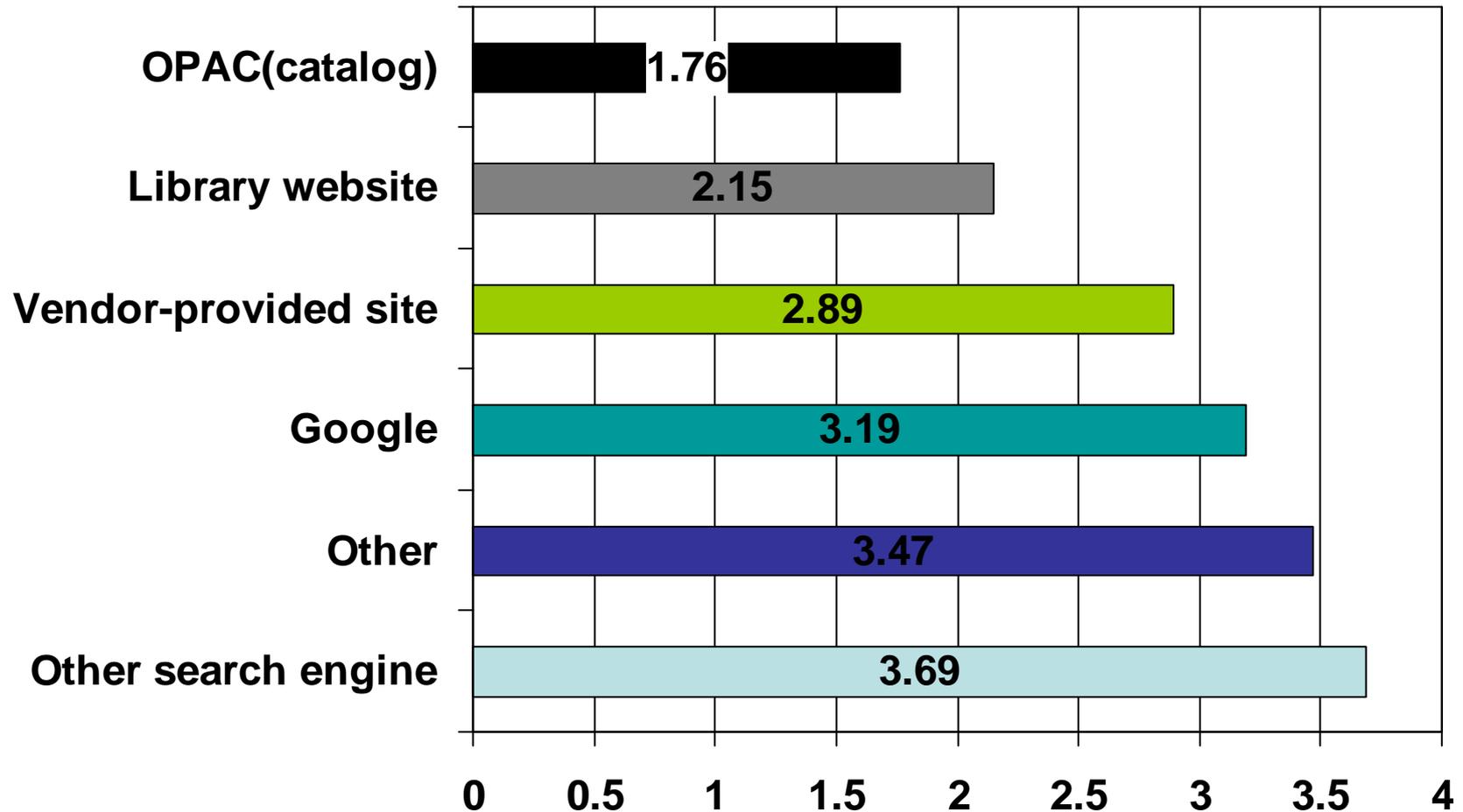
Issues raised by the ITT: MARC records

- The ITT for core reading materials asked all publishers to supply MARC records for the books offered

- The Steering Group felt this was important for a number of reasons – not least the time scale of the project for libraries and the improved access through OPACs

- Not all vendors have complied with this element of the ITT

What drives eBooks usage? [Ebrary survey]
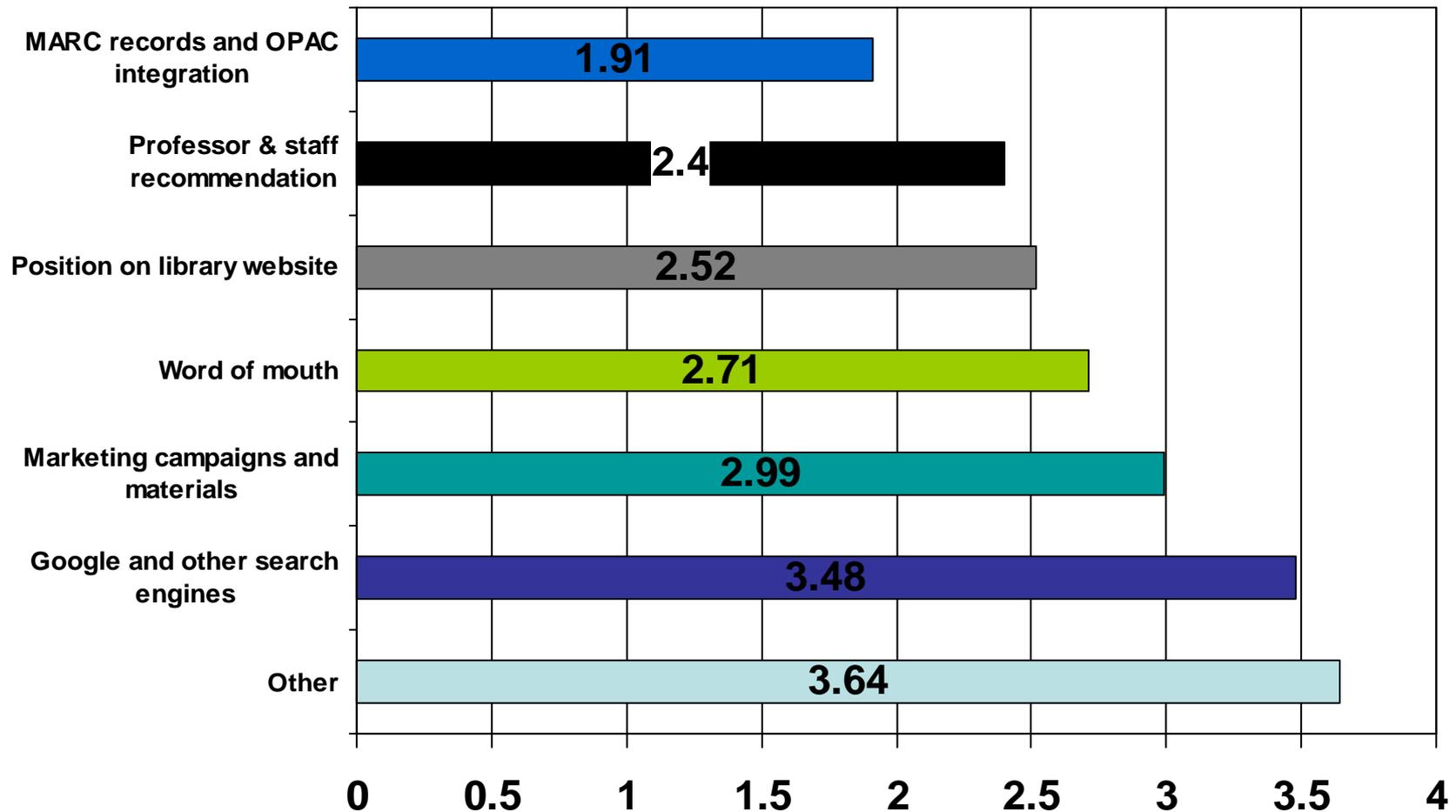
Respondents rated each item on a scale of 1 to 5 where 1=most prevalent and 5=least prevalent. The above chart indicates the average response for each item.

How do patrons find eBooks? [Ebrary survey]

Category	Value
OPAC(catalog)	1.76
Library website	2.15
Vendor-provided site	2.89
Google	3.19
Other	3.47
Other search engine	3.69

Respondents rated each item on a scale of 1 to 5 where 1=most common and 5=least common. The above chart indicates the average response for each item.

Advantages and benefits

- Provide an in-depth understanding of **how** e-books that support UK higher education taught course students are actually **used** in teaching and learning

- Enable publishers, libraries and aggregators to **assess the demand** for core reading list e-books

- Enable all parties to measure the effect of 'free at the point' of use e-books on the **buying behaviours** of students.

- Enable **libraries** to measure the **benefits** and **potential costs** of providing core reading list e-books to students

- Inform the creation of appropriate **business and licensing models**

- Inform the **promotion** of e-books within an institution

- **Raise awareness** generally of e-books throughout the academic community

- **Stimulate** the e-books market in a managed environment

Thank you

www.jiscebooksproject.org