Trends of EBOOKs: Ebooks as a research tool

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Things to talk about...

- **Why Ebooks ???**

- **How much benefits can Ebooks bring for us, in terms of studies & research ???**

- **Are my users accepting it ???**

- **Is my ROI looking good ???**

- **What should I decide.. Purchase or Subscribed ???**

Current Dilemma (1):

Perhaps the biggest factors affecting the future success or failure of e-books will be the quantity, quality, and cost of content material and the feel of reading compared to that of traditional books.

- Beverly L. Harrison, Information Appliances, IEEE Comp Soc, 2001

Quantity & Quality
Cost of Content
Feel of Reading

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Current Dilemma (2):

The lack of promotion from within the university, particularly from the academics, and to a certain extent from the librarians, is indeed a major reason for this knowledge gap.

- Linda Benett, The Electronic Library, Emerald, 2005

Users not aware that the information is available….?
How to convey the idea of Electronic Content to users….?

Electronic or Print Books ??

Marilyn Christianson, Elsevier, 2005

Table 3
Subjects of the most popular print books (Bold = Also in most popular ebook list)

Subject (Supplied by netLibrary)	Title Count	Uses
Literature	**34**	**126**
Education	**26**	**93**
Library Science, Publishing, Bibliographies	**12**	**86**
Economics and Business	**20**	**80**
Philosophy	18	73
Sociology	**16**	**62**
American History	10	54
Political Science	**12**	**46**
Medicine, Health, Wellness	**10**	**41**
Mathematics	**8**	**38**

Table 4
Subjects of the most popular ebooks (Bold = Also in most popular print book list)

Subject (Supplied by netLibrary)	Title Count	Uses
Library Science, Publishing, Bibliographies*	**19**	**195**
Literature*	**38**	**194**
Economics and Business*	**24**	**120**
Biology, Natural History, Microbiology	8	87
Education	**25**	**77**
Sociology*	**16**	**64**
Political Science	**9**	**62**
Technology and Engineering*	10	53
Medicine, Health, Wellness*	**11**	**33**
Mathematics	**7**	**30**

* Also on California State University's most popular shared ebooks subjects list.

More titles are used as PRINT, but more access to each titles are in Electronic format.

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Now... There are even more questions to ask **!!!**

- How do **I** get quantity of good quality Ebooks ?
- What kind of content & how much ?
- Are my users familiar in using Ebooks ?
- Do they know there are Ebooks available in the campus ?
- Electronic content or still Print Books ?

Why Ebooks Evolves ???

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Ebooks advances…
Due to the Drawbacks of Print Books

Publishers
Costly to Produce, Store, Ship, and Sell

Users
Difficult to Search, Retrieve, and Manage

Librarians
Costly to Store, Circulate, and Maintain

Connaway , L.S., DESIDOC Bulletin of Info Tech, 2003

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Ebooks Opportunities

On-demand availability

Easy access to content (Full text Searchable)

Searching ability

Portability of content

Linking ability
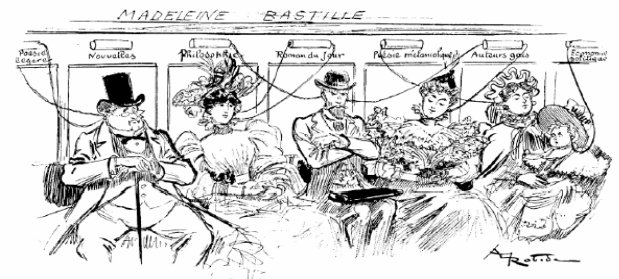
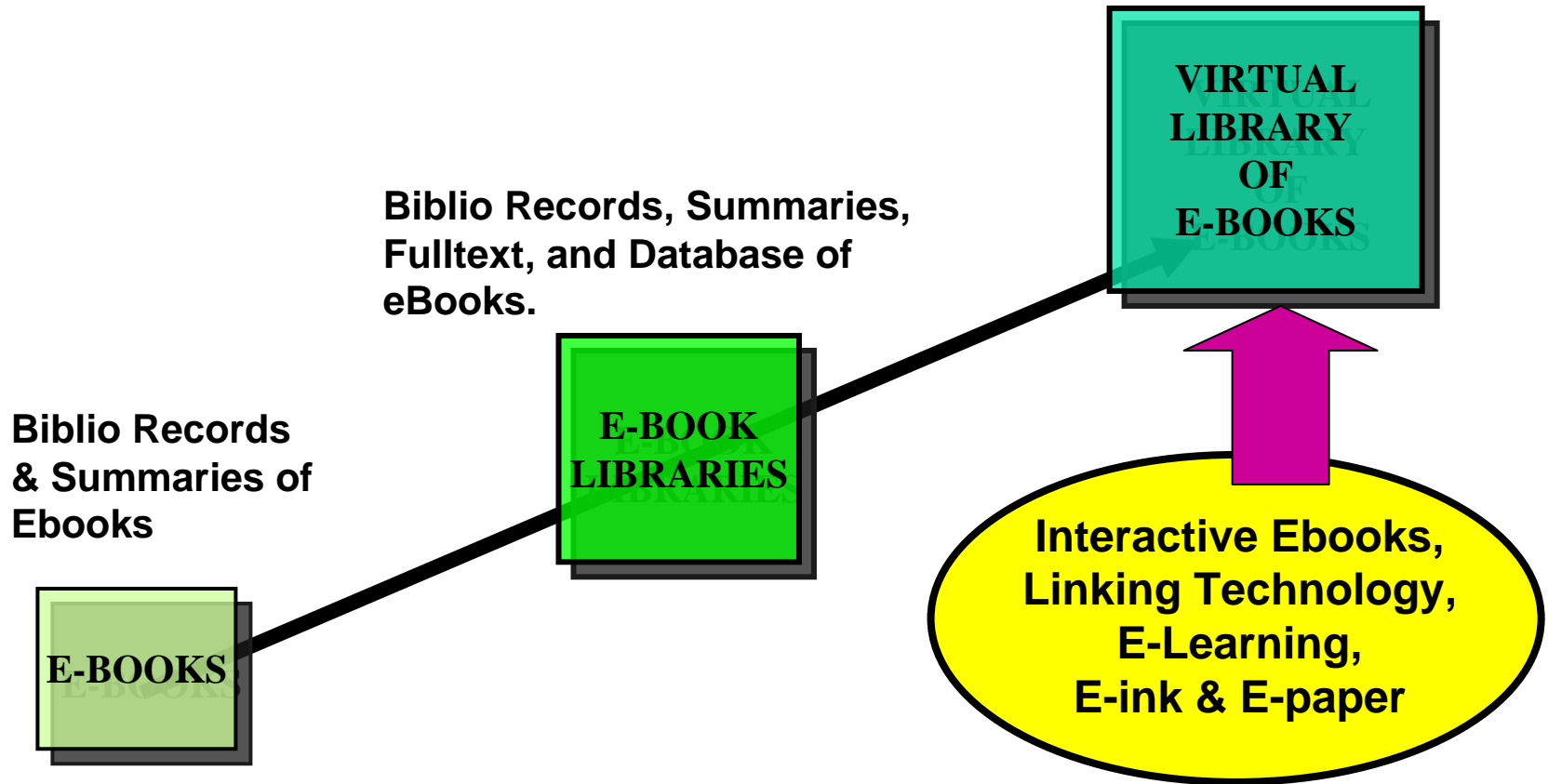Connaway , L.S., DESIDOC Bulletin of Info Tech, 2003

3 factors
that effect the evolving of Ebooks

- Cyper-Space as the environment
- Technology as the driving force
- Interactive Fiction as the new informative idea

Cory Doctorow, Creative Commons, 2004

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eBooks evolving base-on...
the advances of Technology

Biblio Records, Summaries, Fulltext, and Database of eBooks.

Biblio Records & Summaries of Ebooks

E-BOOKS

E-BOOK LIBRARIES

VIRTUAL LIBRARY OF E-BOOKS

Interactive Ebooks, Linking Technology, E-Learning, E-ink & E-paper

HOW SHOULD WE LOOK

AT EBOOKs ???

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USES OF EBOOKs

Collections & Preservation

Research Use

Uses of Ebooks

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Collections & Preservations

- **Collections & Preservations**

- Long-Term using (3 or 5 years above)

- Important Archiving needs
  - Information that have to be kept for longer period of time.
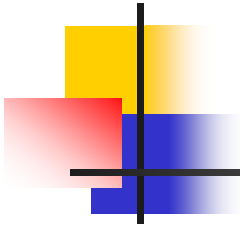 - History, Art, Humanities, Theories, Knowledge Repository...etc

Research Uses

- **Research Uses**

- Evolving information in **S**cience, **T**echnology & **M**edicine

- **Technical Reference** documents (Spec & Standards)

- Teaching & Coaching materials

A Database

DO NOT USE
e-BOOKS as
Books !!!

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Database vs e-Books

e-Books

- **Purchase Like Print but access via electronically**

- **Typically One User per title**

- **Must PAY for NEW CONTENT!!!**

- **Limited Number of Titles**

Database

- **Comprehensive Database**

- **Reduce Risk of Missing Info**

- **Typically Unlimited Users**

- **NEW Content -Updates are FREE**
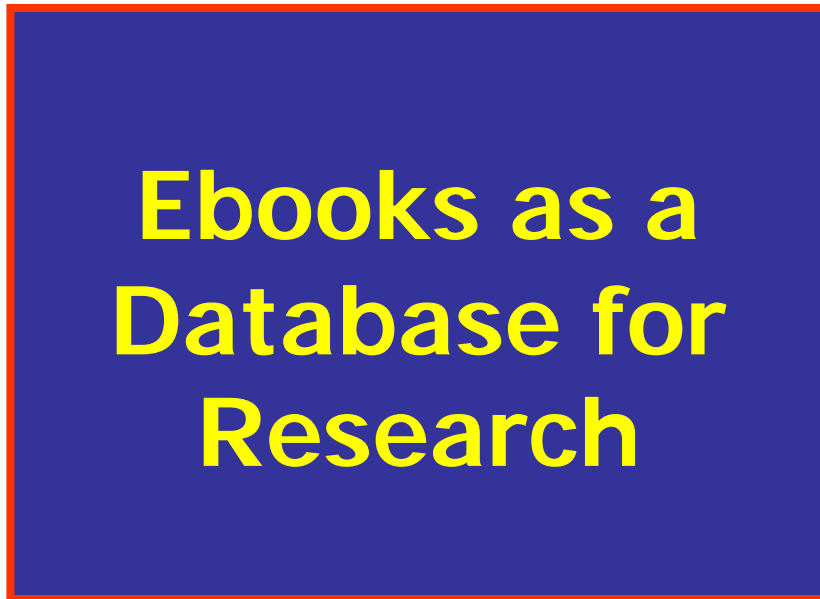
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EBOOKs as Research-Tool must be ….

- **Huge titles-count**
- To reduce risk of missing important information

- **Up-to-Date**
- Provide most effective ways to research information

In order to fulfill Research Criteria ….

Studies found that....

Ebooks as a Database for Research

ENHANCED RESEARCH CAPABILITIES

INCREASE LIBRARY COLLECTION

SAVE MONEY

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So... Let's solve all these questions.

- **How do I get quantity of good quality Ebooks ?**
  - Choose a good database (Ebooks) that comes with good research tools.

- **What kind of content & how much ?**
  - A research database with huge titles count. (Huge amount of Ebooks)

Solving Questions...

- **Are my users familiar in using Ebooks ?**
  - As a database, features & functions are base on research needs.

- **Do they know there's Ebooks available in the campus ?**
  - Emphasize the Importance of Research;
    More promotion & More training.

- **Electronic content or still Print Books ?**
  - E-content: Reduce Risk of missing Information, &
    PRINT: for Reading & Study.

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Comparisons

Lets look at some examples…

2005 Competitive Landscape for EBOOKS publishers

Company Overview

Company	Books 24/7	eBook Corp (EBL)	Ebrary
URL	http://marketing.books24x7.com/home2.asp	http://www.ebl.ebooks.com	http://www.ebrary.com
Core Competency	**Content is mostly IT, engineering and business books** and sold to corporations and libraries.	Concentrates on **academic and research-based libraries** offering scholarly content from STM publishers.	Pioneered the **Dynamic Content Platform (DCP)™,** which integrates patented software with a growing collection of full-text, digital books, reports, maps and other authoritative content.
Est. Annual Rev.	$193.5 million	N/A	$3.8 million

Content Offering

Collection of Titles	54% of titles have a publish date of 2001 or more recent.	1998 onwards.	52.5% of titles have a publish date from 2001 and 32.5% of the titles have a publish date from 2002
Number of Titles	**6,450 titles**	**27,000 titles**	**30,000 titles**
Subscription Model	Annual Subscription	Unique Subscription model based on usage: EBL sells libraries a block of loan instances. Typically a single loan instance represents 1 full day of check-out for 1 user.	Annual/Calendar Year Subscription; Purchase model will start in June2005
Access Terms	**Multiple concurrent users based on number of seats**	**Multiple concurrent users under limits of loan instances**	**Unlimited access base on E-FTE (Effective FTE reflecting country discount)**

Subjects Coverage

Engineering	yes	yes	yes
Science	no	yes	yes
Tech. & Computers	yes	yes	yes
Business & Econ	yes	yes	yes
Finance	yes	yes	yes
Healthcare	no	yes	yes
Medical	no	yes	yes
Pharma	no	yes	yes
Legal	yes (business related)	no	yes
Humanities	no	no	yes
Social Sciences	no	no	yes
Art	no	no	yes

2005 Competitive Landscape for EBOOKS publishers

Company Overview

Company	Knovel	netLibrary	O'Reilly /Safari
URL	http://www.knovel.com/knovel2/default.jsp	http://www.netlibrary.com	http://safari.oreilly.com
Core Competency	Provides a one-stop source for finding answers from **Interactive ebooks on Science and Engineering.**	netLibrary majority of sales come through Consortia: BCR, MLC, PALINET, NELINET, Wiles, OHIONET, and NYLINK.	An independent publisher of computer and technology books and manuals.
Est. Annual Rev.	$3 million	$10-12 million	$25 million est.

Content Offering

Collection of Titles	2000 onwards.	56% of titles have a pub date of 2001 or more recent	75% of titles have a pub date of 2001 or more recent
Number of Titles	**500+ titles**	**40,000+ titles**	**2,000 titles**
Subscription Model	Annual Subscripiton for the full collection or selected collections. Academic customers base on relevant FTE; Corporate customers base on per-seat model or concurrent users.	PURCHASE price per title averages $50-$60. 2,000 titles @ $50 = $100,000, average retail sale per library. Hosting fee of 55% of list price of the title they purchase, Consortia members SHARING scheme.	Annual Subscriptions with "slot" of books selected, exchangable with other books quarterly.
Access Terms	**Unlimited access per collection for Academic; Concurrent users for Corporate clients**	**Concurrent users PER TITLE**	**Concurrent users per collection (Collection can be 100~10,000 slots)**

Subjects Coverage

	Knovel	netLibrary	O'Reilly /Safari
Engineering	yes	yes	yes
Science	yes	yes	yes (computer sciences)
Tech. & Computers	yes	yes	yes
Business & Econ	no	yes	no
Finance	no	yes	no
Healthcare	no	yes	no
Medical	no	yes	no
Pharma	no	yes	no
Legal	no	yes	no
Humanities	no	yes	no
Social Sciences	no	yes	no
Art	no	yes	no

2005 Competitive Landscape for EBOOKS publishers

Company Overview

Company	Ovid Technologies, Inc.	Thieme (Germany)	xRefer
URL	http://www.ovid.com/site/index.jsp	http://www.thieme-connect.com/	www.xrerfer.com
Core Competency	**Academic, medical, and scientific markets.**	A German medium size primary publisher that published Medical & Biochemistry content both in periodicals and text books.	**xReferplus Ready-Reference services** feature full-text, aggregated content from hundreds of reference books covering every major subject.
Est. Annual Rev.	$150 million	$150 million	$2 million

Content Offering

Collection of Titles	1998 onwards.	These TEXTBOOKs have been published since 1965s. Millions of copies had been sold in the market.	Most reference books since 1995 onwards.
Number of Titles	**200+ Medical titles**	**48 titles (with 22 titles online)**	**167 titles**
Subscription Model	Annual subscription fees; Some pay-per-view	Annual subscription on Country Tiers; Allow to buy full set of PRINT with special discount after 3 years of subscription	Annual subscription based on institution's FTE
Access Terms	**User Licences+Concurrent users per book selected**	**Unlimited Access**	**Multiple concurrent users**

Subjects Coverage

Engineering	no	no	no
Science	yes	yes	Yes
Tech. & Computers	no	no	Yes
Business & Econ	no	no	Yes
Finance	no	no	Yes
Healthcare	yes	yes	Yes
Medical	yes	yes	Yes
Pharma	yes	no	Yes
Legal	no	no	Yes
Humanities	no	no	Yes
Social Sciences	no	no	Yes
Art	no	no	Yes

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Licensing Models Summary…

- **Subscription Models**
  - **Annual Year or Calendar Year**
  - **Charge by Usage (Buying instances or slots)**
  - **Subscription with FTEs count**
  - **Subscribe-First; Perpetual-Later model**
  - **Pay-per-View**

- **Purchase Models**
  - **Electrically Owned + Maintenance Fees**
  - **Print-On-Demand**
  - **Content-Sharing model (consortia)**

Summary on …
Ebrary, CRCnet, and Knovel

- **Ebrary**
  - Purely a database for research.
  - Subscription Model, Unlimited Access.
  - 24,000 titles (excluding Branded Collections).

- **CRCnetBASE**
  - Handbooks for 25 different fields.
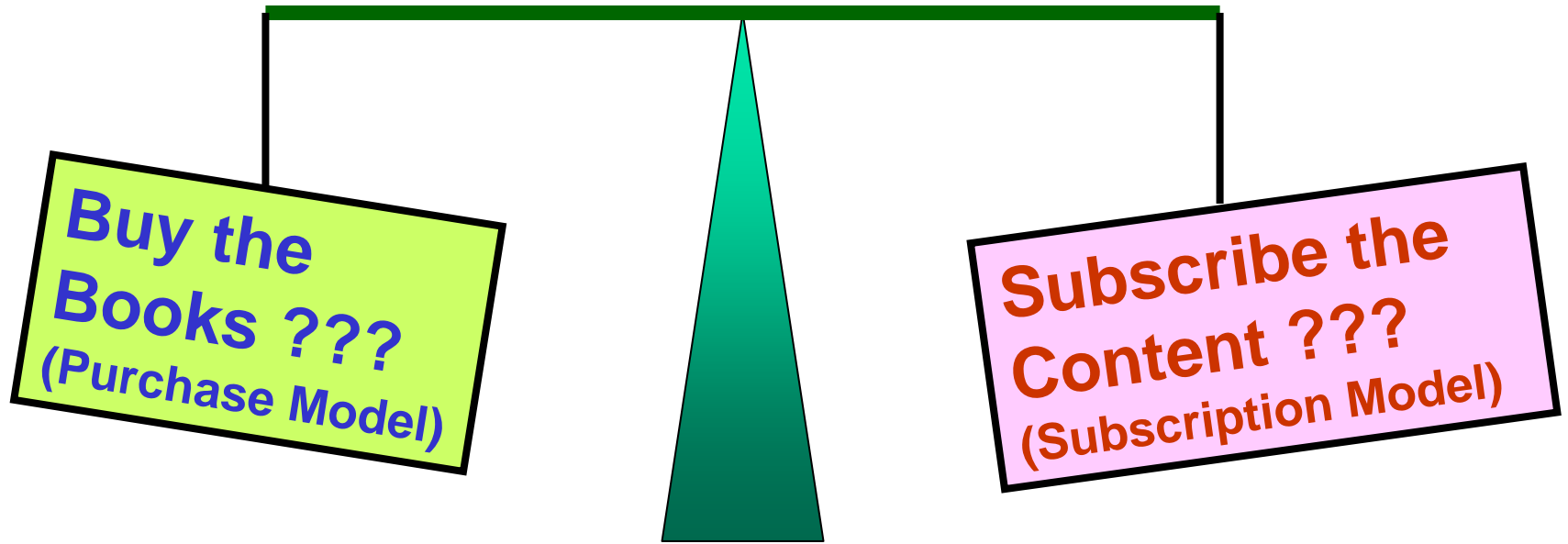 - Subscription Model, Unlimited Access.
  - 1,200 titles

Summary cont.

- **Knovel**
  - Handbooks for 17 different Engineering subjects.
  - Productivity Ebooks.
  - Subscription Model, Unlimited Access
  - 760+ titles

How do you consider ???

Buy the Books ???
(Purchase Model)

Subscribe the Content ???
(Subscription Model)

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Suggestion:
Base on your NEEDs

- **PURCHASE model**
  - If you r looking for :
    Ownership, Long-Term Collections,
    Information Repository, Content Preservation.

- **Subscription model**
  - If you r looking for :

    **Research tools, Institutional Portal,
    Education Databases.**

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Considering...
Access Terms

- **Unlimited Access**
- **Concurrent Users**
- **No. of Slots / Instances**

- **Archival (Still working on…)**
  - Perpetual Rights, PRINT copies, CDROMs

EBOOKs PRODUCTS…

- Ebrary

- Knovel

- CRCnetBASE

- Ebridge Ebooks Platform