

CAUL Datasets Coordinators Meeting and Forum

ALIA Information Online

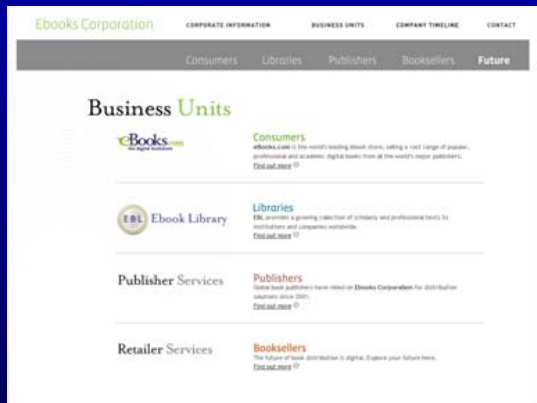
Sydney, NSW

January 19th, 2009

Agenda

- ❖ Quick overview of EBL's Access Models
- ❖ Demand-driven Acquisition Overview and some stats
- ❖ Benefits of DDA
- ❖ Challenges of DDA
- ❖ Future Access Models
- ❖ Discussion / Questions

A bit about us...



Ebooks Corporation Pty Ltd - Australian Company
Founded 1997

eBooks.com - retail - *launched 2000*
eB20 - R&D / Publisher Services
New Site launching soon

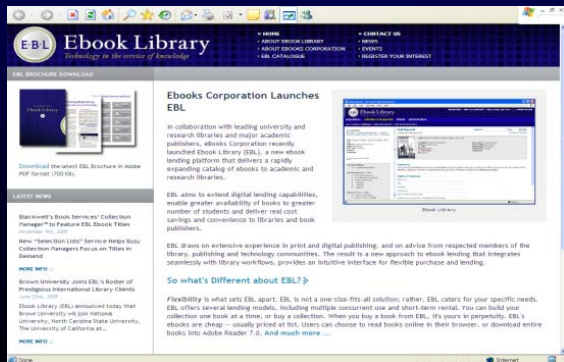
Offices in Australia, North America, United Kingdom

Currently hosting content for 450+ publishers

EBL - library - *launched 2004*
Academic, Research and Corporate Libraries

All academic and professional subject areas

International Partners including Blackwell Books, YBP, James Bennett, DA Info Services...



Need for New Access and Acquisition Models



Highly specialised researchers / Students in the know

Need immediate access to the most and recent and relevant information available

Searching for practical solution for speedy, cost-effective delivery of content

Collaborative approach to new access models...

Launched in 2004, EBL introduced flexible access models for ebooks:

- Non-linear™ Lending - Title by title selection with perpetual, multiple-concurrent access
- Pricing based on print list price
- Utilisation at chapter level (i.e. reserve chapter use and ePacks)
- Short-term Loan or Pay-per-view access for interlibrary loan and demand-driven selection
- Access Online or Download for all ebooks in collection
- Compatibility with reading devices (Sony Reader to date)

Developed through collaboration with libraries, publishers, partners and experts in the field, EBL continues to drive innovation approach using this approach...

Some of our early and ongoing collaborators include:

Blackwell Book Services
James Bennett
Dawson Books
Cambridge University Press
Taylor & Francis

CERN library
Yale University
North Carolina State University
ICOLC
Curtin University
Swinburne University of Technology

Council for Australian
University Libraries
Adobe
Focus Groups - Charleston,
ALA, VALA, ALIA, etc...

History Demand-driven Acquisition

Some early milestones...



April 2005 - Curtin University first utilises mediated demand-driven acquisition



April 2006 - CERN first library to implement automated MARC 'feed' to OPAC based on profile



June 2006 - Swinburne University of Technology & Brown University were first libraries to load MARC records into OPAC for EBL's entire catalogue

Approximately 60% of all libraries now use some form of demand-driven acquisition.

EBL's Demand-driven Acquisition Explained

Demand-driven access harnesses of the immediacy of the digital medium to provide a just-in-time delivery solution...

Demand-driven Acquisition enables libraries to make ebooks visible to patrons without purchasing the titles outright. Titles can then be 'rented', requested or purchased according to pre-defined set by the library.

- Access to non-owned either through library OPAC (by loading MARC records) and/or within the EBL platform
- Limited free browsing for non-owned titles
- Beyond the browse period, libraries decide what permissions apply

Options for Discovery

Libraries decide which titles will be available...

- All titles in EBL catalogue
- Pre-selected titles
- Based on Profile - (*Built in 'approval plan'*) - *MARC updates and visibility based on profile*
- De-duplication - Identify and suppress titles owned by library through other source

Libraries determine how titles will be discovered:

- Loading MARC records in catalogue
- Discovery within the EBL portal
- Through federated search tools

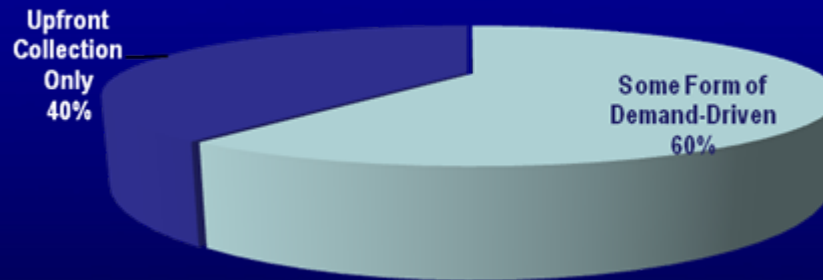
Demand-Driven Acquisition - Options for Access

Libraries customize access permissions. Access options available include:

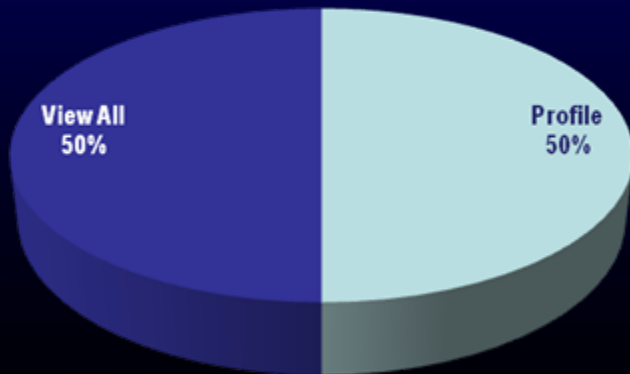
- Mediated Access –
 - Beyond browse period, patrons can request further access to non-owned titles.
 - Library Alerted of Request
 - Libraries can choose to either purchase or rent requested titles.
- Non-mediated short-term loan –
 - Beyond browse period, patrons automatically trigger a one-time short-term loan (rental) of an ebook.
 - Automated short-term loans can be price-mediated (i.e. rental over \$20 is mediated).
- Auto-purchase –
 - Auto-purchase triggered on the first access or after designated number of short-term loans.

Acquisition Trends

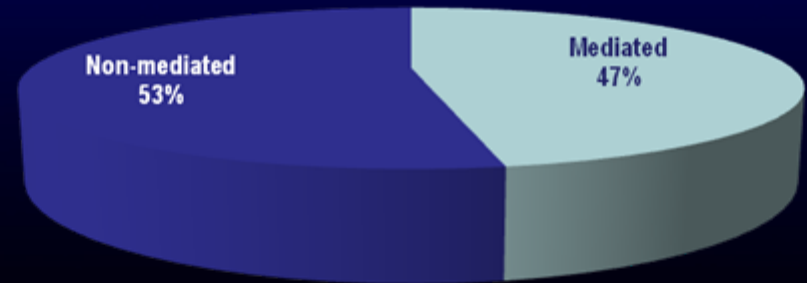
Acquisition Preferences



Visibility Settings for DDA Libraries



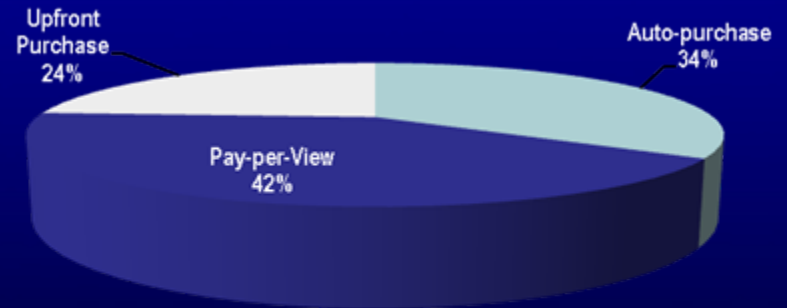
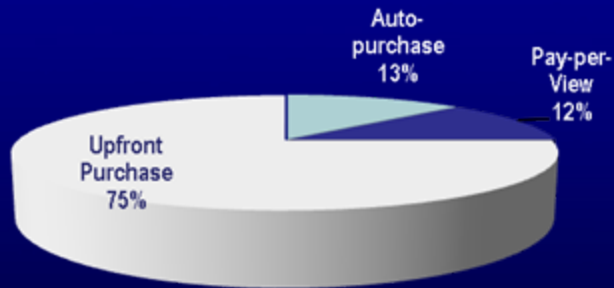
DDA Acquisition Preferences



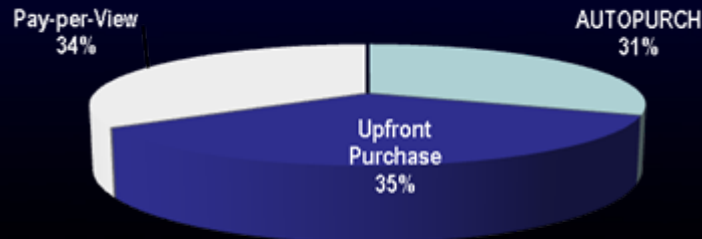
Acquisition Trends

2006/07 = 25% demand-driven / 75% upfront purchase

2007/08 = 75% demand-driven / 25% upfront purchase



2008/09 (ytd) = 65% demand-driven / 35% upfront purchase



Stats on Automated DDA users 2007/2008

These are averages from accounts using non-mediated demand-driven acquisition for a 12 month period - July 07 - June 08

> Ratio Browse to short-term loan (STL)

50.5% of non-owned titles browsed triggered a short-term loan

> Ratio Browse to Auto-purchase

4.6% of browsing of non-owned titles triggered an auto-purchase (purchased after designated # of short-term loans)

> Ratio STL to Auto-purchase

9.1% of STLs turn into auto-purchase

> Average price STL

\$11.50 (12% list price) / Average auto-purchase price = \$92.20

Notes:

- *We assume that the auto-purchase rate goes up the longer a library uses the demand-driven model*
- *The browse to STL and browse to auto-purchase ratio will be slightly skewed due to the fact that STLs and auto-purchases can be triggered directly by a download (i.e. skipping the browse stage).*
- *The auto-purchase point (i.e. purchase after x STLs) varies from library to library. These stats show an average.*

Benefits of Demand-driven Acquisition

Some of the benefits of demand-driven access...

- Provides critical mass of widest selection of titles available to patrons
- Justification of Spending - Budget goes toward funding what actually gets used
- Budget can be stretched to provide access to a greater number of titles
- Eliminates time required for selectors to search for titles and purchase
- Patrons have more immediate access most up to date content
- EBL profiling tools create a build-in 'approval plan'
- Seamless access/workflow for libraries and patrons
- Titles purchased based on demand have higher use once purchased
- Provides alternative to ILL
- Publishers/Authors = greater exposure of works to end users

Challenges of Demand-driven Acquisition

Some of the challenges of demand-driven access...

- Budget and expenditure control/planning - not all libraries behave the same
- Duplication of purchases / access
- Timing of e vs. p publication dates
- MARC records
- Metadata - especially relating to editions
- Complexity - understanding options and settings
- Acquisition workflow - such as fund codes, holdings records with partners, PO generation
- Attitudes of selectors
- Conflict within publishing organization
- Concerns over affects on sales / Remittance issues
- Pricing variation amongst publishers

Access models for the future

Some of the things we are hearing...

- Additional demand for options for unlimited access model / pricing
- Textbooks, textbooks, textbooks
 - *Can we find some models to facilitate access to textbooks online?*
 - Pay-per-use
 - Time-delimited Access
 - Patron pay
 - Custom textbooks - putting together chunks
 - Other models?
 - Publisher/Vendor/Library Collaboration - run as limited pilots to gather data
- Purchase or pay-per-view content by 'chunk'
- Expanded options for creating and accessing custom coursepacks
- Need for practical and sustainable archival policies
- Role of the Reading Devices???

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