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Elsevier eBooks Models

CEIRC Datasets Coordinators Meeting and Forum
Sydney
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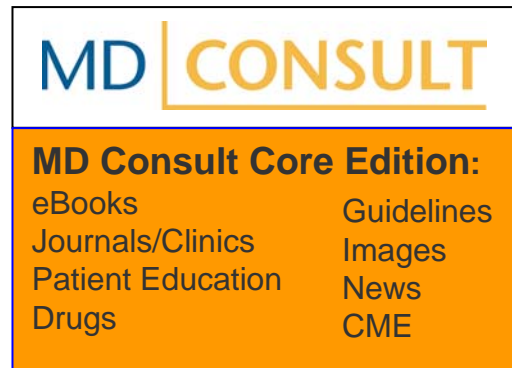
Agenda

- Elsevier Health Sciences eBooks Models
- Elsevier Science & Technology eBooks Models
 - Business Models
 - Pilot Model

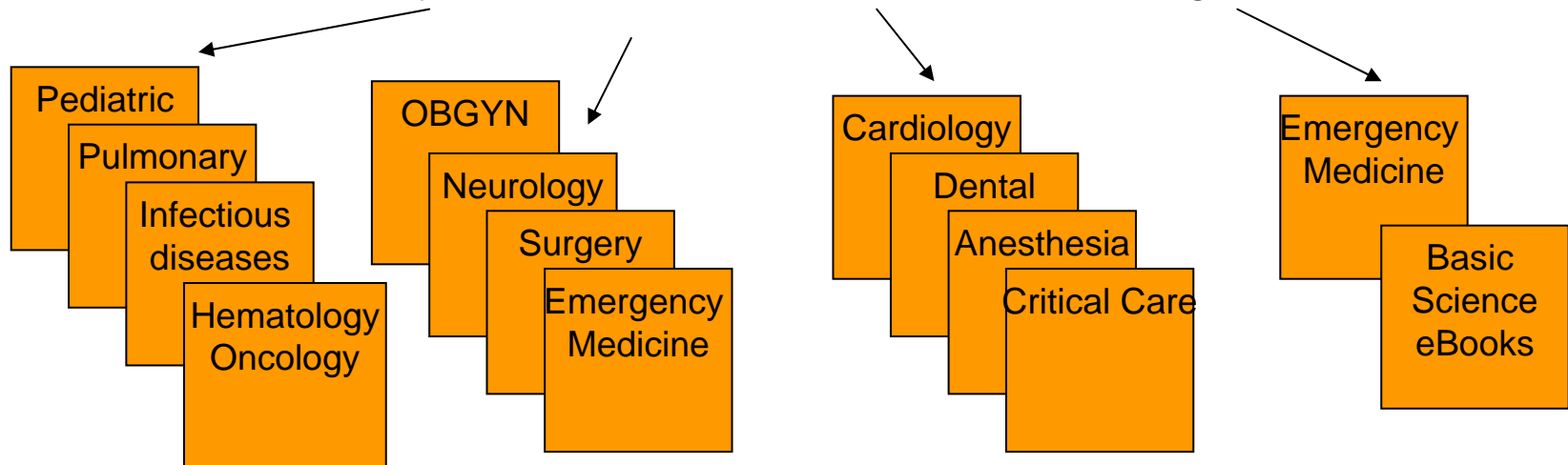


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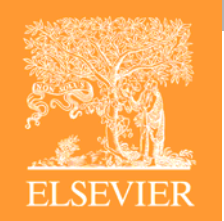
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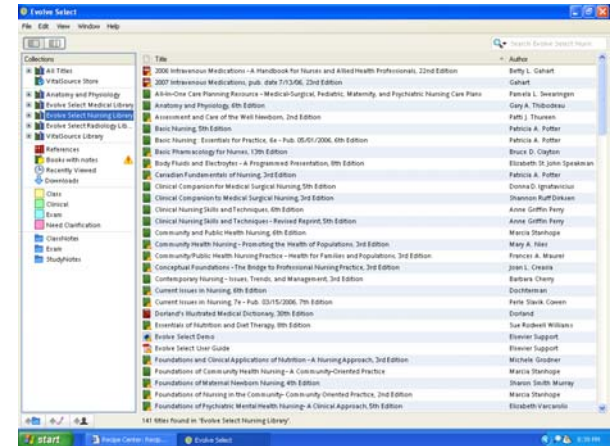
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Elsevier publishes all book types across a wide range of subject areas

Elsevier Reference Works

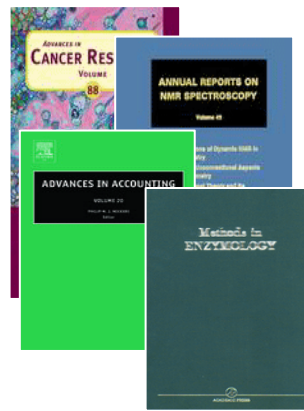


70+ titles

Including:

- xPharm
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Elsevier Book Series

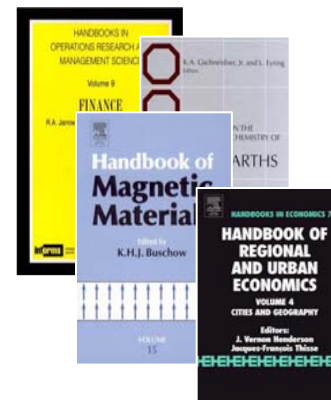


> 50 series

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- Life Sciences
- Methods in Enzymology
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- Progress in Brain Research
- Advances in Cancer Research
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- Advances in Quantum Chemistry

Elsevier Handbooks

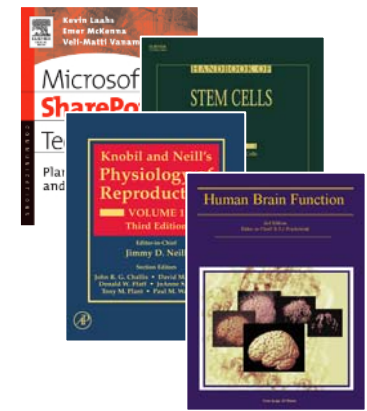


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> 4500 books

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- Gulf Professional Publishing - Petroleum / petrochemicals
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- Pergamon



Simple Business Models:

1. One time payment
2. Subscription basis

Access Terms and Conditions:

- Perpetual access as long as there is a SDOL license
- Post-termination rights:
 - Continued access and/or tapes* and/or print*

** Does not apply to subscriptions basis model*



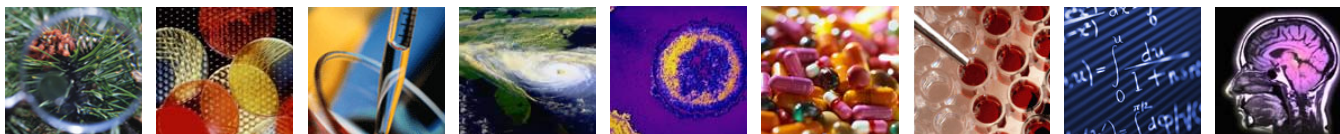
Overview of Business Models and Product Type

	Product	Pricing model	Content	Content Selection
1	eBooks	One- off	Single titles Packages	Pick and Choose Yearly (eg. 2007, 2008, 2009) Backlist Collection (1995-2006) Subject Collections Packages
2	Reference Works	One-off Subscription	Single title	
3	Handbooks	Subscription	Per Handbook title	
4	Book Series			
a	Current Year	Subscription	Per Book series title	Current year plus 4 years
b	Backfiles	One-off	Per Book series title Book series Subject Package	Goes back to Volume 1

* min. purchase order is US\$1,000

Pilot Business Model

User-driven eBook collection development



- The library buys only those books which users actually read, not those which the librarian thinks they will want to read.
 - A user driven eBook collection development business model based on users' selection and usage
 - Start with institution-wide access to the entire eBook collection
 - Based on number of users that read the book (3 to 5 clicks), the relevant eBooks are purchased
- Just an idea for a pilot at the moment, what do you think?



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Thank You
Any Questions?

