



The CHARLESTON REPORT

Business Insights into the Library Market

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Libraries on the Move

Duke University Libraries and DukeMobile 1.1 now offer a comprehensive university digital image collection specifically formatted for an iPhone or iPod touch device. Duke is the first university to offer collections that take advantage of the iPhone's design, navigation, and other features. The digital materials from 20 collections include roughly 32,000 images and cover women's history, early American sheet music, Duke history, and other topics. The libraries will add new collections regularly as they become available. To download the app, go to the DukeMobile page in the iTunes App store. *Press Release*, June 16, 2009, <http://news.duke.edu/2009/06/iphone.html>.

The University of Michigan has announced that it will make thousands of books that are no longer in copyright, including rare and one-of-a-kind titles, available as reprints on demand under a new agreement with BookSurge, a print-on-demand vendor and an Amazon affiliate. Users can buy reprints of a wide range of titles in the U-M Library for as little as a few dollars. As individual copies are sold on *Amazon.com*, BookSurge will print and bind the books in soft-cover form. *University of Michigan Library*, July 21, 2009, <http://www.lib.umich.edu/news/amazon-agreement>.

Check These Out!

Better World Books collects, buys, and sells books online to fund literacy initiatives worldwide. With more than two million new and used titles in stock, used book prices start around \$3.50 and free shipping in the U.S. is included. Better World Books also offers a no cost program to help libraries manage discarded and donated books. They share the proceeds with the donating library and one of their nonprofit literacy programs. Over 1,600 libraries across the United States have partnered with Better World Books since 2004. For more information, go to <http://www.betterworldbooks.com/>.

The Louvre has made an English-language version of its online database available on <http://www.louvre.fr>. The American Friends of the Louvre provided a \$380,000 grant for the database, called Atlas. Atlas provides information, images, and locations on 22,000 works of art, which represents about 80 percent of the works available on the French-language version. *NYTimes.com*, July 29, 2009, <http://artsbeat.blogs.nytimes.com/2009/07/29/louvre-online-to-open-database-in-english/>

E-book News

Springer Science+Business Media is making its e-books available as paperback individual copies to library patrons. The academic publisher has extended its MyCopy eBook service to all academic libraries in the U.S. and Canada that have purchased Springer e-book collections. Registered library patrons can order paperback copies of Springer e-books at www.springerlink.com. The MyCopy offer applies to more than 11,000 Springer e-books published since 2005. For \$24.95, which includes shipping, library patrons can get their own printed books, branded as "MyCopy" books, with color covers and black-and-white content. Springer is handling the ordering and shipping process in cooperation with a POD provider. *Publishers Weekly*, June 22, 2009, <http://www.publishersweekly.com/article/CA6666545.html?industryid=47145>.

Blackwell and Ingram Digital have reached an agreement that will give Blackwell access to the 185,000 e-books in Ingram's MyiLibrary platform for distribution to schools and libraries through Blackwell Digital's Collection Manager. *Publisher's Weekly*, July 14, 2009, <http://www.publishersweekly.com/article/CA6670784.html?industryid=47152>

Barnes & Noble will launch an e-bookstore with bestsellers priced at \$9.99. Barnes & Noble struck a strategic partnership with Plastic Logic, maker of the Plastic Logic eReader device, due in early 2010. The e-bookstore will offer more than 700,000 titles, including more than 500,000 public domain books from Google Inc., with the total rising to more than one million titles within a year. *The Wall Street Journal*, July 21, 2009, <http://online.wsj.com/article/SB124812243356966275.html>.

USA Today's bestseller list now includes Kindle book sales in the overall rankings. *USA Today*, July 22, 2009, http://www.usatoday.com/life/books/news/2009-07-22-book-buzz_N.html.

Samsung announced the launch of a new e-book reader, the SNE-50K, scheduled for next year, which will compete with the Kindle and the Sony e-book Reader. *The Korea Herald*, August 7, 2009, http://www.koreaherald.co.kr/NEWKHSITE/data/html_dir/2009/07/28/200907280064.asp.

McGraw-Hill Education will introduce its higher education content in a Kindle format. The publisher will offer more than 100 of its top-selling higher education titles in business, economics, science, math, humanities, foreign languages, and social sciences. This fall, Amazon will use the McGraw-Hill content in its on-campus trial programs to make Kindle DX devices available to students. Participating colleges and universities will distribute hundreds of the devices to students across a range of academic disciplines. *Publishers Weekly*, August 7, 2009, <http://www.publishersweekly.com/article/CA6675362.html?industryid=47152>.

Sony will introduce two new e-reading devices at the end of August, the Reader Pocket Edition and the Reader Touch Edition, for \$199 and \$299. Sony will also reduce the price of its e-books from \$11.99 to \$9.99, meeting Amazon's prices. *NYTimes.com*, August 4, 2009, http://www.nytimes.com/2009/08/05/technology/personaltech/05sony.html?_r=1&ref=technology.

Short Takes

A new collaborative text messaging reference service, My Info Quest, launched in July. Patrons of approximately 50 libraries can text a question to (309) 222-7740 and a librarian will respond within ten minutes. The service is free, but standard text messaging rates apply. Staffed by librarians from around the U.S., all reference answers are 320 characters or less, or the equivalent of two 160-character text messages. The project is still accepting new library members to join in August. Please contact Lori Bell at lbell@alliancelibrarysystem.com or go to <http://www.myinfoquest.info/>.

On Sept. 1, Millenniata will release a new archive disc technology, the Millennial Disc, that preserves data at room temperature for 1,000 years. The Millennial Disc looks like a regular DVD but consists of layers of “persistent” materials that are laid down on a plastic carrier. An enhanced laser in the company’s Millennial Writer (a DVD burner) carves in the information. The discs are readable by ordinary DVD readers. *Daily Herald*, July 17, 2009, http://heraldextra.com/news/local/article_b25c9a30-7242-11de-9feb-001cc4c03286.html.

Mick Jones, lead guitarist for The Clash, opened the Rock-n-Roll Public Library in London. The “guerrilla library” will include 10,000 items from the guitarist’s private collection, including Beatles memorabilia, Clash artwork, and items the band members wore on stage. Jones said the five-week exhibition was a challenge to the “blandness” of other music museums. A search for a permanent location is in the works. *Telegraph.co.uk.*, July 23, 2009, <http://www.telegraph.co.uk/culture/music/music-news/5894780/Clash-guitarist-Mick-Jones-has-become-a-guerrilla-librarian.html>.

Electronic publisher Alexander Street Press and local history book publisher Arcadia Publishing are collaborating on a research Website that will collect images and text from every region and state in the U.S. and many areas of Canada. The site will eventually contain more than one million searchable images, including photos, postcards, and maps. *Local and Regional History Online: A History of American Life in Images and Texts* can be browsed for free at rho.alexanderstreet.com, and is available to libraries via subscription or purchase of perpetual rights. *Publishers Weekly*, July 25, 2009, <http://www.publishersweekly.com/article/CA6667516.html?industryid=47145>.

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The Charleston Report is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders’ future plans, library budget projections, library strategic plans, technology directions, and publications needs.

For comments and contributions, contact Laura Barfield, <lb441@bellsouth.net>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX 303-282-9743, (c) Copyright 2009, The Charleston Co. All rights reserved. ISSN 1091-1863.

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By the Numbers

2 million+...The number of users who have downloaded the Stanza e-book reader for the iPhone and iPod Touch since it launched one year ago. More than 12 million books have been downloaded for reading on the Stanza during the same period. *theBookseller.com*, July 14, 2009, <http://www.thebookseller.com/news/91133-stanza-celebrates-first-birthday-with-2m-users.html.rss>.

1 in 5...The number of books sold in the UK at supermarkets. *theBookseller.com*, August 2, 2009, <http://www.thebookseller.com/news/92983-supermarkets-sell-one-in-five-books.html.rss>.

48%...The number of African Americans who have used a mobile device to access the Internet for information, emailing, or instant-messaging, which is about 50% more than the national average of 32% for all Americans. African Americans are the largest and fastest-growing users of mobile devices for Internet access. “Wireless Internet Use,” *Pew Internet & American Life Project*, July 2009, <http://pewinternet.org/Reports/2009/12-Wireless-Internet-Use.aspx>.

\$9,994...The average cost of publishing an article in humanities/social-science journals versus \$2,670 for an article published in an STM journal, according to a study done by the National Humanities Alliance. *The Chronicle*, July 20, 2009, <http://chronicle.com/article/Humanities-Journals-Cost-Mu/474771>.

Must Reads

“Higher Education in a Web 2.0 World,” JISC, March 2009, <http://www.jisc.ac.uk/media/documents/publications/heweb20rptv1.pdf>.

“M-Libraries: Information use on the move,” Keren Mills, May 28, 2009, http://arcadiaproject.lib.cam.ac.uk/docs/M-Libraries_report.pdf.

“The Dark Side of Online Journals: Commercial publishers dominate online scholarly journal production,” Lisa Richmond, *Z Magazine*, June 2009, <http://www.zmag.org/zmag/viewArticle/21606>.

“ARL Library Investment Index,” June 21, 2009, <http://www.arl.org/stats/index/index.shtml>.

“Sustaining Digital Resources: An On-the-Ground View of Projects Today,” Maron et.al., July 2009, http://www.ithaka.org/ithaka-s-r/strategy/ithaka-case-studies-in-sustainability/report/SCA_Ithaka_SustainingDigitalResources_with_CaseStudies_lower%20res.pdf.

“The Open Library Environment Project Final Report,” July 26, 2009, http://oleproject.org/wp-content/uploads/2009/07/ole_report_draft_26july09.pdf.

“Reinventing academic publishing online. Part 1: Rigor, relevance and practice,” Brian Whitworth and Rob Friedman, *First Monday*, 14(8), August 3, 2009, <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2609/2248>.

ALA Annual Meeting Hot Topics

... Reported by Katina Strauch, Editorial Board Member, The Charleston Report; Head of Collection Development, College of Charleston; Founder, The Charleston Conference; Creator and Editor, Against the Grain <kstrauch@comcast.net>

Attendance at ALA Annual in Chicago, July 11-14, 2009 was up significantly from Midwinter attendance in Denver as well as attendance at the Annual meeting in Anaheim in 2008. There were 22,762 attendees and 6,179 exhibitors in Chicago. Attendance exceeded all expectations. The mood of the attendees was decidedly more upbeat than it had been in Denver, though definitely more subdued because of library financial woes.

Budgets now and in the future are still at the top of everyone's list of concerns. While some libraries are experiencing small budget increases, others are facing flat budgets or even cuts to the budget. Positions are not being filled in some cases and there continue to be furloughs and layoffs in some states.

Still, **marketing** by publishers, vendors, aggregators, et al, continues apace. One would never guess that we are in the midst of an economic downturn to see all the new and enhanced products and services that are being offered on many levels. Most notable are Summon and AquaBrowser, two ILS enhancement products being offered by SerialsSolutions.

There is a significant move toward **patron-driven acquisitions and collection development**. With trimmed budgets more than one library has begun loading MARC records in the OPAC for items not yet purchased. If the item is requested by a patron, then the item will be purchased. Whether or not this is a trend that will take off is yet to be determined.

As well, **print on demand** is becoming a way to acquire what is needed "Just in time" instead of "Just in case." The Espresso

Book Machine was on display at many exhibit booths like Lightning Source and Blackwell Book Services. And several libraries are planning to purchase these machines so that they can market their newly digitized holdings. The University of Utah, for one, has just purchased the Espresso Book Machine.

Pay per view is another approach that is being used with more frequency. As library budgets are squeezed, libraries that can afford to drop current subscriptions and replace the database or journal by ordering the needed articles on demand are doing so. Furman University has recently instituted this with several of its high-priced article databases.

Cooperative collection development, cataloging and metadata creation are on the rise. Libraries are starting to pool their print resources in one location so that they can discard duplicate holdings, cataloging and metadata creation are being outsourced with more frequency to aggregators who provide those services.

eBooks, though a small part of the market, continue their rise to prominence. Aggregators and publishers continue to bombard the market with eBook collections. The lack of a standard eBook reader as well as resistance to title-by-title acquisition of eBooks, continue to cloud the landscape.

And, last but not least, **Web 2.0 technologies** were dominant in the exhibit hall. **Social networking sites** like Flickr, Facebook, Twitter, iTunes, and You Tube were under constant use and discussion.

Did You Know?

RDA (Resource Description and Access) – the new standard for resource description and access designed for the digital world – is scheduled to be released at the end of November 2009, according to a post to the RDA-L listserv by Nathalie Schulz, June 23, 2009. Built on the foundations established by AACR2, RDA provides a comprehensive set of guidelines and instructions on resource description and access covering all types of content and media. To learn more about RDA, logon to <http://www.rdaonline.org/>.

Sign of the Times

Book sales are up across most academic publishers in the UK because the recession has spurred an increase in enrollment in academic institutions. During the first 24 weeks of 2009, in terms of value, Oxford University Press sales grew 13.5% to £14.6m in comparison to the same period last year, according to Nielsen BookScan data. Palgrave Macmillan's sales grew 12.8% to £2.3m, while sales at Continuum grew 20.1% year on year, to £1m, and Sage enjoyed growth of 24.1% to £1.8m. *theBookseller.com*, July 17, 2009, <http://www.thebookseller.com/news/91812-academic-sales-enjoy-an-upturn.html.rss>.

Technology News

MIT Media Lab has come up with a new barcode system, called the Bokode. The Bokode labels are three millimeters in size and can contain far more information than an ordinary barcode. Bokodes can be read by standard cameras and mobile phones equipped with cameras. One of the advantages of the Bokodes is that they can be read from a distance of up to a few meters away. For library application, a Bokode could tell users the item number, title, a summary, and recommend similar titles on the shelf. The Bokode could also function as a GPS-like device for library stacks, showing a specific book's exact location on a row of shelves. *MIT News*, July 24, 2009, <http://web.mit.edu/newsoffice/2009/barcodes-0724.html>.

Mark Your Calendars

5th Annual OCLC Digital Forum West: Convergence: Where Metadata and Access Meet for Digital Discovery and Delivery, September 16-17, Los Angeles, CA, <http://www.oclc.org/western/digitalforum/default.htm>.

Collaborative Library Resource Sharing: Standards, Developments, and New Models for Cooperating, October 6-7, Atlanta, GA, <http://www.niso.org/news/events/2008/resshar08/>.

Internet Librarian 2009, October 26-28, Monterey, CA, <http://www.infotoday.com/il2009/>.

V International Symposium on Digital Libraries (V SIBD): Creating and Accessing Knowledge in the Digital Era, October 27-28, Albuquerque, NM, <http://www.istec.org/events/ga/activities/conferences-and-seminars/v-sibd/>.

29th Annual Charleston Conference, November 4-7, Charleston, SC, <http://www.katina.info/conference/>.

Access Services Conference 2009: Unlocking the 21st Century Library, November 11-13, Atlanta, GA, <https://conferences.library.gatech.edu/access/index.php/access/access09>.

Six New Rules for E-Journals and the Continuum of Content

... by *Gordon Tibbitts, CEO, bepress*

Ed Note: These rules are excerpted from remarks presented by Gordon Tibbitts, CEO of bepress, at the 11th Fiesole Retreat, Glasgow 2009. For his full slides, logon to http://digital.casalini.it/retreat/retreat_2009.html.

Rule 1: We will soon exceed our human ability to code metadata, vet, and organize content by hand.

Rule 2: Expect exponential growth in grey literature (data sets, blogs, videos, forums, conferences, interlinked services, chats, twitters and more...) around e-journals.

Rule 3: Grey literature fills in the steps and builds a continuum of scholarly content in context.

Rule 4: We need to automate and apply the e-journal methods of registration, certification, awareness, archiving and reward for all scholarly content on the continuum.

Rule 5: e-journals will have to accommodate this trend towards being a more immediate part of the scholarly endeavor.

Rule 6: Librarians' expertise and automation are desperately needed to translate and organize the next generation of e-journals.

Themes from the 11th Fiesole Collection Development Retreat

This year's Fiesole Collection Development Retreat was held July 23-25, 2009, on the campus of the University of Strathclyde in Glasgow, Scotland. The meeting, focused on the theme of "Reshaping Library Content: Building e-Collections and Accessing Global Resources," brought together a strong group of industry leaders from around the globe.

Following is a sampling of several of the major themes from this year's many strong presentations and lively discussions.

- **Value: What is the real value of the publisher and of the library in the digital world?**

"The Wellcome Trust believes the publisher adds value to the research process." Robert Kiley, Head of e-Strategy, Wellcome Library and Wellcome Trust.

"Libraries are the stewards of codified information regardless of the format it takes." Peter J. Nicholson, President, Council of Canadian Academies.

"University libraries have a real opportunity to play a pivotal role working collaboratively with others and should grab a slice of the research agenda." Malcolm Read, Executive Secretary, JISC.

- **Sustainability: How do we ensure longevity and measure the long-term scholarly impact of our efforts?**

"JISC does not offer sustaining funding." Alastair Dunning, Digitisation Programme Manager, JISC.

"Quality equals longevity. High quality scanning is required for repurposing." Lotfi Belkhir, Founder and CEO, Kirtas Technologies.

"Europeana and similar projects must be attractive to the general public. The proof must be in the viewing." Mel Collier, Chief Librarian, University of Leuven, Belgium.

- **Redefining Usage: How do we adjust our systems of measurement to recognize new use patterns?**

"Metrics should be as simple as possible. But not more simple than they need to be." Johan Bollen, Principal Investigator, MESUR Project.

"The ISI world is going to end." Jim Mouw, Technical and Electronic Services, University of Chicago.

- **Cohesive Strategy: How do we create a cohesive strategy for collection development in the born digital world?**

"Financial and policy research institutions are creating large databases completely outside the library and public environments." Bernie Reilly, President, Center for Research Libraries.

"There is a deluge of digital data not coming through publishing systems." Clifford Lynch, Director, CNI.

"Libraries normally focus on end products of research and must learn how to re-allocate resources for the digital world." Fred Heath, Vice Provost, University of Texas, Austin.

Watch for more coverage of Glasgow 2009 hot topics and papers in this and future issues of *TCR*. And please note: Glasgow 2009 papers and powerpoints are now available at http://digital.casalini.it/retreat/retreat_2009.html. Be sure to check them out!