



The CHARLESTON REPORT

Business Insights into the Library Market

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Libraries on the Move

The British Library now has 23,700 rare music and sound recordings available online. The 2,000 hours of material is a fraction of its entire catalogue of sound. Recordings range from children's skipping songs to rare recordings of Ugandan royal musicians, who stopped performing in 1966. The oldest recordings date back to 1898 and consist of wax cylinders recorded by Cambridge professor Alfred Cort Haddon on his anthropological expedition to the Torres Straits. *CBC News*, September 6, 2009, <http://www.cbc.ca/arts/music/story/2009/09/06/britishlibrary-sound-archive.html>.

Goucher College (Baltimore, MD) has opened the Athenaeum, a \$48-million, 103,000-square-foot building that features a new library equipped with state of the art technology. Some unique features of the building include a restaurant, art gallery, campus radio station, 700-seat open forum, and exercise equipment. The Athenaeum was also built with green features: recycled building materials, high-efficiency mechanical systems, restoration of native habitats, and the addition of two green roofs planted with sedum, which will reduce heat gain and alleviate storm water runoff. *Press Release*, September 12, 2009, <http://www.goucher.edu/x36753.xml>.

UC Santa Cruz has received a \$615,175 grant from the Institute of Museum and Library Services (IMLS) to help digitize the Grateful Dead Archive at the University Library and make it available in a unique and cutting-edge Website titled, "The Virtual Terrapin Station." *Press Release*, September 29, 2009, http://www.ucsc.edu/news_events/text.asp?pid=3237.

Through their Digitize-on-Demand program, Kirtas Technologies has partnered with The New York Public Library to make 500,000 public domain works from the Library's collections available to anyone in the world. Users can search for a title on www.kirtasbooks.com and place an order. After the order is placed, it is pulled from the shelf, digitized, and made available as a high-quality reprint or a digital file. *Press Release*, September 29, 2009, http://www.kirtas.com/index.php?option=com_content&view=article&id=79:new-york-public-library-and-kirtas-technologies-partner-to-make-500000-public-domain-books-available-to-the-world&catid=6:news&Itemid=70.

One of the most extensive collections of rare Chinese books outside of China will be digitized and made freely available to scholars worldwide as part of a six-year cooperative project between Harvard College Library (HCL) and the National Library of China (NLC). Among the largest cooperative projects of its kind ever undertaken between China and US libraries, the project will digitize Harvard-Yenching Library's entire 51,500-volume Chinese rare book collection. Harvard-Yenching is the largest university library for East Asian research in the Western world. *Press Release*, October 9, 2009, http://www.hcl.harvard.edu/news/articles/2009/china_digitization.cfm.

Open Access News

The 1st Conference on Open Access Scholarly Publishing to be held in Lund, Sweden, on September 14-16, 2009, will make available recordings of individual presentations as they are processed. Go to <http://www.river-valley.tv> to access the presentations.

Harvard University has released DASH (Digital Access to Scholarship at Harvard), a University-wide, Open-Access repository. More than 350 members of the Harvard research community, including over a third of the Faculty of Arts and Sciences, have jointly deposited hundreds of scholarly works in DASH. Still a beta, DASH is a joint project of the Office for Scholarly Communication and the Office for Information Systems, both of which are strategic programs of the Harvard University Library. Visit DASH at <http://dash.harvard.edu>. *Press Release*, September 1, 2009, http://hul.harvard.edu/news/2009_0901.html.

Five universities (Cornell, Dartmouth, Harvard, the Massachusetts Institute of Technology, and the University of California, Berkeley) have announced their joint commitment to a Compact for Open-Access Publication Equity [COPE]. The Compact supports equity of the business models by committing each university to the timely establishment of durable mechanisms for underwriting reasonable publication fees for Open-Access journal articles written by its faculty for which other institutions would not be expected to provide funds. Universities are encouraged to visit the Compact's Website, <http://www.oacompact.org/>, and sign on. *Press Release*, September 14, 2009, http://hul.harvard.edu/news/2009_0914_compact.html.

Don't Miss These

The 12th Fiesole Collection Development Retreat will be held April 8-10, 2010, at the University Library on the campus of the University of Leuven in Leuven, Belgium. The University was founded in 1425 and is one of oldest universities in Europe. Leuven is only 20 kilometers from Brussels. Watch for Program and Registration information at the Fiesole Retreat Repository, <http://digital.casalini.it/retreat/index.htm>.

The UKSG's Annual Meeting is set for April 12-14, 2010, in Edinburgh, providing an excellent opportunity for "two meetings in one" for those who are interested in attending both Fiesole and UKSG. Further information is available at www.uksg.org/event/conference10.

Must Reads

“The Future of Scholarly Journals Publishing Among Social Science and Humanities Associations,” Mary Waltham, February 18, 2009, <http://www.nhalliance.org/bm~doc/hssreport.pdf>.

“Libraries of the Future,” *Inside Higher Ed*, September 24, 2009, <http://m.insidehighereducation.com/news/2009/09/24/libraries#Comments>.

“Academic Digital Libraries of the Future: An Environment Scan,” Derek Law, Centre for Digital Library Research, *New Review of Academic Librarianship*, 15:1, 53-67, http://pdfserve.informaworld.com/771213_914077465.pdf.

“What to Withdraw? Print Collections Management in the Wake of Digitization,” Roger C. Schonfeld and Ross Housewright, Ithaka S+R, September 29, 2009, <http://www.ithaka.org/ithaka-s-r/research/what-to-withdraw>.

The Case for Books: Past, Present, and Future, Robert Darnton, PublicAffairs, October 2009.

E-book Collections, SPEC Kit 313, Catherine Anson and Ruth R. Connell, ARL, October 2009, <http://www.arl.org/resources/pubs/>.

By the Numbers

40,000...The number of students at over 400 colleges who are predicted to use Flat World Knowledge’s open source digital textbooks in fall 2009, compared to the 1,000 students from 30 colleges who used the digital textbooks in spring 2009. *Publishers Weekly*, August 20, 2009, <http://www.publishersweekly.com/article/CA6678686.html?rssid=192>.

1.40...The average sentence length of a Twitter message. *Future Tense*, September 7, 2009, <http://www.publicradio.org/columns/futuretense/2009/09/oxford-dictiona.html>.

2018...The year e-books will overtake print, according to 40% of survey participants in the Frankfurt Book Fair Survey; interestingly, a third of participants predict this will never happen. *Press Release*, September 29, 2009, https://en.book-fair.com/fbf/journalists/press_releases/fbf/detail.aspx?c20f0587-85d5-44d3-a9a4-eb75d0c6143b=ec26a4d2-9b2d-499d-8a3f-3e94b5cf6b6f.

>4,000...The number of fully Open Access, peer reviewed journals in the Directory of Open Access Journals (DOAJ), growing by two titles per day. *The Dramatic Growth of Open Access Series*, September 30, 2009, <http://poeticeconomics.blogspot.com/2009/09/dramatic-growth-of-open-access.html>.

TCR Quotes: ARL Member Expenditure Data

“Overall, library material spends are showing an average yearly increase of around 6% — well above inflation and in line with average publisher price increases.... Based on some conversations, indications are that library spends will see a decline of somewhere around 10% in the coming year. It will be interesting to see if the impact will vary by nationality and how the reductions play out between public and private institutions. One of the acquisition librarians at a California campus told me the reductions are going to approach 20%!”

Post to liblicense-l listserv, Nawin Gupta, July 8, 2009.

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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, <barfieldlaura@gmail.com>, 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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University Press News

Florida students now have online access to free textbooks and can order bound printed textbooks for up to half the cost of traditional textbooks. Orange Grove Texts *Plus*, a new imprint of the University Press of Florida, currently offers 120 textbooks and scholarly monographs free online, with more titles added on a continuing basis. With the launch of Orange Grove Texts *Plus*, an additional number of UPF books will also be available, with more added on a continuing basis. Like their Open-Access textbooks, these books can be read at no cost electronically, output to personal printers, or ordered as bound books shipped directly to the consumer. Orange Grove Texts *Plus* will eventually include a large selection of content from UPF’s backlist of more than 1,600 titles and some books may be developed specifically for this imprint. *Press Release*, September 24, 2009, <http://www.upf.com/news/OrangeGrovePressRelease.pdf>.

The University of Michigan Press is joining with HathiTrust Digital Library to open electronic content for free online access. U-M Press plans to have 1,000 or more book titles available for full viewing by the end of this year. Together with the next generation of e-book readers and iPhones, the U-M’s new print-on-demand model means that worldwide dissemination of material to customers and libraries has become more efficient and accessible than ever, and new, broader view options help ensure that such material is found. *Press Release*, October 8, 2009, <http://www.ns.umich.edu/htdocs/releases/story.php?id=7354>.

E-book Bits and Bytes

ScrollMotion, the iPhone book-app developer, will launch a new kids' e-book reader app this fall that will bring enhanced picture books from major publishers to the iPhone with features such as audio, animation, and interactivity. *Publishers Weekly*, August 24, 2009, <http://www.publishersweekly.com/article/CA6685323.html?rssid=340>.

Google Books now offers free downloads in EPUB (electronic publication), an e-book standard format. EPUB allows text to automatically conform (or “reflow”) to the smaller screens of mobile devices, netbooks, and e-ink readers. *Inside Google Books Blog*, August 26, 2009, <http://booksearch.blogspot.com/2009/08/download-over-million-public-domain.html>.

Sony has signed a deal with OverDrive, Inc., which distributes electronic books to about 9,000 libraries. Libraries with OverDrive will give users the option of downloading the e-books to their Sony Readers. After users check out a book and the loan period ends, the e-books are removed from their collection. *The Wired Campus*, August 26, 2009, http://chronicle.com/blogPost/Sony-Reader-Devices-Can-Now/7832/?sid=wc&utm_source=wc&utm_medium=en.

British company Interead announced that COOLERBOOKS.com is the first e-bookstore outside the US to partner with Google and will include over one million public domain books (close to half a million outside the US) from Google Books in its online library. COOLERBOOKS.com will feature a Google API with out of copyright works from the Google Books index, accessible for free via the COOLERBOOKS.com Website. With this partnership, COOLERBOOKS.com becomes the largest e-bookstore in the world. *Press Release*, September 2, 2009, <http://www.interead.co.uk/media.asp>.

Asus is developing a new e-book reader that has a hinged spine like a printed book. The Asus reader gives users the option of seeing text on one screen while browsing a Web page on the other. One of the screens can also act as a virtual keypad, so the device can be used like a laptop. The screen is in color, compared to current e-reader screens that are monochromatic. Other features include speakers, a Web cam, and a microphone for Skype. *Times Online*, September 6, 2009, http://technology.timesonline.co.uk/tol/news/tech_and_Web/article6822723.ece#.

On Demand Books, the maker of the Espresso Book Machine, signed an agreement to provide access to more than two million public domain titles in the Google digital files. This is in addition to the 1.8 million titles already available to the Espresso from other sources. The Espresso Book Machine will increase its outlets and will be installed in five bookstores nationwide. *Publishers Weekly*, September 17, 2009, <http://www.publishersweekly.com/article/CA6697448.html?rssid=192>.

Bloomsbury has made selected titles available to library users via the digital platform Exact Editions. Libraries are able to subscribe to individual bookshelves, including the Book Group, a children's shelf, a sports shelf, one devoted to Shakespeare and a reference books shelf. Libraries will be charged £100 per 100,000 library users for accessing each shelf, with a minimum fee of £250. The books are readable from the Exact Editions Website. Reported in *Bookseller.com*, <http://www.thebookseller.com/news/82925-bloomsbury-unveils-digital-shelf-for-libraries.html>.

Mark Your Calendars

Mobile Delivery of Content: Challenges and Opportunities, October 30, Philadelphia, PA, http://www.nfais.org/events/event_details.cfm?id=59.

29th Annual Charleston Conference: Necessity is the Mother of Invention, November 4-7, Charleston, SC, <http://www.katina.info/conference/>.

ASIS&T 2009: American Society for Information Science and Technology Annual Meeting: Thriving on Diversity—Information Opportunities in a Pluralistic World, November 6-11, Vancouver, BC, <http://www.asis.org/Conferences/AM09/am09cfp.html>.

Access Services Conference: Unlocking the 21st Century Library!, November 12-13, Atlanta, GA, <https://conferences.library.gatech.edu/access/index.php/access/access09>.

American Library Association 2010 Midwinter Meeting, January 15-19, Boston, MA, <http://www.ala.org/ala/confservices/upcoming/upcomingconferences.cfm#>.

Short Takes

As part of an ongoing article-level metrics program, all seven Public Library of Science (PLoS) journals will now provide online usage data for published articles. With this addition, the suite of metrics on PLoS articles now includes measures of online usage; citations from the scholarly literature; social bookmarks; blog coverage; and the Comments, Notes, and “Star” ratings that have been made on the article. *Public Library of Science*, September 16, 2009, <http://www.plos.org/cms/node/485>.

A federal judge set a November 9 deadline for submitting a revised agreement for the Google Book Settlement. Google and the publishing industry announced the original deal last October to resolve two copyright lawsuits contesting the book scanning plans. The judge received nearly 400 submissions about the original deal, many of them expressing disapproval. *NYTimes.com*, October 7, 2009, <http://www.nytimes.com/2009/10/08/technology/internet/08google.html?scp=2&sq=A%20federal%20judge%20set%20a%20November%209%20deadline%20&st=cse>.

Did You Know?

Wikipedia will introduce a new color-coding system to highlight unreliable text. The feature called WikiTrust will show the text in orange for new edits, fading to white if they prove reliable. The move is part of the site's ongoing mission to improve accuracy for its users and to combat its reputation for widespread errors in its pages. Developed by researchers at the University of California Santa Cruz, the service uses a number of factors to determine reliability. *Times Online*, September 1, 2009, http://technology.timesonline.co.uk/tol/news/tech_and_Web/article6816818.ece.

Target and The Heart of America Foundation kicked off the Target Volunteers School Library Makeover program with the unveiling of one of sixteen extreme school library transformations in New York City. The effort is in support of the United We Serve nationwide service initiative. Last year Target awarded sixteen schools with a complete library transformation that included technology upgrades; over 2,000 new books; eco-friendly designs and construction practices; and new furnishings, shelving, paint, and carpeting. Target will give seven new books to each student from these schools. More than 750,000 new books have been distributed since the program's inception. *Reuters*, September 8, 2009, <http://www.reuters.com/article/pressRelease/idUS145892+08-Sep-2009+PRN20090908>.

The OCLC Board of Trustees has convened a Record Use Policy Council that will draw upon the fundamental values of the OCLC cooperative and engage with the global library community to develop the next generation of the WorldCat Record Use Policy. The intent is to recommend to the OCLC Board of Trustees a new policy that is aligned with the present and future information landscape. The new policy will replace the Guidelines for Use and Transfer of OCLC Derived Records that was developed in 1987. *Press Release*, September 14, 2009, <http://www.oclc.org/us/en/news/releases/200948.htm#>.

Sony now offers independent authors and small publishers the opportunity to provide content through The eBook Store from Sony, after signing a deal with Author Solutions, Inc. and Smashwords, Inc. New authors can select a self-publishing path and get their work published and for sale on The eBook Store in as little as ten days. As Sony completes the conversion of The eBook Store to the industry-standard EPUB format, Smashwords and Authors Solution will expand the offer to all existing Author Solutions and Smashwords authors to get their titles up on the Sony site. *Press Release*, September 29, 2009, <http://ebookstore.sony.com/press-room/>.

Congress wants to cut taxpayer costs associated with presidential libraries and archives, according to a new report by the National Archives and Records Administration that proposes five alternatives. The report also warns that social networking tools would complicate future presidential recordkeeping because managing electronic records created through these initiatives is a new challenge. *Washingtonpost.com*, October 1, 2009, http://voices.washingtonpost.com/federal-eye/2009/10/the_future_of_presidential_lib.html?hpid=news-col-blog.

SkyRiver has launched a bibliographic utility that challenges long-dominant OCLC. The utility could save libraries up to 40 percent off their expenditures for bibliographic services. The initial database is about 20 million records, in contrast to OCLC's 144 million. This seed collection includes complete record sets from the Library of Congress and the British Library, and has Library of Congress Subject Headings and NACO authority records. It will grow through receiving newly cataloged records from libraries that participate directly in its service and others. For more information, go to <http://theskyriver.com>. *Library Journal*, October 6, 2009, <http://www.libraryjournal.com/article/CA6700415.html?nid=2673&source=title&rid=1440142136>.

University Presses Go Digital

The Utah State University Press will release a line of e-books that customers can purchase and download. USU Press plans to offer 110 titles, most of them already published in the traditional form. *The Salt Lake Tribune*, July 7, 2009, http://www.sltrib.com/news/ci_12768024.

Scribd has signed a deal with Harvard University Press (HUP) to sell nearly 1,000 digital books. HUP joins other university presses, such as New York University Press and MIT Press, which are already offering free previews of books and reports to Scribd's readership of millions. *Reuters.com*, July 16, 2009, <http://www.reuters.com/article/pressRelease/idUS184597+16-Jul-2009+MW20090716>.

Highlights from the 2008 U.S. Book Consumer Demographics & Buying Behaviors Annual Report

Women bought 65% of all trade books in 2008. Consumers in households earning less than \$75,000 buy the vast majority of books. Forty-one percent of books in 2008 were bought by readers in households earning \$35,000, while another 36% were bought by consumers in households with income between \$35,000 and \$75,000. The Internet accounted for 23% of units sold in 2008, just beating out the major bookstore chains, which had a 22% market share. Amazon accounted for 14% of all online purchases, with Barnes & Noble at 12.5%. Men bought more e-books in 2008, accounting for 55% of purchases. E-book sales, which accounted for only 0.6% of consumer book purchases in 2008, represented 2.4% of purchases in the first quarter of 2009. *Publishers Weekly*, July 20, 2009, <http://www.publishersweekly.com/article/CA6671785.html?industryid=47145>.