



The CHARLESTON REPORT

Business Insights into the Library Market

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E-book Bits and Bytes

Ed Note: It's hard to say who caused the biggest stir lately...but one thing's for sure, everyone is weighing in on the controversies with announcements from Apple and Harpers Collins.

Apple shocked users and publishers by announcing that e-books would now require subscriptions through the App Store Subscription Service and a 30% subscription charge inciting buzz among major news and tech services. Anti-trust regulators in both the U.S. and Europe are investigating the new model. Users have previously been able to circumvent Apple and purchase directly through their web browser, but Apple's new plan is that users will have to subscribe through their app. Following a meeting of around 60 European publishers, the International Newspaper Marketing Association issued a statement warning: "publishers simply can't afford to invest in new technology, products and services when the platform charges them 30% of total revenue." <http://www.bbc.co.uk/news/technology-12491883>

Harper Collins announced it will begin enforcing e-book restrictions by requiring that their e-books can only be checked out 26 times before the license expires. OverDrive has been sending customer alerts and weighing in on the concern, but one comment stands out: "one would think that e-book publishers never heard of the first sale doctrine." http://www.libraryjournal.com/lj/home/889672264/ala_president_criticizes_harpercollins_ebook.html.csp

Google, on the other hand, competitively announced plans to give the publishers a bigger share of the Google Bookstore through their One Pass service which allows the customer to use one account to pay for access across multiple publications on the web and across a range of mobile devices. One Pass only charges publishers a 10% charge. <http://online.wsj.com/article/SB10001424052748703373404576148142926860706.html?KEYWORDS=publishing>

And meanwhile Project MUSE Editions has announced a 2012 merger with the University Press e-book Consortium (UPeC) which will provide e-books from more than 60 university presses and as many as 30,000 front and backlist titles. Read more at <http://newsbreaks.infotoday.com/Digest/Two-University-Press-Ebook-Initiatives-Announce-Merger-74350.asp>.

NFAIS Webinar: eBooks and the Future of University Presses: Key Findings from a Three-Year Study

Reported by . . . Helen Szigeti, HighWire Press, Stanford University Libraries, <hszigeti@stanford.edu>

In this NFAIS Webinar (March 23, 2011), speakers described the course of events that led to the creation of the University Press Content Consortium (UPCC), the newly-formed collaboration between the University Press eBook Consortium (UPeC) and Project MUSE. UPeC selected Project MUSE as their partner of choice after a formal Request For Proposal (RFP) process.

Starting with a bit of history, Alex Holzman, Director of Temple University Press, outlined how "a conversation in a bar" at the 2008 AAUP Annual Meeting was the pivotal event that started UPeC. That initial discussion (as well as subsequent ones) focused on the need for university presses to address a number of dramatic challenges, including outmoded print-based book publishing models, declining print book sales, and the seemingly unhealthy relationship between university presses and the research libraries they sought to serve. The library marketplace had "hit the tipping point" in the movement towards ebooks, and university presses needed to re-invent themselves appropriately. The main question that surfaced in these conversations was this: "Could we create a financially sustainable business model for a consortium of collaborating university presses?" In order to answer that question, Mellon funding was acquired to a) explore the desirability and feasibility of such a consortium, and b) create an RFP for selecting a vendor. The initial UPeC group included Alex as well as Steve Maikowski (NYU), Marlie Wasserman (Rutgers), and Eric Halpern (U Penn), with Donna Shear (U Nebraska) joining in early 2010.

Next, October Ivins from Informed Strategies offered a look at some of the findings from the market research report she and colleague Judy Luther drafted for UPeC for the first part of the project. (Raym Crowe completed the feasibility plan and risk analysis.) Based on 29 interviews with library thought leaders and a survey of 1019 core academic institutions, the report identified both librarian perceptions of end-user needs (users want to discover/use/consume ebooks the same way as they do ejournals, they hate DRM, they prefer PDF) and librarian requirements for ebooks (multiple purchasing models, unlimited simultaneous usage, COUNTER-compliant usage statistics, formal archiving/preservation). Most importantly, the findings revealed that there was strong support from the library community on a university press consortium approach.

Alex Holzman confirmed that there was also strong support from other constituencies as well, with 60 university presses signing non-

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NFAIS Webinar *from page 1*

binding Letters of Intent. Alex noted that there was “a wonderful community effort” in arriving at the decision to move forward. After determining the key features desired for initial launch, creation of the RFP, and deliberation on the RFP vendor responses, UPeC selected Project MUSE as its partner because of MUSE’s “positive reputation with librarians and university presses.” And thus, the University Press Content Consortium was born.

In the final presentation, Dean Smith, Director of Project MUSE, described the details of the “UPCC eBook Collections” to be launched in January 2012, and how the main goal is “to do for ebooks what MUSE did for journals.” UPCC strives to balance the interests of publishers and librarians by offering enhanced discoverability and dissemination while also ensuring that ebook revenues will support the long-term sustainability of the university presses involved (in part by leveraging the market penetration already established by MUSE). A core principle is to encourage participation by presses of all sizes. The key features of the UPCC eBook Collections match those identified through the librarian market research and publisher discussions and include:

- Flexible collection-based content
- Value-based pricing with both purchase and subscription models, with significant discounts for backlists
- Unlimited simultaneous usage, minimal DRM, and support for ILL and e-reserves
- Web-enhanced PDFs to start (XML as a goal for the next phase)
- COUNTER-complaint reporting, and LOCKSS/CLOCKSS for ebook preservation
- No exclusivity requirements for publishers

A Library Advisory Board will be created to help guide the UPCC Board, and user feedback will help drive future enhancements.

Speaker presentations are available at the NFAIS website: <http://www.nfaais.org/page/323-e-books-march-23-2011-webinar>.

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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 Corrie Marsh, <cmars12@gmail.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX: 303-282-9743, (c) Copyright 2010, The Charleston Co. All rights reserved. ISSN 1091-1863.

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By the Numbers

29%...the percentage of those between the ages of 18-29 who read a newspaper in 1988. By comparison, in 1967, the same figure was roughly two thirds. From “Gray Lady Down: What the Decline and Fall of the New York Times means for America” by William McGowan, p.22.

65%...of 18-29 year olds now get their news through the Internet. Poynter’s annual State of the Media report, March 2011.

6.5%...of the print monographs make up 80% of monograph use across Ohio according to OhioLink.

\$0...proposed for state resource sharing in Texas. Visit http://www.libraryjournal.com/lj/home/889346-264/librarians_in_texas_protest_proposed.html.csp.

\$100...is the annual cost of a new innovative research journal according to Herpetological Conservation & Biology. See <http://chronicle.com/article/Hot-Type-Scholars-Create/126090/>.

6,300...journals are now listed in the DOAJ and more than 500,000 articles from more than 110 countries in more than 50 languages. Visit <http://www.doaj.org>.

15,000...titles and 1,400 journals are now included in JSTOR with more than 1 million book reviews thanks to its recent agreements with Harvard, Columbia, Cornell, and California University Presses. *JSTOR press release*, March 24, 2011.

2,272...mean staff hours are spent annually on digitization projects (at least 12 full time staff) in the USA, Canada, Europe, and Australia according to a survey by Research and Markets.

20 million...the number of entries in The OpenLibrary which provides access to over 1.7 million digitized books and documents hosted by parent organization the Internet Archive. Reported in *OnlineVideo.net*. For information on participating contact <info@archive.org>.

Libraries on the Move

American Libraries reports on how students no longer perceive the successful library as a warehouse for books, but as a collaborative learning space. “The library was once a place to find and check out books. But today, the library is a center of interactive learning.” <http://americanlibrariesmagazine.org/features/04112011/evolving-library-redesign-supports-new-teaching-learning-styles>

TCR Quotes

“You can use Google Books, because, as we know, there is information in books also, not only online, and usually the information in books is quite accurate.”

A student’s view on print vs. electronic books, sent to us by Medical Informatics Professor Ken Masters, Sultan Qaboos University, Oman.

ACRL 2011, “A Declaration of Interdependence”

Reported by . . . Katina Strauch, Assistant Dean for Technical Services & Collection Development, College of Charleston, <strauchk@cofc.edu>

The 2011 ACRL conference was held at the Philadelphia Convention Center and Visitor's Bureau, March 30-April 2, 2011. There were over 300 sessions covering topics of interest to academic and research libraries. The primary topics at many of the smaller sessions dealt with public services and reference librarians tweeting, instant messaging and trying ways to connect with end users. Much attention was given to course management software with several practical presentations regarding linking “landing pages” to specific courses. Patron-driven acquisitions and cooperative collection development were also frequent topics. More than one session discussed the academic library of the future. A standing-room-only crowd was in attendance at the ACRL Environmental Scan for 2011. The Environmental Scans were conducted by the ACRL Research Committee in 2003 and 2007. More information is available online at ala.org/acrl/environmental_scan. The 2011 ACRL Environmental Scan will be released in the next several months.

These were some of the key issues from the ACRL meeting:

- Libraries are being viewed by administrators as a business with questions regarding Return on Investment (ROI) for the funding allocated to library operations.

- Librarians are developing new skill sets in order to adapt to the changing technology, needs/requirements of end users, and scrutiny from administration.
- End users expect instantaneous free access to all varieties of information.
- Print is being discarded and replaced by electronic especially for journals. The jury is still out on eBooks.
- Digitization of special/rare/hidden collections is occurring everywhere.
- The preservation of the digital archive has moved to the top of the must-do list.
- Digital material puts new demands for changes in copyright and intellectual property rights legislation.
- Online courses and learning are increasingly being implemented or planned as college costs increase and budgets for travel are cut.

More information can be seen at <http://acrlblog.org> and <http://chronicle.com/article/College-Librarians-Look-at/126975>.

Mark Your Calendars

May 16-17, 2011 — “The Future of the Academic Library” symposium at McMaster University, Burlington, Ontario, in partnership with Library Journal. http://www.libraryjournal.com/lj/communityacademiclibraries/889559-265/registration_open_future_of_the.html.csp

June 1-3, 2011 — The 33rd Annual Meeting of the Society for Scholarly Publishing “It’s What Counts: How Data Transforms Our World,” Boston, MA. <http://www.sspnet.org/>

June 2-5, 2011 — 26th Annual NASIG Conference “Gateway to Collaboration,” St. Louis, MO. <http://www.nasig.org/registrationcontent.cfm>

June 2-5, 2011 — American Association of University Presses Annual Meeting, “The Next Wave: Toward a Culture of Collaboration,” Baltimore, MD. <http://aaupnet.org/programs/annualmeeting/2011/register.php>

June 12-15, 2011 — Special Libraries Association Annual Conference, Philadelphia, PA. <http://sla2011.tornado1.com/registration/>

June 23-28, 2011 — American Library Association Annual Conference, New Orleans, LA. Go to: <http://www.alaannual.org> for program and registration.

July 21-22, 2011 — “The Future of the Book” conference hosted by Florida State University Libraries and the Panhandle Library Access Network (PLAN). <http://www/lib.fsu.edu/TheFutureOfTheBook>

Taipei International Book Exhibition

Reported by . . . Angela Ko, University of Hong Kong, <aywko@hkucc.hku.hk>

The Taipei International Book Exhibition is held annually around the Chinese Lunar New Year. Local publishers and booksellers from Taiwan were joined by other exhibitors from Europe, Israel, USA, Australia and New Zealand, as well as Japan, Hong Kong, Korea, and Thailand. The Exhibition which occurred February 9-14, 2011, was opened by President Ma Ying-jeou and was very lively with many booths promoting e-Book readers. The guest-of-honor country was Bhutan and they displayed many beautiful guidebooks, videos, and precious books on Buddhism. Three salons ran concurrently each day for author talks and book signings. There were also several interesting seminars and forums during the Exhibition including theatre, musicians, and multimedia performances. One of the most notable forums was “Translators: Bridges of World Cultures” which consisted of talks on English children’s literature translations, challenges with translations of French works into Chinese and Taiwanese, and the Taiwan translations of the works of Haruki Murakami.

Short Takes

The Bookseller has been keeping us to date on the hottest news from the London Book Fair (April 10-12, 2011). Reports claimed the Americans were more enthusiastic about digital sales than the UK publishers. Agent Luigi Bonomi said the more advanced e-book market in the U.S. was making American publishers more decisive than their UK counterparts. Bonomi said: "It's buzzy and there's lots of excitement. The Americans are hungry for books, I'm not sensing gloom and despair." However, there were more reports of anxiety among UK publishers who are reporting that print sales figures are down. At a special digital conference on April 10th, publishers reported they are having to spend more to keep up with the pace of piracy, which is affecting royalty rates. Shelley of Little Brown told delegates: "Money spent on print and paper will be spent on specialists to fight piracy. The costs of this are only getting more expensive, and could spiral way out of control. There are also legal costs, when sites refuse to take down content." Shelley claimed the "unknown costs," as well as other new digital costs, would replace the cost savings made on digital. <http://www.thebookseller.com/category/tags/london-book-fair>

Open peer review — which gives anyone who's interested a chance to weigh in on scholarly content before it's published — just got an institutional boost. The Andrew W. Mellon Foundation has given New York University Press and Media Commons a \$50,000 grant to take a closer look at open, or peer-to-peer (P2P), review, the press announced today. Media Commons is a digital scholarly network hosted by the NYU Libraries and affiliated with the Institute for the Future of the Book. <http://chronicle.com/blogs/wiredcampus/taking-a-closer-look-at-open-peer-review/30877>

Two years ago Laura Gordon-Murnane wrote in *Information Today* that efforts were underway to make government datasets available to the public. But last week, *Information Today* discovered that during budget cuts The Office of Management and Budget (OMB) responded to fiscal tightening by eliminating the Data.gov project. Data.gov is not the only transparency in government project to be closed down; other efforts slated for shut down due to the budgetary crisis include the following:

- Apps.gov
- Fedspace, a secure intranet and collaboration workspace for Federal employees and contractors
- Federal Risk and Authorization Management Program (FedRAMP), which provides standards for cloud computing
- IT Dashboard that analyzes and evaluates Federal information technology investments (<http://it.usaspending.gov/>)
- USASpending.gov.

To read the full report, go to <http://newsbreaks.infotoday.com/NewsBreaks/Got-Government-Data-Not-Any-More-74860.asp>.

Did You Know?

...that Author Barry Eisler has rejected a \$500,000 advance to self-publish his next two novels? Read more at <http://scholarlykitchen.sspnet.org/2011/03/29/publishing-and-self-publishing-authors-now-call-the-shots/>.

...about the upheavals at the U.S. National Archives? Development of the Electronic Records Archive (ERA) has been suspended and now the Archives Library and Information Center has been closed. Read more information at <http://newsbreaks.infotoday.com/NewsBreaks/Upheaval-at-the-National-Archives-74285.asp>.

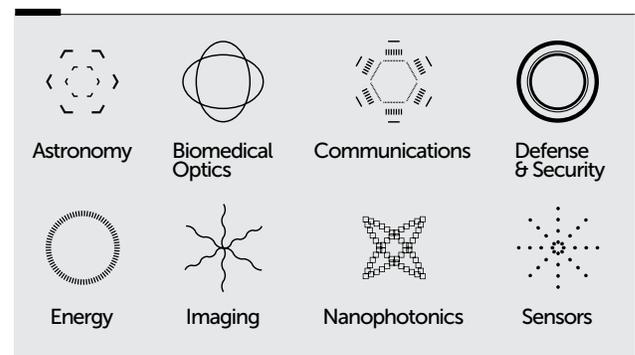
...that SAGE has announced it will reward reviewers with free access to all SAGE electronic journals? http://www.researchinformation.info/news/news_story.php?news_id=724&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+ResearchInformation-News+%28Research+Information+-+News%29&utm_content=Google+Reader

...that the Google book settlement with the Authors Guild was rejected again on 22 March? <http://chronicle.com/article/Google-Decision-Spurs-Research/126878/>

...that ACRL has decided to make the C&RL research journal free online effective April 1? <http://www.ala.org/ala/mgrps/divs/acrl/publications/oafaq.cfm> (Be sure to read more in this issue's ACRL report, page 3).

...CrossRef will release their new CrossMark service later this year which will alert when content has been updated, revised, or retracted? http://scholarlykitchen.sspnet.org/2011/04/13/when-bad-science-persists-on-the-internet/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+ScholarlyKitchen+%28The+Scholarly+Kitchen%29

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