



The CHARLESTON REPORT

Business Insights into the Library Market

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Libraries on the Move

OCLC and Sabinet, OCLC's partner in South Africa, have signed an agreement to provide WorldCat Local, OCLC's discovery service, as a single point of access and delivery of electronic, print and digital resources to the National Library of South Africa and 15 academic institutions. As part of a recent agreement between OCLC and Sabinet, libraries will now be able to access Sabinet's African content on WorldCat Local, as well as the OCLC-licensed resources already on the platform. Established in 1983 and based in South Africa, Sabinet has worked in partnership with OCLC since 1995, acting as distributor for them in sub-Saharan Africa since 1997 when they also began cataloguing South African information resources onto the OCLC platform. This agreement was extended in 2000 to catalogue directly onto WorldCat. More information about Sabinet is available at <http://www.sabinet.co.za/>.

On October 26, 2011, ASERL members unanimously agreed to admit two new research libraries as members of the Association of Southeastern Research Libraries. With the admission of Johns Hopkins University and the University of Maryland, ASERL now consists of 40 research libraries across 11 states, making it the largest U.S. regional research library consortium. JHU and UMD are the first new ASERL members since 2004. More information about ASERL can be found at <http://www.aserl.org/>.

Research Libraries U.K (RLUK) announced that it has struck new deals with Elsevier and Wiley-Blackwell with estimated savings of £20 million. The group had threatened to discontinue its "Big Deal" subscription arrangements with the two publishers because of what it called unsustainable price increases. U.S. libraries have also been re-examining whether Big Deals are really worth what they cost. The new RLUK deal was negotiated on behalf of the group's 30 member libraries by JISC Collections, an organization that helps provide digital resources for British education and research. Reported by Jennifer Howard of *The Chronicle of Higher Education*, December 1, 2011. <http://chronicle.com/blogs/wiredcampus/british-library-group-doesnt-ditch-elsevier-and-wiley-blackwell/34517#>

Charleston Conference Hot Topics

... Reported by Katina Strauch, Conference Founder,
<kstrauch@comcast.net>

The 31st Charleston Conference was held November 2-5 in Charleston, SC. One thousand five hundred and fifty-one delegates registered for the conference, a mix of aggregators and vendors (17%), librarians (55%), publishers (18%) consultants (3%), students (1%) and other interested parties (6%). The leadoff keynote was delivered by Michael Keller (University Librarian, Director of Academic Information Resources, Founder/Publisher HighWire Press, Publisher Stanford University Press, Stanford University). Michael spoke of metadata, linking, and the Semantic Web. These concepts permeated the Conference.

Some of the themes that emerged:

There have been and continues to be continuous experimentation, innovation, new initiatives and products which is exciting. The atmosphere throughout the Conference was positive and upbeat. Librarians, publishers and vendors are welcoming innovations of all types. As one speaker pointed out, "we are a generation or two away from the mature culture of print."

There are too many silos of different types of data; we need hubs which link silos and data. Data is now being produced in forms that were never accessible in earlier times. Sharing of data by researchers is difficult to engineer yet integration of this data is paramount.

Leave the library — librarians need to communicate with their end users where end users are located. This is a critical opportunity for librarians to collaborate with faculty colleagues to manage the data deluge.

65% of materials budgets are now devoted to econtent yet we are devoting more of our personnel budgets to physical content. We need restructuring and some new actors.

Two of the most popular plenary panels dealt with the progress of The Digital Public Library of America (DPLA), discussed eloquently by Robert Darnton (Carl H. Pforzheimer University Professor and Director of the Harvard University Library). His paper was published in *The New York Review of Books* the week after the Conference ended. The second Panel that was commented on by everyone was Ann Okerson's "Long Arm of the Law" panel which featured three lawyers talking about specific copyright cases that are still under review.

It was interesting that several hot topics at the 2010 Conference (use statistics and patron-driven acquisitions) were not mentioned in any of the keynote speeches but were the topic of several concurrent sessions.

Change is definitely in the air!

There have been detailed descriptions and write ups of the Conference in many venues. For a good overview, see www.against-the-grain.com/ "The Charleston Conference Goes Viral."

The next Charleston Conference is November 7-10, 2012. Visit the Website at www.katina.info/conference.

Some quotes from the conference ... "When you build scale, you build huge costs as well." "At the end of the day, it's all about students." "The Google Book Settlement is a good idea gone bad."

E-Book News

Overdrive has announced “Test Drive,” a program for libraries to support demonstration and lending of eBook reading devices and tablets to their patrons. The program includes device recommendations and guidelines for setup, maintenance and support, as well as best practices for institutions that want to stock and lend eBook readers and tablets to patrons. For more information, logon to <http://overdrive.com/resources/testdrive/default.aspx>.

Roughly 40 specialists of e-collections from European libraries met at the National Library of Portugal in early November to continue their work on “eBooks on Demand,” a project originally started by 13 European libraries from 8 countries in 2006 which now includes 30 libraries from 12 countries. EOD libraries have recently launched a common search engine for finding books that already are or will be digitized. The EOD search currently makes available over 2.5 million records from 15 libraries, and gives direct access to already digitized items as well as books offered for digitization on demand. About 1,000 books digitized with the EOD service are also visible via Europeana, Europe’s digital library. The development of the service is co-financed by the European Commission Culture Programme. To learn more, logon to <http://books2ebooks.eu>.

All 50 U.S. state librarians recently decided to actively support the Internet Archive’s Open Library lending program. Chief Officers of State Library Agencies (COSLA) voted unanimously during a meeting held October 24-26 in Santa Fe, NM, to enter into a memorandum of understanding with the Internet Archive (IA) that will essentially make the state librarian in each state a point person for the Open Library’s lending program which is essentially an electronic consortium in which participating libraries send their books to the Internet Archive to be digitized. Afterwards, the works become part of a lending pool which patrons from participating libraries can dip into. The program only began in March with about 150 participating libraries, and it already has grown to include 1,000 libraries in eight countries and a collection of about 100,000 titles. To learn more, logon to <http://www.thedigitalshift.com/2011/11/ebooks/all-50-state-librarians-vote-to-form-alliance-with-internet-archives-open-library/#>.

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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 Rebecca Lenzini, <rlenzini@charlestonco.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

54%...of 187 million U.S. adults who interacted with content and ads from 172 magazines in a recent study used the Web or mobile platforms, including smartphones, eReaders, tablets and other mobile devices. Of note, 95% of the total still consume magazine content and advertising in print form, including an overlap of 48% who consume via both print and digital channels. <http://www.mediapost.com/publications/article/162780/>

60,000...historical scientific papers from the Royal Society are now accessible via a fully searchable online archive, with papers published more than 70 years ago freely available. Items in the archive include Isaac Newton’s first published scientific paper, geological work by a young Charles Darwin, and Benjamin Franklin’s account of his electrical kite experiment. <http://www.thedigitalshift.com/2011/11/ebooks/royal-society-scientific-american-make-historical-archives-available-online/#>

15%...of all credit card transactions will be mobile by 2013, according to World Payments Report 2011, who also note that 20 billion credit card transactions take place each year. <http://www.uk.cappgemini.com/insights-and-resources/by-publication/world-payments-report-2011/#>

184 million...U.S. viewers consumed a record 42.6 billion videos in the month of October according to new comScore data. The figures translate to 21.1 hours, or 1,268 minutes, per viewer. Almost half of the videos were watched on YouTube or other Google sites. Of note, Internet users in the United States watched more online videos in October than ever recorded in a one-month time span. <http://mashable.com/2011/11/29/online-video-views/#>

\$1.25 billion...was the sales figure recorded for 2011’s “Cyber Monday,” the Monday after Thanksgiving in the U.S. during which online retailers offer discounts to lure holiday shoppers. This year’s figure made the sales day the largest of the year, and for the second year in a row, the online sales number beat that recorded by brick-and-mortar stores on so-called “Black Friday” three days earlier. <http://www.nytimes.com/2011/12/04/opinion/sunday/internet-access-and-the-new-divide.html>

Mark Your Calendars

January 20-24, 2012 — American Library Association Midwinter Meeting, Dallas, TX. More information and registration at <http://www.alamidwinter.org/#>.

January 25-28, 2012 — SLA Leadership Summit 2012, Atlanta, GA. More information at <http://lisevents.com/events/2012/sla-leadership-summit#>.

February 1-3, 2012 — PSP 2012 Annual Conference. “Prospering with Digital: Making Investments Pay,” Mayflower Hotel, Washington, DC. Conference Program available at <http://www.pspcentral.org/events2>.

March 11-13, 2012 — SPARC 2012 Open Access Meeting, Kansas City Intercontinental Hotel, Kansas City, MO. Details and registration information available at <http://sparc.arl.org/civCRM/event/info?reset=1&id=94#>.

Hot Topics from London Online

... Reported by Judy Luther, President, Informed Strategies, <judy.luther@informedstrategies.com>

Online Information in London, held Nov. 29 - Dec. 1, offered the opportunity for excellent conversations again this year even though the size and character of the meeting is changing.

1) The “hot topic” for me is **emerging business models for the end user**. A good example is Cambridge University Press which has begun to offer an article rental service for \$6 for 24 hours. The reader cannot print or keep the content but does have access to it. Given that libraries can't afford to buy all they would like to for their patrons, this is the beginning of pricing for end users that will allow content to travel more broadly. Simon Ross, CUP's Managing Director of Journals, mentioned that without announcing this new service, several hundred readers had discovered it on their Website since its launch six weeks ago. Clearly early indicators affirm reader demand.

2) Jeff Deneen, the new Director of Sales & Marketing at Metapress, has a PhD in sociology and his observations about

tensions in the market were good ones. **Existing business models are being stressed by new mobile devices** that focus on delivering information to the reader in context.

3) Alexander Street Press is **expanding their distribution of video**. The **rapid adoption of the iPad** and other mobile tablets are excellent devices for consuming video which appeals to a global audience. It's good to see a balance emerging from the heavy emphasis on text-based content.

4) **Semantic Content Enrichment** was evident with providers such as Temis and Scope eknowledge and publishers such as Sage promoting the use of these services to provide more sophisticated search results.

5) **Next year Online Information is moving** to ExCel (<http://www.excel-london.co.uk/>) — a move that will support stronger integration of a program with exhibits providing new learning opportunities for participants and attendees.

The Advent of Techniques for Electronic Resource Management

Graham Stone, Information Resources Manager, University of Huddersfield (UK) and Jill Emery, Collection Development Librarian, Portland State University (U.S.) have created a new space for librarians to share best practices in Electronic Resource Management using crowd sourcing for techniques (TERMS). The duo is releasing a TERM every two weeks to a blog and promoting the blog via Twitter as well as posting TERMS to a Facebook group page for input and response. Currently, there are over 100 followers on Twitter, 11 direct followers of the TERMS blog, and 138 members in the Facebook group.

An active participant, Anna Creech, Electronic Resources Librarian for the University of Richmond, says “TERMS has inspired me to look at and assess our processes and workflows to see if there are efficiencies we are missing. It has also expanded the kind of information I provide to decision-makers during the renewal cycle, as well as the format of that information delivery. Many of the examples in TERMS are from larger institutions, so some things would add complexity to our relatively simple system, but I still find it very useful to see how other eresource departments are handling the lifecycle of eresources.”

To follow TERMS, use any of the following:

BLOG: <http://6terms.tumblr.com/>

Twitter: <http://twitter.com/6TERMS>

Facebook: Search for TERMS, it is an open group

For more information, contact <G.Stone@hud.ac.uk> and <jemery@pdx.edu>.

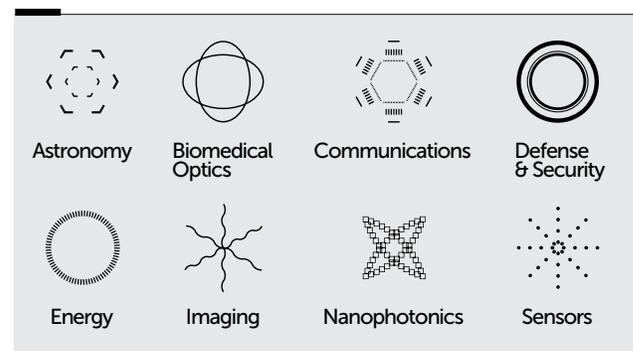
Did You Know?

There are 616 full OA journals from 530 societies that appear in the latest list published by the SPARC Open Access Newsletter. This total is up compared to the 450 full or non-hybrid journals from 425 societies published in the newsletter four years ago in 2007. <http://www.earlham.edu/~peters/fof/newsletter/12-02-11.htm>

14th Annual Fiesole Collection Development Retreat

The 14th Fiesole Collection Development Retreat will be held April 12-14, 2012 in Fiesole, Italy. This year's theme is “Advancing Global Scholarship in STM and the Humanities.” Registration information is available at http://www.casalini.it/retreat/retreat_2012.html#.

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Library of Congress Announces Effort to Replace MARC

Deanna Marcum, currently Associate Librarian for Library Services, Library of Congress, and soon to be Managing Director of Ithaka S+R, issued the following statement on October 31, 2011:

“The Library of Congress is committed to developing, in collaboration with librarians, standards experts, and technologists a new bibliographic framework that will serve the associated communities well into the future. We at the Library are committed to finding the necessary funding for supporting this initiative, and we expect to work with diverse and wide-ranging partners in completing the task. Even at the earliest stages of the project, we believe two types of groups are needed: an advisory committee that will articulate and frame the principles and ideals of the bibliographic framework and a technical committee that has the in-depth knowledge to establish the framework, itself.”

Interested parties are invited to read LC’s “Bibliographic Framework General Plan” (posted at <http://www.loc.gov/marc/transition/news/framework-103111.html#>) and offer comments.

Must Reads

For a challenging look at the many issues raised by our increasing use of ebooks in libraries, be sure to read: “Ebooks on Fire: Controversies Surrounding Ebooks in Libraries,” by Charles (Chuck) Hamaker, Associate University Librarian for Collections and Technical Services, Atkins Library, University of North Carolina Charlotte, published in *Searcher*, December 2011. Full text available at <http://www.infoday.com/searcher/dec11/Hamaker.shtml#>.

Coming soon! The *2010 Charleston Conference Proceedings* are almost finished, and the target release date is January 2012. Conference organizers are again self-publishing through Lightning Source, the same approach used for the 2009 volume. A free electronic copy will be distributed to each 2010 attendee, and print copies will be available for purchase through any Lightning Source distribution partner (Ingram Books, Amazon, Barnes & Noble, etc).

TCR Quotes

*“I see science publications as an edifice, with turrets and curlicues at the top (articles published in the likes of *Nature and Science*), solid walls (consisting of articles in the better journals), and a strong foundation of hard core (consisting of articles in mediocre and less than mediocre journals). Without this foundation, the edifice would collapse.”*

Jan Velterop <velterop@gmail.com>, posted to lib-license, December 3, 2011.

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